



24-1708

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Rotary Foundation (PC 24-17) in the Amount of \$7,500.00 for the Advertising, Marketing and Promotion of the 2024 Parade of Lights

COUNCIL GOAL: 5: Enhance Quality of Life in McKinney

5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike.

MEETING DATE: June 27, 2024

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- McKinney Rotary Club Foundation is requesting \$7,500.00 for the advertising, marketing, and promotion of the 2024 Parade of Lights Event.
- Event date is December 14, 2024 and will take place between Finch Park and the Historic Downtown McKinney.
- The 2023 parade registered 96 groups and over 1,850 participants.
- The event attendance has traditionally been 30,000+.

BACKGROUND INFORMATION:

- McKinney Rotary Club Foundation has served the community for more than 90 years, sponsoring numerous scholarships and charities in the McKinney community.

FINANCIAL SUMMARY:

- MCDC's allocated Promotional and Community Event grant funding for FY 24 in the amount of \$200,000 -- \$100,000 for Cycle I applicants and \$100,000 for Cycle II applicants.
- Total grant funds available for Cycle II, including reappropriation of unused promotional funds from FY23, total \$154,606.
- The Rotary Club Foundation received a Promotional and Community Event grant

for \$7,500 2023 for the Parade of Lights.

SUPPORTING MATERIALS:

- Application Packet
- Presentation

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[Application Packet](#)
[Presentation](#)