

Cayti Stein
Director of Marketing & Research
February 2015



- *Events:*
 - Past/Upcoming
 - McKinney Community Award Celebration- Quality of Life Award presented to Community Lifeline Center.
 - CLC sent out a newsletter the following day, please see attachment
 - Collin College Foundations' Trivia Night Challenge on February 21
 - Sheraton McKinney Grand Opening on February 26 at 5:30
 - Sheraton has offered a special rate of \$69 for City, let me know if you would like to take advantage of this offer
 - Public Safety Open House May 16 from 10-2
 - MCDC will have a "booth" to educate residents about the importance of shopping and dining in McKinney
- *Marketing Materials*
 - Marketing packets are available for board to use to help educate residents in the community about the importance of Shopping and Dining in McKinney
- *Advertising*
 - Stonebridge HOA Newsletter (April)
 - Bike the Bricks
 - Craig Ranch HOA Newsletter (April)
 - Bike the Bricks
 - McKinney Magazine (April/May)
 - Relo Guide
- *Press*
 - *McKinney 10-year Capital Improvement Plan*
 - *People choose McKinney, TX for jobs and affordable housing*
 - *More fish in the sea at Towne Lake Trout Derby*
 - *PSA McKinney Video*
- *Social Media/Website*
 - Aerial Video (Long Version)

- Please see here:
<https://www.youtube.com/watch?v=UNMgEB85VWk>

- Facebook
 - Total 861 “likes”- reach 50-75 on average with each post.
 - Up from 250 in March 2014
- Twitter
 - Total 291 “followers” on Twitter
- Website
 - Analytics are attached with an overview of website
 - MCDC will create a “My McKinney” look to the Community Impact page on the website
 - Working to fix the online grant application with Civic Plus to make the process more user-friendly and efficient for applicants.

McKinney Community Development Corporation

Powered by www.teamup.com
Access: Administrator

Calendars	Feb 18 - May 17, 2015	
Calendar 1 Calendar 2	February 2015	
	Sat Feb 21 8:00am - 12:00pm 7:00pm - 9:00pm	McKinney Farmer's Market - Chestnut Square Collin College Foundation Event
	Thu Feb 26 All day	McKinney Sheraton Grand Opening - McKinney Sheraton
	Sat Feb 28 All day 7:00am - 11:00am	Towne Lake Trout Derby - Towne Lake Kiwanis Pancake Breakfast - First Christian Church
	March 2015	
	Sat Mar 7 8:00am - 12:00pm	McKinney Farmer's Market - Chestnut Square
	Fri Mar 13 All day - Mon Jul 6	The Vietnam Syndrome Exhibit - Collin County Historical Society, 300 E. Virginia St.
	Sat Mar 14 7:00pm - 10:00pm	Second Saturdays
	Fri Mar 20 All day - Sun Mar 22	Collin County Master Gardeners Lawn & Garden Show - Myers Park
	Sat Mar 21 8:00am - 12:00pm	McKinney Farmer's Market - Chestnut Square
	April 2015	
	Fri Mar 13 All day - Mon Jul 6	The Vietnam Syndrome Exhibit - Collin County Historical Society, 300 E. Virginia St.
	Thu Apr 2 3:00pm - 6:00pm	Farmer's Market in Adriatica - Adriatica
	Sat Apr 4 8:00am - 12:00pm	Farmer's Market-- Chestnut Square
	Thu Apr 9 3:00pm - 6:00pm	Farmer's Market in Adriatica - Adriatica
	Sat Apr 11 8:00am - 12:00pm	Farmer's Market-- Chestnut Square
	Thu Apr 16 3:00pm - 6:00pm 5:30pm - 7:30pm	Farmer's Market in Adriatica - Adriatica St. Peter's Episcopal Church-- Empty Bowls - McKinney Performing Arts Center
	Sat Apr 18 8:00am - 12:00pm	Farmer's Market-- Chestnut Square
	Thu Apr 23 3:00pm - 6:00pm	Farmer's Market in Adriatica - Adriatica
	Sat Apr 25 8:00am - 12:00pm	Farmer's Market-- Chestnut Square
	Thu Apr 30 3:00pm - 6:00pm	Farmer's Market in Adriatica - Adriatica
	May 2015	

Fri Mar 13	All day - Mon Jul 6	The Vietnam Syndrome Exhibit - Collin County Historical Society, 300 E. Virginia St.
Sat May 2	8:00am - 12:00pm	Farmer's Market-- Chestnut Square
Thu May 7	3:00pm - 6:00pm	Farmer's Market in Adriatica - Adriatica
Sat May 9	8:00am - 12:00pm	Farmer's Market-- Chestnut Square
Thu May 14	3:00pm - 6:00pm	Farmer's Market in Adriatica - Adriatica
Sat May 16	8:00am - 12:00pm	Farmer's Market-- Chestnut Square

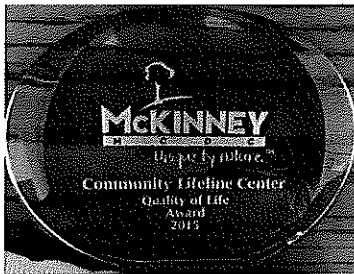


CLC RECEIVES QUALITY OF LIFE AWARD

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CLC Receives Quality of Life Award

Friday evening, January 30, was a special night for Community Lifeline Center. The McKinney Community Awards Celebration was held at the Cotton Mill in McKinney where approximately 400 guests were at hand to honor the Best of the Best. The gathering of local organizations and their leaders were recognized in various categories because their "talent and vision have propelled McKinney to become - Unique by Nature.



The McKinney Community Development Corporation honored the CLC with the **QUALITY OF LIFE AWARD** to "recognize the efforts of an individual or organization that has been instrumental in enhancing the quality of life in McKinney, Texas, as determined by one or more of the following:

- Has made significant economic, social or environmental impact on the community.
- Is a public use project/facility or initiative that impacts the community at large.
- Promotes, develops or creates: recreational, cultural or community assets or amenities; business growth and/or tourism; affordable housing."



Scott Elliott, Chair of the MCDC, introduced the award and stated that there were nine nominees for this year's award. Community Lifeline Center Executive-Director Christine Hockin-Boyd accepted the award on behalf of the organization, its few employees, many volunteers, and growing numbers of clients. She acknowledged the grateful appreciation that the clients usually voice with the simple words, "Thank you."

[February 2, 2015](#) | [Christine Hockin-Boyd](#) | [Events](#) | [No tags.](#) | [Comments Off](#) | [Share](#)

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Our goal is to provide firm footing to those experiencing temporary crisis. Their needs may range from financial support to goods and services.

[Donate Today!](#)

Highlights

Unduplicated Individuals Served
 12,049 (2014)
 1,462 preschoolers
 3,136 children
 1,457 youth
 5,994 adults & senior adults

Information & Referral
 6,080 (2014)

Programs/Services
 Financial Assistance (housing, utility, medical)
 LifeSteps Education
 Lifeline Market

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[Donate Today!](#)

Contact Us

Phone: 972.542.0020

Address: 1601 N. Waddill St., Suite 102
McKinney, TX 75069

Office Hours: Monday - Thursday

Testimonials

"We're proud to support CLC and their efforts. Highlands Loans has a long tradition of supporting worthwhile organizations and are

Latest News



[CLC Receives Quality of Life Award](#)
February 2, 2015

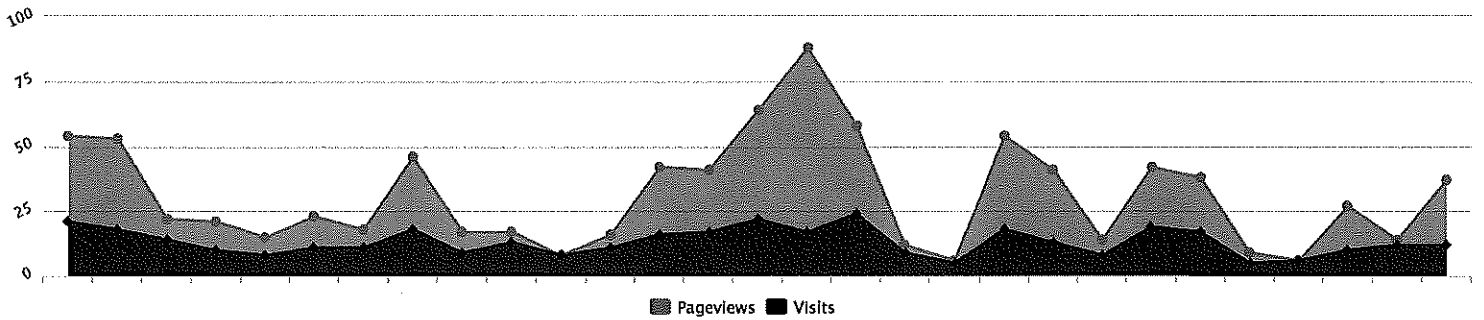
Friday evening, January 30, was a special

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Our Mission

Visitor Overview



382

Visits

903

Pageviews

76.18

Pages per Visit

54.5%

Bounce Rate

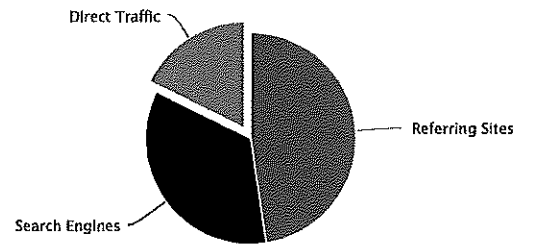
0:01:38

Average Time on Site

76.2%

New Visits

Traffic Sources





City of McKinney News Release

FOR IMMEDIATE RELEASE

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McKinney plans for 10-year capital improvement funding

McKINNEY, TEXAS (Feb. 4, 2015) – During a regular meeting, the McKinney City Council approved a capital improvements project (CIP) budget to plan for the funding of necessary government services and projects over the next 10 years. The CIP plan includes funding sources from available voter-approved bonds and includes plans for a future bond election. During the same meeting, Council approved an item to move forward with a bond election in November.

"With continued growth anticipated for the foreseeable future, our City Council recognized the need to plan for core government functions for a longer term than usual. This is a conservative budget plan that enables us to provide essential services to our growing population over the next decade," said Interim City Manager Tom Muehlenbeck.

A subcommittee of three City Council members worked with staff members to propose the first draft of the plan to the full council in December. The plan focuses on the highest priority services and functions provided by the city, like streets, public safety and facility growth and expansion.

A priority for the Council subcommittee was achieved by creating a plan within the current property tax rate. Based on current growth assumptions and within the current property tax rate of 58.3 cents per \$100 of valuation, the adopted plan assumes capacity to issue \$220.6 million of debt over the next 10 years.

"This working document can be flexible to a changing economic climate. It will serve as a model for annual planning, assisting the City Council with decision-making during the budget process," said Chief Financial Officer Rodney Rhoades.

Current unissued voter authorizations from the 2006 and 2010 propositions totaling \$60.3 million are included in that number. More information about the bond election, including the

projects proposed on the ballot, will be communicated at the city website closer to the election date.

As part of the CIP plan, the Parks, Recreation and Open Space Department will receive funding of \$5.5 million from the McKinney Community Development Corporation annually, for a total of \$55 million for the 10-year plan. The MCDC uses revenue from a half-cent sales tax that is dedicated to quality of life projects in the city.

Additional projects totaling \$230.6 million are considered outside of the city's ability to fund within the conservative budget. If economic conditions change, adjustments will be made to both to the financial plan and annual project funding plan to reflect the change.

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About McKinney

McKinney, Texas, is unique by nature. The city is #1 on the list of Best Places to Live in America, published by *Money Magazine*. McKinney has a current population of more than 155,000. Established in 1848, the city is located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers award-winning schools, a vibrant historic downtown, diverse housing options, a robust economy and a uniquely beautiful natural setting, with rolling hills and lush trees. Visit the city's website at www.mckinneytexas.org.



City of McKinney News Release

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Media Contact:

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People choose McKinney, Texas for jobs and affordable housing

Citizen survey shows city offers lucrative reasons to those looking to relocate

McKINNEY, Texas (Feb. 5, 2015) – McKinney, Texas has consistently been one of the fastest growing cities in America since 2000, with an average of four percent growth each year. The city is a great place to live and raise a family – a fact supported by data compiled by *Money* Magazine that led to McKinney being named #1 on the list of Best Places to Live in America in 2014. Among the main reasons people moved to McKinney in past 10 years were to be closer to work and for affordable housing options, according to a recent citizen satisfaction survey conducted by the City of McKinney.

“People choose to make McKinney home for a number of reasons, like exceptional opportunities in education, continually growing recreational amenities, safe neighborhoods, free community events and access to jobs,” said Mayor Brian Loughmiller. “These factors played a major part in the community’s growth and successful national recognition.”

Seventeen percent of those who recently moved to McKinney did so for the job opportunities in and near the city according to the survey. McKinney announced several major businesses moved to the city in 2014, and existing companies started expansion projects, bringing numerous new jobs to the area, including Hisun Motors Company, Encore Wire Corporation, UPS, and Barclays Bank.

“McKinney offers the perfect mix for successful business development. The city has a highly educated workforce, there is land available for expansion, we offer competitive incentives to businesses, and our convenient location in the metroplex and nationally acclaimed quality of life are great for employees,” said Mayor Loughmiller.

In addition to the people who moved to be closer to their job, 13 percent of new McKinney residents moved for the city’s affordable housing options. McKinney offers a rich variety of architectural styles, neighborhoods and price points. Well-established communities and the historic district are complemented by still-growing neighborhoods.

"While many factors combine to make McKinney a truly special place in America, it is the people in McKinney who bring these vibrant qualities to life. That community spirit is embodied in a friendly, safe and inviting city that holds strong ties to its roots and history. McKinney is truly a unique community, and we are proud that so many people recognize that and continue to move here to make their home," said Mayor Loughmiller.

For more information on McKinney, Texas and the citizen survey results, visit the city's website at www.mckinneytexas.org.

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City of McKinney Press Release

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More fish in the sea at Towne Lake Trout Derby in McKinney

More than 5,000 stocked rainbow trout in lake

McKINNEY, Texas (Feb. 13, 2015) – Grab a rod and reel and fish for more than 5,000 stocked rainbow trout as the City of McKinney hosts the Trout Fishing Derby Saturday, Feb. 28 from 8 a.m. to noon in the East Pavilion at Towne Lake, 1405 Wilson Creek Pkwy.

This year's event boasts 25 percent more fish than past years as well as an extended fishing area. Casting clinics are available and prizes will be awarded for the longest cast, heaviest stringer, biggest fish and smallest fish. All participants must provide their own pole and bait. Children ages 16 and younger are free to fish and adults 17 and older are \$3 and must also have a fresh water fishing license. This event is open to the public and includes free hot dogs and refreshments.

The Trout Derby is sponsored by Scooter's Coffee and Texas Parks and Wildlife. For more information, visit www.mckinneytexas.org/parksevents or call 972-547-2686.

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