

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 MCDL 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

Priorities for Potential Projects and Funding Support

- Destination Park to include performance venue
- Large scale/destination water park
- Low income housing
- Hike and bike trails/connectivity/bike share
- Destination retail/dining/entertainment
- Public transportation
- Restore/refurbish/update existing parks
- Redevelopment of Cotton Mill and Flour Mill
- Childrens Museum
- East McKinney amenities
- Large scale/destination entertainment venue
- Aquatic and fitness facility in northwest sector
- Medical facility to serve Medicaid, Medicare and underserved patients

DIRECTION FOR STRATEGIC GROWTH

MCDC:

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

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.

- Status**
- *The Retail Coach has been retained for the 2018 calendar year to continue retail development strategy and recruitment efforts.*
 - *Strategic focus for 2018 will be on marketing 6 selected sites for recruitment.*
 - *Monthly outreach to group of 150+ retailers, developers, commercial real estate professionals continues*
 - *Scheduled to participate ICSC ReCon May 20-23. Will also participate in ICSC Red River States Deal Making in January 2019.*
 - *Continue to work with TRC to update target retailers and restaurants.*
 - *Identifying retail projects that may be appropriate for MCDC support through a project grant.*
 - *Board approved project funding for Craig Ranch Resort Hotel and Conference Center.*
 - *Board approved project funding, in partnership with the City, for expansion of the McKinney StarCenter*
 - *Support additional retail/restaurant development spearheaded by city manager's office.*

MCDC:

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

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.

- Status**
- *MCDC approved a budget for FY18 - that includes funding in the amount of \$5.5 mm for Parks CIP.*
 - *Quality of Life Survey completed - information provided used for board to identify potential project/funding opportunities.*
 - *Joint meeting held with Council to discuss priorities; joint meeting scheduled with Parks for April 12th; joint meeting to be held with MEDC when new President in place.*
 - *Preliminary discussions regarding MCDC participation in Southgate with funding/development of Q of L amenities were held.*
 - *Vision 2040 Plan is currently on hold as research is conducted on 380 corridor. Activity scheduled to resume in Spring 2018.*

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>
	Status
	<i>· Conversations have taken place with Communications and City Manager's Office re: MCDC's interest in supporting the efforts to create way-finding signage. No funding requested.</i>
	<i>· The City has created an Urban Transit District that includes McKinney, Melissa, Princeton, Lowry Crossing, Prosper and Celina.</i>
	<i>· An Urban Transit District Board, with representatives from district cities has been created.</i>
	<i>· The Urban Transit board approved a "hybrid" transit plan allowing for a taxi voucher began June 1st with a dedicated demand response service.</i>
	<i>· Denton County Transit Association was selected to provide the services.</i>
	<i>· Discussions held with CM and Dept. of Housing and Community Development staff re: potential for MCDC support for equipment and/or facilities.</i>
	<i>· City is launching a low income transit subsidy pilot program to supplement existing transit in Collin County.</i>
	<i>· MCDC funded a Polaris Gem to provide shuttle service from remote parking areas in the downtown area to the commercial core. McKinney Main Street was encouraged to apply for funding for additional vehicles if needed.</i>
	<i>· No specific action has been undertaken for transportation to/from Senior Center independent of an overall City transit plan.</i>

FY 17-18 MCDC STRATEGIC PLAN - Status Update
 March 2018

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>
Status	<ul style="list-style-type: none"> · <i>Jeff Moore, MCDC's attorney conducted a training session regarding Type A and Type B Corporations and permissible use of the sales tax dollars generated in October. Funds have also been budgeted for board to attend TEDC workshop.</i> · <i>2017 Key performance indicators identified for MCDC - and included in the overall city plan:</i> <ul style="list-style-type: none"> <i>Increase sales tax generated by retail sales by 7% by 9/31/2018</i> <i>Increase or improve the recreational/community, sports, entertainment square footage by 465,000 sf by 9/30/2020</i> <i>Increase the amount of developed park acres per 1,000 residents to 15 by 9/30/2023 (also Parks & Rec objective)</i> <i>Add an additional 8 miles of hike and bike trails by 9/30/2027</i> <i>Add an additional 70 acres of parkland per year over the next two years (9/30/2018)</i> · <i>Key performance indicators will be updated for MCDC as city plan to achieve Council priorities is developed.</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>
Status	<ul style="list-style-type: none"> · <i>Strategic planning discussions to establish MCDC board priorities for potential projects held in November and December 2017.</i> · <i>Priorities: Destination park (e.g. Klyde Warren) to include performance venue; Large scale water park; Low income housing; Hike and bike trails/connectivity/bike share; Destination retail/dining/entertainment; public transportation; Restore/refurbish/update existing parks; Redevelopment of Cotton Mill and Flour Mill; Children's Museum; Amenities in east McKinney; Large scale entertainment venue (e.g. Starplex); Aquatic and fitness facility - north; Medical facility on east side to serve Medicaid, Medicare patients</i> · <i>KPIs established - March 2017 (see info above) and will be updated for 2018.</i> · <i>MCDC board approved grants totaling \$831,072 for low income housing projects.</i> · <i>Liaisons appointed to Parks & Rec, MCVB and Main Street, who attend monthly meetings and report back to MCDC.</i> · <i>Joint meeting held with City Council in February 2018; joint meeting scheduled with Parks Advisory Board April 12.</i> · <i>Agenda Items prepared for all MCDC regular agenda items - to provide a summary/overview of each.</i>

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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>
	Status · <i>MCDC approved \$4,000,000 Project grant for construction of new hangars; expanded parking; upgrading FBO facility.</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 team, opportunities to support Airport marketing activities.</i>
	Status · <i>Discussed with Communications and Marketing. No appropriate opportunities identified at this time.</i>
	· <i>MCDC (Schneible) participated in the Airport's Master Plan Update activity.</i>

FINANCIALLY SOUND GOVERNMENT

MCDC:

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

- 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).*

- Status**
- \$5.5 mm approved in the FY18 draft budget for Parks CIP projects.*
 - \$1.409 mm budgeted for discretionary grants. This includes \$150,000 for Promotional and Community Event grants; \$1.259 mm for project grants.*
 - Fund balance at year-end reduced to \$14 mm - minimum balance to be maintained is \$10 mm*
 - Communication with potential grantees, through board members and staff, emphasizes board position that grantees need to budget to fund organizational operations, maintenance and capital expense.*
 - MCDC grant applications were revised to secure more information regarding additional potential funding sources of potential applicants.*
 - Questions were included on the City's Citizen Satisfaction Survey re: quality of life amenities/projects desired by residents.*
 - Quality of Life survey implemented through City's Peak Democracy platform (link through MCDC website). 1,250 respondents. Information provided was used by the board to establish future project funding priorities.*

FY 17-18 MCDC STRATEGIC PLAN - Status Update

March 2018

MCDC:

Create financial plans for future growth as well as future maintenance	
	<i>Work with Finance to create 5-year revenue/expense forecast.</i>
	<i>4 hour retreat annually.</i>
	<i>Develop exit strategy to avoid long-term funding of projects that are not sustainable.</i>
	<i>Identify ways to measure and report on project success (projects funded through MCDC).</i>
Status	<i>· Finance prepared and presented a 5-year revenue/expense/funding projection that was presented to MCDC in February and again in June.</i>
	<i>· Major projects identified for MCDC funding in FY 17-18 were approved by the board: McKinney StarCenter; Craig Ranch Hotel and Conference Center; Airport.</i>
	<i>· Final reports are required on promotions and projects funded. For long-term projects periodic updates can be provided to the board by grantee - when board requests (e.g. Newsome Homes update provided by Roslyn Miller - MHA). Updates on city projects, such as Apex, were made monthly throughout the construction of the project. Operations updates will be provided annually.</i>

ENHANCE THE QUALITY OF LIFE IN MCKINNEY

Create affordable and accessible cultural arts activities and quality of life resources for all ages throughout the City

MCDC:

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

- Status**
- \$150,000 allocated for Promotional and Community Event grants in FY18.*
 - \$1.259 mm allocated for Quality of Life discretionary grants. Additionally, fund balance is available for Q of L grants, with*
 - Additional dollars available from fund balance with board and Council approval.*
 - Some updates made to Old Settler's Aquatic. Additional work to be completed in FY18.*
 - MCDC staff and Parks staff are working together to identify opportunities for creation and installation of signs/signage with Parks, along trails, and exterior as Park development and construction/renovation takes place. An RFP is necessary.*
 - MCDC and the City's Communications team are working together to promote MCDC Promotional Grant recipients through social media outlets that include website, FB and city's e-newsletter.*
 - Board members are encouraged to share FB posts made by MCDC and city to promote grantee events.*
 - Communications and Marketing prepared and MCDC is implementing a series of FB posts to promote MCDC funded projects - with a message about the impact of local dining and shopping. These are currently posted twice per month.*
 - Quality of Life Awards presented to Colin Kimball and Legacy Texas Bank in recognition of their contributions to enhanced Q of L in McKinney.*

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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>
Status	<i>· MCDC staff is working with City Manager's office and Parks & Rec to explore possibility of public/private initiatives that would be eligible for MCDC support.</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>
Status	<i>· The Parks Master Plan Update, approved by Parks Board, MCDC and Council includes a strategy for land acquisition to preserve green space and facilitate park construction.</i>
	<i>· Funding for Park Land Acquisition has been identified as a board priority and is be included in the \$5.5 mm for Parks CIP in FY 18.</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>
Status	<i>· MCDC allocated \$150,000 in Promotional grants in FY18</i>
	<i>· Downtown events and facilities (MPAC) are included in MCDC advertising, with messaging about the importance of buying local. Featured events/facilities are rotated through ads based on schedule for the events.</i>
	<i>· MCDC staff and Communications and Marketing have identified additional opportunities for MCDC messaging - through sponsorship at PSA, the APEX Centre and Main Street/MPAC events. These efforts will continue.</i>
	<i>· MCDC works with MCVB and the City on collaborative advertising opportunities to promote the city - in FY 17 these included:</i>
	<i>See Texas First (newspaper travel insert); Visit Widget on the MCVB website; USA Today Summer Travel Guide;</i>
	<i>Modern Luxury/Plano; D Magazine Travel</i>

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OTHER	
MCDC:	Bike Share
	<i>Explore creation of Bike Share program with funding support from MCDC.</i>
	Status · <i>A recommendation for a Bike Share program is included in the Parks Master Plan Update. Preliminary research was conducted.</i> · <i>Potential project placed on hold until challenges with bike share in Dallas and other communities addressed.</i>
MCDC:	Signage
	<i>Highway signage .</i>
	<i>Banners to promote city events.</i>
	<i>Explore creation and installation of digital signage to communicate city/event information across the city.</i>
	Status · <i>Highway signage - efforts are undertaken by city staff - Planning and Engineering departments.</i> · <i>Event banners - were created for the street poles downtown (funded by MCDC) and throughout the city for four major events: Arts in Bloom; Red White and Boom; Oktoberfest; Home for the Holidays.</i> · <i>Digital signage, to be placed exterior to 2-3 parks, as a pilot project, RFP to be issued.</i>
MCDC:	Community Arts Facility (Black box theater)
	Community Arts Facility - continue due diligence and discussions with Council.
	Status · <i>Performance Arts groups were invited to respond to survey created by MCDC re: Black Box Theatre proposal. Four groups responded.</i> · <i>Subcommittee members met with representatives from Cross F Ranch to learn about vision for entertainment/performance opportunities at that site.</i> · <i>Subcommittee members determined project should be placed on hold until community need/interest warrants further work.</i>

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MCDC:	City Gateways
	<i>Support city gateway enhancement/streetscape/beautification projects.</i>
	Status · <i>Recommendation for strategy and timeframe is included in updated Parks Master Plan.</i>

MCDC:	Festival Tent
	<i>Work with Main Street, MPAC staff to determine options for a festival tent at major downtown (and other) events - to be funded by MCDC.</i>
	Status · <i>Subcommittee formed. Options explored. Arts in Bloom included a festival tent for wine tasting.</i> · <i>Main Street recommendation was to rent large tents, rather than purchase a single festival tent, in order to allow for flexibility in meeting diverse needs for a variety of events.</i>

MCDC:	Destination Aquatic Facility (Water Park)
	<i>MCDC staff work with City Manager and Parks & Rec staff to explore options and make recommendations.</i>
	Status · <i>MCDC explored possibility of Schlitterbahn. No interest at this time. Other options to be explored.</i>

MCDC:	Best Practices
	<i>Review/benchmark expenditures made by Type B corps in sister cities.</i>
	Status · <i>Projects funded by Allen CDC and Frisco CDC were reviewed in connection with FY18 budget preparation and will be reviewed annually.</i> · <i>Allen funds Parks & Rec projects, bicycle plan, city events and will participate in funding the hotel and conference center along with the Allen EDC and City of Allen.</i> · <i>Frisco CDC funds Parks & Rec; Frisco Aquatic Center (expansion); Frisco Field House (land purchase); Frisco Star facility.</i>