



# McKinney Economic Development Corporation Agenda

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Tuesday, April 16, 2019

8:00 AM

Council Chambers  
222 N. Tennessee Street  
McKinney, TX 75069

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PURSUANT TO TEXAS GOVERNMENT CODE SECTION 551.002, A QUORUM OF THE CITY COUNCIL MAY BE PRESENT. NO CITY COUNCIL ACTION WILL BE TAKEN.

## CALL TO ORDER

## CONSENT ITEMS

This portion of the agenda consists of non-controversial or housekeeping items required by law. Items may be considered individually by the Board member making such request prior to a motion and vote on the Consent Items.

**19-0325**      [Minutes of the McKinney Economic Development Corporation Special Meeting of March 5, 2019](#)

**Attachments:**    [March 5, 2019 Minutes](#)

**19-0326**      [Minutes of the McKinney Economic Development Corporation Meeting of March 19, 2019](#)

**Attachments:**    [March 19, 2019 Minutes](#)

## REPORTS

**19-0327**      [Board and Liaison Updates](#)  
[Board Chairman](#)  
[City of McKinney](#)  
[Chamber of Commerce](#)  
[Community Development Corporation](#)  
[Convention and Visitors Bureau](#)

**Attachments:**    [MCDC Report](#)  
[MCVB Report](#)

- 19-0328**      [Consider/Discuss MEDC Organizational Monthly Report](#)  
**Attachments:**    [Organizational Report](#)

**REGULAR AGENDA**

- 19-0329**      [Consider/Discuss/Act on Process for Adding Items to the Agenda](#)

**CITIZEN COMMENTS**

**BOARD COMMENTS**

Board Comments relating to items of public interest: Announcements regarding local or regional civic and charitable events, staff recognition, commendation of citizens, upcoming meetings, informational update on projects, awards, acknowledgement of meeting attendees, birthdays, requests for items to be placed on upcoming agendas, and condolences.

**EXECUTIVE SESSION**

In Accordance with the Texas Government Code:

A. Section 551.071 (2). Consultation with General Counsel on any Work Session, Special or Regular Session agenda item requiring confidential, attorney/client advice necessitated by the deliberation or discussion of said items (as needed) and legal consultation on the following item(s), if any:

B. Section 551.087. Deliberation Regarding Economic Development Matters

- Project Tahiti
- Project Elsa
- Project Switch
- Project Rose Garden

**ACTION ON EXECUTIVE SESSION**

**ADJOURN**

Posted in accordance with the Texas Government Code, Chapter 551, on the 12th day of April, 2019 at or before 5:00 p.m.

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Peter Tokar III MBA  
President & CEO

In accordance with the Americans with Disabilities Act, it is the policy of the City of McKinney to offer its public programs, services, and meetings in a manner that is readily accessible to everyone, including individuals with disabilities. If you are a person with a disability and require information or materials in an appropriate alternative format; or if you require any other accommodation, please contact the ADA Coordinator at least 48 hours in advance of the event. Phone 972-547-2694 or email [contact-adacompliance@mckinneytexas.org](mailto:contact-adacompliance@mckinneytexas.org). Advance notification within this guideline will enable the City to make reasonable arrangements to ensure accessibility. ADA grievances may also be directed to the ADA Coordinator or filed online at <http://www.mckinneytexas.org/ada>.

19-0325



**TITLE:** Minutes of the McKinney Economic Development Corporation Special Meeting of March 5, 2019

**SUPPORTING MATERIALS:**

[March 5, 2019 Minutes](#)

## **MCKINNEY ECONOMIC DEVELOPMENT CORPORATION**

**MARCH 5, 2019**

The McKinney Economic Development Corporation met in special session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on March 5, 2019 at 8:00 am.

Board members present: Vice Chairman Paul Merritt, Secretary/Treasurer Brian Loughmiller, Board member Ken Sipiora, Board member Patrick Cloutier, Board member Joe Minissale, Board member Michael Jones

Absent: None

Staff Present: President Peter Tokar, Executive Vice President Abby Liu, Director of Business Retention & Expansion and Emerging Technology John Valencia, Director of Business Development Bruce Coleman, Business Development Specialist Madison Clark, MEDC Office Supervisor Deana Smithee, MEDC Administrative Assistant Joanne Isom, Mayor George C. Fuller, Mayor Pro Tem Tracy Rath, City Manager Paul Grimes, and MEDC Attorney Mark Houser

There were two guests present.

Vice Chairman Merritt called the meeting to order at **8:00** am after determining a quorum present.

Vice Chairman Merritt recessed the meeting into Executive Session at 8:01 am.

Vice Chairman Merritt reconvened the meeting to open session at 9:06 am.

Board members unanimously approved the motion by Board member Sipiora, seconded by Board member Jones, to approve McKinney Technology Center as discussed in executive session.

**19-0178** Vice Chairman Merritt called for the Consideration/Discussion/Action on selection of officers. Secretary/Treasurer Loughmiller requested to make a statement before the board acted. Chairman Burress suggested at the last board meeting that Secretary/Treasurer Loughmiller fill the Chairman seat.

Secretary/Treasurer Loughmiller clarified he was unaware Chairman Burress was stepping down and did not join the board in hopes to replace anyone. His objective to join a board after being Mayor was to serve McKinney in any capacity that he could. He noted the bylaws are very clear of what the role of the different officers are and ultimately everything is subject to the approval of the entire board. He continued to express that the role of an officer does not create a superior role in any one member and it does not create a situation where there is an automatic invitation to every negotiation and operational decision that takes place within the MEDC.

Secretary/Treasurer Loughmiller noted the continuity exists through the City Manager, MEDC President, and the Mayor that is sitting in that seat. Secretary/Treasurer Loughmiller stated he is not asking for a nomination to any position other than serving as a board member and that the board continue to move forward as a group of 7 to make the city successful.

Board members unanimously approved the motion by Vice Chairman Merritt, seconded by Board member Cloutier, to appoint Kenneth Sipiora as Chairman of the Board.

Chairman Sipiora thanked fellow board members for their confidence and stated he would have been happy to support anyone sitting on the dias to be Chairman.

Chairman Sipiora recommended to consider enacting term limits over the elected board positions. In the spirit of that recommendation, Chairman Sipiora pledged to finish out the term, upon that time, he would serve as Chairman one more year if voted in, but would not serve any more than 18 months.

MEDC Attorney Houser clarified that Chairman Sipiora is speaking of officers that are annually elected and his comments were about limiting the success of terms as an officer. Chairman Sipiora agreed and recognized it would be a bylaw change and would happen at another time.

**19-0179** President Tokar presented the MEDC Key Performance Indicators to the Board. President Tokar outlined eight core objectives the MEDC needs to focus on in order to achieve operational excellence. President Tokar noted some of the objectives can change year to year and some are staples that will have to be considered year after year. The eight objectives President Tokar outlined are: Lead Generation, Marketing, Website/Social Media, Outbound Recruitment, Infrastructure Development, Increase Commercial Tax Base, Build BRE Program, and Increase Competiveness. President Tokar took the opportunity to discuss in detail with the board the metrics used to measure each objective. The Board made recommendations to the metrics for each objective. President Tokar noted he would make the changes to the metrics based on the boards' feedback and present at a later time.

Vice Chairman Merritt called for Citizen Comments and there were none.

Vice Chairman Merritt announced at last night's City Council Meeting, Council appointed Dr. Gere' Feltus to the MEDC Board of Directors.

Board members unanimously approved the motion by Board member Minissale, seconded by Board member Jones, to adjourn. Vice Chairman Merritt adjourned meeting at 9:14 am.

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Kenneth T. Sipiora  
Chairman

19-0326



**TITLE:** Minutes of the McKinney Economic Development Corporation Meeting of  
March 19, 2019

**SUPPORTING MATERIALS:**

[March 19, 2019 Minutes](#)

## **MCKINNEY ECONOMIC DEVELOPMENT CORPORATION**

**MARCH 19, 2019**

The McKinney Economic Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on March 19, 2019 at 8:00 am.

Board members Present: Chairman Kenneth Sipiora, Vice Chairman Paul Merritt, Secretary/Treasurer Brian Loughmiller, Board member Patrick Cloutier, Board member Dr. Gere' Feltus, Board member Joe Minissale and Board member Michael Jones.

Absent: None

Staff Present: President Peter Tokar, Executive Vice President Abby Liu, Director of Business Retention & Expansion and Emerging Technology John Valencia, Director of Business Development Bruce Coleman, MEDC Office Supervisor Deana Smithee, MEDC Administrative Assistant Joanne Isom, Mayor George C. Fuller, Mayor Pro Tem Tracy Rath, City Manager Paul Grimes, Chief Financial Officer Mark Holloway, MCVB Executive Director Dee-dee Guerra, MEDC Attorney Mark Houser

Absent: Staff member Development Specialist Madison Clark

There were 4 guests present.

Chairman Sipiora called the meeting to order at **8:00** am after determining a quorum present.

Chairman Sipiora observed new Board Member Dr. Gere' Feltus needed to be sworn in. At this time the City Secretary was unavailable. Dr. Gere' Feltus will be unable to participate in the voting until she is sworn in.

Chairman Sipiora called for the Minutes of the McKinney Economic Development Corporation Meeting of February 19, 2019. Board members unanimously approved the motion by Board member Minissale, seconded by Secretary / Treasurer Loughmiller, to approve the minutes. Board member Michael Jones was absent from the vote.

**19-0226**     Board Chairman - Chairman Sipiora called for Board and Liaison Updates. Chairman Sipiora took a moment to welcome the newest Board member, Dr. Gere' Feltus. Chairman Sipiora also noted next meeting it would be appropriate to discuss process improvements to the devising of the agendas.

Board member Michael Jones arrived at the meeting.

Chairman Sipiora presented former Chairman Jason Burress with an appreciation award his years of service to McKinney and the EDC Board.

City of McKinney – City Manager Paul Grimes reported TxDOT has announced two MAPOs (Meeting of Affected Property Owners), a procedural matter that TxDOT prepares for route alignments as they continue to study the potential alignments for US Highway 380. They announced two additional variants, one on the east side aligning with Airport Rd going north and the other on the western side. Mr. Grimes noted two meetings are scheduled, March 21, 2019 for the eastern side at Collin County Courthouse and March 28, 2019 for the western variant at Prosper Rogers Middle School. Both meetings will take place at 6:00 pm. Mr. Grimes also noted TxDOT is looking to make an announcement

on a preferred alignment sometime in May. Mr. Grimes reported on the HB2 (House Bill Legislation) the Senate passed for property tax caps. The City has a number of concerns but the good news is our Mayor, George Fuller, has been extremely active in working with a small group of Mayors who are negotiating with the House. Mr. Grimes reported the concerns are the State is trying to cap the City's ability to have revenues associated with property taxes yet are not funding schools to the level they should be which is the biggest way to affect property tax change. Mr. Grimes noted there is a HB3, a funding mechanism for schools right now, but it is only for a year. Collin County Days in Austin are March 26<sup>th</sup> & 27<sup>th</sup>. He stated this is a Collin County Chamber of Commerce initiative that coordinates with the City to meet with our legislative delegates to press on various issues of our local interest. Lastly, Mr. Grimes announced a mosaic mural is being installed on front of the Chestnut Commons Parking Garage. It's pretty cool, a great backdrop, pretty unique. If you have a chance, go see it.

Chamber Of Commerce - President Lisa Hermes noted there are local elections coming up and there will be candidate forums, April 4<sup>th</sup>, at the Chamber Office for City candidates and April 9<sup>th</sup> for Education candidates. Both forums will be 7:30-9:00 pm and Community IMPACT will be moderating the forums. President Hermes extended the invitation to the Government and Legislative Issues Committee Meeting on April

5<sup>th</sup> to hear from Angela Hale, our legislative consultant. At this meeting Ms. Hale will go into detail about the bills that have been filed and how they affect our community. Mayor Fuller will also be at the meeting to explain the Charter Amendments on the May 4<sup>th</sup> ballot. President Hermes expressed the Chamber is continuing to educate people on the bond election as the Chamber is highly supportive of the propositions on the ballot. Lastly, President Hermes announced the Business Development Committee will meet for the first time on Wednesday. The group consists of people who represent businesses who have recently gone through the development process, as well as Chamber Board Members, City Council Liaisons, people from the Development, and Commercial Real Estate communities. The purpose of this committee is to offer great feedback to Executive Director of Development Services Michael Quint and his team.

Convention & Visitors Bureau – Executive Director Dee-dee Guerra reported last month McKinney received an accolade for the best downtown designation for over 50,000 population by County Line Magazine. Ms. Guerra noted the MCVB Board heard promotional grant requests from the following: the McKinney Art Studio Tour (MAST) is requesting \$8,000, Odysseus Chamber Orchestra requested \$1,500, Heard Craig Center requested additional funds in the amount of \$1,500 and the International Festival Imagine International Academy requested \$5,000. Ms. Guerra also noted McKinney received advertising in the

following publications: Houston House and Home, Texas Town and City Magazine, Oklahoma Living magazine, The Dallas Observer, The Courier Gazette, Community IMPACT, and North Texas News. McKinney ISD did win the bid for the NCAA D2 Championship football games for 3 years, 2019-2021. She noted a site visit from Drum Corp International and are hoping to bring the 3 year bid to McKinney. On a final note, Ms. Guerra noted Debbi Silver will be at the Leadership Alumni on Thursday. Tickets for alumni are \$25.00 and \$35.00 for non- alumni.

**19-0227** Chairman Sipiora called for the Consideration/Discussion of the MEDC Staff Monthly Report. President Tokar announced SRS Headquarters is staying in McKinney. Their newly constructed headquarter building will be 100,000 square feet and will be located in Hub 121. President Tokar also noted he will attend the Dallas Regional Chamber's New Executive Program this Thursday through Friday which is an indoctrination to the region.

**19-0228** - Chairman Sipiora called for the Consideration/Discussion/Action on  
**19-0229** January and February Financials. Chief Financial Officer Mark Holloway noted that it is budget season and his staff has met with President Tokar and is looking forward to adopting a fiscal year 2020 budget in September. Mr. Holloway reported on two sets of financials focusing on the February financials. For February, reported revenues of \$1.4 million,

expenditures of \$585,000, increasing the net position by \$850,000 for the year. Mr. Holloway reported the most important thing to come out of the February financials were the sales tax collections at 8.2% above last year's collection. Through February, sales tax were at 4.6% above last fiscal year and we budgeted 4.4% so we are on track to make sales tax collections for the year.

Board members unanimously approved the motion by Secretary/Treasurer Loughmiller, seconded by Board member Cloutier, to approve January 2019 Financials.

Board members unanimously approved the motion by Vice Chairman Merritt, seconded by Board member Jones, to approve February 2019 Financials.

**19-0230** Chairman Sipiora called for the Consideration/Discussion/Action on Subcommittees. Chairman Sipiora stated we currently have three subcommittees: Real Estate, Finance, and Marketing. Chairman Sipiora stated there is not a limit on the number of subcommittees and asked the Board if any additional subcommittees are needed. Secretary/Treasurer Loughmiller suggested an Ad Hoc committee to be established as needed for certain projects City Attorney Houser confirmed Chairman Sipiora can appoint an Ad Hoc committee to a project as long as the project is on the agenda. President Tokar recommended a BRE (Business Retention & Expansion) committee that will consist of all board

members rotating to attend business visits with the MEDC staff. Board members agreed. Chairman Sipiora appointed the following board members: Finance Subcommittee; Board member Jones, Vice Chairman Merritt, and Chairman Sipiora. Marketing Subcommittee: Board member Feltus, Board member Jones, and Board member Minissale. Real Estate Subcommittee: Board member Cloutier, Board Member Feltus, and Secretary/Treasurer Loughmiller.

Board members unanimously approved the motion by Board member Cloutier, seconded by Board member Jones, to approve Subcommittee members.

Chairman Sipiora swore in Board member Feltus.

Secretary/Treasurer Loughmiller departed the meeting.

Chairman Sipiora called for Citizen Comments and there were none.

Chairman Sipiora called for Board comments and there were none.

Chairman Sipiora recessed the meeting into Executive Session at 8:36 am.

Chairman Sipiora reconvened the meeting to open session at 9:40 am.

Board members unanimously approved the motion by Vice Chairman Merritt, seconded by Board member Minissale, to amend the Stat Lab agreement as discussed in Executive Session.

Board members unanimously approved the motion by Board member Jones, seconded by Board member Feltus, to table Spark II as discussed in Executive Session.

**19-0231** Chairman Sipiora called for the Type A Economic Development Sales Tax Training. EDC Attorney Houser stated this training is required by the EDC bylaws before introducing Business partner, Jeff Moore. Mr. Moore presented the training.

Board members unanimously approved the motion by Board member Minissale, seconded by Board member Cloutier, to adjourn. Chairman Sipiora adjourned the meeting at 10:36 am.

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Ken Sipiora  
Chairman

19-0327



**TITLE:** Board and Liaison Updates  
Board Chairman  
City of McKinney  
Chamber of Commerce  
Community Development Corporation  
Convention and Visitors Bureau

**SUPPORTING MATERIALS:**

[MCDC Report](#)

[MCVB Report](#)

April 11, 2019

TO: MEDC  
FROM: Cindy Schneible, President MCDC  
RE: Update

**Project Grant Funding**

The MCDC board received four project grant applications prior to the deadline of March 29, 2019.

Project Grant Applications – Cycle II – FY 19

#19-06	Salvation Army-McKinney Corps Community Center	Replacement of gymnasium floor in Community Center	\$33,917.90
#19-07	Heritage Guild of Collin County	Multiple projects at Chestnut Square	\$59,500.00
#19-08	North Texas Family Health Foundation	Horizontal infrastructure for Federally Qualified Health Center	\$800,000.00
#19-09	City of McKinney, Department of Housing and Community Development	Property maintenance and repair for low income families	\$150,000.00

\$1,043,418

Public hearings will be conducted on each application at the April 25, 2019 board meeting. Board action will be scheduled for May.

**Retail Development Infrastructure Grants**

The board approved a grant application submitted by Local Yocal Farm to Market for reimbursement of expenses related to infrastructure improvements at Local Yocal BBQ and Grill in the amount of \$7,768.82.

The next application period for Retail Development Infrastructure Grants will open July 1, 2019. These grants will provide reimbursement for up to 50% of eligible expenses (infrastructure exterior to a building) with a maximum award of \$25,000. Consideration may be given for projects undertaken within 12 months of the application date.

Under the pilot program, eligible expenses include:

- Sewer
- Water
- Electric Utilities
- Gas Utilities
- Drainage

## **HUB 121**

The MCDC board approved amending the loan agreement executed with HUB 121, LLC to extend the term to coincide with the term of an amended Chapter 380 agreement conditioned upon approval by Council.

### **Marketing/Promotion/Advertising**

MCDC continues to place print ads, with a buy local/impact to the community – message. Publications/outlets include: Parks and Rec Guide; Craig Ranch and Stonebridge Ranch HOA News; Community Impact News; McKinney (Chamber) Online advertising; Apex Centre – digital.

MCDC also participates in collaborative advertising initiatives with the city, MCVB, Main Street and MEDC to promote McKinney for a work, visit, shop, dine experience. MCDC is partnering with the city to fund an ad promoting McKinney in the May issue of the Plano/Frisco edition of *Modern Luxury* magazine.



## MCVB March 2019 Update

### I. MCVB Room Nights Generated: TTL Room Nights: 298; TTL Revenue: \$ 34,171

#### WEDDINGS COMPLETED- March 2019 - TTL Room Nights: 30 TTL Rev: \$3,450

- Kaufman Wedding – Hampton Inn: TTL room nights: 4, TTL rev: \$396
- Jenni McFarland – Hampton Inn: TTL room nights: 7, TTL rev: \$ 693
- Vraniqi/Lowes Wedding, Stone Crest – Towne Place Suites: TTL room nights: 9, TTL rev: \$891, Hampton Inn: TTL room nights: 3, TTL rev: \$ 357
- Dwulet/Kane – Grand Hotel: TTL room nights: 7, TTL rev: \$1113

**Assisted following wedding parties with hotel quotes/info, however, no hotel room blocks made or welcome bags provided.**

- Fraizer Wedding –The Springs, used Frisco Hotels – there were no hotels in McKinney that could accommodate her large group. No bag provided.
- Meghan Powers-The Springs
- Allie Preston – La Cour
- Alyssa Kroll – Cotton Mill
- Erika Hernandez – The Springs

#### ASSOCIATION/CORPORATE/SMERF COMPLETED in March 2019: TTL Room nights: 268; TTL Revenue: \$30,721

**Associaton: TTL Rooms: 0 ; TTL Rev: \$ 0**

**Corporate: TTL Rooms: 268; TTL Revenue: \$ 30,721**

- Torchmark-AIL 301-Sheraton: TTL room nights: 51; TTYL Rev. \$ 4,947
- Torchmark-LNL 401-Sheraton: TTL room nights: 28; TTYL Rev. \$ 2,716
- Torchmark-LNL 301-Sheraton: TTL room nights: 54; TTYL Rev. \$ 5,238
- Emerson-Sheraton: TTL room nights: 135; TTYL Rev. \$ 17,820

**SMERF: TTL Room nights: 0 TTL rev: \$ 0**

**Sports: TTL Rooms: 0 ; TTL Rev: \$ 0**

### II. Visitors: FYTD Total (Oct. '18– Sept. '19):2,448

**Total:** (includes all individuals that have come through the visitor's center)

- Out of State: 32
- Out of Country: 14
- Texas Residents: 9
- McKinney Residents: 6
- Register Total: 61
- Ticker Counter: 395

### III. RFP's: 6 (1-Association, 2-Corporate, 02-Weddings, 1-Social: -Religious, 0-Sports, 0-Day Trips)

#### Association: 1

- Council on Occupational Education. Tami Maynard. Spring 2020, Attendees: 200-250. – Gave to Sheraton

#### Corporate: 2

- Spray Polyurethane Annual Convention, February 2021, Total Attendees: 1500
- Mitas Group, Grand Hotel, April 6-7,2019; 40 attendees.

#### SMERF: (2-Weddings, 1-Social, 0-Sport, 0-Religious)

- Jerra Long, Wedding Planner, Client: Heather, August 2019 Rosemary Barn
- Amanda Davis, September 2019 – Rustic Grace
- Profoundly Gifted Children Retreat 2020 –Week of July 4. 4 nights/5days. Attendees: 250-300 – gave to Sheraton

### IV. Site Visits: 1

- Gloria Martinez and Brad Box – Holiday Inn and Hampton Inn, wedding venue: Springs.

### V. Advertising: Ads/materials created and submitted: Created/submitted materials (photos and text)

- **Blogs: 162**
- Film Friendly City – 30
- Plan Your Visit - 30
- Toll Tag blog – 102

### VI. Visits on Homepage News Flash buttons & landing pages:

- Weekend Update page – 95
- Then & Now exhibit – 21
- Event-Planning Pages/Meeting Planners Guide – 330
- Visitors Guide – 147
- MPAC Upcoming Events – 34
- KPIs – 7
- Tourism Grants – 16

#### Special Client Pages:

TAAF State Gymnastics Meet – 42

Lacrosse - 5

Big Z Golf Tourney – 8

IAEE - 4

Texas Volunteer Management - 9

### VII. Photos, Text Written, Marketing Materials, and Ads Submitted

- Submitted editorial info to County Line Magazine about brunches and farm-to-table dinners in McKinney
- Submitted materials for IAEE directory listing
- Did first of Ask a Local campaign shoots – Courtney Solstad
- Submitted material for Daytripper April newsletter
- Submitted Tour Texas April event materials
- Submitted materials for IAEE directory listing
- Updated Texas Monthly Texas Meetings guide annual survey of venues/attractions/lodging
- Created landing pages for:
  - Volunteer Association conference
  - IAEE directory

### VIII. Advertising- Website & Publication ROI Tracking:

- Bus Tours Magazine - 19

- Stonebridge Ranch HOA - 29
- Texas Meetings & Events – 2
- Oxford American – 1
- Talk Business 360 (American Airlines) – 3
- MHS Lions – 2
- Boyd Broncos – 2
- Convention South Readers – 6
- Meet Texas Readers – 19
- County Line Magazine – 7
- TSAE – 1
- Daytripper – 2

**SOCIAL MEDIA TRACKING**

<b>TWITTER</b>	
Followers	5053
Tweets	6645
Tweet Impressions	7,697
Profile Visits	232
Mentions by other users	21

<b>INSTAGRAM</b>	<b>New Followers</b>
Historical	761
Oct. 2018	126
Nov. 2018	164
Dec. 2018	94
Jan. 2019	56
Feb. 2019	59
March-19	75
<b>TOTAL</b>	<b>1335</b>

<b>YOUTUBE</b>	<b>Views</b>	<b>Subscribers</b>
Historical numbers	6699	30
Oct. 2018	217	0
Nov. 2018	222	4
Dec. 2018	232	3
Jan. 2019	124	1
Feb. 2019	155	1
Mar-19	142	3
<b>TOTAL</b>	<b>7791</b>	<b>42</b>

<b>Google Business Pg.</b>	<b>Page Views</b>	<b>Website visits</b>
Oct. 2018	1,960.00	27
Nov. 2018	1,970.00	30
Dec. 2018	1,195.00	40
Jan. 2019	1,850.00	34
Feb. 2019	1,970.00	29
Mar-19	2,240.00	31
<b>TOTAL</b>	<b>11,185.00</b>	<b>191</b>

<b>March Mobile Traffic</b>	<b>Users</b>
Mobile	1232
Desktop	1021
Tablet	187

**Web Analytics – MARCH 2019**

Month	Sessions	Pageviews	Users
Oct. 18	3,061	7,459	2,496
Nov. 2018	3,565	7,585	3,140
Dec. 2018	3,043	6,689	2,640
Jan. 2019	2,880	7,381	2,383
Feb. 2019	2,632	6,433	2,200
Mar. 2019	2,900	6,705	2,440
<b>FY 18-19</b>	<b>18,081</b>	<b>42,252</b>	<b>15,299</b>

**MARCH 2019 TOP WEB PAGES**

Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.
Home	1,216	962	0:01:31	911	26.81%
Calendar	513	414	0:01:18	316	47.47%
Shopping Centers	210	188	0:01:51	170	85.88%
Calendar	155	131	0:01:34	131	59.54%
Visitors Guide	147	129	0:02:06	33	69.70%
Events	133	113	0:00:16	21	19.05%
Mo. Ann. Events	113	99	0:02:41	58	79.31%
Explore	113	79	0:00:51	4	60.00%
NTTA Blog	102	91	0:02:01	91	89.01%
Wknd Update 4/4	95	88	0:01:03	17	100.00%
About McKinney	87	69	0:01:10	6	66.67%
Dining	86	57	0:01:18	7	42.86%
Accommodations	76	67	0:00:56	19	42.11%

Calendar	74	56	0:01:26	53	45.28%
Calendar	60	47	0:01:00	6	50.00%
Calendar	59	56	0:05:34	54	90.74%
Event Planning	57	37	0:00:19	6	50.00%
Staff Directory	57	41	0:00:46	14	71.43%
Meeting Planners Guide	52	27	0:00:15	4	0.00%
Wedd. Rec. Venues	52	42	0:01:23	29	37.93%
Calendar	52	28	0:00:36	6	0.00%
Parks-Trails Map	51	44	0:02:59	26	76.92%
Tours	48	29	0:00:58	14	50.00%
Towne Lake	48	39	0:01:01	29	44.83%
Hotels/Motels	46	44	0:02:45	6	100.00%

#### Top Countries

Country Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. sess.
United States	2,331	2,223	2,779	55.38%	2.34	0:01:54
Canada	16	16	17	70.59%	1.35	0:00:50
Germany	14	14	14	100.00%	1	0:00:00
South Korea	14	14	14	100.00%	1	0:00:00
United Kingdom	9	8	9	55.56%	2.56	0:00:24
India	9	9	9	66.67%	1.89	0:00:20
Mexico	6	6	8	50.00%	3.88	0:01:54
Netherlands	6	6	7	42.86%	1.57	0:00:13
China	4	4	4	75.00%	1.25	0:00:15
Ukraine	4	4	5	100.00%	1	0:00:00

### Top States

State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Sess. Duration
Texas	1,745	1,646	2,117	55.60%	2.36	0:01:59
California	79	76	87	49.43%	2.59	0:02:01
Oklahoma	55	50	70	62.86%	2.07	0:02:08
Virginia	40	40	44	72.73%	1.48	0:00:28
(not set)	26	27	30	76.67%	1.17	0:01:23
Illinois	26	26	30	43.33%	3.07	0:02:05
Arkansas	24	24	30	36.67%	3.73	0:02:42
Florida	22	21	27	59.26%	2.44	0:02:39
Kansas	20	19	20	35.00%	2.5	0:00:49
Missouri	19	17	19	52.63%	3.11	0:01:13

### Top Cities

City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Visit Duration
McKinney	523	460	708	49.86%	2.81	0:03:10
Dallas	489	454	554	64.44%	1.83	0:01:02
Allen	90	86	100	63.00%	1.89	0:00:54
Plano	85	78	93	52.69%	2.57	0:01:47
Frisco	53	50	58	72.41%	1.9	0:01:54
Houston	44	42	46	54.35%	2.33	0:01:44
Fort Worth	26	26	29	51.72%	2.86	0:02:38
Prosper	23	22	26	69.23%	1.58	0:01:00
Austin	21	19	22	72.73%	1.55	0:00:45
Richardson	20	18	22	50.00%	2.77	0:01:50

VISIT WIDGET - MARCH 2019				
	Users	Sessions	Page Views	New Downloads
<b>Widget</b>	<b>36</b>	<b>111</b>	<b>669</b>	
<b>Desktop</b>	24	26	124	
<b>Mobile</b>	13	14	67	
<b>iOS</b>	66	59	399	20
<b>Android</b>	15	12	79	7
<b>TOTAL</b>	<b>118</b>	<b>111</b>	<b>669</b>	27

CROWDRIFT ACCESS - March 2019		
Gallery	Interactions	Views
Summer Fun	14	15
Explore	19	103
Dining	21	78
History (Downtown)	1	52
Events	1	107
Home Gallery	123	438
<b>TOTAL</b>	<b>179</b>	<b>793</b>

**Advertising- Website & Publication ROI Tracking:**

**Publicity:** *Does not include \$30,000 for Grants*

<b>FY 18-19</b>	<b>Budgeted Amount</b>
<b>Adv. &amp; Promo TTL</b>	<b>\$ 141,470</b>

<b>MARCH 2019 FREE MEDIA</b>					
<b>Publication</b>	<b>Article/Topic/Writer</b>	<b>Print Value</b>	<b>Web Value</b>	<b>PR Value</b>	<b>Impressions /Reach</b>
BubbleLife	Shared Blog/web updates	\$0	\$4,000	\$12,000	310,000
Courier-Gazette	Arts in Bloom – used photo	\$480	\$600	\$3,240	100,000
Courier-Gazette	NCAA Contract renewal- MCVB provided info	\$1,080	\$9,000	\$30,240	410,000
Livability.com	MCVB provided photo/ contact for McKinney’s inclusion on 2019 list of best places to live	0	\$55,000	\$165,000	1,400,000
<b>TOTALS</b>		\$1,560	\$68,600	\$210,480	2,220,000
<b>FY 18-19 Totals</b>		\$16,914	\$131,515	\$609,383	8,491,000

**X. Lost Business-3**

1. KOHA Library Conference, the bid went to Pueblo Colorado.
2. Spray Polyurethane Annual Convention, February 2021, Total Attendees: 1500 too big for McKinney. Received RFP from Rendezvous South Conference
3. Profoundly Gifted Children Retreat 2020 –Week of July 4. 4 nights/5days. Attendees: 250-300 – gave to Sheraton, they are currently booked.

19-0328



**TITLE:** Consider/Discuss MEDC Organizational Monthly Report

**SUPPORTING MATERIALS:**

[Organizational Report](#)

# McKinney Economic Development Corporation

## April 2019 Organizational Report

Peter Tokar  
MEDC President

MEDC Board of Directors,

We have 21 active projects in our project pipeline and getting more requests every day. IT was an exciting day last month when we were finally able to announce the SRS headquarters to be built in McKinney on Hub 121. This is a great start to the year and we hope to have more projects to announce!

We are also welcoming in Kristen Ridout to the MEDC team as our new Social Media and Marketing Manager! She brings a wealth of experience with her and we are excited to have her on the team. She will be an integral part of the new branding and marketing rollout we hope to have ready to launch in the next month.

We are making great progress on all fronts and have had a great start to the first quarter of 2019!

-Peter

### President's Report:

#### A. Organizational Updates

- KPI's are being finalized for adoption at the next board meeting. We held a workshop on April 10 where we were able to finalize the last few details of the plan and hope to have them ready to present in May.
- The Marketing committee met on Wednesday April 10<sup>th</sup> as well and saw the demo of our new website and branding campaign. We had nothing but positive feedback and we are now moving aggressively towards a May launch.
- Development activity is at an all-time high as we have hosted more meetings with developers in the last month than anticipated. The investment we have made in land is proving to be a significant attractor for development projects.
- It's Budget Season. We have had preliminary meetings with the finance department to start prepping the 2019-2020 budget. We will be planning a finance committee meeting to start planning out the budget.

#### B. New Business Attraction – Projects

- RFPs received: 10
- RFPs responded to: 6

- Project Twin Cities – Planned and hosted Project Twin Cities’ President first visit to McKinney from China on March 15. McKinney is one of the finalists for the company headquarters relocation.
- Project Garden – This is a project collaborated among the City of McKinney, MCDC and MEDC.
- Project Iris– We hosted a site visit with the DRC and Consultants to the company on April 2<sup>nd</sup>. Project Iris was represented by two site selection consultants, one company representative and one Dallas Regional Chamber staff. It was a productive site visit.
- Project Tahiti – In the lease negotiation phase currently.

### **C. Marketing / Communications**

- The Bisnow North 121 Corridor & 380 Boom Event was successful in bringing over 330+ real estate professionals, service providers, and community partners to the Sheraton McKinney Hotel. MEDC was the “Raw Space Sponsor” and had a significant presence at the event including “neighborhood news” releases on McKinney prior to and following the event.
- Attended and assisted in planning the McKinney National Business Park Ground Breaking. The ground breaking marks the beginning of the phase one construction on two 75,250 SF buildings. The total projected size of the development is 550,000 SF.
- Worked with Centipede on MEDC website updates, social media and a STEAM marketing piece.

### **D. Business Retention & Expansion**

- BRE Visits March: 3
- BRE Program
  - Presented a Revived, Renewed and Relevant BRE Program on March 29<sup>th</sup>.
  - Final draft of the program will be presented in May of 2019
- StatLab
  - Last month we hosted 2 tours of StatLab with MEDC staff and City Council representatives.
- Tech Culture McKinney
  - Lance Black and team continue to promote the space. They have seven resident tenants.
  - The Chamber held an Investor Partner VIP Event which showcased the space.
- PACCAR/Dynacraft – Hosted a lunch meeting with PACCAR/Dynacraft executives for updates and expansion opportunity. Discussed the potential Governor’s visit.
- Toyoshima GreenTech – Hosted a meeting at MEDC with Toyoshima GreenTech executives for the Agreement compliance on March 26.
- Moss – Hosted a lunch meeting with Moss Vice President.

### **E. Emerging Technology / Tech Ecosystem**

- Working with some small tech companies we may invite into the Emerging Tech Program. Both looking at Tech Culture & Cotton Mill
- Continue to work on Project Switch

## **F. Development Updates**

- Flour Mill
  - The city has as their #1 street improvement project after the bond election
- Cotton Mill
  - Terry Casey is working with a new “startup” enterprise, Millhouse McKinney, a non-profit designed to connect women, build community, share resources, and create social and economic impact by fostering FEMpreneurship
  - Terry assisted in planning a San Antonio Development Tour of “The Emma” hotel and “The Pearl” brewery for development connections of the Cotton Mill.

## **G. Networking / Business Development**

- Attended a few Dallas Startup Week sessions. We have some great opportunities in our near future and need to take advantage of them!
- Represented McKinney at IAMC (Industrial Asset Management Council) Dallas/Plano meeting with corporate real estate directors, industrial brokers and others to market McKinney.
- Conducted tour of Craig Ranch McKinney Corporate Park area with office brokers.
- Made presentation to New York-based financial investment/commercial development group during their visit to McKinney.
- Participated at Design/Manufacturing Trade Show in DFW to market McKinney to industrial companies. Made over 140 cold call visits to company/exhibitors by walking the trade show.
- Participated at NTCAR (North Texas Commercial Association of Realtors) breakfast networking event at Frontiers of Flight/Dallas Love Field Airport.
- Represented McKinney as sole area EDC member of TREC Events Committee. TREC is The Real Estate Council whose members include major commercial real estate groups in Metroplex.
- Made presentation on McKinney at CREW luncheon at Park Cities Club in Dallas. CREW is Commercial Real Estate Women’s association. Other presentations made at the meeting by Allen EDC, The Colony and Richardson.
- Represented McKinney EDC at CCIM (office/industrial brokers’ organization) networking meeting in Dallas.
- Participated at BISNOW networking breakfast meeting in Dallas.
- Participated at groundbreaking for Project Trafalgar/McKinney National Business Park first phase development.
- Re-contacted Israel-Texas chamber of commerce to seek a meeting to present McKinney to Israeli technology companies.
- Assisted with site tour of McKinney by Project Pyrex, a company seeking industrial space in DFW.
- Arranged and participated at various Dallas “leads group” meetings to learn about new potential business opportunities for McKinney. This included meetings with brokers, architects, engineers and financing groups.
- Made 70 new and follow-up calls to end-user companies/business leads during the reporting period.
- Contacted and re-contacted 29 office/industrial developers, site selectors/multipliers to present McKinney during reporting period.
- Met with Southgate McKinney developers to discuss business leads (office).

- Met with out-of-state developer regarding office development opportunities in McKinney.
- Continued to contact European-based Tech Company to encourage them to consider McKinney sites.
- Represented McKinney at CORENET (Corporate Real Estate Network) evening meeting in Dallas.
- Responded to Team Texas inquiry regarding sites in McKinney for 300,000 SF industrial user. (lead from trade show in Anaheim)
- Met with DBNO Railroad to discuss McKinney's rail-served sites.
- Responded to inquiry from Government of Quebec/Houston office regarding June visit by delegation of Quebec companies to DFW.

## Upcoming Events:

- McKinney Chamber Quarterly Luncheon, April 18
- DFW Airport Industrial Tour, April 25
- President Tokar to attend HKS Emerging Leaders Program. May 6-10
- President Tokar to attend Advanced Economic Development Leadership Program. May 19-23
- Independent Bank Grand Opening, VIP Reception/Invitation Only, May 30

**19-0329**



**TITLE:** Consider/Discuss/Act on Process for Adding Items to the Agenda

**SUPPORTING MATERIALS:**