



**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