

DIRECTION FOR STRATEGIC GROWTH

MCDC:

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| Implement a retail development strategy that serves to further diversify revenue sources available to the City |
| <i>Continue to support retention of The Retail Coach for development and implementation of Retail strategy</i> |
| <i>Implement a retail development strategy that serves to further diversify revenue sources available to the City</i> |
| <i>Increased promotion of Farmers Market and Trade Days to residents (and those outside of the community?)</i> |
| <i>Provide marketing assistance to promote new retail businesses as they are launched</i> |
| <i>Assist retailers' efforts for better service and business. Ask retailers to participate when necessary</i> |
| <i>EDC/CDC actively recruits companies that we are currently under-served by, and would grow the commercial tax base</i> |
| <i>As surrounding sister cities build out, take advantage of the open space McKinney has available for bringing a large shopping district north of 380 between Hwy. 75 and Custer (NW Sector).</i> |
| <i>Support efforts to attract new retail that would strengthen McKinney's shopping areas, particularly in the downtown square to attract more visitors</i> |

MCDC:

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| Systematically implement CIP within stated goals |
| <i>Commit to allocate \$5.5 million for Parks and Rec each year</i> |
| <i>Support CIP by promoting CIP projects such as transportation</i> |

MCDC:

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| Maintain a focus on retaining and improving quality of life in McKinney when making policy decisions | |
| | <i>Support additional garden and beautification initiatives</i> |
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| | <i>Fund activities that provide a diverse array of events for residents (and encourage tourism) - including but not limited to cultural arts, sports, fitness and festivals</i> |
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| | <i>Continue to actively pursue areas/issues identified in the Q of L and Citizen surveys and Public Arts Master Plan</i> |
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| | <i>Explore public/private partnerships for Parks and Rec projects where appropriate (e.g. PSA)</i> |
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| | <i>Maintain and enhance partnership between Parks and Rec and CDC to address future Q of L needs in McKinney</i> |
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| | <i>When considering funding requests, ensure the application/request clearly demonstrates how the project or event would retain and improve quality of life in McKinney</i> |
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| OPERATIONAL EXCELLENCE | |
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MCDC:

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| Conduct long range financial planning | |
| | <i>Hold an annual strategic meeting to discuss long range goals and how MCDC can meet those goals in coming years</i> |
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| | <i>With the CDC commitment to long-term support of PROS, we must identify projects that are on a 3-5-7 year planning cycle to facilitate the correct allocation of committed and uncommitted funds within CDC's scope</i> |
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| | <i>Once the Parks Master Plan update is delivered, CDC should be looking for gaps in what Parks & Rec can provide within their scope. CDC can then actively pursue filling those gaps.</i> |
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| | <i>Work with the City's Finance team on long-range planning</i> |
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MCDC:

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| Foster a culture of servant leadership |
| <i>* Support community service/nonprofit sharing summits - similar to Youth Summit</i> |
| <i>* Increased funds/promotion of Make A Difference day to support bigger projects and broader participation</i> |
| <i>* Special needs programs</i> |
| <i>* Family services programs</i> |
| <i>MCDC board will volunteer for community programs and events. Further, board members will be ready to assist in whatever capacity the city needs</i> |
| <i>Support organizations such as Kiwanis and Samaritan Inn that promote servant leadership. Organizations that do not support servant leadership would receive less funding</i> |
| <i>* Under state law - our only options for support are probably through volunteering or sponsorship - not grant funds</i> |

MCDC:

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| Develop and maintain a customer service oriented organizational culture that emphasizes continual quality of life improvement throughout the city |
| <i>* Support community service/nonprofit sharing summits - similar to Youth Summit</i> |
| <i>Facilities/initiatives to enable more open air concerts around the city, with the goal to develop a summer Friday/Saturday night routine</i> |
| <i>Increased parking - Bonnie Wenk Park; Adriatica; Downtown; Chestnut Square</i> |
| <i>* Elderly facilities/Programs - source ideas from elder facilities, nonprofits and church groups</i> |
| <i>* Under state law - our only options for support are probably through volunteering or sponsorship - not grant funds</i> |

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| Develop and maintain a customer service oriented organizational culture that emphasizes continual quality of life improvement throughout the city - <i>continued</i> | |
| MCDC: | <i>CDC should continue to think outside the box in finding and aggressively pursuing projects that have been identified by McKinney citizens, through surveys that have been funded. An open minded approach and willingness to not accept the status quo will keep and maintain the culture of service before self as the organization moves forward.</i> |
| | <i>CDC must be willing to take a few risks in backing projects that might not have full community support but, none the less fill a need for the greater good of diversity</i> |
| | <i>Be more open in communication regarding MCDC impact/investment in the City. Place the "Did You Know" brochures outside Council Chambers in the public information areas.</i> |
| | <i>* Under state law - our only options for support are probably through volunteering or sponsorship - not grant funds</i> |
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FINANCIALLY SOUND GOVERNMENT

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| FINANCIALLY SOUND GOVERNMENT | |
| MCDC: | Provide funding/organizational frameworks for the City that ensure continual economic and quality of life improvements |
| | <i>Nonprofit Incubator Center - similar to McKinney Werx (perhaps as an addition) - similar to Meadows Foundation (Solves some of the biggest issues for nonprofits - free/low-cost office space and efficient collaboration opportunities)</i> |
| | <i>Continue to evaluate all grant requests and appropriately fund those that meet the criteria and will create better quality of life and economic growth</i> |
| | <i>Continue to work with EDC/CVB/Parks & Rec and local nonprofits to address their needs for economic and quality of life improvements.</i> |
| | <i>Maintain flexibility to the ever-changing landscape of wants and needs of a growing population that can and will shift priorities as we continue to grow over the coming decade</i> |
| | <i>Include, in the MCDC grant application, a requirement that project funding requests must demonstrate positive impact on sustainable economic growth and improve McKinney's quality of life</i> |
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MCDC:

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| Develop an understanding of long term consequences associated with specific decisions and actions | |
| | <i>Water conservation/Green education signage for McKinney parks. High quality visual education info similar to national parks descriptive signs.</i> |
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| | <i>Remain an open minded and flexible corporation with a willingness to take risk - but at the same time exercise sound judgment to not overly put our long-term financial success at risk by taking on too much debt in executing strategies for growth and Q of L improvements</i> |
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| | <i>Require grant applicants to address long-term consequences associated with the project and how it aligns with city goals and priorities</i> |
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MCDC:

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| Create financial plans for future growth as well as future maintenance | |
| | <i>Hold an annual long-term planning and strategy meeting to focus on growth</i> |
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| | <i>Beyond funds allocated to MPAC, limit consideration of possible CDC funding for maintenance only to a community/Q of L maintenance</i> |
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| | <i>Allow for future growth and maintenance that would provide a return on MCDC's investment in supported projects</i> |
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ENHANCE THE QUALITY OF LIFE IN DOWNTOWN MCKINNEY

MCDC:

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| Continue to highlight Downtown McKinney as a unique destination for residents and visitors alike | |
| | <i>Community performance facility (due diligence subcommittee)</i> |
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| | <i>Promote McKinney to McKinney - community event and key message communication projects - e.g. permanent, high quality signage at key points within the City; light pole banners to communicate upcoming events key places, etc. Creative use of electronic "water conservation" signs to promote other messages.</i> |
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| | <i>McKinney highway exit signage</i> |
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ENHANCE THE QUALITY OF LIFE IN DOWNTOWN MCKINNEY -- *continued*

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| <i>Support and fund those events that bring thousands of visitors and residents to the downtown area, including Bike the Bricks, Oktoberfest, Home for the Holidays and Arts in Bloom</i> |
| <i>Increase funding support for MPAC to \$500,000 per year or higher. Explore whether funding for talent acquisition for high profile acts would be an eligible grant award.</i> |
| <i>Support revitalization of the Highway 5 corridor as an important access point to Gateway, the Airport and downtown</i> |
| <i>Work with Main Street Board to identify ways MCDC can assist them</i> |

MCDC:

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| Continue efforts to expand entertainment, dining and shopping options |
| <i>Initiatives to encourage food truck engagement</i> |
| <i>See above - support those events that provide diverse entertainment choices along with dining experiences city-wide</i> |
| <i>See above with respect to MPAC and revitalization of Highway 5</i> |
| <i>Work with the City, MPAC, MCVB and Main Street Boards to identify ways to expand these areas to benefit our residents and attract tourism/tourists to McKinney</i> |

SAFE AND SECURE COMMUNITY

Identify and implement programs serving high risk youth in McKinney

MCDC:

Enhancements to McKinney Community Center, Settlers Park and programs to facilitate Youth Leadership efforts.

Youth facilities and programs - source ideas from nonprofits, church groups (e.g. 3E McKinney) and MISD

Continue to support (sponsor) the Youth Summit

** Partner with local nonprofits who currently provide services to high-risk youth and provide funds to help execute their programming initiatives*

** Work with City Council and other groups to promote/implement programs serving high risk youth. Also involve MISD (and other districts) to help prevent bullying in their schools and help children at risk.*

** Under state law - our only options for support are probably through volunteering or sponsorship - not grant funds*

Other

Look at other community service models and see some best practices around any new initiatives (e.g. OKC) for community service