

RESOLUTION NO. 2014-09-___ (R)

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MCKINNEY, TEXAS, AUTHORIZING THE INTERIM CITY MANAGER TO EXECUTE A CONTRACT IN THE AMOUNT OF \$50,000 WITH THE RETAIL COACH FOR A RETAIL ECONOMIC DEVELOPMENT PLAN

WHEREAS, the City Council of the City of McKinney, Texas, recognizes the need to perform a market analysis of both the City of McKinney and surrounding communities to enable us to determine where our retail market is and to develop a strategy to grow our retail community..

WHEREAS, the City has received a proposal from The Retail Coach to perform a market analysis to assist in developing an overall strategy in an effort to target a retail market that best suits the City.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MCKINNEY, TEXAS, THAT:

Section 1. The Interim City Manager is hereby authorized to execute a contract in the amount of \$50,000 with The Retail Coach for a Retail Economic Development Plan.

Section 2. This Resolution shall take effect immediately from and after the date of passage and is so resolved.

DULY PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF MCKINNEY, TEXAS ON THE 16TH DAY OF SEPTEMBER, 2014.

CITY OF MCKINNEY, TEXAS

BRIAN LOUGHMILLER
Mayor

ATTEST:

SANDY HART, TRMC, MMC
City Secretary
DENISE VICE
Assistant City Secretary

APPROVED AS TO FORM:

MARK S. HOUSER
City Attorney