

Cayti Stein
Director of Marketing & Research
September 2014



- *Events:*
 - Upcoming
 - August 2014- September 2015—Visits from Toyota
 - 200 people will visit Collin County twice per week for roughly 8 months
 - Total of 11,000 people (includes families)
 - McKinney will have a booth that we will need to have presence at every Thursday/Saturday for 2 hours for the 8 months
 - Schedule is attached
 - Oktoberfest- September 26-28
 - Crape Myrtle Trails of McKinney- September 27- *Run the Trails and More*
 - Especially Needed- October 4- *Celebrating our Differences*
 - Gala at the Gait- October 4
 - Halloween at the Heard- October 18

- *MCDC Brochure*
 - MCDC Tri-fold sample is in, waiting on the rest to come in
 - Additionally, will have a marketing kit for My McKinney & MCDC Collateral
 - MCDC Project Rack Cards (about 6, see samples)
 - MCDC folder (samples behind report)
 - Give-away (samples behind report)

- *Advertising*
 - Stonebridge HOA Newsletter (November)
 - Home for the Holidays
 - McKinney Magazine
 - October/ November issue

- *Press*
 - McKinney National Airport transient hangar
 - Barclays announcement
MCDC promotional grants

- *Social Media/Website*
 - Aerial Video
 - Please see here:
<https://www.youtube.com/watch?v=gXaOVZj1zB0&list=UUJwpwNycBw24-d7bOgf7GcA>
 - Facebook
 - Total 454 “likes”- reach 50-75 on average with each post.
 - Up from 250 in March 2014
 - Twitter
 - Total 178 “followers” on Twitter
 - Website
 - Roughly 1,600 site visits (up from 1,100 in May) with average time on website of 2:38 minutes
 - McKinney’s IT, GIS Department has been developing a webpage for us to showcase MCDC Project funding. This is the first draft. This will be updated to have the same messaging as the “My McKinney” media kit.
http://maps.mckinneytexas.org/MCDC_StoryMap/

TOYOTA ASSOCIATES' RECEPTION EXPO SCHEDULE

Wave #	Start Day	Start Date	City Representatives	Names of Expo Worker #1	Name of Expo Worker #2
19	Sat	1-Nov-14	MCDC	Cayti Stein	Scott Elliott
20	Thurs	6-Nov-14	MCDC	Kurt Kuehn	Michael Puhl
21	Sat	8-Nov-14	MCDC	Dave Clarke	Cindy Schneible
22	Thurs	13-Nov-14	MCDC	Colleen Smith	George Fuller
23	Sat	15-Nov-14	MCDC	Dave Clarke	
24	Thurs	20-Nov-14	MCDC	Michael Puhl	David Myers
25	Sat	22-Nov-14	MCDC	Scott Elliott	



Barclays Bank Chooses McKinney, Texas for U.S. Technology Center

McKinney, Texas (August 29, 2014) – London-based Barclays Bank has selected McKinney, Texas, as the new site for one of the company's innovative technology centers. Barclays, a Global Fortune 500 company, is an international financial service provider engaged in personal banking, credit cards, corporate and investment banking and wealth management.

Barclays will move into the McKinney Corporate Center I building at Craig Ranch, developed by VanTrust Real Estate, LLC. Barclays Technology Center will initially occupy over 40,000 square feet of Class A office space located at 6800 Weiskopf Avenue in McKinney. Barclays Technology Center will support the bank's operations globally.

The Barclays Technology Center, McKinney, will support the bank's growing industry requirements, provide technology support to the business and develop solutions for all the group's activities and requirements.

"We are excited to bring Barclays, a global Fortune 500 Company, to McKinney," said McKinney Mayor Brian Loughmiller. "We are committed to working with Barclays now and in the future as we welcome Barclays to our Corporate community. The City of McKinney is committed to working with corporations in a timely and efficient manner as we strive to attract new business development and expand existing businesses consistent with one of our top City Council priorities. I appreciate Barclays' confidence in our community with their decision to locate in our Corporate Center."

Barclays began discussions with the McKinney Economic Development Corporation (MEDC) in December 2013, when they expressed interest in the McKinney Corporate Center 1 building. MEDC worked closely with the City of McKinney staff and City Council, the McKinney Community Development Corporation (MCDC), Craig Ranch, Jones Lang LaSalle, and Van Trust to efficiently work on an expedited time frame. Barclays plans to move into McKinney Corporate Center in the fall of 2014.

"McKinney presented Barclays a competitive opportunity with a high profile location along the Sam Rayburn Tollway, a highly educated and abundant labor pool, and sufficient parking for their employees," said McKinney Economic Development Corporation Board Chairman, Ernest Lynch III. "Our economic development team was able to move quickly to address Barclays' needs."

"We are excited to be working with a premiere multinational company such as Barclays," said Ran Holman, executive vice president at VanTrust Real Estate, LLC. "Barclays' selection of McKinney Corporate Center 1 at Craig Ranch is monumental. Craig Ranch, with its array of residential, retail and quality of life amenities is poised as a strong corporate destination. The Barclays name and the quality it represents is consistent with the objectives and standards of the City of McKinney and McKinney Corporate Center," Holman added.

"McKinney offers corporate clients a special place to live and work," said McKinney Community Development Corporation Board Chairman George Fuller. "The city offers a unique lifestyle to corporations and residents. It sits in the center of an outstanding high-tech labor pool that is attracted to the city's exceptional quality of life, family-oriented lifestyle, high quality schools and some of the region's most reasonable, high-quality housing."

The City of McKinney has also been recognized by Realtor.com as the second most-searched-for places to live in the country. In addition, *Money Magazine* ranked McKinney as #2 on their "Best Places to Live in America," list citing plenty of housing options, low taxes, abundant job opportunities in technology, energy and medicine, as well as a new conference center and hotel complex in the works.

About McKinney

McKinney, Texas, is unique by nature. As one of the fastest-growing cities in the U.S., McKinney has a current population of more than 149,082. Established in 1848, the city is located 30 miles north of Dallas and offers rolling hills, lush trees, a historic downtown square and unique neighborhoods and developments. Visit the city's website at www.mckinneytexas.org.

About the McKinney Economic Development Corporation

The McKinney Economic Development Corporation (MEDC) was created in 1993 to support the development, expansion and relocation of new and existing companies. The mission of the MEDC is to work to create an environment in which community-oriented businesses can thrive. The MEDC is actively pursuing investments in, Aeronautics /Aviation, Corporate headquarters, Emerging technology, Healthcare and Medical Device Manufacturing, Professional services, Renewable energy. For more information visit www.mckinneyedc.com

About the McKinney Community Development Corporation

The McKinney Community Development Corporation is an organization with a mission to promote and preserve the quality of life in McKinney. It was established in 1996 when McKinney voters approved a one-half cent sales tax to be used to enhance McKinney's aesthetic, cultural and leisure amenities. www.mckinneycdc.org

About Barclays Bank

Barclays is an international financial services provider engaged in personal banking, credit cards, corporate and investment banking and wealth management with an extensive presence in Europe, the Americas, Africa and Asia. Barclays' purpose is to help people achieve their ambitions – in the right way.

With over 300 years of history and expertise in banking, Barclays operates in over 50 countries and employs approximately 140,000 people. Barclays moves, lends, invests and protects money for customers and clients worldwide.

For further information about Barclays, please visit our website www.barclays.com.

About VanTrust Real Estate, LLC

VanTrust Real Estate, LLC is a full-service real estate development company with a regional focus and national scope. VanTrust is headquartered in Kansas City, Missouri with regional offices in Columbus, Dallas, Houston and Phoenix. The company creates real estate assets for both internal portfolio holdings as well as disposition opportunities. VanTrust offers its clients and capital partners a full spectrum of real

estate services including acquisition, development, asset management, construction management and consulting. Product types include office, industrial, multifamily, retail, institutional, governmental, hospitality and recreational. VanTrust's ownership and substantial capital base are associated with the Van Tuyl Group¹. Access www.vantrustre.com for more information.

1. Van Tuyl Group, Inc. provides management consulting services to the largest group of privately held automotive dealerships in the United States. The Van Tuyl family has had a long history with the automotive industry, starting with Cecil Van Tuyl and a Kansas City Chevrolet dealership in 1955. Joined by his son Larry in 1971, they have built a world class management consulting company based on the principles of hiring the right people and giving their clients the right tools, training and support they need to success. Through its affiliated entities, the group's multi-billion dollar real estate holdings include dealership, multifamily, office, retail, mixed-use, industrial, land positions and recreational properties. Access www.vantuylgroup.com for more information.

About Craig Ranch

Craig Ranch is a 2,200-acre master-planned business, retail and residential community in McKinney, Texas. As part of the Dallas/Fort Worth Metroplex and just 30 minutes from DFW airport, Craig Ranch is a high profile, regional point of destination. The TPC Craig Ranch private golf course is the centerpiece of the community and a member of the Audubon Cooperative Sanctuary program. The open green spaces and small-town ambiance of Craig Ranch serves as a natural setting for outdoor concerts, water-inspired events, art fairs and exhibits. Soccer and baseball fields, hike and bike trails and unique amenities give residents a sense of place they are proud to call home. Craig Ranch is an AT&T Connected Community. Its marquee venues include: the TPC Craig Ranch, the Michael Johnson Performance Center, the Cooper Fitness Center & Spa at Craig Ranch, the Hospital at Craig Ranch, Dr Pepper StarCenter McKinney at Craig Ranch, The Ball Fields at Craig Ranch, The Premier Soccer Fields at Craig Ranch and The Beach at Craig Ranch, a youth to pro-level sand volleyball venue. Contact Demian Salmon, Commercial Developer Manager for Craig Ranch at dsalmon@craigintl.com or call 214-644-1204.

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Source: City of McKinney



City of McKinney News Release
FOR IMMEDIATE RELEASE

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**McKinney Community Development Corporation approves grant
for new transient hangar at McKinney National Airport**

Project will add 18,000-square-foot hangar at general aviation airport

McKINNEY, TEXAS (Aug. 25, 2014) – The McKinney Community Development Corporation (MCDC) announced that the board has approved a \$1.5 million project grant for the construction of an 18,000-square-foot transient hangar at McKinney National Airport.

The new hangar will accommodate transient aircraft of all sizes, from small, single-engine aircraft to large jet aircraft. Currently, all hangar space at McKinney National Airport is leased. The new hangar could house high performance business aircraft for either long-term or short-term stays. The project is expected to be complete in a year.

"This addition will help attract additional general aviation, corporate and other customers at McKinney National Airport. This hangar will provide customers with the service they expect and deserve when they come to McKinney," said Jose Madrigal, McKinney Deputy City Manager.

Added hangar space enhances the development of the airport and in turn ad valorem tax collection for the city, McKinney Independent School District, Collin College and Collin County, and adds an additional economic development tool for the city.

"The City of McKinney and McKinney National Airport requested funding to construct a transient hangar to further business development in the City of McKinney," said George Fuller, MCDC Board Chair. "The airport is an economic driver in McKinney, and we are committed to supporting economic growth in our community."

"We are happy to say that McKinney will now be able to welcome even more customers through our corporate 'front door,'" said Madrigal.

MCDC is a Texas Type B Corporation and receives revenue from a half-cent sales tax. This grant was approved during the regular grant cycle in which MCDC provides funding for project grants that enhance the quality of life and support business development in McKinney.

Formerly Collin County Regional Airport, McKinney National Airport was renamed following the city's purchase of the airport in November 2013. McKinney Air Center, the fixed based operator (FBO) that provides fuel and other services to aircraft at McKinney National Airport, was named best in the nation in the 2014 Pilots' Choice Awards by FltPlan.com.

Also this year, Monarch Air, a leading provider of aviation services, announced the lease of a significant portion of a 53,750-square-foot hangar and office facility at the airport to offer a wide range of services including aircraft maintenance, flight training, charter service, fleet management, acquisitions and sales for the private sector.

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McKinney Community Development Corporation

The McKinney Community Development Corporation is an organization with a mission to promote and preserve the quality of life and support economic development in McKinney. It was established in 1996 when McKinney voters approved a one-half cent sales tax to be used to enhance McKinney's aesthetic, cultural and leisure amenities and business development in the City. MCDC is guided by a City Council-appointed board of seven McKinney residents. Visit www.mckinneycdc.org to learn more.

About McKinney National Airport

McKinney National Airport (TKI) is a general aviation reliever airport located in McKinney, Texas. The airport is the North Texas airport of choice for business and personal aviation transportation with convenient access to surrounding cities in the Dallas-Fort Worth Metroplex. McKinney National Airport offers full service for corporate fleets and general aviation. In 2012, \$70 million in upgrades included the completion of a new, longer and wider runway with more weight-bearing capacity, a state-of-the-art air traffic control and managed perimeter access control. Visit www.flytki.com to learn more.



McKinney Community Development Corporation

For Immediate Release

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McKinney Community Development Corporation Awards \$45,570 in Promotional and Community Event Grants

McKinney, Texas (August 27, 2014) – The McKinney Community Development Corporation (MCDC) has announced grant awards totaling \$45,570 for initiatives and activities that enhance quality of life for McKinney residents, attract visitors to the community and promote the City for the purpose of developing new or expanded business opportunities.

The mission of the McKinney Community Development Corporation is to work proactively, in partnership with others to promote and fund community and economic development projects that maintain and enhance the quality of life in McKinney.

Following submission of the grant applications, MCDC board members reviewed the requests for funding and heard presentations from each of the applicants describing the impact of their proposed programs on the local community.

Listed below are the grants awarded by McKinney Community Development Corporation at its August board meeting:

- St. Peter's Episcopal Church- *Empty Bowls* event benefiting Community Lifeline at MPAC on April 16, 2015
Funding Amount: \$4,670
- Collin County Historical Society- *The Vietnam Syndrome* exhibit at 300 E. Virginia Street from February- July 2015
Funding Amount: \$4,500
- Crape Myrtle Trails of McKinney- *Run the Trails and More* at Myrtle Village on September 27, 2014
Funding Amount: \$8,000
- Especially Needed- *Celebrating Our Differences* at Ballfields at Craig Ranch on October 4, 2014
Funding Amount: \$10,000

- MORE -

- McKinney Main Street- *Oktoberfest* in historic downtown McKinney September 26-28, 2014
Funding Amount: \$15,000
- McKinney Rotary Club Foundation- *Parade of Lights* in historic downtown McKinney on December 13, 2014
Funding Amount: \$3,500

"Sales tax dollars generated from purchases at local merchants and businesses make it possible to fund promotional grants that support tourism and business development in our community. The members of the McKinney Community Development Corporation board of directors recognize the positive impact seen in the community as a result of these events and welcome the opportunity to support organizations that enhance quality of life and support tourist and business activity in McKinney," said George Fuller, MCDC Board Chair.

Each year, the MCDC board allocates funds for grants designed to promote the City of McKinney through events or other initiatives that support tourism, promote the city for the purpose of economic development and improve the quality of life and place.

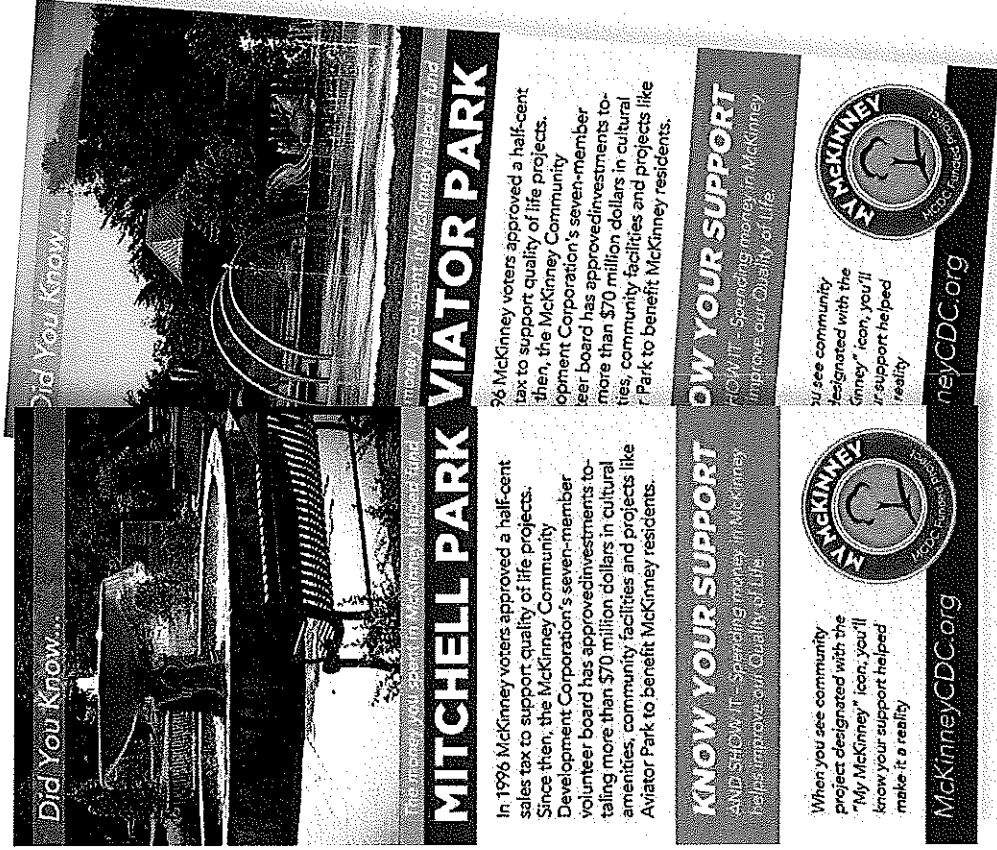
Applications for the next cycle of promotional and community event grants will be accepted through January 2, 2015.

About McKinney Community Development Corporation: MCDC is an organization with a mission to promote and preserve quality of life in McKinney, TX. The corporation was established in 1996 when voters approved a one-half cent sales tax to be used to support community and economic development projects that enhance quality of life in McKinney. For more information about MCDC, please visit www.mckinneycdc.org.

**MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION**
"MY MCKINNEY" COLLATERAL

Rack Cards

4 x 9" cards designed for any MCDC
Project for display at various pre-determined
locations or for inclusion in the Sales Kit.



MCKINNEY COMMUNITY DEVELOPMENT CORPORATION "MY MCKINNEY" COLLATERAL

Tri-Fold

8.5 x 11" double-sided tri-fold brochure folded to 3.6 x 8.5" for distribution at events or for inclusion in the Sales Kit.

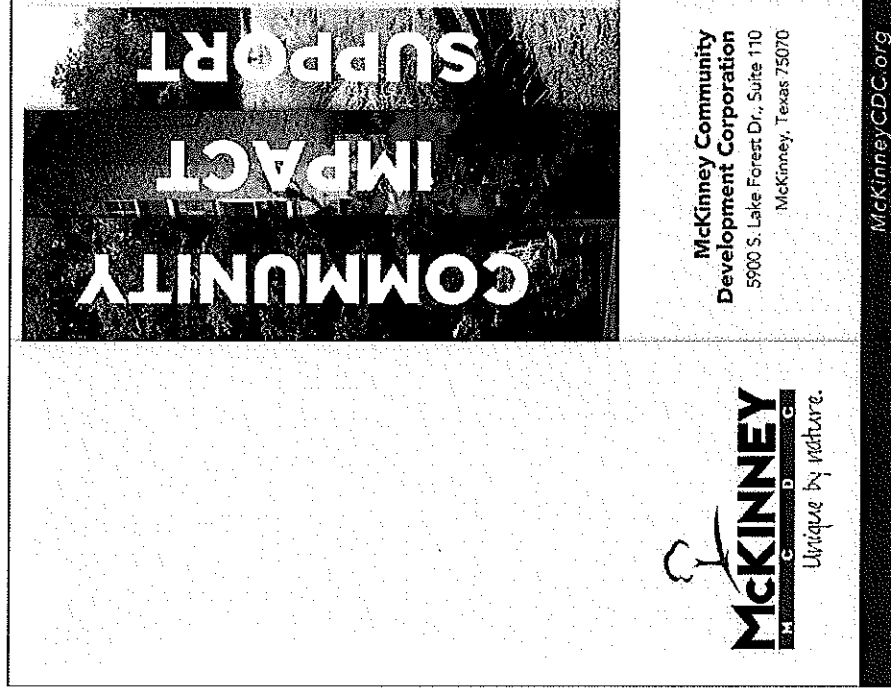


**MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION**
"MY MCKINNEY" COLLATERAL



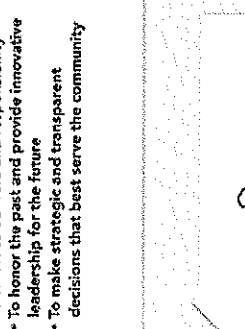
Sales Kit

Half flap pocket folder which exposes the 3 tiered inserts. Once opened the backside of the flap is designed to hold either a Rack Card or the Tri-Fold.

See next slide for open view.



**MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION**
"MY MCKINNEY" COLLATERAL

 <p>COMMUNITY IMPACT SUPPORT</p>	<p>The McKinney Community Development Corporation is an organization with a mission to proactively work in partnership with others to promote and fund community and economic development projects that maintain and enhance the quality of life in McKinney.</p> <p>In 1996 McKinney voters approved a half-cent sales tax to support quality of life projects in the community. Working in partnership with city and community leaders, businesses and nonprofit organizations, MCDC's seven-member volunteer board has approved investments totaling more than \$70 million dollars in cultural amenities, community facilities and projects to benefit McKinney residents.</p> <p>MCDC's guiding principles are:</p> <ul style="list-style-type: none"> • To serve ethically and with integrity • To provide responsible stewardship • To embrace our role and responsibility • To honor the past and provide innovative leadership for the future • To make strategic and transparent decisions that best serve the community
 <p>MCKINNEY Wages by choice</p> <p>"BUSINESS CARD"</p>	 <p>MCKINNEY 1996</p> <p>McKinney Community Development Corporation</p>

**McKinney Community
Development Corporation**
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McKinneyCDC.org

