



MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

July 10, 2014

To: MEDC Board

From: John Valencia

Director of BRE & ET Programs

Subject: July 15, 2014 MEDC Board Meeting; BREP Report/Update

### **Business Retention & Expansion Program**

On the retention side, all is good at this time. No indications that anyone is being lured away or moving out. We are working with potential expansions so, stay tuned!

### **Emerging Technology**

Last month we added two new Emerging Technology companies, Munzee and Adelphoi and extended the program for one more year for Servery. Munzee is planning on getting into their newly renovated 111 E. Virginia St. address on August first, so coming soon. And Adelphoi is up and running at their 335 E. Louisiana St. address. Then on Servery, they have relocated and moved in as our neighbor here at the Valliance Bank building in Suite 120.

Our other ET companies are in good stead and pressing on. We currently have 10 active participant companies.

### **The Collide Center**

At this time the transition has been more challenging and we hoped to have all pulled together by the end of this month June. But it continues. Terry Casey and the Cotton Mill Team are being very helpful in this transition time and all are working hard to press forward. This subject matter is on the Agenda for further discussion in Executive Session.

### **75 Construction Communication**

We continue to try our best as a Community to keep those affected most with how the project is going and updates. There were no complaints in particular reported to be investigated. The big effort at this time is the bridge work on Eldorado Parkway over 75. And of course, service road work and ingress,

egress and regress continue to be a challenge for businesses along 75. Some days are better than others, but remain a big challenge and frustration. I have added three communiques during the past 30 days that are put out by the City as an example of communication to the public. (See them attached)

The Team here continues to work hard in promoting our wonderful community. These are exciting times and we are blessed to be a part of McKinney!

Respectfully Submitted,

John Valencia



Director of Business Retention, Expansion & Emerging Technology  
**MCKINNEY ECONOMIC DEVELOPMENT CORP.**

## Adelphoi joins McKinney EDC's Emerging Technology Program

Staff report | Posted: Tuesday, July 8, 2014 3:00 pm

Adelphoi, a local startup helping entrepreneurs turn ideas into products and services, has joined the McKinney Economic Development Corporation's Emerging Technology Program.



“The Emerging Technology Program was created to assist startup companies, like Adelphoi, by offering rent reimbursement and access to other resources,” said John Valencia, MEDC’s director of BREP and emerging technology, in a release. “Adelphoi is an excellent addition to McKinney’s startup community and will complement the services provided by Collide Village.”

### Startup help

Steve Tucker, Adelphoi president/CEO, said, “We are excited to be a part of the Emerging Technology Program. McKinney is a great place for small businesses and entrepreneurs. The city does a remarkable job supporting startups and recognizes the importance of building vibrant startup ecosystems that build healthy, diverse communities.”

As an entrepreneur, businessman and philanthropist, Tucker has the experience and expertise needed to guide new entrepreneurs learning to navigate the marketplace.

“We see ourselves as small business idea people,” Tucker said in the release. “We’re part agency, part idea factory. Our goal is to help business owners launch, expand and grow their business. The Adelphoi team is made up of business owners who will become your strategic partner in launching a new business, rebooting an existing one or developing your dream.”

Adelphoi offers a wide range of services including branding, design, custom website development, strategic marketing, search engine optimization, video marketing, social media campaign management, mobile app development and physical product prototyping with go-to-market servicing.

For more information about MEDC’s Emerging Technology Program, visit [mckinneyedc.com](http://mckinneyedc.com). For more information about Adelphoi, visit [adelphoilabs.com](http://adelphoilabs.com).

## Global scavenger hunt app based in downtown McKinney

Chris Beattie, [cbeattie@starlocalmedia.com](mailto:cbeattie@starlocalmedia.com) | Posted: Monday, July 7, 2014 11:32 am

A new-generation scavenger hunt with a global reach has its foundation in McKinney.

Munzee, a smart phone app that connects to real-life and virtual “pins,” has more than 165,000 players worldwide. They find, scan and place QR-code destinations on every continent.

Since Munzee moved its operations to the downtown McKinney square in January, players from around the U.S. have visited, said Rob Vardeman, Munzee president.

“It’s the Mecca of Munzee; people feel the need to make a trip to the world headquarters – where it all began,” Vardeman said. “They’re coming from everywhere.”

Small, otherwise unnoticeable QR-code stickers dot signs, buildings and statues downtown. Players use the app’s navigation – on iPhones, Android and Windows phones – to locate the pins for “captures” that result in points or prizes. There are more than 20 million captures and counting, according to Munzee’s website.

Players can pay for premium memberships, which offer special access to pins and Munzee merchandise, but the app is free. Leader boards, gift periods and the thrill of the search are key incentives. Munzee has held mini-competitions within the game where real prizes like an XBOX or McDonald’s gift certificate rewarded certain point totals or captures.

But many play for the app’s ability to get them out of the house and explore, Vardeman said. Munzee connects technology to travel – app to adventure.

“The important part is the community that’s been built around it,” said Dylan Derryberry, Munzee marketing director. “Their Munzee group is their family, the people they spend their time with.”



### Munzee-made donation

Munzee President Rob Vardeman, center, on June 26 presented a \$25,000 donation to the Ronald McDonald House in Spokane, Wash., where the Reed family has stayed as their son, David, front right, gets treated for leukemia.

The game's personal connection became tangible June 26 in Spokane, Wash., to the tune of \$25,000. Munzee made the donation to the Ronald McDonald House (RMH) in honor of the Reed family, who'd stayed there for several months while their son, David, received treatment for leukemia.

David was diagnosed in October 2012, and his father, Derik, a loyal Munzee player, soon publicized his family's fight through online blogs and Munzee forums. The game fostered a special father-son bond, and soon Munzee players rallied around them by donating specifically to the Ronald McDonald House, where families reside as loved ones are treated at a local hospital.

Munzee itself then created virtual pins players could purchase as direct donations toward the Spokane RMH. They raised the \$25,000 in 10 days, with nearly half raised in the first 24 hours. One Munzee player in Missouri bought \$1,000 worth of pins.

"Munzee users are over-the-top generous; we're so thankful for this donation," said Mike Forness, RMH Spokane executive director, in a released statement. "Munzee and the Ronald McDonald House families share many of the same values, the value of family, of helping others and of helping each other."

Vardeman presented the proceeds and other essential items last Thursday ahead of a special barbecue for RMH families, volunteers and Munzee players who'd come in support. Though Munzee-incited, the celebration was for the Reeds and all RMH does for others.

"It's going to grow our game and continue to grow the Ronald McDonald House community," Vardeman said. "The next time we give back, I can't imagine we're going to give only \$25,000 – we'll exceed that."

Keeping its community focus, Munzee looks to also further branch out in McKinney, specifically downtown. It's holding a special event during Oktoberfest and has gotten commits from players as far away as Germany and Lithuania.

Downtowners may also notice a Munzee tease on the old Garrett Art Gallery building. Munzee will soon announce its related expansion, but for now, just expects the game's impact to expand.

"Things are moving full speed ahead," Derryberry said. "We're not known, yet we're 165,000-strong worldwide and our headquarters is here. It's an exciting time for people to join in and see what's going on."

## John Valencia

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**From:** Daniel Still on behalf of Construction  
**Sent:** Friday, June 20, 2014 3:02 PM  
**To:** Construction  
**Subject:** New Temporary Signal on Eldorado Parkway at U.S. 75

In an effort to keep traffic moving and to prepare for an upcoming traffic switch, **TxDOT has installed a temporary traffic signal on Eldorado Parkway near Wendy's and Ghengis Grill at U.S. 75.** This new signal will allow northbound frontage road drivers to turn left toward Craig Drive, continue northbound toward American National Bank and Discount Tire, or turn right toward Medical Center Drive.

To allow drivers time to become familiar with the new signal location, it was initially set to flash only. Weather permitting, **it is scheduled to start normal green/yellow/red operation on Saturday, June 21, 2014.** The timing of this new signal will be coordinated with the other nearby signals at Medical Center Drive and Craig Drive. However, traffic may be congested initially while drivers become accustomed to the new signal. Please be cautious while travelling through this area.

As a reminder, this TxDOT construction project to widen U.S. 75 from the Sam Rayburn Tollway to White Avenue in McKinney to four main lanes in each direction and three frontage road lanes in each direction will provide much needed extra capacity through McKinney. The project is anticipated to be complete in January 2016.

Please be safe when traveling through the work zone and always observe traffic warning signs. If you have any questions, please contact Danny Still at (972) 547-7631 or [dstill@mckinneytexas.org](mailto:dstill@mckinneytexas.org). Thank you for your cooperation.

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Get regular construction updates by signing up to receive [our weekly newsletter](#), on [our website](#), or by following us on [Facebook](#) and [Twitter](#).

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## John Valencia

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**From:** Daniel Still on behalf of Construction  
**Sent:** Friday, June 27, 2014 9:51 AM  
**To:** Construction  
**Subject:** TxDOT to Close Northbound U.S. 75 Frontage Road underneath Eldorado Pkwy.  
**Attachments:** 75 NBFR Closure under Eldorado 2014-06-30.pdf

As part of the ongoing TxDOT project to widen U.S. 75 from the Sam Rayburn Tollway to White Avenue in McKinney, TxDOT has informed the City of the following closure that will allow work to continue near Eldorado Pkwy.:

**TxDOT to Close Northbound U.S. 75 Frontage Road underneath Eldorado Pkwy.**

Weather permitting, TxDOT will close the northbound U.S. 75 frontage road underneath Eldorado Pkwy. beginning Monday, June 30. This road is scheduled to reopen in the Fall 2014.

All northbound frontage road traffic will be rerouted to the new temporary signal at Eldorado Pkwy. near Wendy's and Ghengis Grill. To continue northbound, drivers will use the newly completed ramp from Eldorado Pkwy. to the frontage road past American National Bank and Discount Tire. See attached detour map.

High traffic volume is expected through this area that could make travel very difficult. Motorists should expect delays and are encouraged to use alternate routes such as S.H. 5 or Hardin Blvd.

As a reminder, this TxDOT construction project to widen U.S. 75 from the Sam Rayburn Tollway to White Avenue in McKinney to four main lanes in each direction and three frontage road lanes in each direction will provide much needed extra capacity through McKinney. The project is anticipated to be complete in January 2016.

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## John Valencia

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**From:** Daniel Still on behalf of Construction  
**Sent:** Monday, July 07, 2014 11:50 AM  
**To:** Construction  
**Subject:** July 2014 Closures for U.S. 75 Construction in McKinney  
**Attachments:** Southbound Virginia Closure Map.pdf

As part of the ongoing TxDOT project to widen U.S. 75 from the Sam Rayburn Tollway to White Avenue in McKinney, TxDOT has informed the City of the following closures:

**TxDOT to Temporarily Close Southbound U.S. 75 Exit Ramp to Virginia Pkwy.**

Weather permitting, TxDOT will close the southbound U.S. 75 exit ramp to Virginia Pkwy. beginning tonight, July 7, 2014, until sometime in August in order to construct a portion of the southbound main lanes pavement. Detour signs have been posted directing motorists to instead use the southbound exit ramp to U.S. 380. See attached detour map.

This may increase congestion at the intersection of U.S. 75 and U.S. 380. Motorists should expect delays and are encouraged to use alternate routes.

**TxDOT to Temporarily Close Rockhill Rd. at the Southbound U.S. 75 Frontage Road**

Weather permitting, TxDOT will close Rockhill Rd. at the southbound U.S. 75 frontage road beginning today, July 7, 2014, until Tuesday, 7/15, in order to construct the intersection. Detour signs will be posted directing motorists to an alternate route.

**TxDOT has Temporarily Closed Rockhill Rd. at the Northbound U.S. 75 Frontage Road**

TxDOT has closed Rockhill Rd. at the northbound U.S. 75 frontage road until approximately Friday, 7/11, in order to construct the intersection. Detour signs have been posted directing motorists to an alternate route.

As a reminder, this TxDOT construction project to widen U.S. 75 from the Sam Rayburn Tollway to White Avenue in McKinney to four main lanes in each direction and three frontage road lanes in each direction will provide much needed extra capacity through McKinney. The project is anticipated to be complete in January 2016.

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