

McKinney Community Development Corporation

Vision: A driving force for a premier quality of life in McKinney

Mission: Work proactively, in partnership with others, to promote and fund community, cultural and economic development projects that maintain and enhance quality of life in McKinney

Our Guiding Principles:

- Serve ethically and with integrity
- Provide responsible stewardship
- Embrace our role and responsibility
- Honor the past - provide innovative leadership for the future
- Make strategic and transparent decisions that best serve the community

Projects Eligible for MCDC Consideration:

- Projects Related to the Creation or Retention of Primary Jobs
- Projects Related to Job Training to Further Economic Development
- Infrastructure Improvement Projects Necessary to Develop New or Expanded Business Enterprises
- Mass Transit-Related Facilities
- Projects Related to Community or Recreational Facilities
- Projects Related to Affordable Housing
- Professional and Amateur Sports and Athletic Facilities, Including Children's Sports
- Entertainment, Tourist and Convention Facilities
- Public Parks and Open Space Improvements
- Promotional Expenses that Advertise or Publicize the City for the Purpose of Developing New and Expanded Business and/or Tourism

DIRECTION FOR STRATEGIC GROWTH

Develop a retail development strategy for key areas of the community to further diversify revenue sources and expand entertainment, dining, and shopping options

MCDC:

Continue support for retail consultant (currently The Retail Coach).

Participate in retail recruitment activity - ICSC, Retail Live, Developer, Restaurant, Retail relationships.

Engage the community as to what they would like to see in McKinney.

Provide a strong city economy by facilitating a balance between industrial, commercial, residential and open space

MCDC:

Support Park CIP projects - \$5.5 mm/yr through FY 25.

Support economic development projects when requested and appropriate.

Coordinate with/support MEDC recruitment activities for growth of commercial tax base.

Support Vision 2040 Plan initiatives.

OPERATIONAL EXCELLENCE

MCDC:	Establish a timeline for a Municipal Facility/Downtown Parking
	<i>Explore opportunities to support efforts to create way-finding signage.</i>
	<i>Look at ways to help bring transit to McKinney with a specific focus on the needs of seniors and the disabled.</i>
	<i>Explore the possibility of providing shuttle service (perhaps the trolley) from remote parking areas to events and amenities in downtown McKinney. This will be especially needed after construction on the 9-acre site begin.</i>
	<i>Explore transportation options for Senior Center.</i>

MCDC:	Implement performance management practices that include developing and training staff and Board and Commission members
	<i>Orientation for new (and current) board members.</i>
	<i>Sales Tax Training Workshop conducted by Texas Economic Development Council.</i>
	<i>Maintain a customer service oriented culture within MCDC.</i>
	<i>Identify key performance indicators for MCDC to include in overall City plan.</i>

MCDC:	Identify Opportunities for internal efficiencies through recurring analyses and continuous improvement
	<i>Annual retreat/quarterly reviews of progress toward goals.</i>
	<i>Once KPIs are established, include regular reports on progress.</i>
	<i>Utilize liaisons to identify and communicate opportunities for collaboration, cooperation with sister organizations and report monthly.</i>
	<i>Consider joint meetings with sister organizations to facilitate communication between groups.</i>
	<i>Create summary/overview page, in agenda packet, for Promotional and Project Grant requests.</i>

MAXIMIZE THE DEVELOPMENT POTENTIAL OF THE MCKINNEY NATIONAL AIRPORT

MCDC:	Implement initiatives and strategies to attract and expand corporate and commercial aviation
	<i>Consider support for construction of additional hangar/facilities if requested by Council.</i>

MCDC:	Improve communication and marketing the value of the McKinney National Airport to the City and Region
	<i>Explore, with city's communications and marketing tea, opportunities to support Airport marketing activities.</i>

FINANCIALLY SOUND GOVERNMENT

Provide Funding and Organizational Frameworks for the City that Ensure Continual Economic and Quality of Life Improvements

MCDC:

- Continue \$5.5 mm for funding Parks CIP projects.*
- Continue discretionary grants for Q of L projects that meet eligibility requirements.*
- Determine/maintain adequate fund balance for project support.*
- Continue to emphasize, to organizations seeking funding, the board's position that organizations should work to ensure plans and activities are in place to raise funds for ongoing operations and maintenance.*
- Communicate to organizations seeking project grant funding that MCDC board expectations include demonstration that CapEx plan is in place to support future capital expense.*
- With respect to MCDC discretionary project grants, communicate to grantees and outline in performance agreements that MCDC is the funder of last resort.*
- Revise MCDC grant guidelines and application to ensure more detailed information is provided regarding other potential funding sources.*
- Identify and implement mechanisms/initiatives to secure citizen input on future quality of life projects. (surveys, social media, kiosks at events).*

Create financial plans for future growth as well as future maintenance

MCDC:

- Work with Finance to create 5-year revenue/expense forecast.*
- 4 hour retreat annually.*
- Develop exit strategy to avoid long-term funding of projects that are not sustainable.*
- Identify ways to measure and report on project success (projects funded through MCDC).*

ENHANCE THE QUALITY OF LIFE IN MCKINNEY

MCDC:	Create affordable and accessible cultural arts activities and quality of life resources for all ages throughout the City
	<i>Continue to fund Promotional and Community Event grants.</i>
	<i>Consider support for eligible community facilities/projects.</i>
	<i>Continue funding for discretionary Q of L grants.</i>
	<i>Refresh the looks of the pool facilities on the east side.</i>
	<i>Identify opportunities to support efforts to make all park signs consistent.</i>
	<i>Support improved signage for the hike and bike trails - e.g. wayfinding and trail head signs.</i>
	<i>Citizen input regarding what is important re: Q of L amenities.</i>
	<i>Identify ways to facilitate collaboration between events that are funded by MCDC Promotional grants.</i>
	<i>Explore installation of "kiosks" or other systems to secure citizen feedback on facilities and events and communicate city information.</i>
	<i>Identify opportunities and support efforts for enhanced promotion of events within the city (social media, calendars, etc.).</i>
	<i>Board support of promotional efforts through FB and other social media. (Share press releases, notify re: posts).</i>
	<i>Increase promotion of projects funded by MCDC (e.g. McKinney StarCenter).</i>

MCDC:	Maximize public/private partnerships
	<i>Identify/support appropriate projects/initiatives (e.g. PSA).</i>
	<i>Support eligible/appropriate projects to secure additional dining, retail, entertainment opportunities.</i>

MCDC:

Develop Parks strategy to preserve green space for future park land
<i>Support Parks-led initiative with board/staff participation.</i>
<i>Funding for park land acquisition.</i>

MCDC:

Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike
<i>Continue Promotional and Community Event grants to support tourism and business development.</i>
<i>Feature downtown events/amenities in "My McKinney" advertising.</i>
<i>Provide volunteer support for downtown events.</i>
<i>Continue to work with communications and marketing to identify and implement "signage" and other communication vehicles.</i>

OTHER

Signature Project

MCDC: *Explore creation of Bike Share program with funding support from MCDC.*

Signage

MCDC: *Highway signage .*
Banners to promote city events.
Explore creation and installation of digital signage to communicate city/event information across the city.

Community Arts Facility (Black box theater)

MCDC: *Community Arts Facility - continue due diligence and discussions with Council.*

City Gateways

MCDC: *Support city gateway enhancement/streetscape/beautification projects.*

Best Practices

MCDC: *Review/benchmark expenditures made by Type B corps in sister cities.*