

January 23, 2024

Ms. Cindy Schneible
President
McKinney Community Development Corporation
7300 SH 121, SB
Suite 200
McKinney, TX 75070

Dear Ms. Schneible:

The purpose of this letter is to submit a final report on the McKinney Rotary Annual Parade of Lights as well as to request reimbursement for promotional materials per the terms of the grant approved August 1, 2023.

The 24th Annual Parade of Lights was held Saturday, December 9, 2023, in Historic Downtown McKinney from 6:30pm to approximately 8:30pm. We had wonderful weather this year with clear skies that brought out a large crowd. I would say it was a near perfect evening for the event.

The theme for this year was "Christmas Movie Magic." At the time of this letter, we had not received attendance estimates, but observations that night promise that the parade was well attended. We believe this is the largest attendance we've had in the last five years. The feedback I've heard is we put on an amazing show for the whole family.

As is tradition, McKinney's hometown radio station 97.5 KLAK's Alan Freemont and Rotarian Bill Cox were the emcees for the evening. Alan and Bill emceed from the steps of the historic McKinney Performing Arts Center. Transportation was provided by two shuttles, the cost was graciously split with MPAC, which ran from First Baptist Church to Miller Park from 3:00pm-10:00pm the day of the parade.

The parade was led by the Marine Color Guard and the MHS Marine JROTC, followed closely by the Rotary Big Wheel ridden by our Rotary President and son, Rob and Henry Thomas, The Sunrise Rotary Club's president, Bobbi Wright and our Rotary Exchange student from Spain, Jimena Tregallo Ortiz. Throughout the parade, the emcees spoke about the MCDC, its impact and highlighted MCDC as a funder of the parade. Several members of the McKinney City Council followed in cars donated by Bob Tomes Ford as well as fire trucks provided by the McKinney Fire Department.

Excluding the fire trucks, 96 groups signed up to participate in the parade compared to 81 in the prior year. In total we estimate we had 1850 participants. We feel our social media efforts were successful. Between Community Impact, the Courier Gazette and Facebook, we reached over 100,000 people. The

event drew people from across the DFW Metroplex with new floats coming from Anna, Melissa, Richardson, Prosper and Van Alstyne.

Entrants in the parade were comprised of local businesses, public and private schools, scout troops, churches, non-profit organizations, and auto clubs. Each group was announced by the emcee as it approached the stage. Four floats were selected as the best decorated. First place went to McKinney Sports Connection, second place went to First Baptist Church of McKinney, third place went to Airview AC, and fourth place went to HEB. Winners received \$1,000, \$500, \$300 and \$100 respectively.

The evening concluded with a jolly Santa followed by McKinney PD Mounted Patrol.

Promotional materials for the parade were approved by Linda Jones, via email. Reimbursement up to \$7,500.00 is requested for the following (receipts attached):

- Two mesh banners promoting the parade hung on the northside of the McKinney Performing Arts Center (image attached) - \$1,910.00 ✓
 - Half page ad in McKinney Community Impact - \$1,375.00 ✓
 - Half page ad in the McKinney Courier Gazette - \$1,000.00 ✓
 - Radio ads by 97.5 KLAK (script attached) - \$2,620.00 ✓
 - Facebook Marketing Promotions -- \$213.99 ✓
 - Yard signs and posters posted throughout McKinney, including Historic Downtown - \$895.00 ✓ (images attached).
- 8013.99 qualified
total grant award:
7500.00*

In total, the McKinney Rotary Club raised \$16,865.00 from sponsors and participants for this year's parade. With the MCDC grant of \$7,500.00, the McKinney Rotary Foundation will have a net profit of \$12,362.78 from the 2023 Parade of Lights.

Additional photos from the parade may be viewed at our website;

[2023 Parade of Lights | Rotary Club of McKinney \(mckinneyrotary.org\)](https://www.mckinneyrotary.org)

You will find several of our favorites included with this report. Should further documentation be required, please let us know via phone or email.

On behalf of the McKinney Rotary Club, we express our sincerest gratitude for the continued support of the McKinney Community Development Corporation in providing funding for the Annual Parade of Lights. This parade is special, and it can be seen by the enthusiasm of the participants and the involvement of the community. It's an honor to produce it.

Sincerely,

Harold McLeod, Parade Chair (Head Elf)
The McKinney Rotary Foundation
P.O. Box 552
McKinney, TX 75069



