



Rotary  
Club of McKinney

# PARADE OF LIGHTS MCDC GRANT REPORT

**Prepared For:**

MCDC

**Prepared By:**

McKinney Rotary Club

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# EXECUTIVE SUMMARY

For over a quarter- century, the McKinney Rotary Club has been the driving force behind our city's annual Christmas parade. This years event marked a special milestone as we honored the dedicated City of McKinney employees by naming them the official Grand Marshals. **We wanted to honor the hard work of the entire city staff.** The city staff chose three individuals to lead the procession. Our Grand Marshals traveled in style at the front of the parade thanks to a vehicle graciously provided by Bob Tomes Ford. Each year the parade continues to reach new heights in popularity. It is only with the continued support of MCDC, Mainstreet McKinney and city of McKinney employees that this event has become such a citywide success.

*Celebrating 26 years of  
Community Spirit*





# EVENT BACKGROUND

The 26th annual Christmas Parade of Lights took place on December 13, 2025 marking another successful collaboration between the McKinney Rotary Club and City of McKinney. Since its inception in 2000, the parade has become a staple of the holiday season. Examples of event highlights include the following;

**Theme:** “Christmas around the World”

**Route:** Staged at Finch Park for the second consecutive year

**Participants:** The MHS Marine JROTC, the Rotary Big Wheel, bands and drill teams from all three local schools, city council members, businesses, non-profits and many more.

**Grand Finale:** Following tradition, the event concluded with Santa Claus arriving on a McKinney Fire Department truck

# EVENT ATTENDANCE

# EVENT IMPACT

93 Floats

1,500 Parade  
Participants

30,000  
Attendees

\$14,800  
Fundraising

Increased  
foot traffic  
for retailers/  
restaraunts



# EVENT ADVERTISING

Promotion for the Parade of Lights leverages a must-channel approach to maximize audience reach: This strategy includes using local media, newspapers, radio and online publications. The following is a list of promotional advertisements that were used;

<b>Community Impact</b>	<b>In-paper/website</b> 163,407 impressions 512 hovers/touches	 <b>\$ 1,425.00</b>
<b>Executive Press</b>	<b>Yard signs</b> (placed throughout the city)	<b>\$ 652.00</b>
<b>Star Local Media</b>	<b>Local News</b> (printed ads 65,000 homes/ Digital ads 56,836 impressions)	<b>\$ 1,200.00</b>
<b>AlphaMedia</b>	<b>KLAKE 97.5</b> (On air/on stream/ Digital Banner 80,000 listeners)	<b>\$ 2,620.00</b>
<b>City Lifestyle</b>	<b>Full Page</b> Mckinney and Prosper Lifestyle (83,000 readership)	<b>\$ 1,300.00</b>
<b>Hope Float Creative</b>	<b>Fairview Town News</b> 1/2 page advertisement (4,500 residents/ 300 businesses Frisco and Fairview)	<b>\$ 575.00</b>

**Social media:** Rotary Club platforms, city tourism pages, and community groups

**Print materials:** Posters in local businesses and yard signs placed throughout the city

**Partnerships:** collaboration with MCDC, local organizations, and downtown merchants

This comprehensive advertising strategy ensures strong community engagement and attracts visitors from across the region, supporting both attendance goals and downtown economic vitality.

# EVENT SUMMARY

The McKinney Rotary Club's signature event, the Parade of Lights, is a cherished holiday tradition that brings residents and visitors together in Historic Downtown McKinney. Featuring illuminated floats, performances, and participation from local organizations, the parade provides a festive, family-friendly experience that is free and accessible to all.

All proceeds from float entry fees and local business sponsorships are contributed directly to the McKinney Rotary Foundation. **These funds are subsequently awarded to local charitable organizations**, ensuring the event's impact extends far beyond the day's entertainment.

The parade aligns with MCDC goals by

- attracting visitors
- promoting local businesses
- enhancing the city's cultural and economic vitality.

With continued support from MCDC, the parade strengthens community connections, supports charitable causes, and offers memorable experiences for residents and visitors alike.

# EVENT CONCLUSION

In total, the McKinney Rotary Club raised \$19,890 from sponsorships and participants in the 2025 parade of lights. With the MCDC grant of 7,500.00, the McKinney Rotary foundation will have a **net profit of \$ 14,825\***.

On behalf of the McKinney Rotary club, **we express our sincere gratitude for the continued support of the McKinney Community Development Corporation** in providing funding for the annual parade of lights.

This parade is a special community event and can be witnessed by the enthusiasm of the participants and the involvement of the community. It is an honor to be able to be a part of such a loved community event

\*\*Current total as of Jan 12 2026, we are still collecting sponsorship fees and paying invoices.



# THANK YOU MCDC



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