



22-0546

TITLE: Consider/Discuss Promotional and Community Event Grant Application Submitted by McKinney Rotary Foundation (PC #22-19) in the Amount of \$7,500.00 for the Advertising, Marketing and Promotion of the 2022 Parade of Lights.

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

MEETING DATE: June 23, 2022

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 2022 Parade of Lights Event.
- Event date is December 10, 2022 and will take place in Historic Downtown McKinney.
- Target number for floats participating is 70+ with over 2,500 participants.
- The event attendance is anticipated at 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 annual allocation for Promotional and Community Event grants is \$200,000. Remaining budget is \$101,000.
- The Rotary Club Foundation received a Promotional and Community Event grant for \$7,500 in 2021 for the Parade of Lights.

SUPPORTING MATERIALS:

[Application Packet](#)

Presentation