

Strategic Priorities
Revised from 11/19/20 Discussion

Housing (MCDC is limited, by statute, to funding low income)

Council Goal 4D: Create financial plans for future growth as well future maintenance

- Housing options that include low income, affordable, options for work force throughout the City of McKinney

Destination entertainment projects/venues

Council Goal 1B: Continue to develop a retail development strategy for key areas of the community to further diversify revenue sources and expand entertainment, dining and shopping options and tourism.

Council Goal 1C: Provide a strong city economy by facilitating a balance between industrial, commercial, residential and open space.

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

- Entertainment destinations to attract tourists to McKinney
- Possibilities include concert venue, water park, hospitality, entertainment with an intentional focus on opportunities north of U.S. 380

Multi-use/Mixed-use Projects

Council Goal 1B: Continue to develop a retail development strategy for key areas of the community to further diversify revenue sources and expand entertainment, dining and shopping options and tourism.

- New concepts combining elements of restaurant/retail/programming/hospitality/ business/residential in ways that keeps McKinney unique

Historic Cultural District Support/East Side Development

Council Goal 5D: Promote reinvestment activities in McKinney's historic downtown that balance preservation of historic character and current market needs.

- Retail development
- Homes in compliance with code
- Nutritional food/produce availability
- Redevelopment opportunities

Park/Open Space Development

Council Goal 5A: Create affordable recreational and cultural arts activities for all ages throughout the city.

- Towne Lake development
- Complete existing community parks that have master plans still not complete (Bonnie Wenk, Gabe Nesbitt)
- Community garden
- East side dog park
- Upgrade/restore east side recreation centers/parks
- Land acquisition to ensure park construction and amenities in developing areas
- Recreational facilities including Apex

Preserve Open Space/Natural Areas

Council Goal 5B: Develop parks strategy to preserve green space for future park land

- Intentional focus on areas north of 380 as development moves north

Public Transportation (MCDC funding is limited to equipment and/or facilities)

Council Goal 5E: Develop sustainable quality of life improvements within the City of McKinney.

New or Existing Community Gathering Facility for specific programming focused on:

Council Goal 5A: Create affordable recreational and cultural arts activities for all ages throughout the city.

Council Goal 5E: Develop sustainable quality life improvements within the City of McKinney.

- To promote community development, artistic expression, idea-sharing, cultural understanding, diversity
- Focus on opportunities for youth
- Look for opportunities for collaboration with MPAC and Heritage Guild and other organizations

Collaborative Projects with City, MEDC and other City Partners

Council Goal 1D: Leverage the existing partnerships with MEDC and MCDC.

Council Goal 2B; Balance available resources to accommodate the growth and maintenance needs of the city.

Continued Implementation of “Buy McKinney/It’s My McKinney” Campaign

Council Goal 1E: Increase community involvement and participation within local government/community.

Signage – wayfinding, promotional

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

- In parks and cultural district
- Focus on directional, historical, educational, and environmental messaging