

January 15, 2025

Ms. Cindy Schneible
President
McKinney Community Development Corporation
5900 S Lake Forest Drive
Suite 110
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 July 25, 2024.

The 25th Annual Parade of Lights was held Saturday, December 14, 2024, in Historic Downtown McKinney from 6:30pm to approximately 8:30pm. The day began cloudy with rain and ended up with clear skies and a perfect night to have a parade.

The theme for this year was "Christmas Songs". At the time of this letter, we had not received attendance estimates, but observations made that night provided evidence that the parade was well attended. We have received positive feedback from both participants and viewers. This year was our first year to begin the Christmas parade at Finch Park which was an improvement as far as the amount of open space for the parade staging area. The increase in space allowed us to observe our community come together. We were able to witness interactions amongst families, local organizations and businesses from our area that might not have prior opportunities to connect. There were participants with lawn chairs just looking for opportunities to visit and watch the parade evolve. What a wonderful community event that we have the privilege to be a part of where multiple generations can participate and enjoy.

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 which ran from First McKinney Church located on Louisiana street to Mitchell Park from 3:00pm - 10:00pm the day of the parade. Thankfully, the cost of the shuttle was split with MPAC.

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 Harold McLeod, Sunrise Rotary

President, Leslie Vashler, Mayor George Fuller along with Maylee Fuller. 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 McKinney Fire trucks.

Excluding the fire trucks, 85 groups signed up to participate in the parade compared to 96 in the prior year. In total we estimate we had 1500 participants. We feel our social media efforts were successful. Between Community Impact, the Courier Gazette, and City Lifestyle, we believe that we were able to reach over 150,000 people. The event also 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 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 Evans Elementary, second place went to McKinney Retired Teachers, third place went to HEB, and fourth place went to Power Properties. Winners received \$1,000, \$500, \$300 and \$200 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 north side of the McKinney Performing Arts Center (image attached)—\$2,138.00
- McKinney website/ quarter page ad in McKinney Community Impact — \$1,425.00
- Radio ads by 97.5 KLAK (script attached)—\$2,620.00
- Yard signs and posters posted throughout McKinney, including Historic Downtown—\$895.00 (images attached).
- City Lifestyle Publications—\$1,200.00

In total, the McKinney Rotary Club raised \$25,500.00 from sponsors and participants in the 2024 Parade of Lights. With the MCDC grant of \$7,500.00, the McKinney Rotary Foundation will have a net profit of \$18,000 from the 2024 Parade of Lights.

Additional photos from the parade may be viewed on our website -- Parade of Lights | Rotary Club of McKinney (mckinneyrotary.org)

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 event and a wonderful holiday tradition, and the enthusiasm of the participants and the involvement of the community is proof. It is an honor to be able to be a part of such an important community event.

Sincerely,

A handwritten signature in black ink, appearing to read "Harold McLeod", with a large, sweeping flourish extending to the left.

Harold McLeod, President

Betty Petkovsek, Parade Co- Chair

Becky Fortenberry, Parade Co-Chair







Annual
**CHRISTMAS
PARADE of LIGHTS**

\$200

4th Place Winner

McKinneyParadeOfLights.com

MCDC
McKinney Community Development Center

CBT
Commercial Bank of Texas, N.A.

Rotary
Club of McKinney

1/14/2025 3:03 PM

BASIC SMALL BUSINESS

XXXXXX7113

McKINNEY ROTARY FOUNDATION
PO BOX 552
MCKINNEY, TX 75070

88-1532/1119 3759

11-92-24

Pay to the order of COLORWORKS PRINTING \$ 2,138.00

TWENTY ONE HUNDRED THIRTY EIGHT & 00/100 CENTS

INDEPENDENT FINANCIAL

NY 12345 10-25-24

11119163261 1000567113 3759

For Deposit Only - JPMC

Where available, a security feature
extends through this line.

PAY TO THE ORDER OF
THE CHASE MANHATTAN BANK
111001150
FOR DEPOSIT ONLY
ALL ABOUT QUALITY INC DBA
360003828086

DO NOT WRITE, STAMP OR SIGN BELOW THIS LINE
RESERVED FOR FINANCIAL INSTITUTION USE

at for on line deposit only

Amount: \$-2,138.00

Statement Description: DDA INCLEARING CHECK

Check Number: 3759

Posted Date: 11/25/2024

Type: Debit

Status: Posted

From: Betty Petkovsek betpetko@gmail.com
Subject: Parade of Lights 2024 December 14,2024/ Colorworks Invoice (Banner)
Date: October 28, 2024 at 6:28 AM
To: RC Rick Scauzillo rick@dfwcpas.com
Cc: Steve Becky Fortenberry sforten@sbcglobal.net, Harold McLeod harold.mcleod@firstunitedbank.com

BP

Rick,

This is the invoice for the banners. This has been approved by MCDC.

Thank you for all that you do!

Betty
214-578-7659



Colorworks Printing
1333 W. McDermott Dr., Suite 200
Allen, TX 75013 US
972-834-9919
zhazha@colorwks.com
www.colorwks.com

Invoice

BILL TO

Betty Petkovsek
McKinney Rotary Foundation
1700 Redbud Blvd, First Floor
McKinney, TX 75069

SHIP TO

Betty Petkovsek
McKinney Rotary Foundation
1700 Redbud Blvd, First Floor
McKinney, TX 75069

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
14345	10/23/2024	\$2,138.00	11/22/2024	Net 30	

DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
10/23/2024	P	4/0, DIGITALLY PRINTED, 5'X35' MESH BANNER, REINFORCED HEMS 4 SIDES WITH GROMMETS EVERY 2" ALL SIDES PLUS 5 EXTRA, FOR '25th ANNUAL CHRISTMAS PARADE OF LIGHTS, DEC.14,2024"	2	989.00	1,978.00T
10/23/2024	T	TYPESETTING	1	85.00	85.00T
10/31/2024	SHI	SHIPPING & HANDLING	2	37.50	75.00T

SUBTOTAL	2,138.00
TAX	0.00
TOTAL	2,138.00
BALANCE DUE	\$2,138.00

1/14/2025 3:12 PM

BASIC SMALL BUSINESS

XXXXXX7113

McKINNEY ROTARY FOUNDATION PO BOX 552 MCKINNEY, TX 75070		88-1632/1119 3744
Pay to the order of JG MEDIA		\$ 1,425.00
FOURTEEN HUNDRED TWENTY FIVE & NO/100		Heat Reactive Ink
INDEPENDENT FINANCIAL		MP
MEMO INV 215223		Stamp
1119163261 1000567113 3744		LOOK FOR FRAMES OF FIBER OPTIC RELATIONS INCLUDING THE SECURITY SQUARE AND HEAT REACTIVE INK DETAILS ON BACK

-ItemNum=8101887C

-Inst=INST
 -RtNum=>114926012<
 -BranchName=DEPOSIT OPERATIONSBr=70
 -BusDt=11/19/24-TlrID=773-StartTm=11:16:42 AM

Credit to the account of the within named
 Payee as evidence of endorsement guaranteed
 R Bank Texas
 ABA 114926012

Amount: \$-1,425.00

Statement Description: DDA INCLEARING CHECK

Check Number: 3744

Posted Date: 11/20/2024

Type: Debit

Status: Posted



Company Information

Business name: Rotary Club of McKinney

Contact name: Betty Petkovsek

Mailing address: PO Box 552

City, State ZIP: McKinney, 75070

Contact email: betpetko@gmail.com

Contact phone: (214) 578-7659

Billing Information

Company name: Rotary Club of McKinney

Contact name: Harold McLeod

Mailing address: PO BOX 552

City, State ZIP: MCKINNEY, TX 75070

Contact e-mail: harold.mcleod@firstunitedbank.com

Contact phone: (972) 569-2333

Form of Payment: Check

Signers

The individual signing this document below is an authorized signer for the Client and agrees to all details of this order as indicated on preceding pages, as well as the terms and conditions below in their entirety.

By signing I acknowledge to meet Community Impact's deadlines. If an ad deadline is missed, guaranteed deliverables or other stats could be affected.

By signing this document electronically, I agreed to have my IP address captured and stored by Community Impact, following industry standards for electronic signature authentication. This data will not be shared.

Betty Petkovsek

BETTY PETKOVSEK

Oct 16th, 2024 at 7:57 am (CST)

Contract Detail	Order: 86490
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Publication	Description	Net rate
MCK Paper - November 2024	In-Paper Quarter Display Traditional	\$ 1,125.00
MCK Website - November 2024	Website (11/15/2024 - 12/14/2024)	\$ 300.00
Service Fee 3.99%		\$ 56.86
ACH/Check/Cash Discount		-\$ 56.86
Payment Amount by ACH/Check/Cash *		\$ 1,425.00
Payment Amount by Credit Card		\$ 1,481.86

I hereby authorize Community Impact to draft, pick up or charge the contracted monthly amount. In the event that payment is not processed successfully on the initial attempt, Community Impact reserves the right to reprocess until payment is successfully obtained.

* The monthly rates shown include a 3.99% ACH/check/cash payment discount or pay by credit/debit card/single use card and cover a 3.99% service fee.

Signers

The individual signing this document below is an authorized signer for the Client and agrees to all details of this order as indicated on preceding pages, as well as the terms and conditions below in their entirety.

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Betty Petkovsek

BETTY PETKOVSEK

Oct 16th, 2024 at 7:57 am (CST)

1/14/2025 3:06 PM

BASIC SMALL BUSINESS

XXXXXX7113

88 1632/1119

3735

MCKINNEY ROTARY FOUNDATION

PO BOX 552

MCKINNEY, TX 75070

SECURED BY
E-Z SHIELD, LP

DATE 10-2-24

PAY TO THE ORDER OF

ALPHA MEDIA

\$ 2620.00

TWENTY SIX HUNDRED TWENTY & NO/100 DOLLARS

Security Features
Include a
Detail on Back

INDEPENDENT
FINANCIAL™

MEMO INV 5200

MP

11119163261 1000567113 3735

For Deposit Only
L&L Broadcasting

CLICK HERE FOR MODULE OF ONE STOP ONLY

DATE

Credited to Acct

153910879524 75090

Return Acct 153910879524

Amount: \$-2,620.00

Statement Description: DDA INCLEARING CHECK

Check Number: 3735

Posted Date: 10/8/2024

Type: Debit

Status: Posted

INVOICE



Invoice #: CC-1241138483
Invoice Date: 11/30/2024
Contract #: 123288
Page: 1
Net Amount Due: \$1,083.00

Advertiser: MCKINNEY ROTARY CLUB
 PO Box 552
 McKinney, TX 75070

Station(s): KLAK-FM

Advertiser: MCKINNEY ROTARY CLUB
Product: CASH Christmas Parade of
Estimate #:
Agency Client Code:
Buyer Name:

Total \$2620

Salesperson(s): JOANNE BROADUS
Terms: NET 30 DAYS

Day	Date	Time	Ln	Length	Product	ISCI	Rate
MON	11/25/24	05:48a	2	30	Christmas Parade of		\$27.00
MON	11/25/24	06:23a	1	30	Christmas Parade of		\$33.00
MON	11/25/24	07:37a	5	30	Christmas Parade of		\$0.00
MON	11/25/24	09:49a	2	30	Christmas Parade of		\$27.00
MON	11/25/24	11:23a	5	30	Christmas Parade of		\$0.00
MON	11/25/24	02:01p	1	30	Christmas Parade of		\$33.00
TUE	11/26/24	05:21a	2	30	Christmas Parade of		\$27.00
TUE	11/26/24	06:34a	1	30	Christmas Parade of		\$33.00
TUE	11/26/24	07:31a	1	30	Christmas Parade of		\$33.00
TUE	11/26/24	10:20p	5	30	Christmas Parade of		\$0.00
TUE	11/26/24	11:23p	5	30	Christmas Parade of		\$0.00
WED	11/27/24	05:37a	2	30	Christmas Parade of		\$27.00
WED	11/27/24	05:48a	2	30	Christmas Parade of		\$27.00
WED	11/27/24	04:24p	1	30	Christmas Parade of		\$33.00
WED	11/27/24	05:25p	1	30	Christmas Parade of		\$33.00
THU	11/28/24	07:44a	5	30	Christmas Parade of		\$0.00
THU	11/28/24	10:47a	1	30	Christmas Parade of		\$33.00
THU	11/28/24	12:47p	2	30	Christmas Parade of		\$27.00
THU	11/28/24	06:21p	1	30	Christmas Parade of		\$33.00
THU	11/28/24	11:47p	5	30	Christmas Parade of		\$0.00
FRI	11/29/24	09:48a	1	30	Christmas Parade of		\$33.00
FRI	11/29/24	11:26a	2	30	Christmas Parade of		\$27.00
FRI	11/29/24	03:21p	1	30	Christmas Parade of		\$33.00
FRI	11/29/24	08:22p	2	30	Christmas Parade of		\$27.00
SAT	11/30/24	02:36p	5	30	Christmas Parade of		\$0.00
SAT	11/30/24	06:44p	2	30	Christmas Parade of		\$27.00
SAT	11/30/24	07:22p	5	30	Christmas Parade of		\$0.00
SAT	11/30/24	08:40p	5	30	Christmas Parade of		\$0.00

Date	Ln	Ordered Ln Dates	Quantity	Rate	Amount	Line Remark
11/25/24	1	11/25/24 - 11/25/24	30 @	\$2.00	\$60.00	

INVOICE



Invoice #: CC-1241238538
Invoice Date: 12/15/2024
Contract #: 123288
Page: 1
Net Amount Due: \$1,537.00

Advertiser: MCKINNEY ROTARY CLUB
 PO Box 552
 McKinney, TX 75070

Station(s): KLAK-FM

Advertiser: MCKINNEY ROTARY CLUB
Product: CASH Christmas Parade of
Estimate #:
Agency Client Code:
Buyer Name:

Salesperson(s): JOANNE BROADUS
Terms: NET 30 DAYS

Day	Date	Time	Ln	Length	Product	ISCI	Rate
SUN	12/01/24	05:25p	2	30	Christmas Parade of		\$27.00
SUN	12/01/24	09:42p	5	30	Christmas Parade of		\$0.00
MON	12/02/24	08:36a	1	30	Christmas Parade of		\$33.00
MON	12/02/24	09:39a	5	30	Christmas Parade of		\$0.00
MON	12/02/24	01:22p	2	30	Christmas Parade of		\$27.00
MON	12/02/24	01:47p	1	30	Christmas Parade of		\$33.00
TUE	12/03/24	05:44a	2	30	Christmas Parade of		\$27.00
TUE	12/03/24	12:20p	1	30	Christmas Parade of		\$33.00
TUE	12/03/24	03:45p	2	30	Christmas Parade of		\$27.00
TUE	12/03/24	06:22p	1	30	Christmas Parade of		\$33.00
TUE	12/03/24	06:46p	5	30	Christmas Parade of		\$0.00
WED	12/04/24	07:21a	1	30	Christmas Parade of		\$33.00
WED	12/04/24	09:24a	1	30	Christmas Parade of		\$33.00
WED	12/04/24	02:23p	2	30	Christmas Parade of		\$27.00
WED	12/04/24	05:29p	5	30	Christmas Parade of		\$0.00
WED	12/04/24	07:47p	2	30	Christmas Parade of		\$27.00
WED	12/04/24	11:24p	5	30	Christmas Parade of		\$0.00
THU	12/05/24	06:39a	5	30	Christmas Parade of		\$0.00
THU	12/05/24	08:45a	5	30	Christmas Parade of		\$0.00
THU	12/05/24	11:38a	1	30	Christmas Parade of		\$33.00
THU	12/05/24	04:22p	1	30	Christmas Parade of		\$33.00
THU	12/05/24	06:23p	2	30	Christmas Parade of		\$27.00
FRI	12/06/24	09:45a	2	30	Christmas Parade of		\$27.00
FRI	12/06/24	10:47a	1	30	Christmas Parade of		\$33.00
FRI	12/06/24	03:22p	1	30	Christmas Parade of		\$33.00
FRI	12/06/24	05:37p	2	30	Christmas Parade of		\$27.00
FRI	12/06/24	09:26p	5	30	Christmas Parade of		\$0.00
SAT	12/07/24	10:22a	5	30	Christmas Parade of		\$0.00
SAT	12/07/24	01:23p	5	30	Christmas Parade of		\$0.00
SAT	12/07/24	08:43p	2	30	Christmas Parade of		\$27.00
SUN	12/08/24	10:24a	2	30	Christmas Parade of		\$27.00
SUN	12/08/24	12:27p	5	30	Christmas Parade of		\$0.00
MON	12/09/24	06:42a	1	30	Christmas Parade of		\$33.00

INVOICE



Invoice #: CC-1241238538
Invoice Date: 12/15/2024
Contract #: 123288
Page: 3
Net Amount Due: \$1,537.00

Remit To:
Pay Online: payalphamedia.com
ALPHA MEDIA DENISON/ N DALLAS
1800 TEAGUE DRIVE
SUITE 300
SHERMAN, TX 75090

Invoice Totals

Total Spots:	58
Gross Amount:	\$1,537.00
Agency Commission:	\$0.00
Net Amount Due:	\$1,537.00

NET 30 DAYS

****LISTEN LIVE WWW.975KLAK.COM****

PLEASE INCLUDE INVOICE # ON ALL PAYMENTS

Accounting Department 903-463-6805

Copy of Electronic Invoice

INVOICE



Invoice #: TR-1241138482
Invoice Date: 11/30/2024
Contract #: 123289
Page: 2
Net Amount Due: \$561.00

****LISTEN LIVE WWW.975KLAK.COM****

PLEASE INCLUDE INVOICE # ON ALL PAYMENTS

Accounting Department 903-463-6805

Copy of Electronic Invoice

INVOICE



Invoice #: TR-1241238536
Invoice Date: 12/15/2024
Contract #: 123289
Page: 2
Net Amount Due: \$1,439.00

Day	Date	Time	Ln	Length	Product	ISCI	Rate
WED	12/11/24	03:21p	2	30	Christmas Parade of		\$34.00
WED	12/11/24	06:48p	2	30	Christmas Parade of		\$34.00
THU	12/12/24	09:37a	2	30	Christmas Parade of		\$34.00
THU	12/12/24	10:23a	2	30	Christmas Parade of		\$34.00
THU	12/12/24	12:46p	2	30	Christmas Parade of		\$34.00
THU	12/12/24	04:24p	2	30	Christmas Parade of		\$34.00
FRI	12/13/24	06:34a	2	30	Christmas Parade of		\$34.00
FRI	12/13/24	11:50a	2	30	Christmas Parade of		\$34.00
FRI	12/13/24	02:23p	2	30	Christmas Parade of		\$34.00
FRI	12/13/24	06:47p	2	30	Christmas Parade of		\$34.00

Remit To:
 Pay Online: payalphamedia.com
 ALPHA MEDIA DENISON/ N DALLAS
 1800 TEAGUE DRIVE
 SUITE 300
 SHERMAN, TX 75090

Invoice Totals
 Total Spots: 43
 Gross Amount: \$1,439.00
 Agency Commission: \$0.00
 Net Amount Due: \$1,439.00

TRADE DO NOT PAY

****LISTEN LIVE WWW.975KLAK.COM****

PLEASE INCLUDE INVOICE # ON ALL PAYMENTS

Accounting Department 903-463-6805

Copy of Electronic Invoice

1/14/2025 3:04 PM

BASIC SMALL BUSINESS

XXXXXX7113

Amount: \$-895.00

Statement Description: ACH Debit SALE EXECUTIVE PRESS, 9215986202 24/11/20 ID #- MCKINNEY
ROTARY FOUNDA

Posted Date: 11/20/2024

Type: Debit

Status: Posted

Executive Press, Inc.

1400 Presidential Dr. # 110

Richardson, TX 75081

+1 2142177000

accounting@executivepress.com

www.executivepress.com

Invoice**BILL TO**

Betty Petkovsek

McKinney Rotary Christmas Parade of
Lights

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
96602	11/11/2024	\$0.00	11/11/2024	Due on receipt	

SALES REP

JR

JOB TICKET

96602

DESCRIPTION	QTY	RATE	AMOUNT
11 x 17 Posters 4/0 100# Gloss Cover	200	1.00	200.00T
18 x 24 Coroplast Signs 4/4	60	9.00	540.00T
24 x 36 Coroplast Signs 4/0	4	27.50	110.00T
H Stakes	60	0.75	45.00T

SUBTOTAL

895.00

TAX

0.00

TOTAL

895.00

PAYMENT

895.00

BALANCE DUE

\$0.00**PAID**

1/14/2025 3:08 PM

BASIC SMALL BUSINESS

XXXXXX7113

McKINNEY ROTARY FOUNDATION
PO BOX 552
MCKINNEY, TX 75070

88-1632/1119 3745

11-15-24

Pay to the order of LIFESTYLE PUBLICATIONS INC \$ 1,200.00
TWELVE HUNDRED & NO/100

INDEPENDENT FINANCIAL

202412-0011240

1011916326 1000567113 3745

Heat Reactive Ink

For Deposit Only PAY TO THE ORDER OF
U.S. Bank KANSAS CITY MO 64108
101000187

LIFESTYLE MEDIA SOLUTIONS
FOR DEPOSIT ONLY

CHECK HERE FOR NON-DEPOSIT ONLY

NAME OF FINANCIAL INSTITUTION DATE

RESERVED FOR FINANCIAL INSTITUTION USE

Credited to Acct
145575072759
Return Acct 145575072759

Amount: \$-1,200.00

Statement Description: DDA INCLEARING CHECK

Check Number: 3745

Posted Date: 11/26/2024

Type: Debit

Status: Posted

Miles McCall
Rotary Club of McKinney
2704 Cross Oak Place
McKinney, Texas 75071

Lifestyle Publications, LLC
514 W 26th St Suite 1S
Kansas City, MO 64108

Publisher: Sharon Duffy Thomas
Publisher Phone: (972) 439-6987
Publisher Email:
sharon.duffy@citylifestyle.com

Date	Invoice	Due Date	Account Manager
November 9, 2024	202412-00117240	Due Upon Receipt	Sharon Duffy Thomas

Item Name	Issue	Amount
Inside Front Cover in McKinney & Prosper Lifestyle	December 2024	\$1,200.00

Total	\$1,200.00
Total Due	\$1,200.00

Payment is due upon receipt.

Lifestyle Publications, LLC | 514 W 26th St Suite 1S, Kansas City, MO 64108

p: 913-599-4300 | e: accounting@citylifestyle.com