

Cayti Stein
Director of Marketing & Research
October 2014



Dear MCDC Board,

Welcome to our new board members and board alternate, I apologize that I am unable to be there this morning. I am at the National Business Aviation Association with the airport on behalf of MEDC. It's been a busy month for MCDC! We have been working on several projects, preparing for the Toyota expo and are making progress on the "My McKinney" campaign collateral. I hope you received your MCDC golf shirts this morning!

Please read my board report below and feel free to reach out to me with any questions you have.

- Cayti

• **Events:**

- I have created a shared calendar for your convenience. I will keep it up-to-date with all upcoming events that are related to MCDC and that board members may be interested in attending.
 - I will also print out a 3 month list of upcoming events and attach to my monthly board report
 - <http://teamup.com/ksc9add5c73f80426e>
- Toyota tour dates are included in the shared calendar and are attached to this board report, but as a refresher:

Day	Date	Expo Worker #1	Expo Worker #2	Expo Worker #3
Sat	11/1/14	Cayti	Scott	Rick
Thurs	11/6/14	Kurt	Michael	Hamilton
Sat	11/8/14	Dave C.	Cindy	
Thurs	11/13/14	Colleen	George	Rick
Sat	11/15/14	Dave C.	Michelle	Hamilton
Thurs	11/20/14	Michael	David M.	
Sat	11/22/14	Scott	Cindy	

- *MCDC My McKinney Campaign*
 - MCDC Tri-fold is complete
 - MCDC will give out at expos
 - MCVB also has them displayed
 - Rack Cards
 - 9 are complete (see samples)
 - Still working on
 - MCDC folder
 - Give-away
 - Rack Cards: MPAC, Hangar, Aquatics Facility

- *Advertising*
 - Stonebridge HOA Newsletter (November)
 - Home for the Holidays
 - McKinney Magazine
 - October/ November issue
 - November B2B issue

- *Press*
 - No 1 Best Places to Live
 - Town Hall- McKinney Connects
 - Search for Police Chief
 - MCDC Project Grants approved in September
 - Habitat for Humanity project grant

- *Social Media/Website*
 - Aerial Video
 - Please see here:
<https://www.youtube.com/watch?v=gXaOVZj1zB0&list=UUJwPwNyCbw24-d7bOgf7GcA>
 - **I am working on a longer aerial video that is 6 minutes in length.** It is not finished, but is anticipated to be finished by the November board meeting. This video will incorporate graphics and statistics throughout.
 - Facebook
 - Total 545 “likes”- reach 50-75 on average with each post.
 - Up from 250 in March 2014
 - Up from 454 last month!
 - Twitter
 - Total 253 “followers” on Twitter
 - Up from 178 last month!

- Website
 - MCDC website analytics have been incorrect—the company that manages our website is going through the process to fix it. I have attached accurate web analytics from Google Analytics, but please note that they vary a lot from our previous numbers.
 - 349 unique visitors with 80% new visitors
 - Most are organic (40%) but those that are referred are by our partner websites (City, Chamber, etc) is also significant (37%)

McKinney Community Development Corporation

October 2014								Today Oct 15, 2014 - Jan 14, 2015			Day	Week	8 Week
S	M	T	W	T	F	S		Date range:		Group by:	Show details:		
28	29	30	1	2	3	4		<input type="text" value="Three months"/>	<input type="text" value="Month"/>				
5	6	7	8	9	10	11		Add event					
12	13	14	15	16	17	18		October 2014					
19	20	21	22	23	24	25		Tue Sep 16 All day - Sun Feb 15 Heard Natural Science Museum & Wildlife: Dinosaurs Live! - Heard Natural Science Museum & Wildlife Sanctuary					
26	27	28	29	30	31	1		Fri Oct 17 11:30am - 1:00pm MCDC/MEDC Airport Information - McKinney National Airport (MEDC/MCDC Boards)					
2	3	4	5	6	7	8		Sat Oct 18 8:00am - 12:00pm Farmer's Market - Chestnut Square 6:00pm - 10:00pm McKinney Ghost Walk - Chestnut Square					
Calendars								Thu Oct 23 6:30pm - 8:00pm Police Chief Search Input Meetings - City Hall (Open to Public)					
Calendar 1								Fri Oct 24 6:30pm - 8:00pm Police Chief Search Input Meeting - City Hall (Open to Public)					
Calendar 2								Sat Oct 25 8:00am - 12:00pm Farmer's Market - Chestnut Square 8:00am - 2:00pm Volunteer McKinney's Make A Difference Day 11:00am - 2:00pm NCC Habitat for Humanity Birthday Bash - The ReStore (Open to Public) 6:00pm - 10:00pm McKinney Ghost Walk - Chestnut Square					
								Tue Oct 28 7:00pm - 9:00pm McKinney Connects Town Hall Meeting - Jack Cockrill Middle School (Open to Public)					
								Fri Oct 31 4:00pm - 6:00pm Scare on the Square - Historic Downtown McKinney					
								November 2014					
								Tue Sep 16 All day - Sun Feb 15 Heard Natural Science Museum & Wildlife: Dinosaurs Live! - Heard Natural Science Museum & Wildlife Sanctuary					
								Sat Nov 1 8:00am - 12:00pm Farmer's Market - Chestnut Square 5:30pm - 8:00pm Toyota Expo-- Cayti, Scott & Rick - Westin Stonebriar in Frisco (MCDC Board)					
								Thu Nov 6 5:30pm - 8:00pm Toyota Expo- Kurt, Michael & Hamilton - Westin Stonebriar Frisco (MCDC Board)					
								Sat Nov 8 8:00am - 12:00pm Farmer's Market - Chestnut Square 5:30pm - 8:00pm Toyota Expo- Dave C. & Cindy - Westin Stonebriar Frisco (MCDC) 7:00pm - 10:00pm Second Saturdays - Historic Downtown McKinney					
								Mon Nov 10 11:30am - 1:00pm Dedication Ceremony BB Cope Airfield - McKinney National Airport (MCDC board of directors)					
								Thu Nov 13 5:30pm - 8:00pm Toyota Expos- Colleen, George, Rick - Westin Stonebriar (MCDC Board)					
								Sat Nov 15 8:00am - 12:00pm Farmer's Market - Chestnut Square 5:30pm - 8:00pm Toyota Expos- Dave C., Michelle, Hamilton - Westin Stonebriar Frisco (MCDC Board)					
								Thu Nov 20 5:30pm - 8:00pm Toyota Expo- Michael, David Myers - Westin Stonebriar Frisco (MCDC Board)					
								Sat Nov 22 8:00am - 12:00pm Farmer's Market - Chestnut Square 5:30pm - 8:00pm Toyota Expo- Scott & Cindy - Westin Stonebriar Frisco (MCDC Board)					
								Fri Nov 28 All day - Sat Nov 29 Home for the Holidays - Historic Downtown McKinney					
								December 2014					
								Tue Sep 16 All day - Sun Feb 15 Heard Natural Science Museum & Wildlife: Dinosaurs Live! - Heard Natural Science Museum & Wildlife Sanctuary					
								Sat Dec 6 10:00am - 5:00pm Holiday Tour of Homes					

Find reports & more

Audience Overview

Sep 14, 2014 - Oct 14, 2014

Email Export Add to Dashboard Shortcut

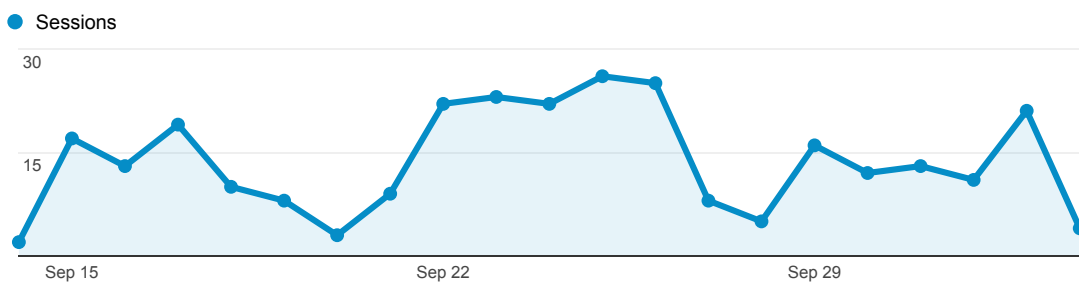


+ Add Segment

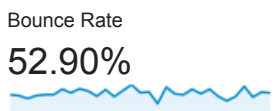
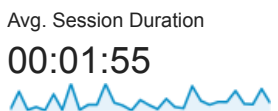
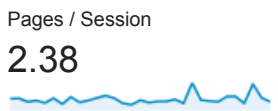
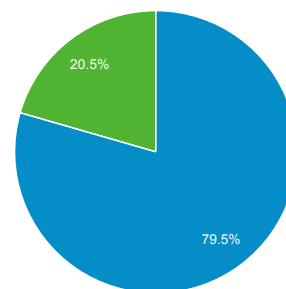
Overview

Sessions vs. Select a metric

Hourly Day Week Month



■ New Visitor ■ Returning Visitor



- Dashboards
- Shortcuts
- Intelligence Events
- Real-Time
- Audience
 - Overview**
 - Active Users BETA
 - Demographics
 - Interests
 - Geo
 - Behavior
 - Technology
 - Mobile
 - Custom
 - Benchmarking
 - Users Flow
 - Acquisition
 - Behavior
 - Conversions



McKinney Community Development Corporation

For Immediate Release

For more information, please call:

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McKinney Community Development Corporation Awards \$436,478 in Project Grants

McKinney, Texas (October 15, 2014) – The McKinney Community Development Corporation (MCDC) has announced grant awards totaling \$436,478 for project grants that improve the quality of life in McKinney.

The mission of the McKinney Community Development Corporation is to work proactively, in partnership with others to promote and fund community, cultural and economic development projects that maintain and enhance the quality of life in McKinney. MCDC receives revenue from a half-cent sales tax and is guided by a City Council-appointed board of seven McKinney residents.

Each year, MCDC accepts grant applications for projects eligible for consideration for approval under the parameters of the Texas Local Government Code. Following submission of the grant applications, MCDC board members conduct a public hearing on the requests where presentations are made by each of the applicants describing the impact of their proposed programs on the McKinney community, questions are addressed and the public has an opportunity to comment on the proposed projects.

Listed below are the grants awarded by McKinney Community Development Corporation at its September board meeting:

- TAPS (Texoma Area Paratransit System, Inc.) - \$218,500 for the installation of bus shelters, bus stop seating, signage and bike racks. The improvements and installation of ancillary infrastructure will provide residents in the City of McKinney with improved mobility.
- North Collin County Habitat for Humanity - \$188,870 for neighborhood revitalization initiative projects, and land acquisition/ lot preparation for construction of affordable housing. The grant will support the acquisition of six lots for affordable housing, surveys and preparation of ten lots in addition to supporting the neighborhood revitalization initiative's 27 exterior home repairs and a success measures training and program.

- MORE -

McKinney Community Development Corporation
5900 S. Lake Forest Drive • Suite 110 • McKinney, TX 75070

- Heard Natural Science Museum and Wildlife Sanctuary - \$17,108 for the construction of a retaining wall, installation of railing and installation of lighting. The retaining wall will separate the amphitheater from the service road and the railing will be installed on the retainer wall. Additionally, streetlights will be installed to improve visibility during evening events.
- Heritage Guild of Collin County - \$12,000 for improvements to the Dulaney House at Chestnut Square in preparation for a conversion to a bed and breakfast facility. The grant from MCDC will fund electrical improvements.

"Sales tax dollars generated from local dining and shopping make it possible to fund project grants that improve the quality of life in McKinney. The members of the McKinney Community Development Corporation board of directors recognize the positive impact seen in the community as a result of these projects and welcome the opportunity to support organizations that enhance quality of life in McKinney," said Cindy Schneible, MCDC Executive Director.

In addition to project grant awards, each year, the MCDC board allocates funds for grants designed to promote the City of McKinney through events or other initiatives that support tourism, promote the city for the purpose of business development.

Applications for the next cycle of promotional and community event grants will be accepted through January 2, 2015.

About McKinney Community Development Corporation: MCDC is an organization with a mission to promote and preserve quality of life in McKinney, TX. The corporation was established in 1996 when voters approved a one-half cent sales tax to be used to support community and economic development projects that enhance quality of life in McKinney. For more information about MCDC, please visit www.mckinneycdc.org.



City of McKinney News Release

FOR IMMEDIATE RELEASE

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McKinney #1 on *Money Magazine's* Best Places to Live in America Up from #2 in 2012, only Texas city in the top 15

McKINNEY, Texas (Sept. 22, 2014) – It's official...McKinney is the best place to live in the country. *Money Magazine* revealed its [Best Places to Live in America](#) list, and McKinney ranks #1.

McKinney earned this distinction based on data like housing affordability, education, healthcare, arts and culture, and safety. The ranking also takes into account intangible factors, like a sense of community. McKinney debuted on the list at #14 in 2008 and has climbed every year, coming in at #5 in 2010 and #2 in 2012. In the Best Places to Live listing, *Money* ranks cities with populations between 50,000 and 300,000 every other year.

“We have always believed McKinney is among the very best places to live in the country – if not THE best. It is incredibly rare for a city to consistently rank in the top 15 on this list, and to move from #14 to #5 to #2 and now all the way to the top of the list is an honor for our community, and we thank *Money Magazine* for the recognition,” said McKinney Mayor Brian Loughmiller. “We remain dedicated to providing residents and businesses with the best service for the best value in hopes our efforts make a difference in the lives of those who choose to call McKinney home.”

Money writers visited McKinney to interview residents and city leaders and to assess new developments in McKinney since their last visit in 2012. In addition to statistics, the list takes into account the qualities that make a great home. Excellent schools, beautiful

parks and open spaces, affordable and diverse housing, a growing job market and a vibrant downtown, McKinney has become one of the most desirable places to live, not just in the metroplex, but in the entire country.

“In a country so full of great places, choosing the best is no easy task...Underlying McKinney’s homey Southern charm is a thoroughly modern city. The area is a hotbed for growth-industry jobs...Career and college prep are big in McKinney’s schools.”

-*Money Magazine*

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About McKinney

McKinney, Texas, is unique by nature. The city is #1 on America’s Best Places to Live list published by *Money Magazine*. As one of the fastest-growing cities in the U.S., McKinney has a current population of more than 149,000. Established in 1848, the city is located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers rolling hills, lush trees, a historic downtown square and unique neighborhoods and developments. Visit the city’s website at www.mckinneytexas.org.



City of McKinney News Release *FOR IMMEDIATE RELEASE*

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McKinney National Airport Celebrates groundbreaking of new hangar Oct. 13, day of Wright Amendment expiration

*TKI is the Wright Place for Corporate and General Aviation
Aircraft*

McKINNEY, TEXAS (Oct. 9, 2014) – McKinney National Airport is celebrating the end of the Wright Amendment by breaking ground on a new 18,000-square-foot hangar. The ceremony on Monday, Oct. 13 at 3 p.m. at the airport, 1500 E. Industrial Blvd., will include brief comments by city officials and a ceremonial groundbreaking. In September, the McKinney Community Development Corporation (MCDC) approved a \$1.5 million project grant for the hangar.

“Increased commercial operations at Love Field Airport will potentially make it tougher for corporate pilots to meet

demanding schedules. McKinney National Airport is an excellent option for corporate jets in the metroplex,” said McKinney Mayor Brian Loughmiller. “Our airport offers amenities like on-site customs, location on the fringe of Class-B airspace and award-winning ground services without the inevitable wait times that come with more planes competing for access to taxiways and runways.”

The new hangar will accommodate transient aircraft of all sizes, from small, single-engine aircraft to large jet aircraft for either long-term or short-term stays. The project is expected to be complete within a year.

“This addition offers needed additional storage space for general aviation and business customers. We anticipate an increase in traffic with the end of the Wright Amendment, and we want to be prepared,” said Ken Wiegand, McKinney National Airport Executive Director.

McKinney National Airport is home to corporate jets that travel worldwide. Formerly Collin County Regional Airport, the general aviation business airport was renamed following the city’s purchase of the airport facilities and fixed base operator (FBO) in November 2013 and after receiving a national designation by the FAA. The national category designation is earned by the number of annual operations, sophistication of infrastructure, aero-medial service and number and type of based aircraft. Only 84 general aviation airports in the country are in this national category.

McKinney Air Center, FBO that provides fuel and other services to aircraft at McKinney National Airport, was voted best in the nation in the 2014 Pilots’ Choice Awards by FltPlan.com. The airport’s control tower was also voted best in the nation because of the excellent service air traffic controllers provide.

In 2012, \$70 million in upgrades were completed at McKinney National Airport. Improvements included the completion of a

new, longer and wider runway with more weight-bearing capacity, a state-of-the-art air traffic control tower and managed perimeter access control.

This year, Monarch Air, a leading provider of aviation services, announced the lease of a significant portion of a 53,750 square-foot hangar and office facility at the airport to offer a wide range of services including aircraft maintenance, flight training, charter service, fleet management, acquisitions and sales for the private sector.

In addition to Monarch Air, First Flight selected McKinney National Airport as its new headquarters. First Flight is a fully licensed air ambulance company that provides around-the-clock medical air transport for emergency and nonemergency patients from rural area hospitals.

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About McKinney National Airport

McKinney National Airport (TKI) is a general aviation reliever airport located in McKinney, Texas. The airport is the North Texas airport of choice for business and personal aviation transportation with convenient access to surrounding cities in the Dallas-Fort Worth Metroplex. McKinney National Airport offers full service for corporate fleets and general aviation. Visit www.flytki.com to learn more.

About McKinney Air Center

McKinney Air Center is the fixed-base operator (FBO) for McKinney National Airport, located in McKinney, Texas. McKinney Air Center is ranked the No. 1 FBO in the U.S. by fltplan.com as part of the Pilot's Choice Awards. The FBO offers the full range of amenities in a customer-focused, welcoming atmosphere. The renovated and upgraded facilities offer the technology and comfort customers expect. To learn more visit www.mckinneyaircenter.com.

North Collin County Habitat gets \$188K grant for neighborhood revitalization in McKinney

Chris Beattie, cbeattie@starlocalmedia.com | Posted: Friday, October 10, 2014 4:02 pm

McKinney officials on Tuesday approved an \$188,870 grant for North Collin County Habitat for Humanity for neighborhood revitalization and affordable housing.

The McKinney Community Development Corporation will provide the money from a pool of funds budgeted for project grants this past fiscal year. The grant will not negatively impact MCDC's ability to fund projects in coming months.

The City Council, which must approve all MCDC-funded projects of \$100,000 or more, did so with a 6-1 vote.

The funding, which NCC Habitat requested in July, will use \$87,750 to repair and rehabilitate 27 homes in low-moderate income eastern McKinney neighborhoods. Rehab work is set to begin Oct. 18.

NCC Habitat will use the rest of the funding to acquire six lots – \$60,000 for six new homes – as well as lot surveys and lot preparation, and about \$1,000 for a software program that gauges residents' satisfaction with city services.

“The McKinney Community Development Corporation applauds the mission and work of North Collin County Habitat for Humanity,” said Cindy Schneible, MCDC executive director, in an emailed statement. “The contributions made by the organization to provide affordable housing and neighborhood revitalization safeguard quality of life and the vibrant business climate and economic development that is taking place in McKinney – making it the best place to live in America.”

The initiative is part of a large-scale Cities of Service partnership between the city, NCC Habitat, and other nonprofits and volunteers called “Together We Serve.” The construction portion began in 2012 with a Homebuilders Blitz, and the initiative addresses new construction, rehab and repairs, clean-up and homeowners' education to “achieve financial stability and build healthy, stable neighborhoods,”



Habitat Funding

Soon-to-be homeowner Porscha Boyd, middle, nails in one of the beams of her new house while volunteers celebrate at a 2011 wall-raising ceremony off Throckmorton Street in McKinney. North Collin County Habitat for Humanity has built nearly 100 homes since 1992.

according to NCC Habitat’s funding application.

Target neighborhoods, all east of the downtown square, include LaLoma, Rockwall, Wilcox, Mouzon and Lewisville. To date, 25 projects have been completed in LaLoma, including 18 new homes; 23 completed in Rockwall Phase 1 and two in process for Phase 2; and inspection surveys are being done in Rockwall and Wilcox, according to the application.

“As homes are revitalized, a better quality of life and sustainable communities are created,” the application stated.

NCC Habitat plans to serve 40 families through the program this fiscal year. According to the application, each project costs about \$3,250 cash and \$2,000 in donated materials. The nonprofit has gained partners for the initiative and this year received a \$5,000 grant from Viewpoint Bank for the Builders Blitz and neighborhood revitalization.

The grant approved Tuesday is necessary because of a continued drop-off in Community Development Block Grant funds from the city, according to officials. NCC Habitat previously received \$70,000 in CDBG money, but that number has dipped to \$10,000 in recent years – and the cost of land has increased, said Celeste Haiduk Cox, NCC Habitat executive director.

“If we don’t get [the funding], we can’t do the projects,” Cox said. “We have to find other sources.”

Many homes to be rehabbed are owned by senior citizens or are vacant. The revitalization projects will serve an average family size of four and would average a cost of \$680 per person, according to the application.

“So many structures need it, but the residents don’t have the means to pay for it,” Cox said.

Councilwoman Geralyn Kever, who voted in favor of the funding request, said NCC Habitat “is a good steward of their money.” Councilman Roger Harris recognized the community’s need for the program and said he’d rather see it addressed on a single-family basis than with multi-family residential.

Councilman Don Day, the lone dissenting vote, agreed that NCC Habitat provides a necessary service, saying he recently contributed money to its cause. But, he said, the newly constructed homes will require more than \$400 a year in city services and support from taxpayers “for generations to come.”

“I do not believe it is the city’s job to give taxpayers’ money to private charity,” Day told the Council.

On average, Habitat homeowners pay about \$1,200 annually in property taxes, according to Cox. MCDC funds come from the city’s 4B sales tax, instead of from its general fund budget. Affordable housing is a high priority for such funds in cities around the nation, Cox said.

Earlier this year, NCC Habitat received a \$225,000 grant from the county for neighborhood revitalization projects in other cities. It relies on MCDC funding for McKinney projects.

Most of the McKinney homes are east of McDonald Street where many residents earn less than 60 percent of the area median income. NCC Habitat will acquire six lots at an average of \$10,000 each. Small lots in the area are selling on the open market for \$10,000-\$12,000, according to officials.

NCC Habitat has already approved six families for new homes in McKinney. Construction is underway on one home and work will begin on another home in January.

Since its inception in 1992, NCC Habitat has built 90 homes and rehabilitated 69 others “in a continuing effort to revitalize the community,” the application stated.



City of McKinney Press Release

FOR IMMEDIATE RELEASE

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City of McKinney seeks public input in search for new police chief

McKINNEY, Texas (Oct. 9, 2014) – The City of McKinney will conduct a series of public input meetings aimed at giving city leaders insight into what residents hope to find in a new police chief. Residents have the option to attend an open meeting to provide input on Wednesday, Oct. 22 or Thursday, Oct. 23 from 6:30—8 p.m. at McKinney City Hall, 222 N. Tennessee St.

Feedback gathered at these meetings will help establish community priorities for the police chief position as the national search begins. The city will work with The Mercer Group Inc., an independent external executive recruiting firm, to conduct the search for qualified candidates.

At the meeting, Interim City Manager Tom Muehlenbeck and Jim Mercer of The Mercer Group Inc. will update the public on the search process and timeline.

David James has been serving as interim police chief since May. James will work in this capacity until the City of McKinney completes its nationwide search for a permanent police chief.

For more information, please contact Amy Jeter at 972-547-7503.

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McKinney Connects town hall meeting on Oct. 28

City Leadership engage with residents

McKINNEY, Texas (Sept. 29, 2014) – The City of McKinney will host McKinney Connects, a District 3 town hall community meeting on Tuesday, Oct. 28 at 7 p.m. at Dr. Jack Cockrill Middle School, 1351 Hardin Rd. The entire community is welcome and encouraged to attend.

Residents will receive updates on various city projects and City Council members will be available to answer questions. To learn which City Council district you live in, [visit the McKinney website](#).

For more information about McKinney Connects, call 972-547-7505.

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