

McKinney Community Development Corporation – Draft Section (Revised 5.7.15)

Overview – Organization Mission/Vision/Strategic Direction

McKinney Community Development Corporation Mission

For 19 years, the McKinney Community Development Corporation (MCDC) has been dedicated to making McKinney, Texas, an outstanding place for its residents to live, work and enjoy life. MCDC funds cultural amenities, community and economic development projects that honor the past, celebrate today and will transform the future of our City.

Guided by a volunteer board of seven McKinney residents, board members work in partnership with the City and our community partners to provide leadership and responsible stewardship of local sales tax dollars used to fund public parks and open space improvements; recreational, sports and community facilities; entertainment and tourist facilities; community events that encourage tourism; economic development and job creation; and affordable housing.

Since 1996, MCDC has invested more than \$107 million, generated through a half-cent sales tax, to enhance quality of life, create outstanding cultural amenities, and support economic development initiatives to create jobs and contribute to a vibrant local economy.

McKinney's population is growing at a record pace, and MCDC is committed to holding fast to the vision and values that have made our city such a special place for residents and those who visit here.

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

Mission: To 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.

McKinney First

City Council Goals and Strategies

McKinney Community Development Corporation is committed to supporting City Council vision and goals for the City of McKinney's strategic growth. The MCDC will continue to participate in projects that enhance the quality of life, support economic development and business recruitment, preserve open space, increase retail development, support Historic Downtown, and other projects that are within State requirements for Type B Corporations.

Organization Marketing and Communications Goals

- Develop and strengthen community amenities to improve quality of life in McKinney by creating opportunities to engage the community and ensure citizen voices may be heard regarding investment in quality of life projects.
- Educate McKinney residents about their purchasing decisions and the impact shopping and dining in McKinney has on quality of life in our city.

- Increase the visibility of McKinney through MCDC investment in community projects and initiatives that impact quality of life through media outreach, marketing, advertising and other communications activities.
- Partner with City, MEDC, MCVB, McKinney National Airport, Chamber of Commerce, Main Street and other community organizations to promote the City of McKinney for the purpose of business development and tourism.
- Promote events supported by MCDC through the promotional and community grant program with increased media and marketing of targeted events

Primary Audiences

- McKinney residents, families, friends
- McKinney businesses
- Government/community/civic/business leaders
- Prospective residents and businesses considering relocation to McKinney
- Visitors/tourists
- Community partners
- Media
- Organizations/entities eligible to apply for MCDC project or promotional grants
- Entities involved in retail development

Primary Communications Channels *(List not exhaustive)*

- City of McKinney (publications, events, collaborative advertising initiatives, social media, e-newsletter, McKinneyVision, etc.)
- Chamber of Commerce (McKinney Magazine; McKinney Online)
- Event sponsorship/participation
- MCDC website: www.mckinneycdc.org – information about events, grants funded, project updates, board meetings, My McKinney
- MCDC social media/e-newsletter
- Links to partner websites and social media sites with shared/complementary messaging
- Outreach through local business, civic, nonprofit, professional organizations
- Media (magazines, newspapers, HOA publications)
- Publications targeted to retail development

2015 Tactical/Advertising Plans

Marketing

- Creation, production and distribution of collateral materials/MCDC Brochure, aligned with look/feel of MCDC website and City of McKinney brand to communicate the impact of sales tax dollars generated by shopping and dining in McKinney on investment in quality of life amenities, projects and initiatives for the community.
- Explore funding the creation of a multi-use, portable exhibit featuring McKinney as a destination – that can be used at events such as Earth Day Texas; travel and tourism shows; retail recruitment events.

- Support retail & corporate recruitment efforts
- Support projects funded by MCDC with marketing and promotional outreach including placement of My McKinney signs at MCDC funded projects like the aquatics and fitness center.
- Identify ways to promote McKinney events that draw visitors to the community and facilitate resident support for local retail (e.g. signage – highway; digital; temporary)

Public Presentations

- Outreach to civic groups, neighborhood organizations, professional associations, businesses, residents, etc., with information about quality of life initiatives and projects funded by local sales tax dollars.
- Outreach to retailers with “My McKinney” information – to explore opportunities to present information to shoppers about the impact of local purchases on community quality of life.

Media Outreach

- Creation and distribution of announcements regarding grants awarded for projects and promotional/community events.
- Promote MCDC website
- Creation and distribution of announcements regarding open grant cycles (2 promotional grant cycles; 3 project grant cycles annually)
- Utilization of social media outlets (Facebook, Twitter) to promote:
 - Events that attract resident participation and visitors to McKinney
 - Project grants and status updates
 - Impact of local purchases

Advertising

- Print and online advertising featuring community facilities and amenities; events and initiatives supported by MCDC
- Development and placement of op-ed/educational columns on quality of life initiatives and/or projects
- Program and/or event sponsorship
- Advertising promoting retail development opportunities in McKinney

Measurement/Evaluation

- Expanded engagement with McKinney citizens: direct input to MCDC; web statistics; social media interaction
- Consider citizen surveys regarding MCDC funded projects
- Reach through media – earned and paid
- Collection of demographic information from sponsored events that demonstrates increased attendance/support; increased attendance/support from visitors to McKinney; business activity generated for local business

- Diverse/expanded pool of quality applications for support from MCDC for projects and promotional/community events
- Increased retail development in the city
- Increased revenue from sales tax dollars, year over year