



HUB 121

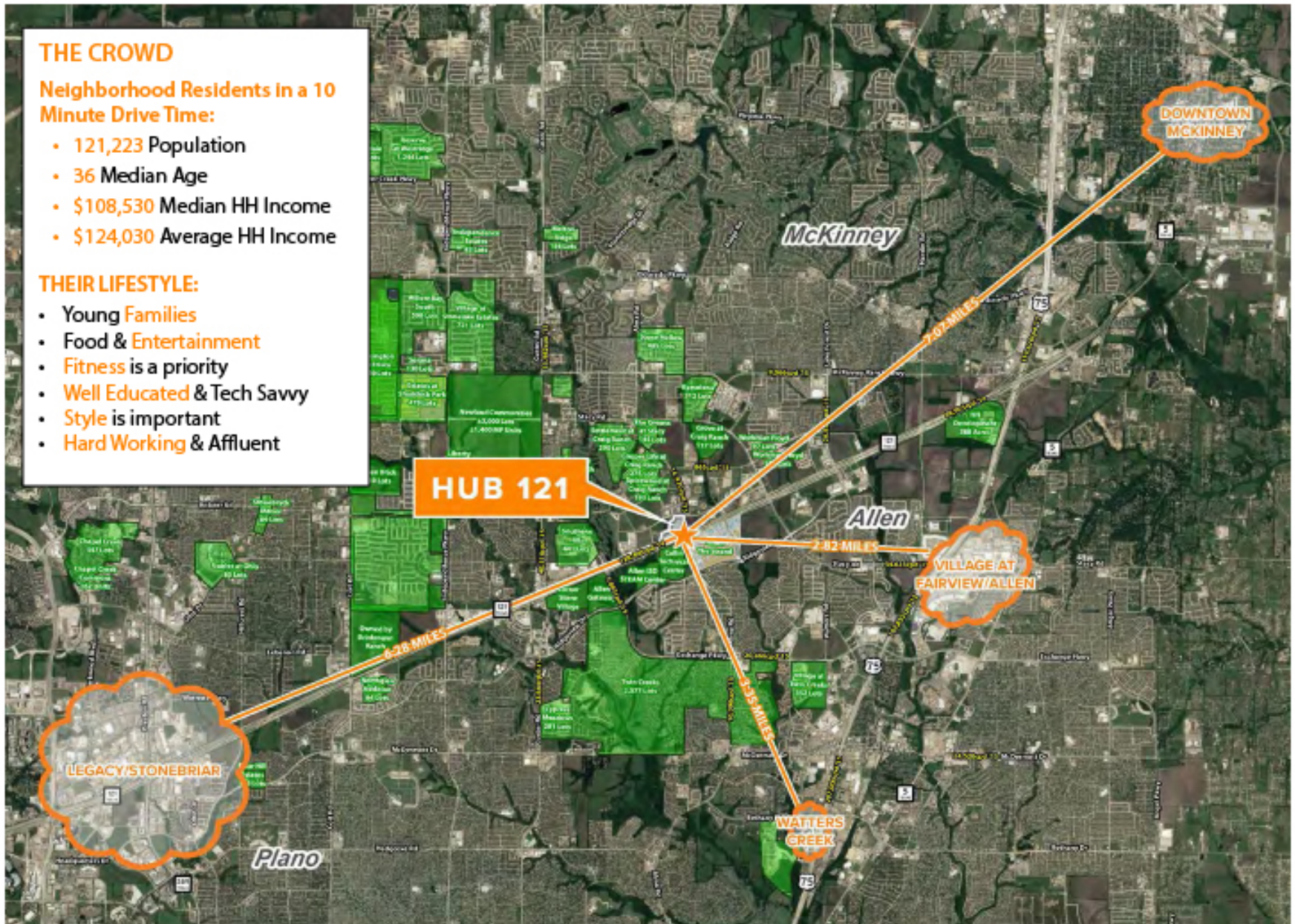
THE CROWD

Neighborhood Residents in a 10 Minute Drive Time:

- 121,223 Population
- 36 Median Age
- \$108,530 Median HH Income
- \$124,030 Average HH Income

THEIR LIFESTYLE:

- Young Families
- Food & Entertainment
- Fitness is a priority
- Well Educated & Tech Savvy
- Style is important
- Hard Working & Affluent



HUB 121

HUB 121 is a Multi-Phase Project Located on 22 acres at NW corner of Sam Rayburn Tollway (SH 121) and Alma Road consisting of:

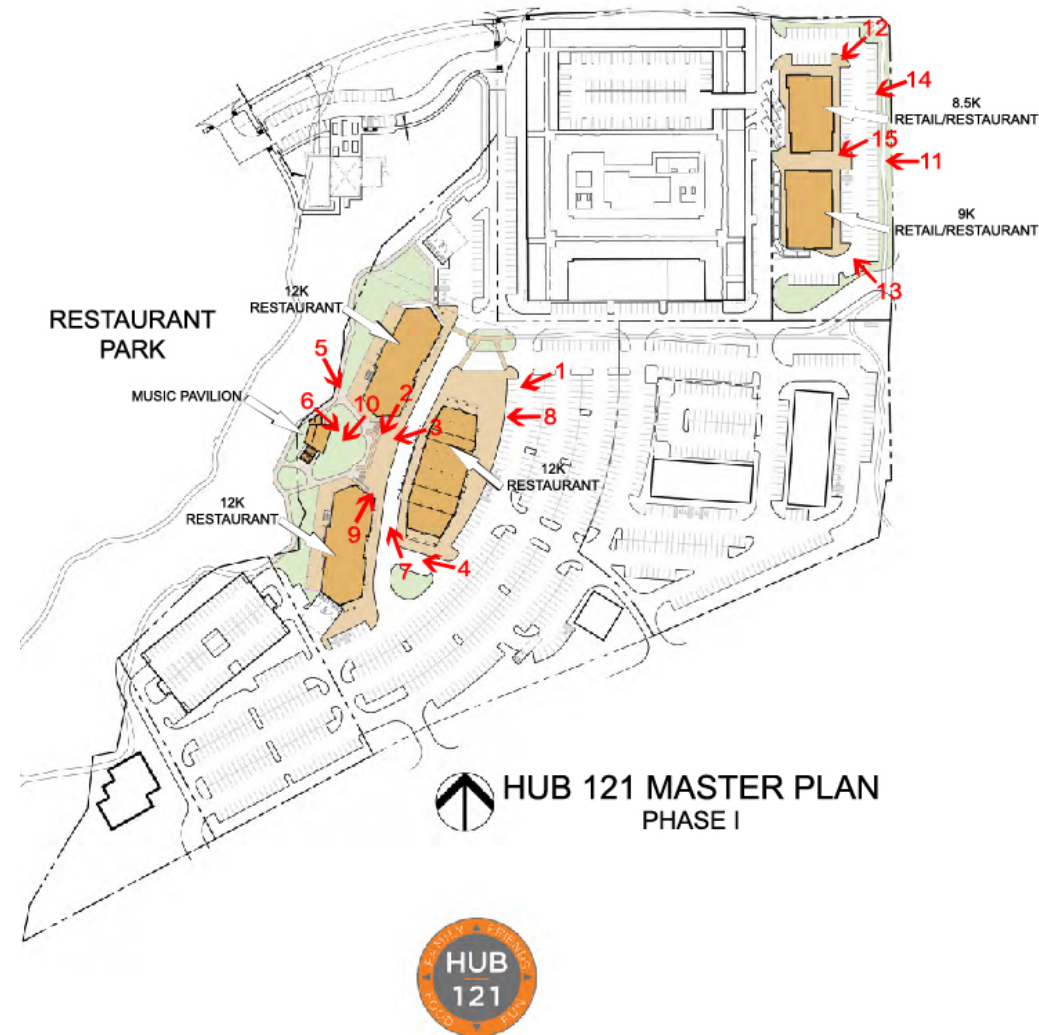
- entertainment
- restaurants
- hotel
- multi-family
- office uses

First Phase consists of five (5) buildings totaling approximately 57,000 square feet of retail and restaurant uses that will serve as an attractor for corporate relocations in the McKinney Corporate Center and provide sustainability for nearby office and residential users.

An outdoor Pavilion is included in First Phase.

Project satisfies several City Council goals including:

- advancing a retail strategy to diversify revenue sources
- expanding entertainment and dining options
- enhancing quality of life experiences







PHASE ONE – OUTDOOR PAVILION

Located adjacent to a privately-maintained green space, separated from roadways and parking creating a peaceful and interactive space.

shade structures
amphitheater
seating areas
sound and electrical systems
extension landscaping

Great for outdoor concerts, meetings, and other activities designed to attract patrons to the restaurants and retail within HUB 121.







HUB 121 – FUNDING REQUEST

- Anticipated construction costs of the Pavilion exceed \$700,000. The total First Phase construction budget is over \$20,000,000.
- While the Pavilion will not directly generate revenue, it is essential to the Project's vision of creating an entertainment venue in close proximity to SH 121 and the adjacent office users.
- To help the developer defray at cost of Pavilion, the City of McKinney is currently considering a Chapter 380 Agreement granting the project \$300,000 in cash upon obtaining certificates of occupancy.
- The developer requests additional assistance from the McKinney CDC in the amount of \$400,000-\$200,000 cash upon obtaining certificates of occupancy and a sales tax grant of 50% of the Type B sales tax for a period not to exceed 4 years or \$200,000, whichever first occurs.
- At stabilization, the First Phase is anticipated to generate approximately \$47M in annual sales.





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