

Promotional and Community Event Grant Application

McKinney Community Development Corporation FY 2025

Important Information

- Please read the McKinney Community Development Corporation [Grant Guidelines](#) before completing this application.
- The Grant Guidelines are available at [McKinneyCDC.org](#) or by emailing Info@McKinneyCDC.org.
- Applications must be completed in full, using this online form and submitted by 5 p.m. on the application deadline indicated on the [Grants page](#) of the McKinney CDC website.
- If you are interested in a preliminary review of your grant request or event idea, please [complete and submit the online Letter of Inquiry](#).

Company Name	McKinney Rotary Foundation
Federal Tax I.D.	34-2051592
Incorporation Date	Monday, September 10, 2007
Mailing Address	P.O. Box 552 McKinney, Texas, 75070
Phone Number	(214) 578-7659
Email	mckinneyparadeoflights@gmail.com
Website	www.mckinneyrotary.org
Social Media	McKinney Rotary Christmas Parade of Lights, instagram.com/mckinneyrotaryclub

Please provide a detailed narrative about your organization including years established, mission, goals, scope of services, staff, successes, contribution to community, etc.

The McKinney Rotary Club has been actively serving the community for over 100 years. The organization sponsors numerous scholarships and charities in the McKinney community, as well as organizing community events such as the Christmas parade. The club meets at noon on Friday in the ballroom of the Grand Hotel above Rick's Chophouse in downtown McKinney.

Select One

Nonprofit 501(c)3 (Attach copy of IRS Determination Letter)

IRS Determination Letter for 501(c)3



IRS letter parade.pdf

Noteworthy recognitions or awards in the last two years.

The McKinney Rotary Club was one of the top three nominees for the 2025 "Volunteer Group of the Year" Award at the annual spirit of volunteerism awards presented by Volunteer McKinney. We were also recognized as the Rotary District 5810 Club of the year in 22-23. McKinney Rotary Club awarded a

\$100,000 grant to Direction 61:3

Representative Completing Application Betty Petkovsek Rotarian/Christmas Parade Co-Chair

Mailing Address P.O. Box 552
McKinney, Texas, 75070

Phone Number (214) 578-7659

Email mckinneyparadeoflights@gmail.com

Contact for Communications Between MCDC and Organization Betty Petkovsek Rotarian/Christmas parade Co-Chair

Address P.O. Box 552
McKinney, Texas, 75070

Phone Number (214) 578-7659

Email mckinneyparadeoflights@gmail.com

Funding - Total Amount Requested 7,500.00

Are matching funds available?

Will funding be requested from any other City of McKinney entity (e.g. Visit McKinney, Arts Commission, City of McKinney Community Support Grant)?

Have you received or will funding be requested from other organizations / foundations?

Has a request for funding for this Promotional / Community Event been submitted to MCDC in the past five years?

Please list. 5/31/2021, 5/31/2022,5/31/2023, 05/31/2024

Board of Directors

Tammy Mahan
Harold McLeod
Randy Routon
Carol Ownby
Cathie Walner

Leadership Staff

Harold McLeod
Stephanie Talley
Tammy Mahan
Rob Wythe

Ron Johnson
Rick Scauzillo
Rob Thomas

Information provided for promotional / community event for which you are seeking funding.

Date(s) of Event	12/13/2025
Location(s)	McKinney Finch Park and historic downtown square
Event(s) open to the public?	<div>Yes</div>

Ticket Prices
Entry fee for parade participants 90.00 for non profits 150.00 for businesses 25.00 for cars

Describe the target audience for the event(s).
Community members of all ages Clubs, Families, school groups

Is this the first for this event?	<div>No</div>
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If not, what is the history for the event (annual / biannual since what year)?
This will be our 26th year to sponsor the Christmas parade. It has become a family tradition for so many in our community.

How does event showcase McKinney for tourism and/or business development?
The Annual McKinney Rotary Christmas Parade of Lights has become the focal event of the Christmas season in McKinney. The parade annually has over 1200 participants and many thousands more in spectators. The parade brings a sense of community to the entire city, bringing children and parents together in the historic downtown square. The parade has continued to grow in size with the participation of three high school bands and drill teams. It also promotes McKinney's downtown area and packs the local restaurants and bars with patrons before and after the parade.

Expected attendance.	25,000
Expected number or percentage of attendees coming from outside of McKinney.	8,000
Does the event support a non-profit (other than applicant)?	<div>No</div>

What percentage of revenue will be donated (indicate gross or net)?	68%
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Financial Goals of Promotional / Community Event

Gross Revenue	\$29,000.00
Projected Expenses	\$14,000.00
Net Revenue	\$15,000.00

Other Funding Sources

The remaining funds will be generated through sponsorships and registration fees from local businesses and parade participants.

Provide a detailed narrative of the event(s) including mission, goals, activities, schedule, production timeline, goals for growth / expansion, etc.

The parade will begin at 6:00pm on Saturday December 13, 2025. It will last approximately 1.5 hours. The float staging will begin around 4:00 in Finch Park. The parade will proceed north on Tennessee street around the town square, exit south on Kentucky street and will end at Finch park where it began. The mission of the Christmas parade is to bring our community together and to officially usher in the beginning of the holiday season. The parade is not only a community wide event that brings thousands of people to the downtown square but it also attracts multitudes of others from surrounding cities and beyond to experience/patronize the downtown square and businesses for a safe, family friendly event.

Provide a detailed marketing plan and budget for the event(s).

The McKinney Rotary Club is planning to kick off a strong advertising campaign in September 2025. The parade will be promoted via social media, websites, local newspapers/magazines and signage. The largest single initiative will be social media and radio advertising.

Plan should include promotional channels (print ads including publication names, social media, radio, posters, flyers, yard signs, etc.)

Promotional Channel	Budget
97.5 KLAK	2,620.00
The Print Lab	895.00
McKinney Courier Gazette	1,600.00
Colorworks Printing	2,138.00
City Lifestyle	1,200.00
McKinney Community Impact	1,425.00

Total Promotional Budget 9,878.00

What percentage of the total marketing budget does the grant represent? 75%

Attendance from previous event(s), if applicable 25,000

Marketing lessons learned from past (what worked and what did not).

In the past we have had great exposure from KLAK radio station, Community Impact McKinney Courier Gazette and social media. Last year we were not able to use the banners that were printed to place on the side of the MPAC due to the high winds. We have been told that this year there will be a better way to display the banners so that wind will not be a factor.

How will you measure success of your event and marketing campaign? (attendance, website hits, social media indicators, etc.)


The success will be measured by the number of entrees we have and the number of attendees

Please include examples of past marketing efforts (screen shots of ads, posters, social posts, radio text, etc.)

- 1. A 5'x35' mesh banner to place downtown on the side of MPAC.

- 2. Community Impact advertised with a quarter page ad in the paper along with website advertising starting in November
 - 3.KLAK began talking about the parade towards the end of November along with a streaming a weekly campaign ad.
 - 4. We will have yard signs placed around town with the parade information along with acknowledging MCDC and Commercial Bank of Texas
 - 5. Lifestyle publications had coverage for the parade on the inside front cover for the McKinney and Prosper December publication.
- All advertisements include recognition for MCDC and Commercial Bank of Texas as our top sponsor.

Budget

 127_MRF Financials 04-30-2025_6954.pdf

What percentage of Project / Promotional / Community Event funding will be provided by the applicant?

25%

Are matching funds available?

No

What dollar amount and percentage of Promotional / Community Event funding will be provided by other sources such as sponsorship, registration fees, individual or corporate donations, etc.?

Sponsorship Revenue	12,755.00
Registration Fees	8745.00
Net Revenue	15,000.00

- Provide an overview of the organization's financial status, including the impact of this grant request on the organization's mission and goals.
- Please attach your budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

Budget

 MRF Financials 04-30-2025_7528.pdf

Financial Statements

 MRF Financials 04-30-2025.pdf

IRS Determination Letter (if applicable)

 135_IRS letter parade_1833.pdf

W9

 Not For Profit Status Documents - Go... .pdf

Completed applications that are eligible for consideration by MCDC will be presented to the board according to the schedule on the Grants page of this website. Presentations will be limited to five (5) minutes followed by time for Board questions.

Please be prepared to provide the information outlined below in your presentation:

- Summary of organization and goals
- Summary of event(s) to include dates, location, ticket prices, target audience, how your event will showcase McKinney, estimated attendance from within and outside of McKinney (and past attendance, if applicable), event features / activities, how event supports your organization's mission, and non-profit beneficiary, if applicable.
- Specific marketing plans for event(s) including promotional channels to be utilized (print, radio, social media, posters, etc.) and budget for each. Please share the percentage of the total marketing budget that this grant application represents.

If funding is approved by the MCDC board of directors, Applicant assures:

- The Promotional / Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization;
- All funds awarded will be used exclusively for advertising, marketing and promotion of the Promotional / Community event described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Promotional / Community Event. A logo will be provided by MCDC for inclusion on all advertising, marketing and promotional materials. Specifics for audio messaging will be agreed upon by applicant and MCDC and included in an executed performance agreement.
- The organization's officials who have signed the application are authorized by the organization to submit the application.
- Applicant will comply with the MCDC Grant Guidelines in executing the Promotional / Community Event for which funds were received.
- Applicant gives permission for the use of Board presentation images on MCDC website and social media content.
- A final report detailing the success of the Promotional / Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Promotional / Community Event.
- Grant funding is provided on a reimbursement basis subsequent to the submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld until the **final report on the Promotional/Community Event is provided to MCDC.**

Applicant Electronic Signature

We certify that all figures, facts, and representations made in this application, including attachments, are true and correct to the best of our knowledge.

Selecting this option indicates your agreement with the above statement.

Chief Executive Officer



Date

Thursday, May 15, 2025

**Representative Completing
Application**



Date

Monday, May 12, 2025

Notes

- Incomplete applications or those received after the deadline will not be considered.
- A final report must be provided to MCDC within 30 days of the event / completion of the Promotional / Community Event.
- Final payment of funding awarded will be made upon receipt of final report.
- Please use the Final Report to report your results. A PDF version is also available.

McKinney Rotary Foundation Balance Sheet

	Apr 30, 25	Apr 30, 24	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
Independent Bank # 567113	66,323.62	133,634.46	(67,310.84)
Certificate of Deposit 13 Month	27,314.78	27,314.78	0.00
Certificate of Deposit 6 Month	27,881.87	27,881.87	0.00
Int'l Project Reserve	20,000.00	15,000.00	5,000.00
Total Checking/Savings	141,520.27	203,831.11	(62,310.84)
Total Current Assets	141,520.27	203,831.11	(62,310.84)
TOTAL ASSETS	141,520.27	203,831.11	(62,310.84)
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Other Current Liabilities			
Due to McKinney Rotary	0.00	250.00	(250.00)
Payable to Rotary Sunrise	410.00	0.00	410.00
Total Other Current Liabilities	410.00	250.00	160.00
Total Current Liabilities	410.00	250.00	160.00
Long Term Liabilities			
Club Int'l Service Payable	20,000.00	15,000.00	5,000.00
Total Long Term Liabilities	20,000.00	15,000.00	5,000.00
Total Liabilities	20,410.00	15,250.00	5,160.00
Equity			
Retained Earnings	176,939.93	149,131.04	27,808.89
Net Income	(55,829.66)	39,450.07	(95,279.73)
Total Equity	121,110.27	188,581.11	(67,470.84)
TOTAL LIABILITIES & EQUITY	141,520.27	203,831.11	(62,310.84)

McKinney Rotary Foundation

Profit & Loss

05/07/25

Accrual Basis

	Jul '24 - Apr 25	Jul '23 - Apr 24	\$ Change	% of Income
Ordinary Income/Expense				
Income				
Big Wheel Donations	2,000.00	1,545.00	455.00	1.5%
Contributions	2,945.00	1,806.25	1,138.75	2.2%
Dues				
Youth Leadership	0.00	1,150.00	(1,150.00)	0.0%
Total Dues	0.00	1,150.00	(1,150.00)	0.0%
Fund Raising				
Flag Leases	97,760.00	78,173.00	19,587.00	72.6%
Parade of Lights	29,000.00	28,790.00	210.00	21.5%
N. Texas Giving Day Proceeds	200.00	625.00	(425.00)	0.1%
Total Fund Raising	126,960.00	107,588.00	19,372.00	94.3%
Milstead Scholarship Received	0.00	1,500.00	(1,500.00)	0.0%
Other Revenue	2,678.50	3,565.85	(887.35)	2.0%
Total Income	134,583.50	117,155.10	17,428.40	100.0%
Expense				
Grants Funded	132,080.00	0.00	132,080.00	98.1%
Prepaid Expense	60.00	0.00	60.00	0.0%
Bank Service Charges	30.00	0.00	30.00	0.0%
Charitable Contributions/Commun	0.00	10,353.00	(10,353.00)	0.0%
Flag Related Expenses	38,706.41	40,547.83	(1,841.42)	28.8%
Fund Raising Costs				
Parade of Lights Costs	13,578.01	13,089.72	488.29	10.1%
Total Fund Raising Costs	13,578.01	13,089.72	488.29	10.1%
Meals and Entertainment	278.15	0.00	278.15	0.2%
Office Supplies	40.25	556.19	(515.94)	0.0%
Professional Fees				
Accounting	450.00	3,100.00	(2,650.00)	0.3%
Total Professional Fees	450.00	3,100.00	(2,650.00)	0.3%
Rotary Big Wheel Expense	433.00	1,339.41	(906.41)	0.3%
Website Costs	0.00	195.00	(195.00)	0.0%
Youth Services	4,757.34	12,455.24	(7,697.90)	3.5%
Total Expense	190,413.16	81,636.39	108,776.77	141.5%
Net Ordinary Income	(55,829.66)	35,518.71	(91,348.37)	(41.5)%
Other Income/Expense				
Other Income				
Interest Income	0.00	1,331.36	(1,331.36)	0.0%
Total Other Income	0.00	1,331.36	(1,331.36)	0.0%
Net Other Income	0.00	1,331.36	(1,331.36)	0.0%
Net Income	(55,829.66)	36,850.07	(92,679.73)	(41.5)%

10:16 AM

05/07/25

Cash Basis

McKinney Rotary Foundation
Grants Funded

July 2024 through April 2025

Type	Date	Num	Adj	Name	Clr	Split	Debit	Credit	Original Amount	Balance
Grants Funded										
Check	09/06/2024	3722		Direction Sixty One Three		Independent ...	100,000.00		100,000.00	100,000.00
Check	12/02/2024	3761		Common Good Medical		Independent ...	2,500.00		2,500.00	102,500.00
Check	02/20/2025	3773		Hugs Cafe		Independent ...	2,500.00		2,500.00	105,000.00
Check	02/20/2025	3774		Streetside Showers		Independent ...	1,200.00		1,200.00	106,200.00
Check	02/20/2025	3775		Community Food Pantry		Independent ...	4,050.00		4,050.00	110,250.00
Check	02/20/2025	3776		Community Lifeline Center		Independent ...	3,500.00		3,500.00	113,750.00
Check	04/25/2025	3784		MEF		Independent ...	4,500.00		4,500.00	118,250.00
Check	04/25/2025	3786		Samaritan Inn		Independent ...	2,530.00		2,530.00	120,780.00
Check	04/25/2025	3787		Shelter Box USA		Independent ...	1,500.00		1,500.00	122,280.00
Check	04/25/2025	3788		Community Garden Kitchen		Independent ...	1,500.00		1,500.00	123,780.00
Check	04/25/2025	3789		Baby Bottoms Diaper Bank		Independent ...	1,500.00		1,500.00	125,280.00
Check	04/25/2025	3790		Hope Restored Mission		Independent ...	1,500.00		1,500.00	126,780.00
Check	04/25/2025	3791		Meals on Wheels		Independent ...	3,500.00		3,500.00	130,280.00
Check	04/25/2025	3792		Little Hearts of Hope		Independent ...	1,800.00		1,800.00	132,080.00
Total Grants Funded							132,080.00	0.00		132,080.00
TOTAL							132,080.00	0.00		132,080.00

[illegible]

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: SEP 10 2007

MCKINNEY ROTARY FOUNDATION
C/O FRANK R SCAUEILLO JR
1216 N CENTRAL EXPWY STE 101
MCKINNEY, TX 75070-3314

Employer Identification Number:
34-2051592
DIN:
17053144007037
Contact Person:
KEVIN W PAYTON ID# 31454
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
June 30
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
July 7, 2005
Contribution Deductibility:
Yes
Advance Ruling Ending Date:
June 30, 2010

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

If you distribute funds to other organizations, your records must show whether they are exempt under section 501(c)(3). In cases where the recipient organization is not exempt under section 501(c)(3), you must have evidence the funds will be used for section 501(c)(3) purposes.

Letter 1045 (DO/CG)

W-9Form
(Rev. October 2018)
Department of the Treasury
Internal Revenue Service**Request for Taxpayer
Identification Number and Certification**► Go to www.irs.gov/FormW9 for instructions and the latest information.**Give Form to the
requester. Do not
send to the IRS.**

Print or type. See Specific Instructions on page 3.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. McKinney Rotary Foundation	
	2 Business name/disregarded entity name, if different from above	
	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. <input checked="" type="checkbox"/> Other (see instructions) ► Tax Exempt 501(c) (3) non profit organization	
	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>	
	5 Address (number, street, and apt. or suite no.) See instructions. P.O. Box 552	Requester's name and address (optional)
	6 City, state, and ZIP code McKinney, TX 75070	
	7 List account number(s) here (optional)	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number								
			-				-	
OR								
Employer identification number								
3	4	-	2	0	5	1	5	9

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person ► <i>Cathy Walney, Accountant</i>	Date ► <i>6/1/22</i>
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
 - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
 - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
 - Form 1099-S (proceeds from real estate transactions)
 - Form 1099-K (merchant card and third party network transactions)
 - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding*, later.