



July 12, 2022

TO: MEDC  
Visit McKinney

FROM: Cindy Schneible

### **McKinney Community Development Corporation Update**

- Project Grants
  - Attached is a summary of project grant applications received during the final cycle that closed June 30, 2022.
  - Public hearings will be held on the applications at the July 28, 2022 board meeting.
  - Board action will be scheduled for the August 25, 2022 meeting.
- Promotional and Community Event Grants
  - The final cycle for Promotional grants closed May 31, 2022. A summary of applications received is attached.
  - Applications were presented to the board at the June 23<sup>rd</sup> meeting, with board action will be scheduled for the July 28 meeting.
- Retail Development Infrastructure Grants
  - The second cycle for 2022 opened July 1. Applications will be accepted through July 31. Eligible expenses include horizontal infrastructure exterior to a building – site work, drainage, sewer, water, utilities and in addition, fire suppression equipment. Façade improvements are not permitted. The maximum award is \$25,000 – and requires an equal match from the applicant.
- TUPPS Brewery Expansion
  - June report and Progress Photos attached.
- Cell Phone Analysis – Red, White and Boom Parade – Downtown McKinney Cultural District attached.

**2022 MCDC Project Grants  
Cycle III Applications**

Discretionary Project Grants - Funds available - \$681,520.07			Requested
22-11	Arete Athletics	Expansion of club volleyball facility	\$987,750.00
22-12	Heritage Guild of Collin County	Renovations of restrooms, Bevel House kitchen, Bevel House landscaping, Chapel groom's suite, office deck replacement, restoration of front of offices	\$73,765.00
22-13	Bridge the Gap - Not eligible	Educational programming	\$10,000.00
22-14	Main Street	Downtown lighting improvements and speaker upgrades	\$38,200.00
22-15	Colin County History Museum	Construction of new and refacing of existing facades to set the stage for the new "Created in Collin" exhibit	\$35,375.00
22-16	Adriatica Businesss Association	Complete the project for privately owned/publicly accessible harbor park at Adriatica including multi-level 18" retaining wall seating, grade level observation decks, cobblestone stamped walkway, irrigation and sod	\$98,392.00
<b>TOTAL</b>			<b>\$1,233,482.00</b>

**Parks and Recreation - Projects for FY23 \$5.5 Million Allocation**

22-17	Parks & Rec	Neighborhood & community park renovations; hike & bike trails improvements & expansion; playground replacements; vehicles & equipment	\$5,500,000.00
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**Community Partnership Project (if approved funded from Fund Balance)**

22-18	City of McKinney	Open Space development/plaza at Municipal Complex	\$7,000,000.00
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**Promotional & Community Event Grant Applications - 2022 Cycle II**

	<b>Applicant</b>	<b>Event(s)</b>	<b>Requested</b>
22-14	McKinney Lacrosse	Turlaxin' Tournament - national campaign for October tournament hosted over 4 weekends	\$3,100
22-15	McKinney Repertory Theater	5 shows with 22+ performances (2022-23 season)	\$11,855
22-16	Odysseus (McKinney Philharmonic)	6 performances (2022-23 season)	\$13,970
22-17	Heritage Guild of Collin County	Farmers Market (26 markets – 2 <sup>nd</sup> half of 2022) , Bar Wars Series, Murder Mystery, Ghost Walk, Holiday Tour of Homes	\$13,960
22-18	Legacy Keepers of Old East McKinney	Día de los Muertos	\$14,640
22-19	McKinney Rotary Foundation	2022 Parade of Lights	\$7,500
22-20	McKinney Main Street	2022 Oktoberfest and Home for the Holidays	\$12,000
22-21	Collin County Master Gardeners	2023 McKinney Garden Show	\$10,000
22-22	SBG Hospitality	2022 McKinney Wine & Music Festival	\$10,000
22-23	Adriatica Business Association	2022 events: Fall Flavors Wine Walk & Shop, Chili Cookoff & Tailgate, Pumpkin Patch, Friendsgiving Wine Walk & Shop, Christmas in Adriatica	\$2,500
22-24	Meals on Wheels	I Spy McKinney	\$3,000
			<b>\$102,525</b>

# TUPPS Brewery Expansion Project – June 2022 Construction Update

SpawGlass [SG] mobilized on site February 28. They continue buyout of subcontractors/vendors for the project.

The Current Schedule indicates that the project (in full) will be substantially complete November 2, 2022.

Below is a high-level recap of work progress and photos.

## May 31 – June 4

Sanitary Sewer for Brewery and prefab work for piping, building forms for grade beams at Brewery, backfill and compaction at Kitchen area expansion, pumping rainwater out of grade beam ditches.





**June 6 – June 11**

Underground plumbing installation in progress, forming grade beams, setting rebar at Brewery Bldg, salvage of wood from middle building, demo of trees and concrete pad of center building,





**June 13 – June 18**

Brewery building- back filling plumbing trenches, pouring grade beams, tree trimming for ONCOR lines, placing plumbing lines at Brewery



**June 20 – June 25**

Brewery plumbing pipes, electrical conduit, storm water pipe, pouring grade beams







**June 27 – July 1**

Strip grade beam forms, digging and forming for elevator base, install conduit under grade beams at Brewery, backfill at storm water piping,





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**SPINELLI**  
CONSTRUCTION SERVICES

(214) 293-7934 📞  
spinellics.com 🌐  
brenda@spinellics.com ✉️





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# McKinney Cultural District Mobile Data Survey

MCKINNEY, TEXAS

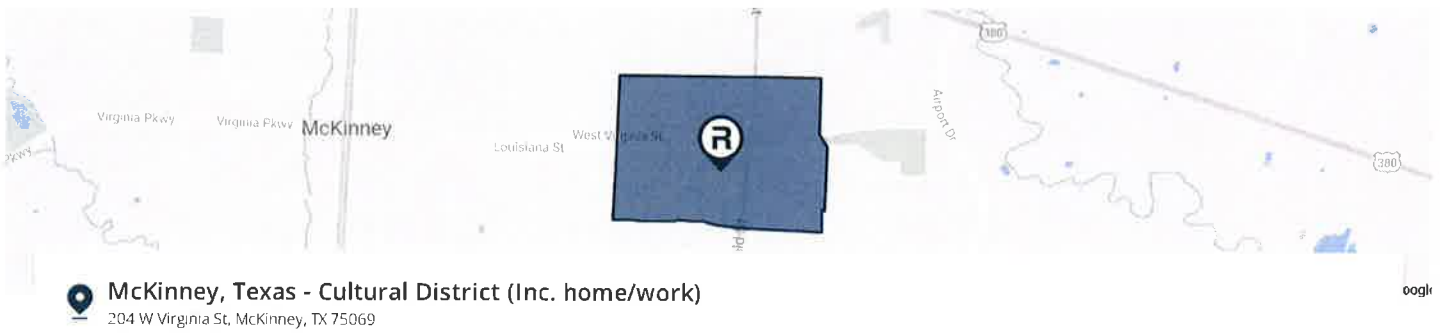


• MONEY MAGAZINE 2014 •

Prepared for The McKinney Community Development Corporation  
Monday July 4, 2022

# McKinney Cultural District • Mobile Data Analysis

McKinney, Texas • Monday July 4, 2022



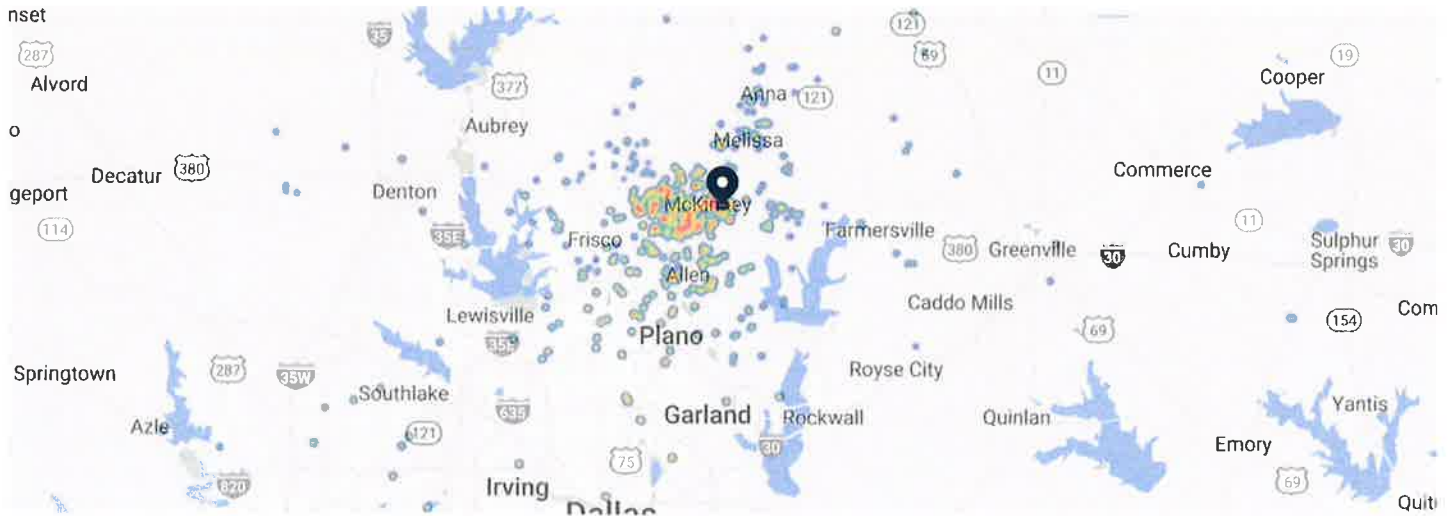
## Metrics

Est. # of Visits

### McKinney Cultural District

# 15,849

## Trade Area - Home Locations



## Typical Customer Persona

McKinney, Texas - Cultural District (Inc. home/work)



Ethnicity White  
Income \$75K - \$100K



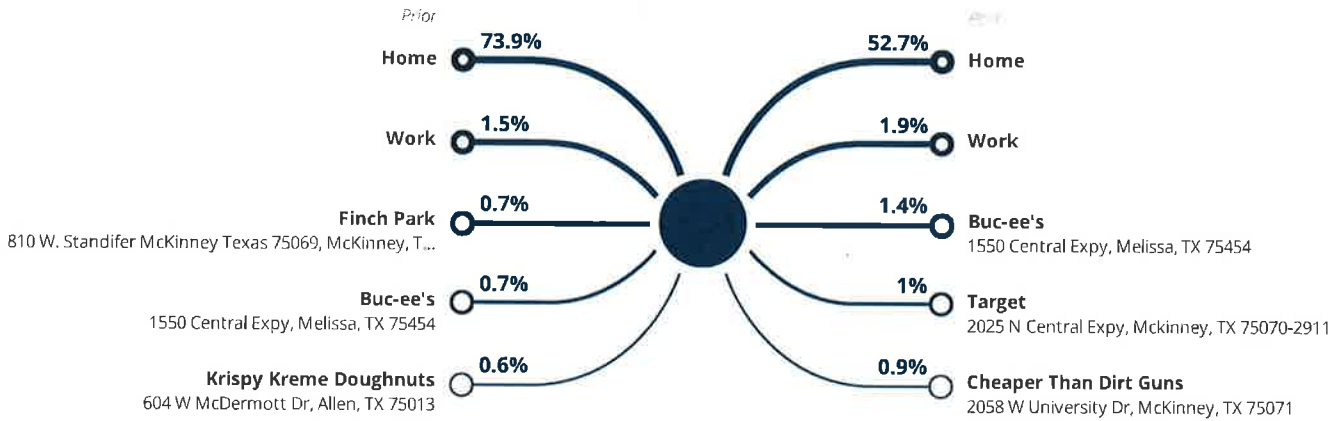
# McKinney Cultural District • Mobile Data Analysis

McKinney, Texas • Monday July 4, 2022

## Customer Journey



McKinney, Texas - Cultural District (Inc. home/work) / W Virginia St



## Favorite Places

Rank	Location	Address	Distance	Visits	Percentage
1	Roy & Helen Hall Memorial Library	E Hunt St	0.2 mi	1.5K	9.4%
2	McKinney Soccer Complex at Craig Ranch	Collin McKinney Parkway	6.23 mi	1.2K	7.7%
3	Layered	E Virginia St	0.09 mi	1.1K	7%
4	Shopping Center at 380 Towne Crossing	W University Dr	2.11 mi	568	3.6%
5	Koji Sushi	N McDonald St. McKinney Tx	0.09 mi	540	3.4%

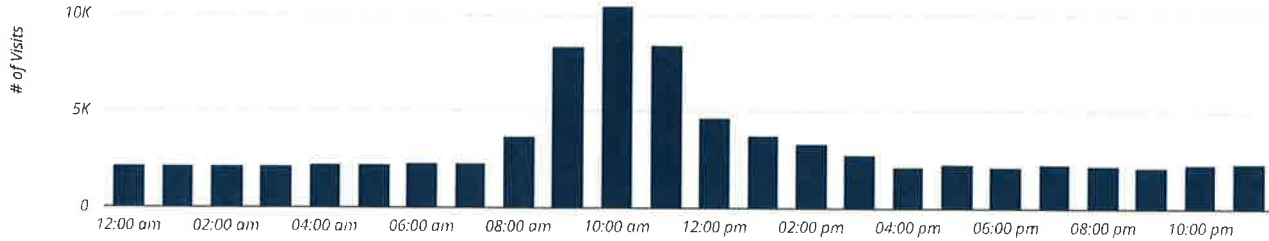




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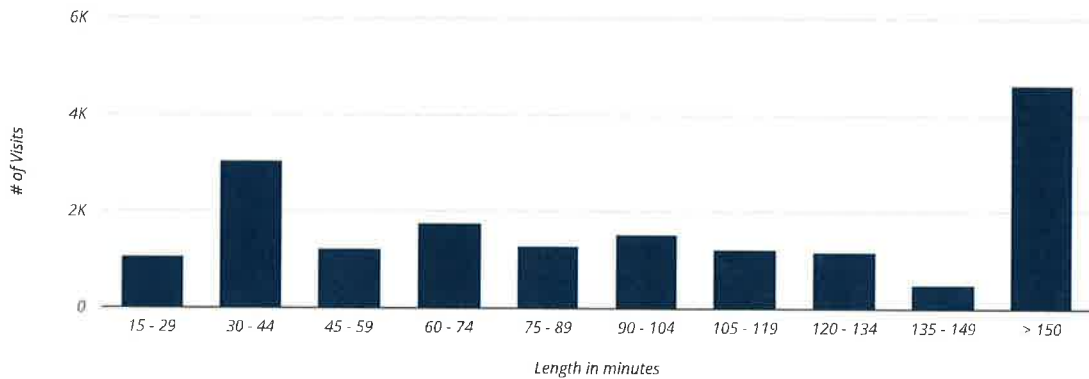
## Hourly Visits



## Length of Stay

Average Stay

193 Min



# McKinney Cultural District • Mobile Data Analysis

McKinney, Texas • Monday July 4, 2022

## Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
McKinney	TX	75070	19.36
McKinney	TX	75069	19.12
McKinney	TX	75071	11.24
Allen	TX	75002	3.81
Frisco	TX	75035	2.34
Allen	TX	75013	2.19
Melissa	TX	75454	1.60
Princeton	TX	75407	1.43
Anna	TX	75409	1.20
Plano	TX	75023	1.15
Plano	TX	75093	1.13
Plano	TX	75025	1.11
Frisco	TX	75034	1.06
Plano	TX	75074	1.03
Prosper	TX	75078	0.93
Wylie	TX	75098	0.82
Placentia	CA	92870	0.80
Little Elm	TX	75068	0.75
Miami	FL	33155	0.73
Plano	TX	75024	0.72
Dallas	TX	75240	0.64
Bonham	TX	75418	0.55
Seaford	NY	11783	0.51
Laguna Niguel	CA	92677	0.51
Farmersville	TX	75442	0.50
Richardson	TX	75082	0.50
Celina	TX	75009	0.49
Austin	TX	78751	0.49
Newark	NJ	7103	0.47
Chimayo	NM	87522	0.47
Beaverton	OR	97008	0.43
Cincinnati	OH	45242	0.42
Plano	TX	75075	0.42
Las Vegas	NV	89113	0.40
Leonardtown	MD	20650	0.40

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Carrollton	TX	75007	0.40
The Colony	TX	75056	0.39
Flemington	NJ	8822	0.38
Fontana	CA	92335	0.37
Dallas	TX	75218	0.36
San Jose	CA	95123	0.35
Newark	CA	94560	0.33
Palatine Bridge	NY	13428	0.33
Albuquerque	NM	87109	0.33
Dallas	TX	75243	0.33
Sacramento	CA	95826	0.33
Baton Rouge	LA	70808	0.33
Sherman	TX	75092	0.30
Colleyville	TX	76034	0.30
Snover	MI	48472	0.28
Hoffman Estates	IL	60169	0.27
Aubrey	TX	76227	0.27
Alloway	NJ	8001	0.26
Dallas	TX	75252	0.26
Austin	TX	78729	0.26
Dallas	TX	75201	0.26
Chatsworth	CA	91311	0.26
El Paso	TX	79927	0.26
Dallas	TX	75287	0.25
Keller	TX	76248	0.25
Irving	TX	75062	0.25
Rowlett	TX	75089	0.25
Poway	CA	92064	0.25
Brighton	CO	80602	0.23
Arlington	TX	76006	0.23
Fort Hood	TX	76544	0.23
La Feria	TX	78559	0.23
Whitewright	TX	75491	0.22
Ponder	TX	76259	0.22
Henderson	NV	89052	0.21



# About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.





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## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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