



McKinney Economic Development Corporation Agenda

Tuesday, August 16, 2016

8:00 AM

Council Chambers
222 N. Tennessee Street
McKinney, Texas 75069

PURSUANT TO TEXAS GOVERNMENT CODE SECTION 551.002, A QUORUM OF THE CITY COUNCIL MAY BE PRESENT. NO CITY COUNCIL ACTION WILL BE TAKEN.

CALL TO ORDER

CONSENT ITEMS

This portion of the agenda consists of non-controversial or housekeeping items required by law. Items may be considered individually by the Board or Commission member making such request prior to a motion and vote on the Consent Items.

16-801 [Minutes of the McKinney Economic Development Corporation Meeting of July 19, 2016](#)

Attachments: [Minutes](#)

16-802 [Minutes of the McKinney Economic Development Corporation Special Meeting of August 9, 2016](#)

Attachments: [Minutes](#)

REPORTS

16-803 [Board and Liaison Updates](#)
 [Board Chairman](#)
 [City of McKinney](#)
 [McKinney Chamber](#)
 [MCVB](#)

Attachments: [MCVB Report](#)
 [MCDC Report](#)

16-804 [Director of Business Development Report](#)

Attachments: [Business Development Report](#)

- 16-805** [Director of BRE/Emerging Tech Report](#)
Attachments: [BREP Report](#)
 [McKinney at a Glance-July Report](#)
 [The WERX Reports](#)
- 16-806** [Executive Vice President's Report](#)
Attachments: [Executive Vice President Report](#)
- 16-807** [President's Report](#)
Attachments: [President's Report](#)

REGULAR AGENDA

- 16-808** [Consider/Discuss/Act on July Financials](#)
Attachments: [July Transmittal Letter](#)
 [July Financials](#)
 [July Checks Issued](#)
- 16-809** [Consider/Discuss/Act on Fiscal Year 2017 Budget](#)
Attachments: [FY17 Budget](#)
 [FY17 Budget Staffing Summary](#)
- 16-810** [Consider/Discuss/Act on Targeted Industry Analysis Proposal](#)
Attachments: [TadZo Proposal](#)

CITIZEN COMMENTS

BOARD OR COMMISSIONER COMMENTS

Board or Commission Comments relating to items of public interest:
Announcements regarding local or regional civic and charitable events, staff recognition, commendation of citizens, upcoming meetings, informational update on projects, awards, acknowledgement of meeting attendees, birthdays, requests for items to be placed on upcoming agendas, and condolences.

EXECUTIVE SESSION

In Accordance with the Texas Government Code:

A. Section 551.071 (2). Consultation with City Attorney on any Work Session, Special or Regular Session agenda item requiring confidential, attorney/client advice necessitated by the deliberation or discussion of said items (as needed) and legal consultation on the following item(s), if any:

B. Section 551.087. Deliberation Regarding Economic Development Matters:

- Project A144-Red River
- Project A146-3S
- Project A150-Charlie 2016
- Project A151-Spark
- Project A152-Electron II
- Gateway

ACTION ON EXECUTIVE SESSION

ADJOURN

Posted in accordance with the Texas Government Code, Chapter 551, on the 11th day of August, 2016 at or before 5:00 p.m.

Darrell W. Auterson
President

Accommodations and modifications for people with disabilities are available upon request. Requests should be made as far in advance as possible, but no less than 48 hours prior to the meeting. Call 972-547-2694 or email contact-adacompliance@mckinneytexas.org with questions or for accommodations.

16-801



TITLE: Minutes of the McKinney Economic Development Corporation Meeting of July 19, 2016

SUPPORTING MATERIALS:

[Minutes](#)

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

JULY 19, 2016

The McKinney Economic Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on July 19, 2016 at 8:00 a.m.

Board members Present: Chairman Lance Lindsay, Vice Chairman Robert Clark, Secretary/Treasurer Jason Burrell, Walter Chen, Randy Page, Paul Merritt and Kenneth Sipiora.

City Council members Present: Mayor Pro Tem Randy Pogue and Council member Travis Ussery.

Staff Present: President Darrell Auterson, Executive Vice President Abby Liu, Director of BRE/Emerging Tech John Valencia, Director of Business Development Chad Walker, Economic Development Coordinator Madison Clark, Executive Assistant Sheri Van Slycke, Interim City Manager Tom Muehlenbeck, Director of Strategic Services Chandler Merritt, Senior Financial Analyst Trevor Minyard, MEDC Attorney Mark Houser and MCVB Executive Director Dee-dee Guerra.

Chairman Lindsay called the meeting to order at 8:00 a.m. after determining a quorum was present. Chairman Lindsay welcomed the new MEDC President Darrell W. Auterson. Chairman Lindsay called for action on the minutes.

16-716 Minutes of the McKinney Economic Development Corporation Meeting of June 16, 2016. Board members unanimously approved the motion by Vice Chairman Clark, seconded by Secretary/Treasurer Burrell, to approve the June 16, 2016 minutes.

16-717 Chairman Lindsay called for the Board and Liaison Updates.

Board Chairman – Chairman Lindsay commended Executive Vice President Abby Liu for all her hard work and dedication during her service as Interim President and presented Ms. Liu with a plaque. Ms. Liu expressed her appreciation for all the support received from Chairman Lindsay and the Board, as well as Interim City Manager Tom Muehlenbeck.

City of McKinney – Interim City Manager Tom Muehlenbeck reported this to be his final MEDC Board meeting. New City Manager Paul Grimes will begin his employment on August 1st, however Mr. Grimes will be present at the City Council Budget meeting on July 27th. Mr. Muehlenbeck welcomed Mr. Auterson to the McKinney community, and recognized Ms. Liu for her efforts over the last 13 months of outstanding service. Mr. Muehlenbeck continued by thanking the MEDC Board for all the time and energy they have contributed and will contribute to the MEDC and the City of McKinney. Chairman Lindsay thanked Mr. Muehlenbeck for his comments and for his service to the City of McKinney.

MCVB - Executive Director Dee-dee Guerra reported for the month of June the CVB helped book 398 hotel rooms for a total revenue of \$49,249. Those rooms consisted of nine weddings, two reunions, three corporate groups, and one sport group. In addition, CVB had one day trip with the Plano Legacy Senior Group. The CVB received 14 RFP's, and one was sent to the Sheraton for the Texas Chamber of Commerce Executives Convention & Expo for June of 2017, with 300 room nights. The CVB won six wedding RFP's and 15 corporate and association RFP's for a total of 21. The CVB partnered with City of McKinney's Communications department, MCDC, and MEDC to buy an ad to run on American Airlines in-flight programming. And, finally, MCVB was able to secure, at no cost, an 11 page spread in Texas Highways, worth over \$78,000.

16-718 Chairman Lindsay called for the Director of Business Development Report. Director of Business Development Chad Walker reported the MEDC office has been very busy since the last Board meeting. Several new projects have come online that will be discussed in executive session. Additionally, there is continued interest shown in the MEDC-owned property in the University Business Park. MEDC is partnering

with Allen EDC to sponsor a Bisnow 121 Corridor event on August 25th which correlates perfectly with all the interest in the MEDC-owned property and to showcase McKinney. MEDC is sponsoring a new and notable event provided by Team Texas and Conway in September titled the Great States Investment Summit in Dallas. Mr. Walker will be attending a marketing trip with the Dallas Regional Chamber to New York/New Jersey in mid-September to meet with prominent site selectors and consultants in that area.

16-719 Chairman Lindsay called for the Director of BRE/Emerging Tech Report. Director of BRE/Emerging Tech John Valencia reported Encore is nearing completion of their Plant 6 expansion. The Certificate of Occupancy is due any day now and landscaping is being installed now. This building will add another 160,771 square feet to their facility, growing to nearly 1.3MM square feet. On August 2nd, Mr. Auterson will be given a tour of the plant and have the opportunity to meet the Encore team. Blount Fine Foods continues their internal structural changes, and their external changes are still on schedule to have their CO issued in mid-November. In addition, Pest Routes, Health Quest and Munzee are the three active companies in the Emerging Technology Program. The WERX currently has 35 companies operating with 66 people. TeacherTube outgrew The WERX facility and moved on to commercial lease space since their employee numbers have grown.

16-720 Chairman Lindsay called for the Executive Vice President Report. Executive Vice President Abby Liu thanked the Chairman and Board again for the lovely plaque and all the support along the way. Ms. Liu stated she has been working with the new MEDC President Darrell Auterson for the last month and expressed how pleased she is to be working with him. Ms. Liu stated staff was able to finalize the Bisnow event site location at the Sheraton. MEDC is very proud to be the Raw Space Sponsor for this important event. MEDC will host a Welcome

Reception for Mr. Auterson at the Sheraton on August 17th at 5:30 p.m. and invitations will be forthcoming. Ms. Liu attended the 3rd Select USA Investment Summit in Washington, D.C. in mid-June. This event is organized by the U.S. Department of Commerce and hosted by Secretary of Commerce, Penny Pritzker. President Obama was the keynote speaker and boasted over 3,000 participants. On July 14th, MEDC staff along with Interim City Manager Tom Muehlenbeck attended a meeting with Collin County Commissioner Duncan Webb to discuss potential County incentives that McKinney could collaborate with and make available for upcoming projects. Ms. Liu expressed her appreciation to the Finance department for their support with Raytheon compliance procedures which are still underway.

16-721 Chairman Lindsay called for the President's Report. President Darrell Auterson expressed his thanks and appreciation to the MEDC staff and especially to Ms. Liu for allowing him to inherit an organization that has its feet squarely on the ground. In addition, Mr. Auterson thanked the Board, Mr. Muehlenbeck, City Council and City staff as they have warmly welcomed him into the MEDC, as well as the community. Mr. Auterson reported that during his short time as President, most of his energies have been in effort to meet all the many parties that he looks forward to nurturing relationships with, as well as, time well spent with staff discussing operational needs. And, lastly, Mr. Auterson has been diving into reports and contracts, along with studying the Sales Tax Handbook.

16-619 Chairman Lindsay called for the Consideration/Discussion/Action on May Financials. Senior Financial Analyst Trevor Minyard thanked the Board for the extension of the May financial report. Revenue is above budget YTD by 9.21%. Sales tax figures came in 6.18% above last year's collection. Expenditures are significantly under budget due to savings in rebate expenditures paid out for various incentives. MEDC had relatively low expenditures for the month. The WERX agreement, payments to

Strategic Government Resources for executive search consulting, and payments to Conway Data Inc. associated with the March site selection activities accounted for 46% of checks issued in May. Mr. Minyard referred the Board to some unique analysis links for sales tax of the MEDC and the City of McKinney at large on the City of McKinney website. Board members unanimously approved the motion by Board member Page, seconded by Board member Merritt, to approve May financials.

16-722 Chairman Lindsay called for the Consideration/Discussion/Action on June Financials. Senior Financial Analyst Trevor Minyard reported revenue is above budget YTD by 8.60%. Sales tax figures came in 6.35% above last year's collection through June. Expenditures are significantly under budget due to savings in rebate expenditures paid out for various incentives. However, during the month of June MEDC paid \$114,000.00 to Hisun Motors Corp USA for a portion of their incentive agreement. Board members unanimously approved the motion by Vice Chairman Clark, seconded by Board member Page, to approve June financials.

16-723 Chairman Lindsay called for the Consideration/Discussion/Action on the Sixth Amended and Restated Bylaws of McKinney Economic Development Corporation. Chairman Lindsay stated he encourages the Board to add a subsection to the MEDC bylaws to include that new and incoming seated Board members be required to attend the 4A/4B Sales Tax seminar during their first year of service on the MEDC Board. MEDC Attorney Mark Houser explained how the language would be restated in the bylaws. Board members unanimously approved the motion by Board member Page, seconded by Board member Chen, to approve the sixth amended and restated bylaws of the McKinney Economic Development Corporation.

Chairman Lindsay called for citizen comments and there were none. Chairman Lindsay called for Board or Commissioner comments and there were none.

Chairman Lindsay recessed the meeting into Executive Session at 8:30 a.m. per Texas Government Code: Section 551.071 (2). Consultation with MEDC Attorney on any Work Session, Special or Regular Session agenda item requiring confidential, attorney/client advice necessitated by the deliberation or discussion of said items (as needed) and legal consultation on the following item(s), if any: Section 551.072. Deliberations about Real Property -24.0223 Acres of MEDC Land in University Business Park C. Section 551.087. Deliberation Regarding Economic Development Matters as listed on the posted agenda. Chairman Lindsay reconvened to open session at 9:53 a.m.

Board members unanimously approved the motion by Secretary/Treasurer Burress, seconded by Vice Chairman Clark, to approve the Project Red River incentive offer, as discussed in Executive Session.

Board members unanimously approved the motion by Vice Chairman Clark, seconded by Board member Page, to approve Project Charlie 2016, as discussed in Executive Session.

Chairman Lindsay stated a Gateway sub-committee has been formed consisting of Vice Chairman Clark and Board members Merritt and Page to represent the MEDC during any Gateway meetings through the City of McKinney.

Board members unanimously approved the motion by Board member Page, seconded by Board member Sipiora, to adjourn. Chairman Lindsay adjourned the meeting at 10:00 a.m.

LANCE LINDSAY
Chairman

16-802



TITLE: Minutes of the McKinney Economic Development Corporation Special Meeting of August 9, 2016

SUPPORTING MATERIALS:

[Minutes](#)

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION
SPECIAL MEETING
AUGUST 9, 2016

The McKinney Economic Development Corporation met in special session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on August 9, 2016 at 8:00 a.m.

Board members Present: Chairman Lance Lindsay, Vice Chairman Robert Clark, Secretary/Treasurer Jason Burress, Randy Page, Paul Merritt, Walter Chen and Kenneth Sipiora.

Staff Present: President Darrell Auterson, Executive Vice President Abby Liu, Director of Business Development Chad Walker, Executive Assistant Sheri Van Slycke, City Manager Paul Grimes and MEDC Attorney Mark Houser.

Chairman Lindsay called the meeting to order at 8:00 a.m. after determining a quorum was present.

Chairman Lindsay recessed to Executive Session at 8:01 a.m. per Texas Government Code: Section 551.071 (2). Consultation with City Attorney on any Work Session, Special or Regular Session agenda item requiring confidential, attorney/client advice necessitated by the deliberation or discussion of said items (as needed) and legal consultation on the following item(s), if any. Section 551.087. Deliberation Regarding Economic Development Matters, Project A143-Ice Box, Project A144-Red River and Project A146-3S.

Chairman Lindsay reconvened to open session at 9:00 a.m.

Board members unanimously approved the motion by Vice Chairman Clark, seconded by Board member Page, to approve Project Red River as presented in Executive Session.

Board members unanimously approved the motion by Chairman Lindsay, seconded by Board member Chen, to adjourn. Chairman Lindsay adjourned the meeting at 9:04 a.m.

LANCE LINDSAY
Chairman

16-803



TITLE: Board and Liaison Updates
Board Chairman
City of McKinney
McKinney Chamber
MCVB

SUPPORTING MATERIALS:

[MCVB Report](#)

[MCDC Report](#)

Talking Points August 2016 for July 2016

MCVB Updates:

Hot Tax Collections: July 2016 – Sales Report TTL Room Nights: 369; TTL Rev: \$45,000.75

SMERF: (completed in July 2016) TTL Room Nights: 271 TL Rev: \$33,819

Weddings: 225 Rooms, \$27,435 TTL Rev \$27,435

- Froehlich/Frey Wedding – The Grand: TTL Room Nights: 1, TTL Rev: \$ 179
- Wilcox/Yanniello Wedding – Towne Place Suites: TTL Room Nights: 45, TTL Rev: \$4905, Holiday Inn: TTL Room Nights: 30, TTL Rev: \$ 3230
- Sievers/Leroy Wedding – Holiday Inn: TTL Room Nights: 17, TTL Rev: \$1823
- Henrich/Wilson Wedding – The Grand Hotel: TTL Room Nights: 15, TTL Rev: \$2335
- Spunk/Ryan Wedding – The Grand Hotel: TTL Room Nights: 35, TTL Rev; \$ 5755
- Alvarado Wedding – no pick up
- Geotz/Ruminski Wedding – Holiday Inn: TTL Room Nights: 17, TTL Rev: \$1733
- Canella Wedding – no pick up
- Gardner/Kemp Wedding – The Grand Hotel: TTL Room Nights: 9, TTL Rev: \$1491
- Moreno/Brown Wedding – Holiday Inn: TTL Room Nights: 56, TTL Rev: \$ 5984

Sports Groups: PrimeTime (PSA) - Sheraton: TTL Room nights: 46 room nights; TTL Revenue: \$6015

Associations/Corporate: TTL Room nights: 98 ; TTL Revenue: \$11,181.75

- Texas Society of Infection Control & Prevention: Sheraton- TTL Room nights: 23; TTL Revenue \$2,967
- TX Academy of Nutrition & Dietetics: Sheraton- TTL room nights:75; TTL Revenue \$8,214.75

Visitors: FYTD TOTAL (October '15-September '16): 1742

- July Total: 273
- Out of State: 65
- Out of Country: 10
- Texas Residents: 90
- McKinney Residents: 598

RFP Rec'd- RFP's: 2

- Popular Ink (Dru Reiss) Visage Board Meeting 8/10/16 (Ricks Chophouse)

MEDC-MCDC-MAIN ST.

- Kansas City Railroad Association- Dinner party tribute to retiring Pres.; Sheraton Nov 10 , need meeting space & a dinner venue.

RFP Bid Won: 1

- Popular Ink (Dru Reiss) Visage Board Meeting 8/10/16- Ricks Chophouse- Ricks 101

Site Visits: 4

- The Sports Source – Soccer Tournament Dec 2016
- SW Bank (Ft Worth) – Day Trip
- Vicki Croxton – Mother of Bride (5/16/17 wedding)
- Nancy Wheeler – Mother of Bride (10/7/17 wedding)

Advertising:

Ads/materials created and submitted:

- TripInfo – ad for Digital online directory; also supplied photo and ad for fall as well
- Oktoberfest materials for Polka News
- New Orleans Magazine ad for Sept. Issue

MCVB Free Publicity:

| <i>JULY 2016 - MCVB Publicity/Free Media Coverage Values</i> | | | | | |
|---|--|--------------------|------------------|-----------------|--------------------|
| Publication | Article/Topic | Print Value | Web Value | PR Value | Impressions |
| Courier-Gazette | Weekend Update | \$0.00 | \$1,600.00 | \$4,800.00 | 49384 |
| " | Community Band 10th Anniv. Concert | \$2,741.00 | \$1,600.00 | \$13,023.00 | 49384 |
| " | Silent Movie Comedy Festival/organ | \$0.00 | \$1,600.00 | \$4,800.00 | 49384 |
| North TX E-News | Community Band 10th Anniv. Concert | \$0.00 | \$240.00 | \$720.00 | 60000 |

MEDC-MCDC-MAIN ST.

| | | | | | |
|------------------------------|---|-------------|-------------|--------------|--------|
| " | Silent Movie Comedy Festival/organ | \$0.00 | \$240.00 | \$720.00 | 60000 |
| McKinney Image | Community Band 10th Anniv. Concert | \$0.00 | \$1,400.00 | \$4,200.00 | 40000 |
| McKinney Online (Chamber) | Community Band 10th Anniv. Concert | \$0.00 | \$1,800.00 | \$5,400.00 | 75000 |
| " | Silent Movie Comedy Festival/organ | \$0.00 | \$1,800.00 | \$5,400.00 | 75000 |
| Texas Highways Mag | Green Living (Patina Green Article) - 3 pgs | \$22,428.00 | \$0.00 | \$67,284.00 | 202673 |
| " | McKinney Squared (Downtown Square) - 8 pgs | \$59,808.00 | \$0.00 | \$179,424.00 | 202673 |
| TOTALS | | \$84,977.00 | \$10,280.00 | \$285,771.00 | 863498 |

- **Texas Highways Magazine -11 pages:**
 - **Print Value \$82,236**
 - **PR Value: \$328,944**
 - **Impressions: 734,290**



August 11, 2016

TO: McKinney Economic Development Corporation
FROM: Cindy Schneible, MCDC
RE: July Update

Below is a summary of board action taken at the July 28, 2016 MCDC meeting:

Project Grants

The MCDC board approved the following at the July 28th meeting:

\$50,000 Heritage Guild of Collin County for improvements to the Dulaney Cottage at Chestnut Square. The amount approved represents 56% of total estimated project cost.

\$5,500,000 City of McKinney Parks and Recreation Department for the following FY 17 CIP projects:
\$ 480,000 Hike & Bike Trails
\$ 705,000 Prosper ISD Neighborhood Park (Parkland dedication in process)
\$ 770,000 Gray Branch Park Phase 1
\$ 2,270,000 Land Acquisition
\$ 825,000 Frisco ISD Neighborhood Park
\$ 250,000 Park Accessibility
\$ 200,000 Erwin Park Phase 1

\$150,000 Reallocation of \$150,000 of approved FY 16 funding for Parks and Recreation operations to Amended Project #14-09 (Aquatic and Fitness Center) for tools, equipment and supplies.

Promotional and Community Event Grants

Presentations were heard for the following Promotional and Community Event Grant requests (funds available total \$50,000; maximum individual grant is \$15,000):

3e McKinney for Par 3e Golf Tournament
Holy Family School for the 2016 Believe! Run
St. Peter's Episcopal for the 2017 Empty Bowls event
Especially Needed for the 2016 Fall Carnival
McKinney Main Street for McKinney's 2016 Oktoberfest
Arts and Music Guild for the 2016 McKinney Artists Studio Tour (MAST)
North Collin County Habitat for Humanity for the 2016 Monster Mash Birthday Bash
McKinney Rotary Club Foundation for the 2016 Rotary Parade of Lights

16-804



TITLE: Director of Business Development Report

SUPPORTING MATERIALS:

[Business Development Report](#)

Recent Activities:

- Madison and I had lunch with the NCTCOG contacts that provide our workforce data on 8/10
- Project Penmountain requested info on industrial sites in McKinney on 8/10
- Conference call with Project Red River consultants on 8/10
- Project Red River made a site visit on 8/11
- Attended Leadership McKinney opening retreat 8/11-8/12

Projects:

Several active project updates will be discussed in Executive Session.

Upcoming Activities:

- Bisnow 121 Corridor event in McKinney on 8/25
- Great States Investment Summit in Dallas 9/11-9/14
- Dallas Regional Chamber New York/New Jersey marketing trip 9/14-9/16

16-805



TITLE: Director of BRE/Emerging Tech Report

SUPPORTING MATERIALS:

[BREP Report](#)

[McKinney at a Glance-July Report](#)

[The WERX Reports](#)



MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

August 10, 2016

To: MEDC Board

From: John Valencia

Director of BRE & ET Programs

Subject: August 16, 2016 MEDC Board Meeting; BREP Report/Update

Business Retention & Expansion Program

The past few weeks have been a bit different now that Darrell is on board. It's been fun! And particularly in the BREP activities. I've had the opportunity to take him around to some of our companies in our program for meet and greet and in most cases a tour. Thus far, in his short time, we have visited: Raytheon SAS, Encore Wire Corporation, StatLab, The Cotton Mill and The WERX, Boss Fight Entertainment, and Emerson. We will continue to get around the community in getting introduced and engaged.

Encore continues to detail their most recent expansion. Blount Fine Foods actually had dirt moving on their exterior expansion and work is significantly progressing inside.

Last week, I met with one of our partner companies and they too are considering a plant expansion during the 2017 calendar year. One of their out of state locations just finished a 60K sf expansion and next up will be the McKinney site. Exciting!

In this section, let me share the attached McKinney at a Glance for July 2016. This is produced by the Planning Department and is quite comprehensive of what is happening in McKinney. Rather than try and explain it all, it is pretty self-explanatory, but certainly questions may come up.

Emerging Technology

Last month, Health Quest exhausted their last monthly reimbursement and the two remaining companies in the program are Pest Routes and Munzee.

The WERX in McKinney

The WERX continues to grow. There are currently 35 companies operating with 73 people. If you haven't been by their website lately, please do so at www.mckinneywerx.com

Following too, I am sharing three recent articles from the *D Magazine* and the *Dallas Business Journal* regarding The Dallas Entrepreneur Center (DEC) and the newly opened Stoke in Denton. The WERX has a very good relationship with the leadership of The DEC and when Denton wanted to bring in a co-working space, they used The WERX as a model.

Please see attached two updates:

Christine Smith, Executive Director of The WERX

What Happened at WERX in July 2016?

Cindy Johnson, CFRE with The WERX Foundation

The McKinney WERX Grant Pipeline Report – 08/11/16

In addition to grant work:

- Completed successful First Annual Innovate McKinney competition. 21 applications, well received by sponsors and judges. Netted approximately \$5,000.
- Planning Second Annual Hot Tech Chili Cook-off on October 15.
- The WERX Foundation is currently working with Collin College to develop a similar assessment that the Dallas Entrepreneur Center did of the economic impact for The WERX on their economic impact on McKinney and Collin County. Collin College previously performed an impact study on NTEC's impact on Frisco, Collin and Denton County. It showed NTEC companies provided 495 jobs and a \$55 million impact on the region.

The Team here continues to work hard in promoting our wonderful community. And we are very excited to have Darrell Auterson leading the MEDC Team!

Respectfully Submitted,

John Valencia

Director of Business Retention, Expansion & Emerging Technology
MCKINNEY ECONOMIC DEVELOPMENT CORP.

July
2016

McKinney at a Glance

A monthly development report prepared by the McKinney Planning Department

City of McKinney
Planning Department

221 N. Tennessee St.
McKinney, TX 75069

Phone: 972.547.7409
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Hours:
8 am - 5 pm
Mon-Fri
www.mckinneytexas.org

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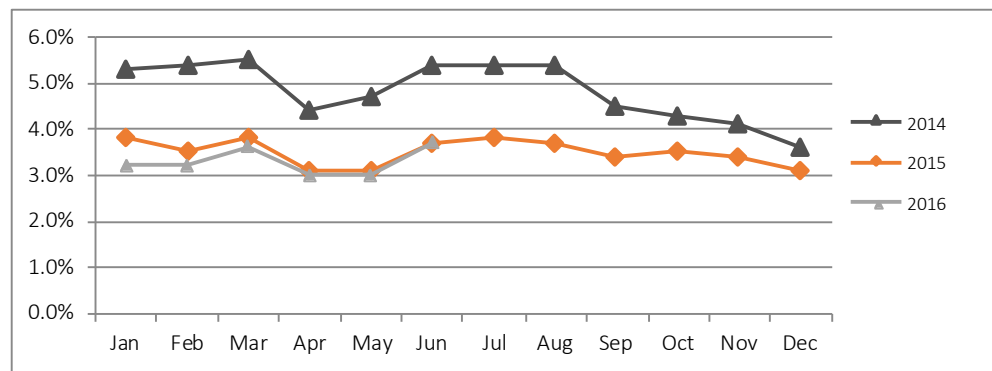
www.mckinneytexas.org/reports

McKinney Population Summary

| Year | Population | Year | Population | Year | Population | Year | Population |
|-------|------------|-------|------------|-------|------------|-------|------------|
| 1900* | 4,342 | 1990* | 21,283 | 1999 | 44,000 | 2008 | 120,978 |
| 1910* | 4,714 | 1991 | 23,138 | 2000* | 54,369 | 2009 | 122,083 |
| 1920* | 6,677 | 1992 | 24,261 | 2001 | 58,438 | 2010* | 131,117 |
| 1930* | 7,307 | 1993 | 25,953 | 2002 | 66,990 | 2011 | 133,399 |
| 1940* | 8,555 | 1994 | 29,706 | 2003 | 76,907 | 2012 | 136,666 |
| 1950* | 10,560 | 1995 | 30,173 | 2004 | 85,865 | 2013 | 140,826 |
| 1960* | 13,763 | 1996 | 31,783 | 2005 | 94,733 | 2014 | 149,082 |
| 1970* | 15,193 | 1997 | 34,150 | 2006 | 104,853 | 2015 | 155,142 |
| 1980* | 16,256 | 1998 | 38,700 | 2007 | 115,198 | 2016 | 161,905 |

*Official Census figure

McKinney Unemployment Rate



Unemployment Rate
published by the Texas Workforce Commission
for June 2016

| Unemployment Rates | |
|--------------------|------|
| McKinney: | 3.7% |
| Collin County: | 3.6% |
| Texas: | 4.5% |

Texas Unemployment Rate is seasonally adjusted

Building Permit Summary

| Development Type | This Month ¹ | | Year to Date ¹ | |
|--------------------|-------------------------|----------------------|---------------------------|----------------------|
| | Permits Issued | Construction Dollars | Permits Issued | Construction Dollars |
| Single Family | 324 | \$99,934,975 | 1,403 | \$457,849,689 |
| Multi-Family | 0 | \$0 | 3 @ 795 | \$74,101,137 |
| Non-Residential | 4 | \$3,350,000 | 29 | \$30,639,939 |
| Vertical Mixed-Use | 1 @ 1 | \$290,000 | 1 @ 1 | \$290,000 |

¹ 2016 Single Family and Non-Residential permits may include permits issued in the Trinity Falls Municipal Utility District. In July 2016, 40 single family permits valued at \$14,272,128 were issued in the Trinity Falls MUD. In the 2016 calendar year, 171 single family permits valued at \$60,847,843 have been issued in the Trinity Falls MUD and 0 non-residential permits valued at \$0 have been issued.

Note: Non-Residential permits include commercial, institutional, and recreational permits.



July
2016

McKinney at a Glance

Planning Submittal Summary

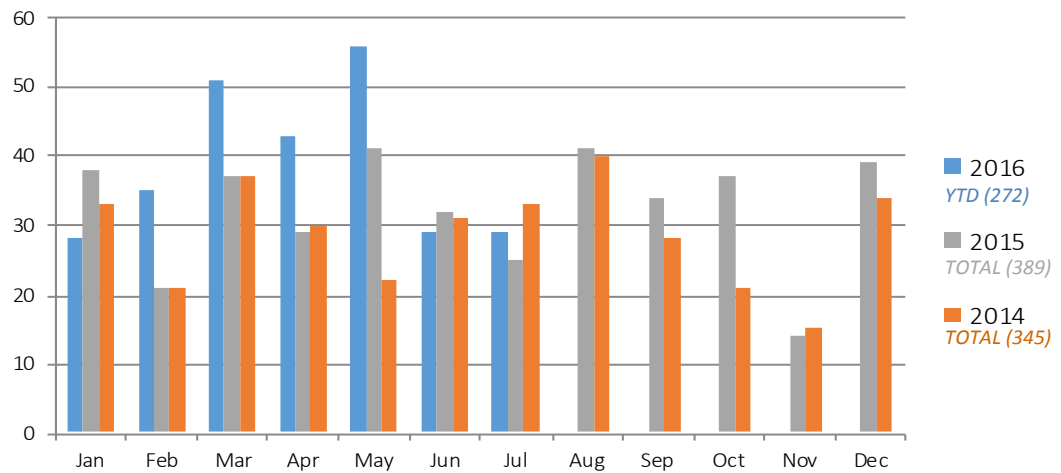
| Case Type | This Month | | | | Year to Date | | | |
|---------------------------------------|------------|----------|--------------|-------------------|--------------|-----------|--------------|-------------------|
| | Submitted | Approved | | | Submitted | Approved | | |
| | | P&Z | City Council | Staff Review Only | | P&Z | City Council | Staff Review Only |
| Pre-Development Meetings ¹ | 16 | n/a | n/a | n/a | 97 | n/a | n/a | n/a |
| Zoning ² | 1 | 0 | 1 | n/a | 16 | 0 | 13 | n/a |
| Site Plans | 11 | 4 | 0 | 8 | 74 | 15 | 5 | 39 |
| Plats | 10 | 4 | 0 | 8 | 122 | 28 | 1 | 58 |
| Architectural Elevations | 6 | 0 | 0 | 3 | 48 | 5 | 0 | 25 |
| Other | 1 | 0 | 1 | 0 | 12 | 2 | 11 | 0 |
| Totals | 29 | 8 | 2 | 19 | 272 | 50 | 30 | 122 |

¹ Pre-Development Meetings are not included in submittal totals.

² All zoning requests require a recommendation by the Planning and Zoning Commission and final approval by City Council.

Planning Submittal Comparison

Planning Submittals



Engineering & Parks

Engineering & Parks Summary

| Development Type | This Month | Year to Date |
|--|------------|--------------|
| Engineering Development Plans Reviewed | 37 | 233 |
| Engineering CIP Payments Made | 22 | 219 |
| Park CIP Payments Made | 14 | 95 |

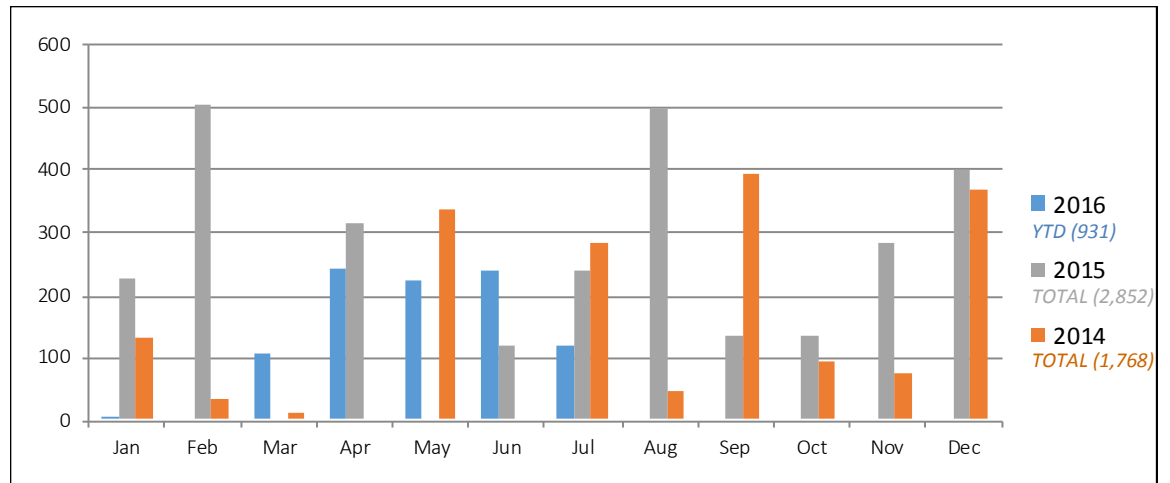
July
2016

McKinney at a Glance

Approved Single Family Lots

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | YTD |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| 2016 | 5 | 0 | 104 | 243 | 222 | 238 | 119 | | | | | | 931 |
| 2015 | 225 | 505 | 0 | 315 | 0 | 118 | 239 | 497 | 134 | 135 | 283 | 401 | 2,852 |
| 2014 | 131 | 32 | 12 | 0 | 335 | 0 | 282 | 46 | 394 | 94 | 74 | 368 | 1,768 |

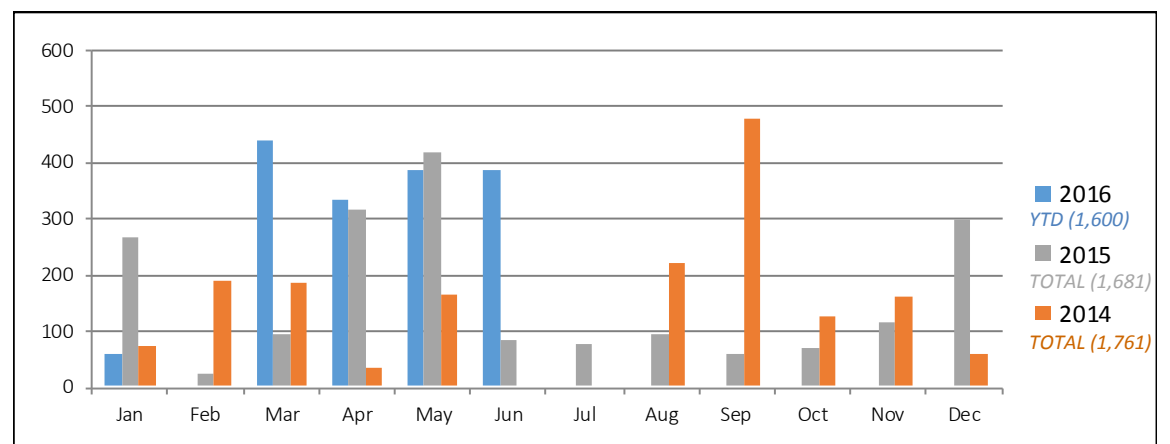
Approved Single Family Lots Comparison



Filed Single Family Lots

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | YTD |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|
| 2016 | 56 | 0 | 438 | 335 | 386 | 385 | 0 | | | | | | 1,600 |
| 2015 | 71 | 187 | 184 | 33 | 165 | 0 | 0 | 220 | 479 | 126 | 160 | 56 | 1,681 |
| 2014 | 237 | 98 | 100 | 352 | 0 | 289 | 0 | 64 | 102 | 0 | 301 | 218 | 1,761 |

Filed Single Family Lots Comparison



Building Permit Comparison

Single Family Permits (2012-2016)

| | 2012 | | 2013 | | 2014 | | 2015 ¹ | | 2016 ² | |
|-------|--------------|----------------------|--------------|----------------------|--------------|----------------------|-------------------|----------------------|-------------------|----------------------|
| | Permits | Valuation | Permits | Valuation | Permits | Valuation | Permits | Valuation | Permits | Valuation |
| Q1 | 261 | \$88,437,310 | 419 | \$141,467,863 | 415 | \$139,221,302 | 464 | \$159,619,856 | 432 | \$148,976,943 |
| Q2 | 440 | \$150,586,422 | 678 | \$223,774,220 | 493 | \$165,301,479 | 536 | \$179,787,881 | 647 | \$208,937,771 |
| Q3 | 442 | \$147,018,920 | 402 | \$142,829,655 | 359 | \$125,081,104 | 568 | \$191,108,421 | 324 | \$99,934,975 |
| Q4 | 347 | \$117,917,809 | 363 | \$121,164,524 | 436 | \$152,374,960 | 513 | \$173,027,832 | | |
| Total | 1,490 | \$503,960,461 | 1,862 | \$629,236,262 | 1,703 | \$581,978,845 | 2,081 | \$703,543,990 | 1,403 | \$457,849,689 |

Multi-Family Permits (2012-2016)

| | 2012 | | 2013 | | 2014 | | 2015 | | 2016 | |
|-------|--------------|---------------------|--------------|---------------------|--------------|---------------------|----------------|----------------------|--------------|---------------------|
| | Permits | Valuation | Permits | Valuation | Permits | Valuation | Permits | Valuation | Permits | Valuation |
| Q1 | 1@334 | \$20,000,000 | 0@0 | \$0 | 1@164 | \$12,000,000 | 1@245 | \$21,000,000 | 1@200 | \$22,081,870 |
| Q2 | 0@0 | \$0 | 0@0 | \$0 | 0 | \$0 | 1@182 | \$16,140,948 | 2@595 | \$52,022,267 |
| Q3 | 0@0 | \$0 | 1@418 | \$28,859,713 | 1@7 | \$3,360,000 | 3@884 | \$59,845,641 | 0@0 | \$0 |
| Q4 | 1@334 | \$26,877,763 | 0@0 | \$0 | 2@377 | \$31,858,075 | 4@891 | \$95,566,810 | | |
| Total | 2@668 | \$46,877,763 | 1@418 | \$28,859,713 | 4@548 | \$47,218,075 | 9@2,202 | \$192,553,399 | 3@795 | \$74,104,137 |

Non-Residential Permits (2012-2016)

| | 2012 | | 2013 | | 2014 | | 2015 ¹ | | 2016 ² | |
|-------|-----------|----------------------|-----------|---------------------|-----------|----------------------|-------------------|----------------------|-------------------|---------------------|
| | Permits | Valuation | Permits | Valuation | Permits | Valuation | Permits | Valuation | Permits | Valuation |
| Q1 | 2 | \$255,000 | 15 | \$14,771,400 | 12 | \$20,283,000 | 10 | \$8,309,154 | 10 | \$14,723,451 |
| Q2 | 11 | \$90,639,388 | 7 | \$26,415,000 | 11 | \$26,926,188 | 18 | \$35,825,718 | 15 | \$12,566,488 |
| Q3 | 16 | \$38,797,657 | 15 | \$24,117,500 | 12 | \$51,095,883 | 24 | \$102,586,757 | 4 | \$3,350,000 |
| Q4 | 10 | \$24,771,750 | 13 | \$23,387,500 | 9 | \$14,022,500 | 19 | \$41,205,391 | | |
| Total | 39 | \$154,463,795 | 50 | \$88,691,400 | 44 | \$112,327,571 | 71 | \$187,927,020 | 29 | \$30,639,939 |

Vertical Mixed-Use Permits (2012-2016)

| | 2012 | | 2013 | | 2014 | | 2015 | | 2016 | |
|----|------------|-------------|------------|--------------|------------|------------|------------|------------|------------|------------------|
| | Permits | Valuation | Permits | Valuation | Permits | Valuation | Permits | Valuation | Permits | Valuation |
| Q1 | 2@26 | \$7,000,000 | 2@211 | \$18,500,000 | 0@0 | \$0 | 0@0 | \$0 | 0@0 | \$0 |
| Q2 | 0@0 | \$0 | 0@0 | \$0 | 0@0 | \$0 | 0@0 | \$0 | 0@0 | \$0 |
| Q3 | 0@0 | \$0 | 0@0 | \$0 | 0@0 | \$0 | 0@0 | \$0 | 1@1 | \$290,000 |
| Q4 | 0@0 | \$0 | 0@0 | \$0 | 0@0 | \$0 | 0@0 | \$0 | | |

¹ 2015 Single Family and Non-Residential permits may include permits issued in the Trinity Falls Municipal Utility District. In the 2015 calendar year, 241 single family permits, valued at \$83,148,016 were issued in the Trinity Falls MUD and 1 non-residential permit, valued at \$45,000 was issued.

² 2016 Single Family and Non-Residential permits may include permits issued in the Trinity Falls Municipal Utility District. In the 2016 calendar year, 171 single family permits, valued at \$60,847,843 have been issued in the Trinity Falls MUD and 0 non-residential permits valued at \$0 have been issued.

Notes: Non-Residential permits include commercial, institutional, and recreational permits. Permit activity listed by calendar year. Non-residential permits only include new buildings and major additions and do not include minor additions or alterations.

July
2016

Commercial Construction at a Glance

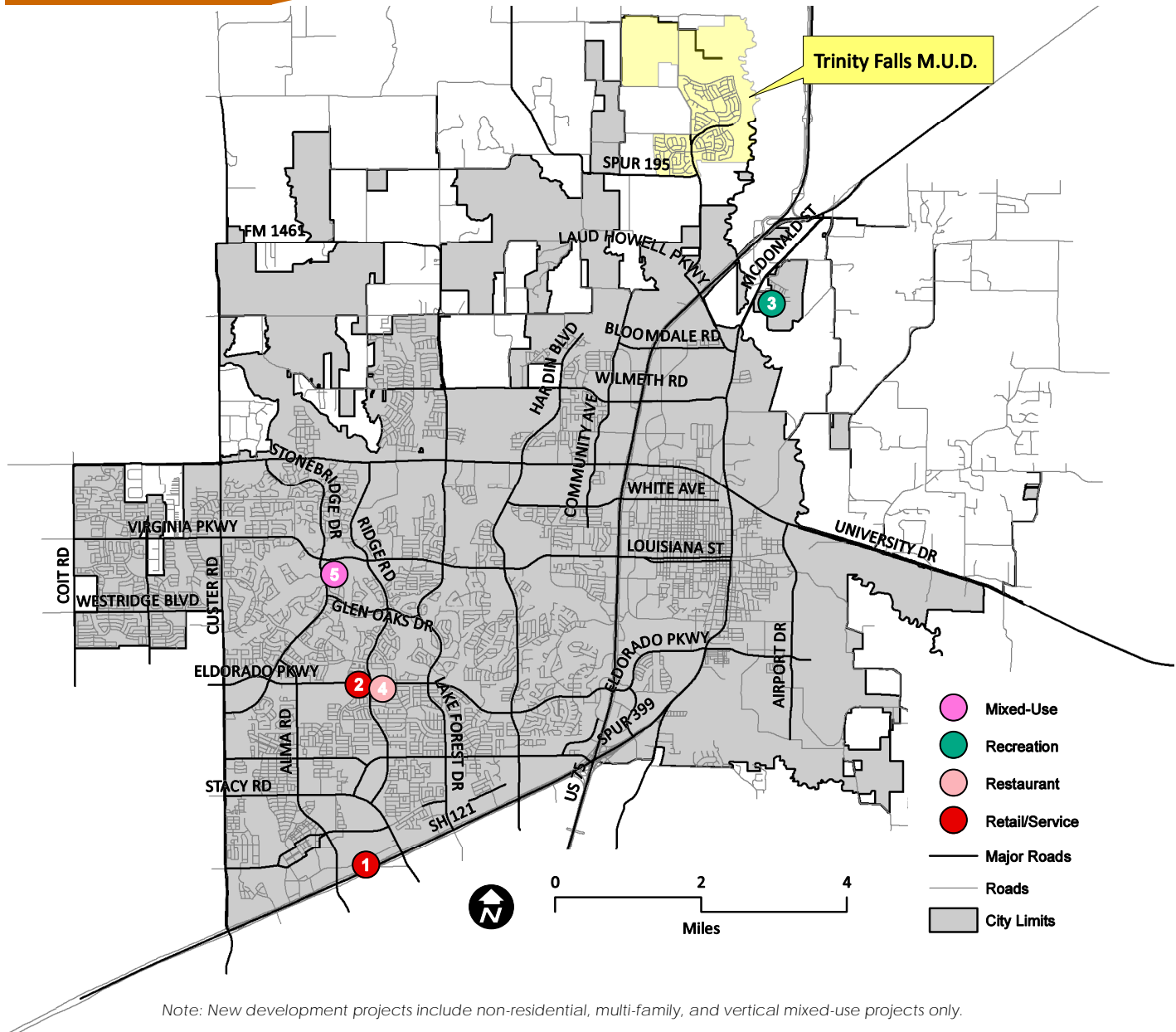
Commercial Construction in McKinney (as of July 31, 2016)

New Construction Summary

The commercial construction summary below reflects new development projects that have received an approved building permit by the City of McKinney.

| Project Name | Type | Address | New Sq. Ft. | Valuation |
|--|------------------|-----------------------|----------------|--------------------|
| 1. Sewell Audi of McKinney (Bldg. 2) | Retail / Service | 6700 SH 121 | 6,567 | \$1,600,000 |
| 2. Carwash Zone | Retail / Service | 6501 Eldorado Pkwy. | 4,940 | \$850,000 |
| 3. Willow Wood Amenity Center | Recreation | 771 Willow Wood Blvd. | 1,261 | \$525,000 |
| 4. Taco Bell | Restaurant | 6101 Eldorado Pkwy. | 2,556 | \$375,000 |
| 5. Village Center at Adriatica (Bldg. E) | Mixed-Use | 290 Adriatic Pkwy. | 3,657 | \$290,000 |
| New Construction Totals | | | 760,769 | \$3,640,000 |

New Construction Map



Note: New development projects include non-residential, multi-family, and vertical mixed-use projects only.

July
2016

Commercial Construction at a Glance

Commercial Construction in McKinney (as of July 31, 2016)

Development Quarterly Summary
(Quarter 3: July —September)

| Development Type | July 2016 | August 2016 | September 2016 | Qtr 3 Totals (as of July 31) |
|------------------------------------|-------------|-------------|----------------|---------------------------------|
| Office | | | | |
| New Building Square Footage | 0 | | | 0 |
| Interior Finish-Out Square Footage | 0 | | | 0 |
| Construction Valuation | \$0 | | | \$0 |
| Retail/Service | | | | |
| New Building Square Footage | 73,745 | | | 73,745 |
| Interior Finish-Out Square Footage | 7,122 | | | 7,122 |
| Construction Valuation | \$9,837,912 | | | \$9,837,912 |
| Restaurant | | | | |
| New Building Square Footage | 2,556 | | | 2,556 |
| Interior Finish-Out Square Footage | 0 | | | 0 |
| Construction Valuation | \$375,000 | | | \$375,000 |
| Recreation | | | | |
| New Building Square Footage | 1,261 | | | 1,261 |
| Interior Finish-Out Square Footage | 0 | | | 0 |
| Construction Valuation | \$430,577 | | | \$430,577 |
| Industrial | | | | |
| New Building Square Footage | 24,000 | | | 24,000 |
| Interior Finish-Out Square Footage | 0 | | | 0 |
| Construction Valuation | \$5,000,000 | | | \$5,000,000 |
| Institutional | | | | |
| New Building Square Footage | 0 | | | 0 |
| Interior Finish-Out Square Footage | 0 | | | 0 |
| Construction Valuation | \$0 | | | \$0 |
| Medical | | | | |
| New Building Square Footage | 0 | | | 0 |
| Interior Finish-Out Square Footage | 5,102 | | | 5,102 |
| Construction Valuation | \$442,696 | | | \$442,696 |

| | | | | |
|-----------------|------------------------------|-------------------------------|--------------------------------------|-----------------------------------|
| 2016 Summary | | New Building Sq Ft | Interior Finish Out Sq Ft | Construction Valuation |
| | Q1 (Jan - Mar 2016) | 87,176 | 310,710 | \$11,868,506 |
| | Q2 (Apr - June 2016) | 437,104 | 177,921 | \$44,812,239 |
| | Q3 (July - Sept 2016) | 101,562 | 12,224 | \$16,086,185 |
| | Q4 (Oct - Dec 2016) | | | |
| | Grand Total (2015) | 625,842 | 500,855 | \$72,766,930 |

July
2016

Commercial Construction at a Glance

Commercial Construction in McKinney (as of July 31, 2016)

Development Monthly Summary

The projects below reflect non-residential building permits that have been approved by the City of McKinney. Existing businesses may be listed for additions and/or alterations.

| Office | Name | Permit Type | Address | New Building Sq. Ft. | Finish Out Sq. Ft. | Valuation | Date Permit Issued |
|--------|------|-------------|---------|----------------------|--------------------|-----------|--------------------|
| | n/a | | | | | | |
| TOTAL: | | | | 0 | 0 | \$0 | |

| Retail/Service | Name | Permit Type | Address | New Building Sq. Ft. | Finish Out Sq. Ft. | Valuation | Date Permit Issued |
|----------------|---|--------------|-------------------------------|----------------------|--------------------|-------------|--------------------|
| | Sewell Audi of McKinney (Bldg. 2) | Construction | 6700 SH 121 | 6,567 | | \$1,600,000 | 7/26/2016 |
| | Carwash Zone | Construction | 6501 Eldorado Pkwy. | 4,940 | | \$850,000 | 7/20/2016 |
| | Bob Toms Ford | Addition | 950 S. Central Expy. | 62,238 | | \$7,000,000 | 7/12/2016 |
| | Target | Alteration | 8900 SH 121 | | 4,036 | \$168,757 | 7/6/2016 |
| | Cameron Crossing Retail Center (façade remodel) | Alteration | 1751 N. Central Expy. | | 0 | \$125,000 | 7/5/2016 |
| | Lavish Nail Spa | Finish Out | 316 N. Central Expy. | | 1,950 | \$48,000 | 7/22/2016 |
| | Chuck's Automotive | Finish Out | 409 McKinney Pkwy. (Ste. 409) | | 1,136 | \$46,155 | 7/25/2016 |
| TOTAL: | | | | 73,745 | 7,122 | \$9,837,912 | |

| Restaurant | Name | Permit Type | Address | New Building Sq. Ft. | Finish Out Sq. Ft. | Valuation | Date Permit Issued |
|------------|-----------|--------------|---------------------|----------------------|--------------------|-----------|--------------------|
| | Taco Bell | Construction | 6101 Eldorado Pkwy. | 2,556 | | \$375,000 | 7/5/2016 |
| TOTAL: | | | | 2,556 | 0 | \$375,000 | |

July
2016

Commercial Construction at a Glance

Commercial Construction in McKinney (as of July 31, 2016)

Development Monthly Summary (cont.)

| Recreation | Name | Permit Type | Address | New Building Sq. Ft. | Finish Out Sq. Ft. | Valuation | Date Permit Issued |
|------------------------|---|--------------|--------------------------------|----------------------|--------------------|--------------|--------------------|
| | Willow Wood Amenity Center | Construction | 771 Willow Wood Blvd. | 1,261 | | \$42,577 | 7/26/2016 |
| | Michael Johnson Performance Center (façade remodel) | Alteration | 6051 Alma Rd. | | 0 | \$388,000 | 7/5/2016 |
| TOTAL: | | | | 0 | 0 | \$430,577 | |
| Industrial | Name | Permit Type | Address | New Building Sq. Ft. | Finish Out Sq. Ft. | Valuation | Date Permit Issued |
| | Blount Fine Foods | Addition | 2200 Redbud Blvd. | 24,000 | | \$5,000,000 | 7/15/2016 |
| | TOTAL: | | | 24,000 | 0 | \$5,000,000 | |
| Institutional | Name | Permit Type | Address | New Building Sq. Ft. | Finish Out Sq. Ft. | Valuation | Date Permit Issued |
| | n/a | | | | | | |
| | TOTAL: | | | 0 | 0 | \$0 | |
| Medical | Name | Permit Type | Address | New Building Sq. Ft. | Finish Out Sq. Ft. | Valuation | Date Permit Issued |
| | McKinney Medical Village Lease Space | Finish Out | 7300 Eldorado Pkwy. (Ste. 255) | | 1,650 | \$160,272 | 7/18/2016 |
| | Surgical Specialists of North Texas | Finish Out | 7300 Eldorado Pkwy. (Ste. 260) | | 1,415 | \$137,424 | 7/18/2016 |
| | McKinney Neuro Psychology | Finish Out | 7300 Eldorado Pkwy. (Ste. 265) | | 1,295 | \$93,000 | 7/18/2016 |
| | Craig Ranch IVF Lab | Alteration | 8080 SH 121 (Ste. 100) | | 300 | \$42,000 | 7/21/2016 |
| | Dermatology and Skin Cancer Surgery Center | Alteration | 1790 Stonebridge Dr. | | 442 | \$10,000 | 7/1/2016 |
| TOTAL: | | | | 0 | 5,102 | \$442,696 | |
| TOTAL NON-RESIDENTIAL: | | | | 100,301 | 12,224 | \$16,086,185 | |

July
2016

Vertical Mixed-Use at a Glance

Vertical Mixed-Use Projects in McKinney (as of July 31, 2016)

Vertical Mixed-Use Quarterly Summary (Quarter 3: July —September)

| Development Type | July 2016 | August 2016 | September 2016 | Qtr 3 Totals (as of July 31) |
|------------------------------------|-----------|-------------|----------------|---------------------------------|
| Office | | | | |
| New Building Square Footage | 388 | | | 388 |
| Interior Finish-Out Square Footage | 0 | | | 0 |
| Construction Valuation | \$290,000 | | | \$290,000 |
| Retail/Service | | | | |
| New Building Square Footage | 0 | | | 0 |
| Interior Finish-Out Square Footage | 0 | | | 0 |
| Construction Valuation | \$0 | | | \$0 |
| Residential | | | | |
| New Building Square Footage | 1,413 | | | 1,413 |
| Interior Finish-Out Square Footage | 0 | | | 0 |
| Construction Valuation | \$290,000 | | | \$290,000 |
| Other | | | | |
| New Building Square Footage | 1,856 | | | 1,856 |
| Interior Finish-Out Square Footage | 0 | | | 0 |
| Construction Valuation | \$290,000 | | | \$290,000 |

2016 Summary

| | New Building Sq Ft | Interior Finish Out Sq Ft | Construction Valuation |
|------------------------------|-----------------------|---------------------------------|---------------------------|
| Q1 (Jan - Mar 2016) | 0 | 0 | \$0 |
| Q2 (Apr - June 2016) | 0 | 0 | \$0 |
| Q3 (July - Sept 2016) | 3,657 | 0 | \$290,000 |
| Q4 (Oct - Dec 2016) | 0 | 0 | \$0 |
| Grand Total (2016) | 3,657 | 0 | \$290,000 |

July
2016

Vertical Mixed-Use at a Glance

Vertical Mixed-Use Projects in McKinney (as of July 31, 2016)

New Vertical Mixed-Use

| Office | New Business Name | Permit Type | Address | New Building Sq. Ft. | Finish Out Sq. Ft. | Valuation | Date Permit Issued |
|--------|---------------------------------------|--------------|--------------------|----------------------|--------------------|-----------|--------------------|
| | Village Center at Adriatica (Bldg. E) | Construction | 290 Adriatic Pkwy. | 388 | | \$290,000 | 7/1/2016 |
| TOTAL: | | | | 388 | 0 | \$290,000 | |

| Retail/Service | New Business Name | Permit Type | Address | New Building Sq. Ft. | Finish Out Sq. Ft. | Valuation | Date Permit Issued |
|----------------|-------------------|-------------|---------|----------------------|--------------------|-----------|--------------------|
| | n/a | | | | | | |
| TOTAL: | | | | 0 | 0 | \$0 | |

| Residential | New Business Name | Permit Type | Address | New Building Sq. Ft. | Finish Out Sq. Ft. | Valuation | Date Permit Issued |
|-------------|---------------------------------------|--------------|--------------------|----------------------|--------------------|-----------|--------------------|
| | Village Center at Adriatica (Bldg. E) | Construction | 290 Adriatic Pkwy. | 1,413 | | \$290,000 | 7/1/2016 |
| TOTAL: | | | | 1,413 | 0 | \$290,000 | |

| Other* | New Business Name | Permit Type | Address | New Building Sq. Ft. | Finish Out Sq. Ft. | Valuation | Date Permit Issued |
|--------|---------------------------------------|--------------|--------------------|----------------------|--------------------|-----------|--------------------|
| | Village Center at Adriatica (Bldg. E) | Construction | 290 Adriatic Pkwy. | 1,856 | | \$290,000 | 7/1/2016 |
| TOTAL: | | | | 1,856 | 0 | \$290,000 | |

* includes parking, breezeways, porches, etc.

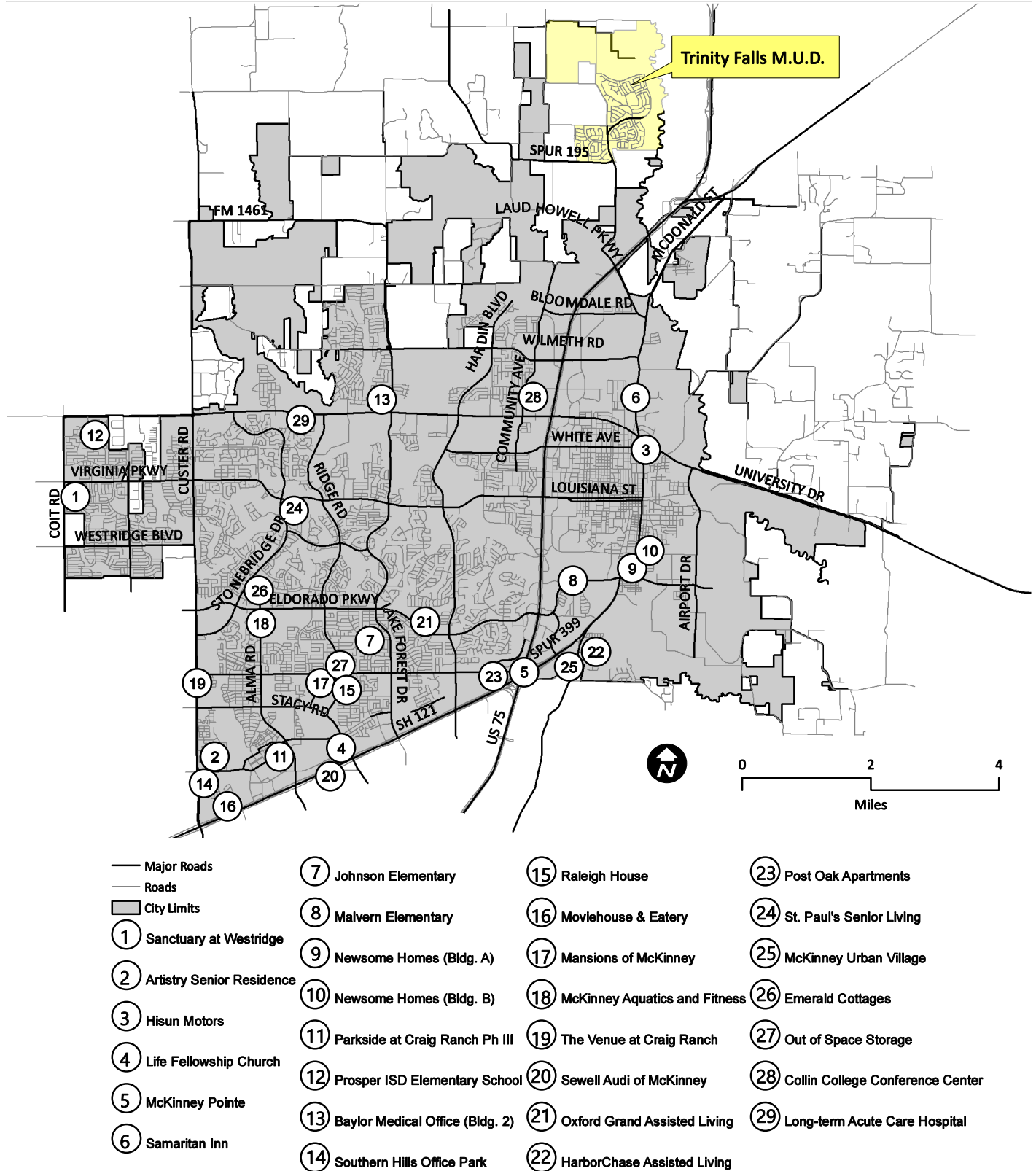
| | | | | | | | |
|--------------------------|--|--|--|-------|---|-----------|--|
| TOTAL VERTICAL MIXED-USE | | | | 3,657 | 0 | \$290,000 | |
|--------------------------|--|--|--|-------|---|-----------|--|

Note: Existing businesses may be listed for additions and/or alteration permits. Construction valuation for vertical mixed-use developments does not include a breakdown by use type.

July
2016

Major Projects at a Glance

Major Projects Map



July
2016

Major Projects at a Glance

Major Projects Descriptions

Project numbers correspond to map legend on page 11.



Sanctuary at Westridge
401 Coit Rd.
Valuation: \$32 million
Permit Issuance: June 2016



Artistry Senior Residence at Craig Ranch
8950 Collin McKinney Pkwy.
Valuation: \$20 million
Permit Issuance: June 2016



Hisun Motors
1020 N. McDonald St.
Valuation: \$3 million
Permit Issuance: April 2016



Life Fellowship Church
6400 Henneman Way
Valuation: \$4.7 million
Permit Issuance: February 2016



McKinney Pointe
2401 McKinney Ranch Pkwy.
Valuation: \$22 million
Permit Issuance: January 2016



Samaritan Inn
1514 McDonald St.
Valuation: \$5.5 million
Permit Issuance: January 2016



Johnson Elementary (MISD)
3400 Ash Ln.
Valuation: \$3.2 million
Permit Issuance: January 2016



Malvern Elementary (MISD)
1100 Eldorado Pkwy.
Valuation: \$2.6 million
Permit Issuance: January 2016



Newsome Homes (Bldg. A)
1450 Amcott St.
Valuation: \$9.4 million
Permit Issuance: December 2015



Newsome Homes (Bldg. B)
203 McMakin St.
Valuation: \$6.2 million
Permit Issuance: December 2015



Parkside at Craig Ranch Phase III
6130 Alma Rd.
Valuation: \$48.4 million
Permit Issuance: November 2015



Prosper ISD Elementary School
1551 Prestwick Hollow Dr.
Valuation: \$20 million
Permit Issuance: November 2015



Baylor Scott & White Medical Office (Bldg 2)
2550 W. University Dr.
Valuation: \$8.9 million
Permit Issuance: November 2015



Southern Hills Office Park
8951 Collin McKinney Pkwy.
Valuation: \$1.7 million
Permit Issuance: November 2015



Raleigh House
4450 S. Ridge Rd.
Valuation: \$31.5 million
Permit Issuance: October 2015



Moviehouse & Eatery
8450 SH 121
Valuation: \$5.5 million
Permit Issuance: October 2015

July
2016

Major Projects at a Glance

Major Projects Descriptions

Project numbers correspond to map legend on page 11.



Mansions of McKinney
6600 McKinney Ranch Pkwy.
Valuation: \$37 million
Permit Issuance: August 2015



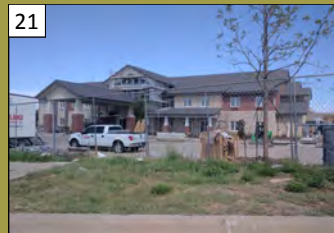
McKinney Aquatics and Fitness
3003 Alma Rd.
Valuation: \$30.2 million
Permit Issuance: August 2015



The Venue at Craig Ranch
4651 S. Custer Rd.
Valuation: \$21 million
Permit Issuance: August 2015



Sewell Audi of McKinney
6650 SH 121
Valuation: \$12.4 million
Permit Issuance: August 2015



Oxford Grand Assisted Living
2851 Orchid Dr.
Valuation: \$9.3 million
Permit Issuance: July 2015



HarborChase Assisted Living
265 Plateau Dr.
Valuation: \$6.6 million
Permit Issuance: June 2015



Post Oak Apartments
2601 McKinney Ranch Pkwy.
Valuation: \$16.1 million
Permit Issuance: May 2015



St. Paul's Square Senior Living
375 Adriatic Pkwy.
Valuation: \$15.1 million
Permit Issuance: May 2015



McKinney Urban Village
201 McKinney Village Pkwy.
Valuation: \$21 million
Permit Issuance: January 2015



Emerald Cottages
2551 Alma Rd.
Valuation: \$3.6 million
Permit Issuance: November 2014



Out of Space Storage
3920 S. Ridge Rd.
Valuation: \$3 million
Permit Issuance: October 2014



Collin College Conference Center
2300 Community Ave.
Valuation: \$4.6 million
Permit Issuance: August 2014



Long-term Acute Care Hospital
6601 W. University Dr.
Valuation: \$10 million
Permit Issuance: July 2014

For any questions or suggestions about this publication, please contact Steven Doss, Planning Department at (972) 547-7403 or at sdoss@mckinneytexas.org. This publication can be made available upon request in alternative formats, such as Braille, large print, audiotape or computer disk. Requests can be made by calling 972-547-2694 (Voice) or email at contact-adacompliance@mckinneytexas.org. Please allow at least 48 hours for your request to be processed.

What Happened at WERX in July 2016?

July 23rd : Full Day Workshop Presentation: "The Art of Making the Pitch" by Gary De Rodriguez

*****July was our slow month, as staff and board vacations take place.**

During July WERX continued promoting the Young Entrepreneurs Summer Program heavily, through community partners, social media channels, and Facebook advertisements. We reduced the price of tuition by 55% to just \$200 for the two week camp in an attempt to reduce any financial barriers to entry. We also reached out to the Samaritan Inn and offered the program free to students who might be interested. Despite our best efforts enrollment just didn't occur, so sadly in the first week of Aug., it was decided to officially cancel program for this summer. This was a huge disappointment to us and we are evaluating other possible programs we can launch to engage young people throughout the year.

Cindy spoke with Natelie Greenwell of Collin College about their summer program that was notably different. They had a total of 15 students enroll in their program.

I have been following the Satus Project(HS Accelerator) which was supposed to run out of the Treehouse and DEC, but have seen no recent news or activity, which leads us to believe they were unsuccessful in enrollment as well this summer(though I can't confirm it at this time)

Possible reasons for lack of enrollment: With the job market booming again and young people age 16-19yrs working summer jobs, possibly a lack of interest in entrepreneurship is occurring as opposed to 'sure income'? Perhaps a better age range to target would be 12-15yr olds?

Date for 2nd Annual Hot Tech Chili Cook-Off Fundraising Event was set with TUPPS and the Love Life Foundation for Oct 15th 2016.

Werx began investigating alternative ISP solutions to create a more stable and secure internet environment. Meetings with Telepacific and Logix Communications have been conducted and solutions and pricing are currently being evaluated.

Aug. Events include:

Aug 3rd : How New Americans Spark Innovation & Growth in North Texas Forum : Panel Discussion

The McKinney WERX Grant Pipeline Report: 08/10/2016

| Grant Agency | Amount Requested | Amount Received | Project(s) | Status |
|--|------------------|-----------------|---|--|
| McKinney Community Development Corporation – | \$11,000 | \$9,000 | Promotion for Innovate McKinney, InnovateHER, Innovation Speaker Series and Chili Cook-Off | Received |
| Wal-Mart Foundation – SAM's Club | \$2,500 | \$2,000 | Food and coordination costs for Lunch and Learns, Tech Roundtables and other educational offerings. | Received |
| McKinney Alliance | \$8,300 | | Innovation Lab | Re scoped as part of Federal RIS Grants |
| Wal-Mart Foundation - Redbud Wal-Mart | \$2,500 | \$0 | Innovation Lab | Denied |
| Wal-Mart Foundation – Neighborhood Wal-Mart | \$2,500 | \$0 | Young Entrepreneur Camp classroom materials and backpacks. | Denied |
| Bank of America Sponsorship for Family Feud | \$3,000 | \$0 | Top Sponsorship for Family Feud | Denied |
| Bank of America Sponsorship for Innovate McKinney | \$5,000 | \$0 | Top Sponsorship for Innovate McKinney | Denied |
| Bank of America Foundation Workforce Development Grant | \$50,000 | \$0 | Innovation Lab, Educational Activities, Growth of Programming | Denied |
| Regions Bank | \$10,000 | \$0 | SEO Optimization and Website Redesign | Denied |
| IMA Foundation | TBD | | TBD – submitted first step in the process – a paragraph about The WERX on 3/26/16 | Asked to submit application in October |
| Cathay Bank | \$8,000 | | Entrepreneurship Camp Scholarships for 2017. Submitted 4/30 | In Review- August |
| Sorenson Impact Fund | \$20,000? | | Growth of Programming | Made first cut. Application in Work – Due by 7/31/2016 |
| Small Business Innovation Accelerator Fund Grant | \$50,000 | | Seed Fund Accelerator in cooperation with Collin College | Denied |

The McKinney WERX Grant Pipeline Report: 08/10/2016

| | | | | |
|---|-------------------------|--|--|--|
| Department of Commerce RIS 16 Grant | \$400,000- \$500,000 | | In collaboration with Collin College, build four innovation/makerspaces focused on key technology clusters | \$375,895 matching funding lined up from MEDC, Collin College and Cotton Mill. Total project submitted \$751,790. Turned in 6/24/16. Award notification 120 days after that. |
| Department of Commerce RIS Seed Fund Grant | \$200,000- \$25,000 | | In collaboration with Collin College, build infrastructure to implement seed fund accelerator at The WERX. | Submitted with letter of support from Collin College, but not matching funding. \$113,228 in matching funding lined up from MEDC, Cotton Mill. Total project \$226,728. Turned in 6/24/16. Award notification 120 days after that. |

The McKinney WERX Grant Pipeline Report: 08/10/2016

Grant Prospects

| Grant Agency | Interest Area | Date Accepted | Project Ideas |
|--|---|---------------------|--|
| Aegon TransAmerica Foundation | Community Development, Workforce and Business Development | Throughout the Year | Productize (through video?) mentor programs and offer through You Tube, Teacher Tube |
| Cathay Bank | Entrepreneurship Education for Underserved Youth | Throughout the Year | Requested \$8,000 for Scholarships to 2017 Entrepreneur Camps |
| Constellation Energy Community Giving Program | Stimulating business growth | Throughout the Year | Expanding The WERX space in 2017 |
| Federal Home Loan Bank of Dallas Partnership Grant Program | Funding for operations for non-profits involved in small business technical assistance. Organization must match funds 1:3. | June, 2016 | Cover operational costs of existing WERX facilities, programming and staff. |
| JP Morgan | Funding non-profits that connect small businesses to crucial resources to help them grow. | 2Q 2016 | Cover operational costs of existing WERX facilities, programming and staff. |
| Freeport-McMoRan Copper and Gold Foundation | Economic and Community Development | August 30, 2016 | Expanding The WERX programming |
| BBVA Compass Foundation | Providing financial literacy to children and adults and supporting entrepreneurship in underserved communities | September 30, 2016 | 2017 Entrepreneur Camps |
| Sorenson Impact Fund | Innovative education and training programs that maximize human potential and train new generations of business and social impact leaders. | April 30, 2016 | Letter Submitted |
| Junior League of Collin County | All types of non-profits in Collin County | February, 2017 | TBD |

The McKinney WERX Grant Pipeline Report: 08/10/2016

| Grant Agency | Interest Area | Date Accepted | Project Idea |
|-----------------------------------|--|---------------|--|
| Department of Commerce I6 Funding | \$13 million total for 2016, \$500,000 limit per grant. Designed to increase entrepreneurship that results in new jobs and businesses, driven by innovations, ideas, intellectual property and applied research through the process of technology commercialization. May be used for personnel, program development, facilities personnel and equipment but not construction costs. Funding will be provided to invest in the development, creation, or expansion of proof-of-concept and commercialization programs that accelerate innovation-led economic development in pursuit of a vibrant innovative economy and economic growth. Projects should aim for impact in the following areas: cultures of innovation, growing the number of entrepreneurs, connecting the community of economic development and commercialization, and projects that convert ideas, research or prototypes into viable products or services. | June 28, 2016 | World Class Maker Space for Innovation and Training in partnership with Collin College and local corporations. |
| | | | |
| | | | |

The McKinney WERX Grant Pipeline Report: 08/10/2016

| Grant Agency | Interest Area | Date Accepted | Project Idea |
|--|--|---------------|---|
| Department of Commerce Seed Fund Grant | \$2 million total, \$250,000 limit per grant. The SFS Grants will provide funding for technical assistance, feasibility studies or marketing related to the operation of new or existing equity based seed funds. The grant requests should focus on Equity-based investments in new businesses (generally less than three years old and less than a million in annual revenue) that are commercializing or using innovative technologies or other intellectual property in the development of delivery of their products or services. Seed funds should include sustainability plans based on taking equity stakes in the businesses in which the program invests. Seed funds must build and maintain ties into the community. EDA Funds cannot capitalize a seed fund (i.e. EDA funds or matching funds cannot be used to invest in startups or any other companies. | June 28, 2016 | Create a methodology for vetting investments in startups (similar to Tech Wildcatters' Gauntlet). Design accelerator program and document rules and responsibilities. Partner with Collin College and corporations. |
| Texas Workforce Grants | Grants for training for small businesses | | |
| | | | |

Key: Submitted

Plans

- Research State and Federal Grants - Ongoing
- Participate in May 3-4 \$99 Grantstation Promotion to update list of possible Granting Agencies – Complete. Purchased one year of Granstation.
- Submit grants due April – June and open grants - Ongoing
- Planning session for new development plan 2017-2020 to help define funding area for grants.

Dallas Entrepreneur Center Reports Economic Impact of at Least \$130M on DFW

The data comes from an independent study that surveyed current and former members.

BY [DANIELLE ABRIL](#) PUBLISHED IN [BUSINESS & ECONOMY](#) AUGUST 3, 2016 9:00 PM



The DEC's Innovation Hub is on the third floor at 311 N. Market St., one floor above the DEC.

The Dallas Entrepreneur Center had an economic impact of at least \$130 million on Dallas-Fort Worth in 2015 as its member companies continue to create jobs, raise capital, and generate revenue.

CEO Trey Bowles released the news Wednesday night at the DEC's Re-Launch party, when the center officially launched its Innovation Hub, a dedicated space for maturing startups and advocates who need their own small offices. The data, based off an independent study conducted by Dallas-based Axianomics LLC. The DEC also released its own data that shows its companies have created 960 jobs, raised more than \$155 million in funding, and generated an average total of more than \$87.7 million in revenue.

The study was based on a survey completed by 66 of 270 companies that have been or are currently members of the DEC since its inception in 2013. Axianomics is led by Daniel Oney, former business ecosystem manager for the city of Dallas. The \$130 million economic impact value was determined using a five-step methodology that takes into account factors including revenue and employees.

“What it shows is that organizations like the DEC concept are working,” Bowles said, adding that early-stage startups are often pushed aside as companies with no real value. “They’re actually providing formidable economic outputs.”

The survey showed that some companies that have been based at the DEC are still growing. Surveyed companies expect to hire 232 full-time employees and 235 part-time employees in the near future.

The DEC’s membership has been comprised mostly of technology companies, followed by healthcare and software-as-a-service firms. The average salary of a full-time employee of those surveyed was \$60,000. Part-time employees, on average, made \$40,000. Most companies surveyed reported annual revenue under \$50,000, with the second largest group generating between \$250,000 and \$500,000. A few have cracked the \$10 million milestone.

Meanwhile, about 47,717 people have visited the DEC for one of its events. The DEC, a co-working space with programming and entrepreneur resources, regularly hosts 1 Million Cups and Startup Grind, as well as special events and programming.

The results were surprising to Bowles, who said he has been keeping a mental tally of what he expected the DEC’s impact to be. The numbers were more than four times higher than Bowles’ predictions. And this is only a slice of the bigger pie that is the DFW startup community, which includes multiple accelerators and incubators, venture capital funds, and co-working spaces.

“This should be indicative of what’s going on across the region,” he said. “It’s going to continue to add proof for the municipal [economic] development groups, that the prioritization of the early-stage entrepreneur is important because the ROI is there.”

Along with providing its economic impact numbers, the center revealed its Innovation Hub, a 10,500-square-foot space comprising individual offices and collaboration spaces one floor above the DEC. The hub, which already is home to the Dallas Innovation Alliance, Zipcar, Glass Media, Mend, Trailblazer Capital, Pivotal Labs, and Digital Intent, is aiming to provide a collaboration space for growing startups and advocates that are generating revenue and doing deals. Companies have been moving into the space since late last year. The hub only has two vacant offices left.

The DEC operates five locations offering co-working space plus resources for early-stage companies. In addition to the Innovation Hub and the DEC, the center also operates the Addison TreeHouse, the San Antonio Entrepreneur Center, and Stoke, [which opened Monday in Denton](#).

Could a new economic impact report spur funding to the DEC?

Aug 10, 2016, 6:53am CDT

INDUSTRIES & TAGS

Shawn Shinneman Staff Writer *Dallas Business Journal*

The Dallas Entrepreneur Center has a first concrete measure of its economic impact, a figure the center hopes will drive public funding.

Companies that have gone through the DEC are contributing \$130 million a year to the economic output of the Dallas-Fort Worth-Arlington Metropolitan area (DFW MSA), the center announced last week.

Less than two years after it opened, the center surveyed existing tenants and graduates to measure revenue and employment growth. The responses – which came from 66 firms – were updated in 2016. A third party analyzed the data to determine The DEC's impact.

Founded three years ago, The DEC provides entrepreneurial support and mentoring under a model it now calls “co-working plus” to represent the extra opportunities and support available to companies who set up shop under its roof.

The City of Dallas agreed to provide a 1-to-1 match on any funds the center raised up to \$100,000 in year one and a 2-to-1 match on year-two funding. In all, the city has provided \$200,000, Bowles said. He's hoping the new report could spur further support.

“We as a city, we have to invest in innovation because it's the future of Dallas,” he said.

In the report, Axianomics, the third-party analysis company, said it was unable to quantify how much of the impact the DEC was responsible for based on the data provided, but it noted that it “is possible” that the center was a significant contributor.

“The bottom-line interpretation is that companies representing a sizeable amount of economic activity chose to spend at least part of their critical startup period in the DEC and to participate in its programming,” the report reads.

The DEC unveiled the new report last week at a relaunch party featuring renovations and a new innovation hub.

The center concurrently released its own findings from the surveys. According to its numbers, the 66 respondents have created 960 jobs and raised \$115 million.

Shawn Shinneman covers technology for the Dallas Business Journal.

Denton's New Entrepreneur Center Serving as a Catalyst for Innovation District, Revitalization

Stoke is a public-private partnership between the city and the Dallas Entrepreneur Center.

BY **DANIELLE ABRIL** PUBLISHED IN **BUSINESS & ECONOMY** JULY 29, 2016 1:15 PM

Stoke will open in Denton at The Railyard on Aug. 1.

The Dallas Entrepreneur Center is helping the city of Denton get one step closer to the development of its innovation district. With the addition of its first fully dedicated co-working space, Denton expects to see growth in the developing tech community and a spike in the revitalization of an area in downtown Denton.

Stoke, a 9,216-square-foot co-working space and entrepreneur center, is slated to open Aug. 1 at 608 E. Hickory St. and already is 96 percent full. The center marks the DEC's fifth location, joining the Addison Treehouse, the San Antonio Entrepreneur Center, and Dallas' DEC and its new Innovation Hub, which will launch Aug. 3 at 311 N. Market St.

While the new location, Denton's first public-private partnership, helps continue building on the DEC's growth strategy, it also is aiding a tech community that has been gaining momentum in the last couple of years.

"Denton has a thriving community," said Trey Bowles, recognizing grassroots efforts as well as those launched by the city. "They've done a lot of amazing stuff from the ground up."

"There's a significant number of entrepreneurs or tech-based workers that live in Denton that have been officing out of coffee shops for the last few years," said Aimee Bissett, Denton's economic development director, who worked on this project for almost four years. "Over time, it became more obvious that there really needed to be a good funding vehicle and the city would participate in that."

The DEC will be charged with providing the programming and management for Stoke, while the city will be responsible for leasing the space. The city has budgeted \$225,000 per year to cover this cost.

The Denton City Council in 2014 approved \$220,000 worth of funding to aid the Denton's Economic Development Partnership in its goal of developing the innovation district, which is expected to help make the city a tech destination. Since then, the partnership has continued to look at ways it can aid the community with some of its funds. Stoke was financed partially by the partnership and partially via a tax increment financing agreement. The DEC expects to use membership fees to pay for Stoke's operating budget, amenities, and programming.

The new center is expected to provide a hungry entrepreneurial community with spaces to host tech events, hackathons, conferences, and other programs. Stoke also has partnerships with

TechMill, a nonprofit supporting entrepreneurs in Denton; and Texas Women's University and the University of North Texas, both of which have entrepreneurial programs in place.

"It's been a long time coming for sure," said Kyle Taylor, president of TechMill. "Some of the things we had been working on we had to put on hiatus. So now that we have a space, we can start pursuing some of these things."

Stoke will not only serve as the catalyst for growth within the tech and entrepreneurial communities, but also as part of a larger revitalization plan for an economically depressed area near Denton's downtown transit center, three blocks from the downtown square.

Stoke will open in a warehouse that has been vacant for years, Bissett said. So the center served as a solution that addressed two issues: the need for a co-working space/tech hub, and a project to kick off plans for a transit-oriented, mixed-use redevelopment program.

The city hired the Martino Group to develop The Railyard, which includes the warehouse and 110 apartment units on the same parcel of land, located near the Denton County Transportation Authority's downtown train station. About 90 units have already been leased. As a result of the development, the Denton Community Market is relocating to be closer to the space.

The city wasn't always planning to play a major role in the development of an entrepreneur/tech hub. It initially wanted to see what the grassroots movement would be able to accomplish on its own. But Bissett said the city quickly realized it needed to step in after community entrepreneurs and innovators were unable to tackle such a large feat.

"You've got startups and new companies trying to fund their stuff, making it impossible for them to fund a space," she said. "The city essentially is subsidizing space so that the membership can focus on launching their businesses."

In the end, everyone wins, Bissett believes. The entrepreneurs and innovators get space to grow their businesses and community, and the city grows its economic base as startups get the resources they need to fully develop within Denton.

Stoke follows the same model as the Addison TreeHouse, a partnership between the DEC and the town of Addison. The Innovation Hub is fully owned and run by the DEC, and the San Antonio Entrepreneur Center follows a licensing model.

The DEC currently has about five more deals in the works, mostly in North Texas.

"These deals take a long time to get done," Bowles said. "It can take anywhere from 6 months to a year to get an agreement, then a year or a year and a half to get something launched."

16-806



TITLE: Executive Vice President's Report

SUPPORTING MATERIALS:

[Executive Vice President Report](#)



Economic Development Highlights Executive Vice President Liu August 2016

Economic Development

- Staff organized and attended a lunch meeting with Project 3S in downtown McKinney restaurant on July 29. City Manager Grimes, President Auterson and Staff had a productive meeting with Project 3S executives.
- Staff organized a site tour to visit Trinity Groves, a restaurant and retail development in west Dallas on August 3. The development is owned and managed by Stuart Fitts, Larry McGregor, and Phil Romano. Trinity Groves has a Restaurant Concept Incubator program, wherein chefs open new restaurant concepts and see if they are successful enough to expand nationwide. There are plans to expand the development by building apartments and additional retail space, to create a new urban neighborhood close to downtown Dallas. City Manager Grimes, Deputy City Manager Madrigal, Assistant City Manager Shelton, Development Service Executive Director Quint, President Auterson, Director Valencia and Staff joined the tour.
- President Auterson and Staff attended Collin County Court Meeting to present two McKinney projects on August 8.

Marketing & Networking

- Staff attended Japan-America Society of Dallas/Fort Worth Event on July 19.
- Staff attended Vataza, a MEDC project, Grand Opening at Adriatica on July 27.
- Staff attended McKinney Chamber Quarterly Luncheon at Eldorado Country Club on July 28.

Event Reminder

- Event: BISNOW Event-“The 121 Corridor Expansion”
Date: 7:30 am-10:30 am, Thursday, August 25, 2016

Location: Sheraton Hotel
Speaker: Mayor Brian Loughmiller (Opening Remarks at 8:25 am)
Sponsorship: MEDC-Raw Space and Name Tag Sponsors

- Event: Welcome MEDC President Darrell Auterson
Date: 5:30 pm – 7:00 pm, Thursday, August 17, 2016
Location: Sheraton Hotel
Speakers: Mayor Brian Loughmiller (Opening Remarks at 6 pm)
Chairman Lance Lindsay
MEDC President Darrell Auterson

New/Expansion Projects Updates

- Project Spark – Will be discussed in Executive Session.
- Project 3S – Will be discussed in Executive Session.

16-807



TITLE: President's Report

SUPPORTING MATERIALS:

[President's Report](#)



Economic Development Highlights

President Auterson

August 2016

Prospect Activities:

- **Assisting Abby/Chad with Project Red River negotiations; participated with Abby in presenting tax abatement request to Collin County Commissioners (request denied)**
- **Participated in preliminary discussions regarding Project Spark**
- **Participated in luncheon discussion with Project 3S executives, Abby Liu and City Manager, Paul Grimes**
- **Prospect discussion upcoming regarding Gateway**

Business Retention/Expansion Program (BREP) Activities:

- **Toured Raytheon and Encore Wire facilities**
- **Participated in ribbon-cutting for Vazata Corporate Headquarter Grand Opening**
- **Upcoming tours at StatLab, Emerson and WERX**

Entrepreneurial Activities:

- **Networked with entrepreneurs at McKinney Chamber quarterly luncheon**
- **Met with new owner of the Flour Mill**
- **Met with representative of Kick Starter CRM**
- **Tour upcoming at the WERX**

Marketing/Promotion/Connections Activities:

- **Attended Chamber quarterly luncheon**
- **Continued meetings with board/council members, community leaders, City Manager, McKinney Alliance, real estate brokers, developers, etc.**
- **Met with Jim Gandy and staff at Frisco Economic Development Corporation to discuss regional collaboration**

Research Activities:

- **Requested incentive compliance best practices from colleagues at Frisco EDC**

- Discussed some historical Gateway issues with City Manager; more discussion and research to come
- Met with Craig Ranch development team to discuss future development opportunities
- Procuring license to use salesforce software
- Evaluating staffing allocation models (function vs. book of business)
- Developing weekly President's Update to e-mail to board, City Manager and City Council
- Solicited proposal from TadZo Consulting to perform targeted industry analysis, workforce data analysis, lead generation and strategic planning

16-808



TITLE: Consider/Discuss/Act on July Financials

SUPPORTING MATERIALS:

[July Transmittal Letter](#)

[July Financials](#)

[July Checks Issued](#)

July Monthly Financial Report

August 16, 2016

Each month, city staff provides a financial report to the McKinney Economic Development Corporation's board to apprise them of the financial status of the corporation. In an effort to continue providing meaningful financial updates, this transmittal letter includes links to the interactive online financial tool for the month of July. The following is a brief analysis of each section of the corporation's financials.

July Analysis

MEDC Revenue-

Revenue of the McKinney Economic Development Corporation is above budget YTD by 9.82%. Sales tax figures came in 6.54% above last year's collection through July. Below is a link to the current year-to-date revenue of the MEDC:

[MEDC Revenues – YTD through July](#)

MEDC Expenditures-

Expenditures of the McKinney Economic Development Corporation are significantly under budget due to savings in rebate expenditures paid out for various incentives. However, during the month of July MEDC paid \$16,000 to Popular Ink for a 1-year advance to a loan agreement, and \$10,000 in a grant to The Werx. Below is a link to the current year-to-date expenses of the MEDC:

[MEDC Expenditures – YTD through July](#)

Sales Tax Analysis-

Below are three links that show some unique analysis for the sales tax of the McKinney Economic Development Corporation and the City of McKinney at large. The first two links relate directly to the sales tax performance, and the third is a picture of the city's collection by industry:

[FY2016 Monthly Sales Tax Comparison](#)

[MEDC – Historic Monthly Sales Tax Comparison](#)

[City of McKinney – Sales Tax by Industry](#)

Project Details-

Project details for the McKinney Economic Development Corporation are provided as an attachment.

Checks Issued-

Below is a link to the checks that were issued by the McKinney Economic Development Corporation during the month of July:

[MEDC July Checks Issued](#)

Conclusion-

The information included in the interactive monthly financial report is intended to provide a status update on the operations of the McKinney Economic Development Corporation. Staff is available to answer any additional questions you may have.

Sincerely,

Mark Holloway

Acting Chief Financial Officer

City of McKinney

McKinney Economic Development Corporation

Summary Operating Statement

July 2016 (83% of FY Complete)

| Revenues | FY16 Adopted Budget | Monthly Actual | YTD Actual | Remaining Budget | Budget Received | Monthly Comparison | | YTD Comparison | |
|--|-----------------------|-------------------|---------------------|---------------------|-----------------|---------------------|-------------------|-----------------------|---------------------|
| | | | | | | Monthly Budget | Monthly Variance | YTD Budget | YTD Variance |
| Sales Tax | \$ 10,250,000 | \$ 910,886 | \$ 9,321,708 | \$ 928,292 | 90.9% | \$ 854,167 | \$ 56,719 | \$ 8,541,667 | \$ 780,041 |
| Interest Income | 23,000 | 12,268 | 79,494 | (56,494) | 345.6% | 1,917 | 10,351 | 19,167 | 60,327 |
| Total Revenues | \$ 10,273,000 | \$ 923,153 | \$ 9,401,202 | \$ 871,798 | 91.5% | \$ 856,083 | \$ 67,070 | \$ 8,560,833 | \$ 840,369 |
| Expenditures | FY16 Adopted Budget | Monthly Actual | YTD Actual | Remaining Budget | Budget Spent | Monthly Budget | Monthly Variance | YTD Budget | YTD Variance |
| | | | | | | | | | |
| MEDC Operations | | | | | | | | | |
| Personnel | \$ 951,800 | \$ 101,762 | \$ 552,921 | \$ 398,879 | 58.1% | \$ 79,317 | \$ (22,446) | \$ 793,167 | \$ 240,246 |
| Supplies | 48,000 | 925 | 22,613 | 25,387 | 47.1% | 4,000 | 3,075 | 40,000 | 17,387 |
| Maintenance | 29,000 | - | 3,885 | 25,115 | 13.4% | 2,417 | 2,417 | 24,167 | 20,281 |
| Services/Sundry | 856,276 | 46,569 | 486,324 | 369,952 | 56.8% | 71,356 | 24,787 | 713,563 | 227,239 |
| Total MEDC Operational Exp. | \$ 1,885,076 | \$ 149,256 | \$ 1,065,744 | \$ 819,332 | 56.5% | \$ 157,090 | \$ 7,833 | \$ 1,570,897 | \$ 505,153 |
| Projects | | | | | | | | | |
| Committed Projects | \$ 7,114,806 | \$ 46,834 | \$ 1,626,988 | \$ 5,487,818 | 22.9% | \$ 592,901 | \$ 546,066 | \$ 5,929,005 | \$ 4,302,017 |
| Other Project Expenses | 180,000 | 1,756 | 7,649 | 172,352 | 4.2% | 15,000 | 13,244 | 150,000 | 142,352 |
| Total Project Expenses | \$ 7,294,806 | \$ 48,590 | \$ 1,634,636 | \$ 5,660,170 | 22.4% | \$ 607,901 | \$ 559,310 | \$ 6,079,005 | \$ 4,444,369 |
| Non-Departmental | | | | | | | | | |
| Other - Adm Fee | \$ 230,000 | \$ 19,167 | \$ 191,667 | \$ 38,333 | 83.3% | \$ 19,167 | \$ - | \$ 191,667 | \$ - |
| MEDC I & S Fund | 2,396,937 | 199,745 | 1,997,448 | 399,490 | 83.3% | 199,745 | - | 1,997,448 | - |
| Downtown Redevelopment | 25,000 | 2,083 | 20,833 | 4,167 | 83.3% | 2,083 | - | 20,833 | - |
| Total Non-Departmental Expenses | \$ 2,651,937 | \$ 220,995 | \$ 2,209,948 | \$ 441,990 | 83.3% | \$ 220,995 | \$ - | \$ 2,209,948 | \$ - |
| Total Expenses | \$ 11,831,819 | \$ 418,842 | \$ 4,910,327 | \$ 6,921,492 | 41.5% | \$ 985,985 | \$ 567,143 | \$ 9,859,849 | \$ 4,949,522 |
| Net | \$ (1,558,819) | \$ 504,312 | \$ 4,490,874 | | | \$ (129,902) | \$ 634,213 | \$ (1,299,016) | \$ 5,789,890 |
| FY16 Beginning Fund Balance | \$ 25,372,200 | | | | | | | | |
| Add FY16 Budgeted Revenue | 10,273,000 | | | | | | | | |
| Less FY16 Budgeted Expense | (11,831,819) | | | | | | | | |
| FY16 Proj. End Fund Balance | \$ 23,813,381 | | | | | | | | |

Debt Service / Project Details

July 2016

| Debt Service Payments | Project Code | FY16 Adopted Budget | FY16 Budget Transfers | Monthly Actual | YTD Actual | Remaining Budget | YTD Budget Spent |
|------------------------------------|--------------|---------------------|-----------------------|-------------------|---------------------|-------------------|------------------|
| Gateway | E00010 | 939,765 | - | 78,314 | 783,138 | 156,628 | 83.3% |
| University Park | E97030 | 824,159 | - | 68,680 | 686,799 | 137,360 | 83.3% |
| Replacement Runway | n/a | 633,013 | - | 52,751 | 527,511 | 105,502 | 83.3% |
| Total Debt Service Payments | | \$ 2,396,937 | \$ - | \$ 199,745 | \$ 1,997,448 | \$ 399,490 | 83.3% |

| Committed Projects | | FY16 Adopted Budget | FY16 Budget Transfers | Monthly Actual | YTD Actual | Remaining Budget | YTD Budget Disbursed |
|---------------------------------|--------|---------------------|-----------------------|------------------|---------------------|---------------------|----------------------|
| Traxxas | E09006 | 400,000 | - | - | - | 400,000 | 0.0% |
| Perfectly Green | E12019 | 110,000 | - | - | - | 110,000 | 0.0% |
| Raytheon | E13005 | 1,530,000 | - | - | - | 1,530,000 | 0.0% |
| Popular Ink | E12022 | 34,986 | (34,986) | - | - | - | - |
| O'Hara Flying Service | E14003 | 120,000 | - | - | - | 120,000 | 0.0% |
| Hisun | E13011 | 36,000 | 204,000 | - | 114,000 | 126,000 | 47.5% |
| Experian | E06021 | 596,877 | - | - | 212,902 | 383,975 | 35.7% |
| Barclays | E14001 | 400,000 | - | - | - | 400,000 | 0.0% |
| Playful | E14016 | - | 225,000 | - | 150,000 | 75,000 | 66.7% |
| Lawton Mechanical | E14007 | 87,500 | - | - | - | 87,500 | 0.0% |
| Project Brown - UPS | E14009 | 300,000 | 305,000 | - | 605,000 | - | 100.0% |
| Project Geo | E14010 | 20,000 | - | - | - | 20,000 | 0.0% |
| AIM | E14021 | 69,000 | - | - | - | 69,000 | 0.0% |
| Popular Ink II | E15005 | - | 40,000 | 16,000 | 16,000 | 24,000 | 40.0% |
| Wright IMC | E15007 | 108,000 | - | - | - | 108,000 | 0.0% |
| Accent Care | E15008 | - | 460,110 | - | 291,090 | 169,020 | 63.3% |
| Horizon Data Center | E15010 | - | 256,000 | - | - | 256,000 | 0.0% |
| Blount Fine Food Corp | E16001 | - | 510,000 | - | - | 510,000 | 0.0% |
| Undesignated FY 16 | | 2,240,000 | (1,965,124) | - | - | 274,876 | 0.0% |
| Total Committed Projects | | \$ 6,052,363 | \$ - | \$ 16,000 | \$ 1,388,992 | \$ 4,663,371 | 22.9% |

| Emerging Technologies | | FY16 Adopted Budget | FY16 Budget Transfers | Monthly Actual | YTD Actual | Remaining Budget | YTD Budget Disbursed |
|------------------------------------|--------|---------------------|-----------------------|------------------|-------------------|-------------------|----------------------|
| Sureshot Media | E14005 | 17,877 | 210 | - | 18,088 | - | 100.0% |
| Adelphoi LLC | E14013 | 2,065 | 1,770 | - | 3,835 | - | 100.0% |
| Munzee | E14015 | - | 50,000 | 8,333 | 37,500 | 12,500 | 75.0% |
| Werx in McKinney Inc, | E15001 | 150,000 | - | 10,000 | 109,000 | 41,000 | 72.7% |
| Boss Fight Entertainment | E15003 | 15,448 | - | - | 12,503 | 2,945 | 80.9% |
| Pest Routes | E15006 | 50,000 | - | - | 15,400 | 34,600 | 30.8% |
| Health Quest Alliance II | E15009 | 41,670 | - | 12,501 | 41,670 | - | 100.0% |
| Undesignated FY 16 | | 785,383 | (51,980) | - | - | 733,403 | 0.0% |
| Total Emerging Technologies | | \$ 1,062,443 | \$ - | \$ 30,834 | \$ 237,996 | \$ 824,447 | 22.4% |

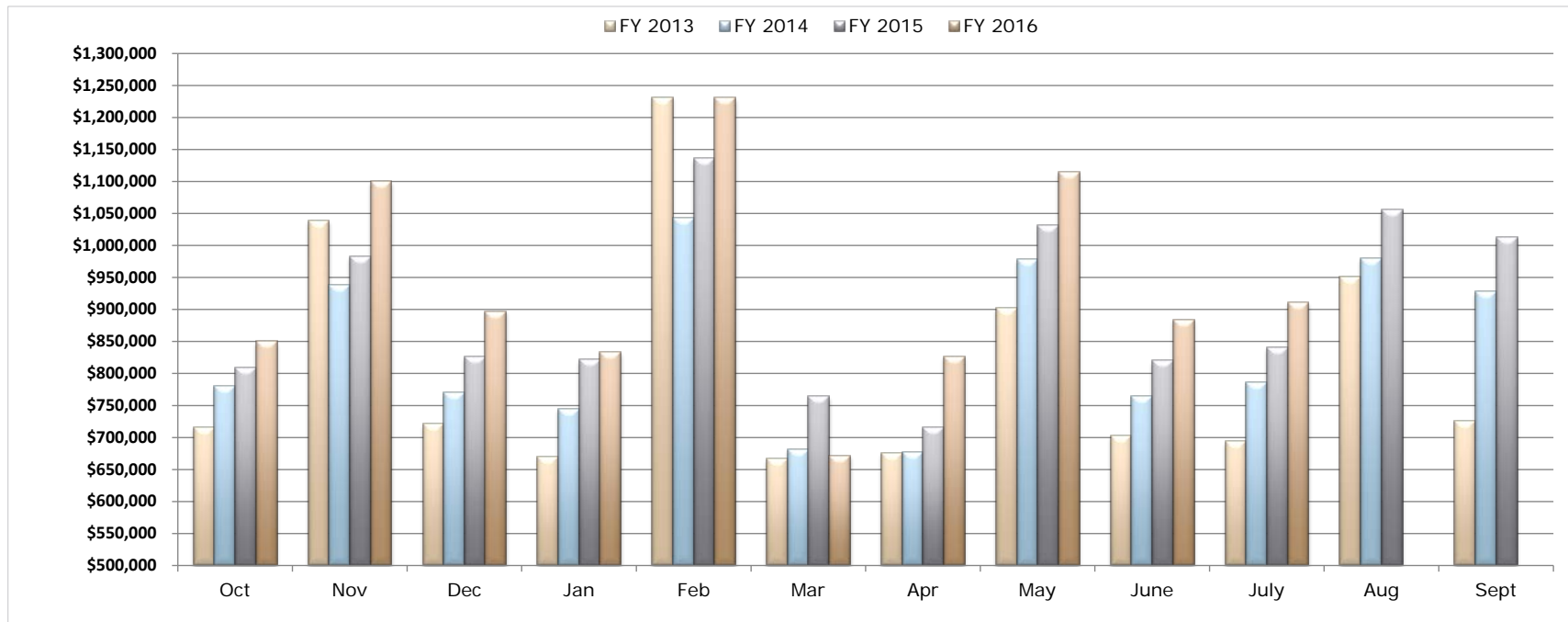
| | | | | | | | |
|-----------------------|--|---------------------|-------------|------------------|---------------------|---------------------|--------------|
| Total Projects | | \$ 7,114,806 | \$ - | \$ 46,834 | \$ 1,626,988 | \$ 5,487,819 | 22.9% |
|-----------------------|--|---------------------|-------------|------------------|---------------------|---------------------|--------------|

McKinney Economic Development Corporation

Sales Tax Revenue

July 2016

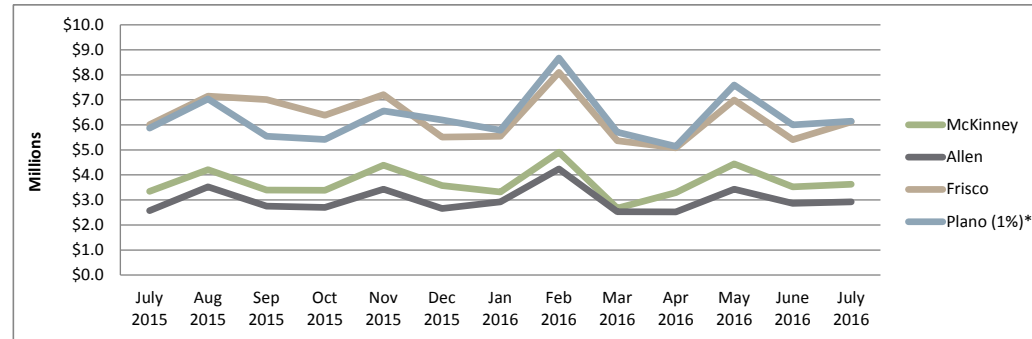
| Month Received | FY 2011 Received | FY 2012 Received | FY 2013 Received | FY 2014 Received | FY 2015 Received | FY 2016 Received | Difference to FY 2015 | Variance to FY 2015 | % of Budget |
|----------------|--------------------|--------------------|--------------------|---------------------|---------------------|--------------------|-----------------------|---------------------|--------------|
| October | \$618,027 | \$677,019 | \$716,718 | \$780,694 | \$809,613 | \$851,178 | \$41,564 | 5.1% | 8.3% |
| November | 782,350 | 788,763 | 1,039,163 | 938,090 | 982,351 | 1,101,106 | \$118,755 | 12.1% | 19.0% |
| December | 596,953 | 590,569 | 722,045 | 770,221 | 826,009 | 897,304 | \$71,295 | 8.6% | 27.8% |
| January | 635,746 | 652,773 | 669,397 | 744,988 | 821,731 | 833,503 | \$11,773 | 1.4% | 35.9% |
| February | 913,054 | 900,507 | 1,231,993 | 1,043,205 | 1,136,044 | 1,231,183 | \$95,139 | 8.4% | 47.9% |
| March | 551,228 | 582,592 | 666,620 | 681,914 | 764,445 | 671,518 | (\$92,927) | -12.2% | 54.5% |
| April | 564,781 | 563,639 | 676,334 | 677,086 | 716,258 | 825,953 | \$109,695 | 15.3% | 62.6% |
| May | 802,920 | 837,767 | 903,002 | 978,399 | 1,031,572 | 1,114,575 | \$83,003 | 8.0% | 73.4% |
| June | 607,652 | 646,007 | 703,897 | 765,309 | 820,908 | 884,501 | \$63,594 | 7.7% | 82.1% |
| July | 625,389 | 678,542 | 694,500 | 787,000 | 840,355 | 910,886 | \$70,531 | 8.4% | 90.9% |
| August | 767,331 | 845,911 | 951,437 | 980,251 | 1,055,774 | | | | |
| September | 635,984 | 995,666 | 725,552 | 928,323 | 1,013,186 | | | | |
| Total | \$8,101,418 | \$8,759,753 | \$9,700,659 | \$10,075,479 | \$10,818,246 | \$9,321,708 | \$572,421 | 7.2% | 90.9% |



TOTAL SALES TAX COLLECTED

Sister City Comparison

| July 2016 | McKinney | Allen | Frisco | Plano (1%)* |
|--------------|-------------|-------------|--------------|--------------|
| Diff to LY | \$281,721 | \$347,472 | \$106,663 | \$272,761 |
| Var to LY | 8.6% | 13.0% | 1.7% | 4.5% |
| Year To Date | McKinney | Allen | Frisco | Plano (1%)* |
| Diff to LY | \$2,284,921 | \$1,435,361 | -\$1,679,800 | -\$2,541,059 |
| Var to LY | 6.6% | 5.0% | -2.6% | -3.9% |



Year-to-Date Collections

| FY 2015 | McKinney | Allen | Frisco | Plano 1% * |
|----------------------|---------------------|---------------------|---------------------|---------------------|
| Oct 2014 | \$3,224,215 | \$2,609,274 | \$5,904,836 | \$6,191,498 |
| Nov 2014 | 3,915,144 | 3,135,352 | 6,820,782 | 7,062,280 |
| Dec 2014 | 3,289,692 | 2,602,597 | 5,877,112 | 5,713,086 |
| Jan 2015 | 3,272,569 | 2,952,971 | 6,059,107 | 5,997,871 |
| Feb 2015 | 4,529,724 | 3,958,728 | 8,487,636 | 9,696,211 |
| Mar 2015 | 3,043,330 | 2,405,289 | 5,675,812 | 5,514,098 |
| Apr 2015 | 2,850,523 | 2,258,329 | 5,137,766 | 5,525,585 |
| May 2015 | 4,111,728 | 3,605,740 | 7,090,777 | 8,164,578 |
| June 2015 | 3,269,101 | 2,667,427 | 6,350,732 | 6,027,506 |
| July 2015 | 3,346,734 | 2,572,825 | 6,010,506 | 5,873,094 |
| FY 2015 Total | \$34,852,761 | \$28,768,531 | \$63,415,067 | \$65,765,808 |

| FY 2016 | McKinney | Allen | Frisco | Plano 1% * |
|----------------------|---------------------|---------------------|---------------------|---------------------|
| Oct 2015 | \$3,389,959 | \$2,697,390 | \$6,390,476 | \$5,419,975 |
| Nov 2015 | 4,389,632 | 3,428,833 | 7,212,966 | 6,559,191 |
| Dec 2015 | 3,574,431 | 2,655,217 | 5,508,523 | 6,194,708 |
| Jan 2016 | 3,319,142 | 2,920,196 | 5,550,315 | 5,785,538 |
| Feb 2016 | 4,909,813 | 4,240,249 | 8,100,618 | 8,671,921 |
| Mar 2016 | 2,671,190 | 2,530,504 | 5,368,411 | 5,706,034 |
| Apr 2016 | 3,288,815 | 2,522,420 | 5,082,521 | 5,141,742 |
| May 2016 | 4,443,548 | 3,427,481 | 6,995,779 | 7,595,316 |
| June 2016 | 3,522,696 | 2,861,306 | 5,408,488 | 6,004,470 |
| July 2016 | 3,628,455 | 2,920,296 | 6,117,169 | 6,145,855 |
| FY 2016 Total | \$37,137,681 | \$30,203,892 | \$61,735,267 | \$63,224,748 |

* State Comptroller reports 1% sales tax for City of Plano and 1% for DART. All other Sister Cities represent 2% sales tax.

McKinney Economic Development Corporation

Balance Sheet

July 2016

| | MEDC Operations | Interest and Sinking | Reserve Fund | Long-Term Debt | General Fixed Assets | Total |
|--|----------------------|----------------------|---------------------|----------------------|----------------------|----------------------|
| Assets | | | | | | |
| Cash and Cash Equivalents | \$ 383,619 | \$ 1,717,574 | \$ 15,585 | \$ - | \$ - | \$ 2,116,777 |
| Investment Pools | 27,524,386 | - | 1,581,557 | - | - | 29,105,943 |
| Accounts Receivable/Other Taxes & Franchise Fees | 1,948,586 | - | - | - | - | 1,948,586 |
| Deposits/Security Deposits | 5,528 | - | - | - | - | 5,528 |
| Deferred Charges/Prepaid Items | 9,725 | - | - | - | - | 9,725 |
| Land | - | - | - | - | 15,007,272 | 15,007,272 |
| Land Improvements (Net of Depreciation) | - | - | - | - | 26,852 | 26,852 |
| Machinery & Equipment (Net of Depreciation) | - | - | - | - | 1,793 | 1,793 |
| GASB 68 TMRS/Investment | - | - | - | 16,486 | - | 16,486 |
| GASB 68 TMRS/Contributions | - | - | - | 71,518 | - | 71,518 |
| Total Assets | \$ 29,871,844 | \$ 1,717,574 | \$ 1,597,142 | \$ 88,004 | \$ 15,035,917 | \$ 48,310,480 |
| Other Debits | | | | | | |
| Amount Available for Debt Service | \$ - | \$ - | \$ - | \$ 1,592,827 | \$ - | \$ 1,592,827 |
| Amount Provided for Retirement of Long-term Debt | - | - | - | 14,642,265 | - | 14,642,265 |
| Total Other Debits | \$ - | \$ - | \$ - | \$ 16,235,092 | \$ - | \$ 16,235,092 |
| Total Assets and Other Debits | \$ 29,871,844 | \$ 1,717,574 | \$ 1,597,142 | \$ 16,323,096 | \$ 15,035,917 | \$ 64,545,572 |
| Liabilities | | | | | | |
| Vouchers Payable | \$ 8,770 | \$ - | \$ - | \$ - | \$ - | \$ 8,770 |
| Compensated Absences Payable | - | - | - | 38,359 | - | 38,359 |
| Accrued Interest Payable | - | - | - | 47,925 | - | 47,925 |
| Note Payable to Primary Government | - | - | - | 3,215,841 | - | 3,215,841 |
| Bonds Payable | - | - | - | 12,720,000 | - | 12,720,000 |
| TMRS Pension Liability | - | - | - | 285,026 | - | 285,026 |
| TMRS Actuarial Experience | - | - | - | 15,944 | - | 15,944 |
| Total Liabilities | \$ 8,770 | \$ - | \$ - | \$ 16,323,096 | \$ - | \$ 16,331,865 |
| Fund Balances/Equity | | | | | | |
| Reserve for Encumbrances | \$ 51,172 | \$ - | \$ - | \$ - | \$ - | \$ 51,172 |
| Unreserved Fund Balance | 29,811,902 | 1,717,574 | 1,597,142 | - | - | 33,126,618 |
| Investment and Capital Assets | - | - | - | - | 15,035,917 | 15,035,917 |
| Total Fund Balances/Equity | \$ 29,863,074 | \$ 1,717,574 | \$ 1,597,142 | \$ - | \$ 15,035,917 | \$ 48,213,706 |
| Total Liabilities and Fund Balances | \$ 29,871,844 | \$ 1,717,574 | \$ 1,597,142 | \$ 16,323,096 | \$ 15,035,917 | \$ 64,545,572 |

McKINNEY ECONOMIC DEVELOPMENT CORPORATION

Checks Issued: July 2016

| DATE | NUMBER | DESCRIPTION | AMOUNT | FPO # | PO # |
|-----------|--------|--|-------------|--------|--------|
| 7/5/2016 | 780 | HealthQuest Alliance (Proj# E15009) Rent Reimbursement (May&June) | \$8,334.00 | | 160495 |
| 7/8/2016 | 781 | Foliage Design (Office Plant Care) | \$95.00 | | 161173 |
| 7/8/2016 | 782 | The WERX (Proj#E15001) Grant Agreement | \$10,000.00 | | 160139 |
| 7/8/2016 | 783 | Lake Forest McKinney Investors | | | |
| | | Rent | \$5,103.00 | | 160232 |
| 7/8/2016 | 784 | Pitney Bowes (Postage machine quarterly lease payment) | \$243.00 | | 160822 |
| 7/8/2016 | 785 | Darrell Auterson Reimbursement (Ipad case) | \$54.11 | F30939 | |
| 7/8/2016 | 786 | International Economic Development Council (EDRP Membership) | \$4,665.00 | F30940 | |
| 7/8/2016 | 787 | Abby Liu Mileage Reimbursement (June) | \$157.17 | F30930 | |
| 7/8/2016 | 788 | CivicPlus MEDC Website Fee | \$375.00 | F30928 | |
| 7/8/2016 | 789 | Bisnow (Raw Space Sponsor, 121 Corridor -Dallas 2016) | \$10,000.00 | F30929 | |
| 7/15/2016 | 790 | Standard Coffee Service | \$26.96 | | 160268 |
| 7/15/2016 | 791 | Popular Ink (Proj#E15005) Loan Agreement | \$16,000.00 | F30990 | |
| 7/15/2016 | 792 | TEDC (Team TX 2016 Select USA) | \$1,500.00 | F30980 | |
| 7/15/2016 | 793 | Brown & Hofmeister (Board Meetings) | \$944.00 | F30987 | |
| 7/15/2016 | 794 | Brown & Hofmeister (General) | \$1,832.30 | F30985 | |
| 7/15/2016 | 795 | Brown & Hofmeister (Simpson Strong Tie) | \$62.00 | F30988 | |
| 7/15/2016 | 796 | Brown & Hofmeister (Raytheon Compliance) | \$224.00 | F30991 | |
| 7/15/2016 | 797 | Brown & Hofmeister (Project 3S) | \$32.00 | F31000 | |
| 7/15/2016 | 798 | Brown & Hofmeister (TPUSA) | \$3,201.00 | F30999 | |
| 7/15/2016 | 799 | Brown & Hofmeister (General) | \$64.00 | F30998 | |
| 7/15/2016 | 800 | Brown & Hofmeister (Horizon Data Compliance) | \$30.00 | F30997 | |
| 7/15/2016 | 801 | Brown & Hofmeister (AccentCare) | \$30.00 | F30996 | |
| 7/15/2016 | 802 | Brown & Hofmeister (Hisun) | \$96.00 | F30995 | |
| 7/15/2016 | 803 | Brown & Hofmeister (WERX) | \$1,536.00 | F30993 | |
| 7/15/2016 | 804 | Bisnow (Sponsorship Ad, 121 Corridor -Dallas 2016) | \$2,400.00 | F31001 | |
| 7/19/2016 | 805 | HealthQuest Alliance (Proj# E15009) Rent Reimbursement (July)(Final) | \$4,167.00 | | 160495 |
| 7/19/2016 | 806 | ROI (Research on Investment) Lead Generation (Final) | \$1,050.00 | | 160351 |
| 7/19/2016 | 807 | IAMC Conference 2016-Darrell Auterson Attendance | \$1,145.00 | F31032 | |
| 7/19/2016 | 808 | IAMC Conference 2016-Chad Walker Attendance | \$1,355.00 | F31031 | |

| | | | | | |
|-----------|-----|--|------------|--------|--------|
| 7/19/2016 | 809 | McKinney Chamber-Leadership McKinney-Chad Walker | \$900.00 | F31033 | |
| 7/20/2016 | 810 | Munzee, Inc. (Proj# E14015) Rent Reimbursement (June&July) | \$8,333.34 | | 160912 |
| 7/21/2016 | 811 | Fredshots Photography (Headshots-new staff/board) | \$375.00 | F31049 | |
| 7/21/2016 | 812 | Lake Forest McKinney Investors | | | |
| | | Rent | \$5,103.00 | | 160232 |
| | | Electric | \$972.77 | | 160232 |
| 7/26/2016 | 813 | Darrell Auterson Reimbursement (Meet-n-Greet lunches) | \$113.04 | F31076 | |
| 7/28/2016 | 814 | D Magazine (July Issue-DRC Real Estate Guide) | \$1,827.50 | F31100 | |
| 7/29/2016 | 815 | 4D Properties (Groundskeeping-MEDC owned land) | \$1,908.00 | | 160926 |



16-809

TITLE: Consider/Discuss/Act on Fiscal Year 2017 Budget

SUPPORTING MATERIALS:

[FY17 Budget](#)

[FY17 Budget Staffing Summary](#)

CITY OF MCKINNEY, BUDGET FY 2016-2017 LINE ITEM DETAIL

| Account Number | Account Description | Actual FY 13-14 | Actual FY 14-15 | Original FY 15-16 | EOY Estimate FY 15-16 | Proposed FY 16-17 |
|--|--|--------------------|--------------------|----------------------|--------------------------|----------------------|
| MCKINNEY ECONOMIC DEVELOPMENT CORPORATION | | | | | | |
| Economic Development Revenues | | | | | | |
| 059-0000-313-1001 | Sales Taxes | 10,075,479 | 10,818,246 | 10,250,000 | 10,750,000 | 10,750,000 |
| 059-0000-361-1000 | Interest Income | 9,673 | 18,432 | 23,000 | 75,300 | 75,300 |
| 059-0000-365-4001 | Donations/Contributions | 0 | 0 | 0 | 0 | 0 |
| 059-0000-369-1001 | Other Income | 3,417,016 | 0 | 0 | 0 | 0 |
| 059-0000-369-1002 | Cash Over / Short | 0 | 0 | 0 | 0 | 0 |
| 059-0000-369-1004 | Prior Years Expense | 0 | 262,733 | 0 | 0 | 0 |
| 059-0000-391-4600 | Transfer from MEDC Debt Service Fund | 0 | 0 | 0 | 0 | 0 |
| 059-0000-392-2000 | Sale of Land | 610,978 | 1,410,067 | 0 | 0 | 0 |
| TOTAL-Rev | MEDC Revenue Total | 14,113,146 | 12,509,478 | 10,273,000 | 10,825,300 | 10,825,300 |
| z | MEDC Revenues | | | | | |
| 1255 MEDC Economic Development | | | | | | |
| 059-1255-461-8001 | Administrative | 450,761 | 693,799 | 650,632 | 420,966 | 533,213 |
| 059-1255-461-8002 | Clerical | 17,578 | 19,533 | 36,050 | 77,356 | 92,583 |
| 059-1255-461-8005 | Part-Time | 0 | 8,329 | 0 | 0 | 0 |
| 059-1255-461-8006 | Car Allowance | 6,600 | 4,950 | 6,600 | 6,600 | 0 |
| 059-1255-461-8007 | Bonus / Incentive | 20,000 | 0 | 21,000 | 21,000 | 0 |
| 059-1255-461-8008 | Cell Phone Allowance | 5,200 | 5,100 | 6,000 | 6,000 | 6,000 |
| | Continuation: | | | | | |
| | MEDC President | 1,200 | | | | |
| | MEDC Vice President | 1,200 | | | | |
| | Director of BREP & Emerging Technology | 1,200 | | | | |
| | Director of Business Development | 1,200 | | | | |
| | Director of Marketing & Research | 1,200 | | | | |
| | | 6,000 | | | | |
| 059-1255-461-8010 | Overtime | 2,843 | 52 | 0 | 0 | 0 |
| 059-1255-461-8011 | Stability | 380 | 895 | 1,025 | 704 | 1,124 |
| 059-1255-461-8012 | Vacation | 15,002 | 47,714 | 0 | 3,365 | 0 |
| 059-1255-461-8013 | Sick | 8,985 | 17,682 | 0 | 2,028 | 0 |
| 059-1255-461-8015 | Holiday | 16,231 | 18,560 | 0 | 9,570 | 0 |
| 059-1255-461-8016 | Bereavement | 0 | 0 | 0 | 0 | 0 |
| 059-1255-461-8017 | Continuous Compensation Benefit | 0 | (59) | 0 | 1,624 | 0 |
| 059-1255-461-8018 | Workers Compensation Reimb | 0 | 4,497 | 0 | (1,630) | 0 |
| 059-1255-461-8019 | Bilingual Pay | 600 | 600 | 600 | 600 | 600 |
| 059-1255-461-8020 | FICA | 35,897 | 44,895 | 49,550 | 41,936 | 48,464 |
| 059-1255-461-8021 | TMRS | 83,022 | 115,888 | 98,245 | 83,008 | 96,826 |
| 059-1255-461-8022 | Hospital & Life Ins | 91,133 | 78,114 | 78,498 | 78,498 | 95,809 |
| 059-1255-461-8023 | Workers Compensation | 0 | 0 | 0 | 0 | 0 |
| 059-1255-461-8024 | Wellness Dollars | 4,200 | 3,600 | 3,600 | 3,600 | 4,200 |

CITY OF MCKINNEY, BUDGET FY 2016-2017 LINE ITEM DETAIL

| Account Number | Account Description | Actual FY 13-14 | Actual FY 14-15 | Original FY 15-16 | EOY Estimate FY 15-16 | Proposed FY 16-17 |
|------------------------------|---|--------------------|--------------------|----------------------|--------------------------|----------------------|
| 059-1255-461-8080 | Adjustments | 0 | 0 | 0 | 0 | 0 |
| Subtotal: Personnel | | 758,432 | 1,064,149 | 951,800 | 755,225 | 878,820 |
| 059-1255-463-8101 | Office | 2,468 | 4,174 | 5,000 | 5,000 | 5,000 |
| 059-1255-463-8103 | Food (non-travel) | 19,643 | 15,505 | 15,000 | 15,000 | 15,000 |
| 059-1255-463-8106 | Minor Tools & Equipment | 2,321 | 331 | 15,000 | 15,000 | 15,000 |
| 059-1255-463-8115 | Postage | 823 | 443 | 2,000 | 2,000 | 2,000 |
| 059-1255-463-8140 | Computer Hardware/Software | 1,824 | 8,378 | 5,000 | 5,000 | 5,000 |
| 059-1255-463-8144 | Communications Supplies | 0 | 1 | 1,000 | 1,000 | 1,000 |
| 059-1255-463-8177 | Printed Material | 0 | 0 | 15,000 | 15,000 | 15,000 |
| Subtotal: Supplies | | 27,079 | 28,832 | 58,000 | 58,000 | 58,000 |
| 059-1255-463-8301 | Maintenance-Buildings & Structures | 0 | 0 | 0 | 0 | 0 |
| 059-1255-463-8314 | Maintenance-Miscellaneous | 0 | 0 | 2,000 | 2,000 | 2,000 |
| 059-1255-463-8420 | Maintenance-Computer Software | 0 | 527 | 27,000 | 27,000 | 27,000 |
| Subtotal: Maintenance | | 0 | 527 | 29,000 | 29,000 | 29,000 |
| 059-1255-463-8501 | Communications Services | 7,994 | 5,069 | 10,600 | 5,300 | 5,300 |
| | Continuation: | | | | | |
| | Phone/cable/internet/wireless | | 5,300 | | | |
| 059-1255-463-8502 | Mileage | 5,654 | 5,837 | 7,000 | 7,000 | 7,000 |
| 059-1255-463-8503 | Insurance for Office Lease | 884 | 0 | 1,000 | 1,000 | 1,000 |
| 059-1255-463-8504 | Office Rental | 58,366 | 60,077 | 61,000 | 61,000 | 61,000 |
| 059-1255-463-8506 | Travel/Training | 15,338 | 18,774 | 140,000 | 140,000 | 140,000 |
| 059-1255-463-8507 | Publications | 1,379 | 775 | 1,000 | 1,000 | 1,000 |
| 059-1255-463-8508 | Utilities-Electric | 6,560 | 6,879 | 12,000 | 12,000 | 7,500 |
| 059-1255-463-8510 | Other | 2,070 | 168 | 36,500 | 36,500 | 36,500 |
| 059-1255-463-8511 | Associations | 55,956 | 24,192 | 32,000 | 32,000 | 32,000 |
| 059-1255-463-8515 | Equipment Rental | 11,627 | 11,727 | 10,000 | 10,000 | 10,000 |
| 059-1255-463-8516 | Ret Fee/Prof Service | 99,157 | 69,300 | 177,000 | 177,000 | 177,000 |
| | Continuation: | | | | | |
| | Operational surveys, appraisals, engineering, etc. | | 75,000 | | | |
| | Development Counselors Int'l | | 70,000 | | | |
| | Misc. Professional Services | | 30,000 | | | |
| | Translation Svcs-Marketing Material | | 2,000 | | | |
| | | | 177,000 | | | |
| 059-1255-463-8517 | Promotional | 0 | 0 | 35,000 | 35,000 | 35,000 |
| 059-1255-463-8520 | Advertising | 0 | 0 | 180,000 | 180,000 | 180,000 |
| 059-1255-463-8526 | Auditing / Accounting Fee | 0 | 0 | 0 | 0 | 0 |
| 059-1255-463-8528 | Recruitment | 0 | 0 | 0 | 0 | 0 |
| 059-1255-463-8538 | Temporary Personnel Services | 257 | 0 | 1,000 | 1,000 | 1,000 |
| 059-1255-463-8539 | Other Legal Fees | 21,489 | 64,260 | 40,000 | 40,000 | 40,000 |

(include legal notices)

CITY OF MCKINNEY, BUDGET FY 2016-2017 LINE ITEM DETAIL

| Account Number | Account Description | Actual FY 13-14 | Actual FY 14-15 | Original FY 15-16 | EOY Estimate FY 15-16 | Proposed FY 16-17 |
|--|---|---|--------------------|----------------------|--------------------------|----------------------|
| 059-1255-463-8547 | Airport Marketing | 200 | 0 | 62,000 | 62,000 | 62,000 |
| 059-1255-463-8595 | Information Services Fee | 0 | 10,176 | 10,176 | 10,176 | 5,219 |
| Subtotal: Services/Sundry | | 286,931 | 277,234 | 816,276 | 810,976 | 801,519 |
| 059-1255-466-9001 | Land Acquisition | 0 | 0 | 0 | 0 | 0 |
| 059-1255-466-9201 | Furniture/Fixtures | 0 | 0 | 0 | 0 | 0 |
| Subtotal: Capital | | 0 | 0 | 0 | 0 | 0 |
| 1255 Economic Development Total | | 1,072,442 | 1,370,742 | 1,855,076 | 1,653,201 | 1,767,339 |
| 1256 MEDC Promotional | | MOVED TO ADMINISTRATION (059-1255) IN FY16 | | | | |
| 059-1256-463-8177 | Printed Material | 12,744 | 11,651 | 0 | 0 | 0 |
| Subtotal: Supplies | | 12,744 | 11,651 | 0 | 0 | 0 |
| 059-1256-463-8420 | Maintenance-Computer Software | 3,016 | 50 | 0 | 0 | 0 |
| Subtotal: Maintenance | | 3,016 | 50 | 0 | 0 | 0 |
| 059-1256-463-8506 | Travel & Promotions | 22,087 | 42,557 | 0 | 0 | 0 |
| 059-1256-463-8510 | Other (Community Relations) | 23,266 | 0 | 0 | 0 | 0 |
| 059-1256-463-8516 | Ret Fee/Prof Service | 16,909 | 112,269 | 0 | 0 | 0 |
| 059-1256-463-8517 | Promotional | 15,309 | 5,831 | 0 | 0 | 0 |
| 059-1256-463-8520 | Advertising/PR/Research | 144,007 | 129,716 | 0 | 0 | 0 |
| 059-1256-463-8547 | Airport Marketing | 64,874 | 53,222 | 0 | 0 | 0 |
| Subtotal: Services/Sundry | | 286,452 | 343,595 | 0 | 0 | 0 |
| 059-1256-463-9201 | Furniture/Fixtures | 0 | 0 | 0 | 0 | 0 |
| Subtotal: Capital | | 0 | 0 | 0 | 0 | 0 |
| 1256 Promotional Total | | 302,212 | 355,296 | 0 | 0 | 0 |
| 1257 MEDC Projects | | | | | | |
| 059-1257-463-8103 | Food (non-travel) | 0 | 0 | 0 | 0 | 0 |
| Subtotal: Supplies | | 0 | 0 | 0 | 0 | 0 |
| 059-1257-463-8201 | Maintenance-Land | 0 | 0 | 0 | 0 | 0 |
| Subtotal: Maintenance | | 0 | 0 | 0 | 0 | 0 |
| 059-1257-463-8504 | Office Rental | 0 | 0 | 0 | 0 | 0 |
| 059-1257-463-8508 | Utilities-Electric | 57,016 | 0 | 0 | 0 | 0 |
| 059-1257-463-8510 | Projects | 3,603,027 | 813,486 | 4,310,383 | 7,114,806 | 6,977,486 |
| | Continuation: | | | | | |
| | Emerging Technology | 500,000 | | | | |
| | Committed Projects | 6,477,486 | | | | |
| | Uncommitted Projects | 0 | | | | |
| | | 6,977,486 | | | | |
| 059-1257-463-8516 | Ret Fee/Prof Service | 40,329 | 4,550 | 100,000 | 100,000 | 100,000 |
| | Continuation: | | | | | |
| | Project related surveys, engineering, announcement logistics, etc. | 100,000 | | | | |
| 059-1257-463-8526 | Auditing / Accounting Fee | 0 | 0 | 10,000 | 10,000 | 10,000 |

CITY OF MCKINNEY, BUDGET FY 2016-2017 LINE ITEM DETAIL

| Account Number | Account Description | Actual FY 13-14 | Actual FY 14-15 | Original FY 15-16 | EOY Estimate FY 15-16 | Proposed FY 16-17 |
|---|-------------------------|---|--------------------|----------------------|--------------------------|----------------------|
| 059-1257-463-8539 | Other Legal Fees | 73,345 | 19,010 | 100,000 | 100,000 | 100,000 |
| 059-1257-463-8558 | Utilities-Gas | 5,062 | 0 | 0 | 0 | 0 |
| 059-1257-463-8568 | Utilities-Water | 275 | 0 | 0 | 0 | 0 |
| Subtotal: Services/Sundry | | 3,779,054 | 837,046 | 4,520,383 | 7,324,806 | 7,187,486 |
| 059-1257-466-9001 | Land Acquisition | 0 | 217,859 | 0 | 0 | 0 |
| Subtotal: Capital | | 0 | 217,859 | 0 | 0 | 0 |
| 1257 Projects Total | | 3,779,054 | 1,054,905 | 4,520,383 | 7,324,806 | 7,187,486 |
| 1271 MEDC International Marketing | | MOVED TO ADMINISTRATION (059-1255) IN FY16 | | | | |
| 059-1271-463-8101 | Office | 0 | 0 | 0 | 0 | 0 |
| 059-1271-463-8103 | Food (non-travel) | 57 | 0 | 0 | 0 | 0 |
| 059-1271-463-8115 | Postage | 0 | 0 | 0 | 0 | 0 |
| 059-1271-463-8177 | Printed Material | 0 | 0 | 0 | 0 | 0 |
| Subtotal: Supplies | | 57 | 0 | 0 | 0 | 0 |
| 059-1271-463-8501 | Communications Services | 0 | 0 | 0 | 0 | 0 |
| 059-1271-463-8502 | Mileage | 0 | 0 | 0 | 0 | 0 |
| 059-1271-463-8506 | Travel/Training | 21,497 | 4,743 | 0 | 0 | 0 |
| 059-1271-463-8510 | Other | 0 | 0 | 0 | 0 | 0 |
| 059-1271-463-8511 | Associations | 500 | 60 | 0 | 0 | 0 |
| 059-1271-463-8515 | Equipment Rental | 0 | 0 | 0 | 0 | 0 |
| 059-1271-463-8516 | Ret Fee/Prof Service | 160 | 0 | 0 | 0 | 0 |
| 059-1271-463-8517 | Promotional | 2,413 | 0 | 0 | 0 | 0 |
| 059-1271-463-8520 | Advertising | 775 | 1,943 | 0 | 0 | 0 |
| Subtotal: Services/Sundry | | 25,345 | 6,746 | 0 | 0 | 0 |
| 1271 International Marketing Total | | 25,402 | 6,746 | 0 | 0 | 0 |
| 1272 MEDC BREP - Emerging Technology | | MOVED TO ADMINISTRATION (059-1255) IN FY16 | | | | |
| 059-1272-463-8101 | Office | 601 | 446 | 0 | 0 | 0 |
| 059-1272-463-8103 | Food (non-travel) | 4,339 | 179 | 0 | 0 | 0 |
| 059-1272-463-8106 | Minor Tools & Equipment | 0 | 3,400 | 0 | 0 | 0 |
| 059-1272-463-8115 | Postage | 0 | 0 | 0 | 0 | 0 |
| Subtotal: Supplies | | 4,940 | 4,025 | 0 | 0 | 0 |
| 059-1272-463-8501 | Communications Services | 10,715 | 1,679 | 0 | 0 | 0 |
| 059-1272-463-8502 | Mileage | 552 | 243 | 0 | 0 | 0 |
| 059-1272-463-8504 | Office Rental | 55,147 | 25,641 | 0 | 0 | 0 |
| 059-1272-463-8506 | Travel/Training | 0 | 307 | 0 | 0 | 0 |
| 059-1272-463-8508 | Utilities-Electric | 5,269 | 2,275 | 0 | 0 | 0 |
| 059-1272-463-8510 | Other | 1,172 | 0 | 0 | 0 | 0 |
| 059-1272-463-8515 | Rental Fee | 0 | 0 | 0 | 0 | 0 |
| 059-1272-463-8516 | Ret Fee/Prof Service | 37,740 | 5,648 | 0 | 0 | 0 |
| 059-1272-463-8517 | Promotional | 0 | 0 | 0 | 0 | 0 |
| 059-1272-463-8539 | Other Legal Fees | 1,952 | 3,024 | 0 | 0 | 0 |

| CITY OF MCKINNEY, BUDGET FY 2016-2017 LINE ITEM DETAIL | | | | | | |
|--|--|--------------------|--------------------|----------------------|--------------------------|----------------------|
| Account Number | Account Description | Actual FY 13-14 | Actual FY 14-15 | Original FY 15-16 | EOY Estimate FY 15-16 | Proposed FY 16-17 |
| Subtotal: Services/Sundry | | 112,547 | 38,817 | 0 | 0 | 0 |
| 1272 BREP - Emerging Technology Total | | 117,487 | 42,842 | 0 | 0 | 0 |
| 9999 MEDC Non-Departmental | | | | | | |
| 059-9999-463-8510 | Other (Administrative Fee to General Fund) | 94,614 | 150,000 | 230,000 | 230,000 | 290,000 |
| 059-9999-463-8815 | Transfer to Risk/Insurance Fund <i>WC/Liab Ins</i> | 0 | 0 | 0 | 0 | 1,708 |
| 059-9999-463-8816 | Transfer to Central Business District Marketing Initiative | 0 | 0 | 0 | 0 | 0 |
| 059-9999-463-8845 | Transfer to MEDC I&S Fund | 3,154,228 | 2,396,737 | 2,396,937 | 2,396,937 | 2,405,887 |
| | Continuation: | | | | | |
| | 2002 Sales Tax-Exempt Loan (E97030-Univ) 824,159 | | | | | |
| | 2011 Sales Tax (Land Acquisition) 946,765 | | | | | |
| | 2011 Sales Tax-Exempt (Airport Runway Re) 634,963 | | | | | |
| | 2,405,887 | | | | | |
| 059-9999-463-8854 | Transfer to Central Business District Marketing Initiative | 25,000 | 25,000 | 25,000 | 25,000 | 0 |
| Subtotal: Services/Sundry | | 3,273,842 | 2,571,737 | 2,651,937 | 2,651,937 | 2,697,595 |
| 9999 MEDC Non-Departmental Total | | 3,273,842 | 2,571,737 | 2,651,937 | 2,651,937 | 2,697,595 |
| TOTAL-Exp | MEDC Total Expenditures | 8,570,439 | 5,402,268 | 9,027,396 | 11,629,944 | 11,652,420 |
| | MEDC Surplus/(Deficits) | 5,542,707 | 7,107,210 | 1,245,604 | (804,644) | (827,120) |

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION FUND

| STATEMENT OF REVENUES AND EXPENDITURES | Actual FY 13-14 | Actual FY 14-15 | Original FY 15-16 | EOY Estimate FY 15-16 | Proposed FY 16-17 |
|--|----------------------|----------------------|----------------------|--------------------------|----------------------|
| REVENUES | | | | | |
| Sales Taxes | \$ 10,075,479 | \$ 10,818,246 | \$ 10,250,000 | \$ 10,750,000 | \$ 10,750,000 |
| Interest Income | 9,673 | 18,432 | 23,000 | 75,300 | 75,300 |
| Other Operating Income | 3,417,016 | 262,733 | - | - | - |
| Sale of Land | 610,978 | 1,410,067 | - | - | - |
| Transfers from Other Funds | - | - | - | - | - |
| Total Revenues | \$ 14,113,146 | \$ 12,509,478 | \$ 10,273,000 | \$ 10,825,300 | \$ 10,825,300 |
| EXPENDITURES | | | | | |
| Personnel | \$ 758,432 | \$ 1,064,149 | \$ 951,800 | \$ 755,225 | \$ 878,820 |
| Supplies | 44,820 | 44,508 | 58,000 | 58,000 | 58,000 |
| Maintenance | 3,016 | 577 | 29,000 | 29,000 | 29,000 |
| Services/Sundry | 7,764,171 | 4,075,175 | 7,988,596 | 10,787,719 | 10,686,600 |
| Capital | - | 217,859 | - | - | - |
| Transfers to Other Funds | - | - | - | - | - |
| Total Expenditures | \$ 8,570,439 | \$ 5,402,268 | \$ 9,027,396 | \$ 11,629,944 | \$ 11,652,420 |
| NET INCOME | 5,542,707 | 7,107,210 | 1,245,604 | (804,644) | (827,120) |
| BEGINNING FUND BALANCE | 12,722,285 | 18,264,990 | 25,372,200 | 25,372,200 | 24,567,555 |
| ENDING FUND BALANCE | \$ 18,264,990 | \$ 25,372,200 | \$ 26,617,803 | \$ 24,567,555 | \$ 23,740,436 |

| STAFFING | Grade | Actual FY 13-14 | Actual FY 14-15 | Original FY 15-16 | EOY Estimate FY 15-16 | Proposed FY 16-17 |
|---|-------|--------------------|--------------------|----------------------|--------------------------|----------------------|
| MEDC President | Z | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 |
| MEDC Vice President | Z | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 |
| MEDC Director of BREP & Emerg Tech. | Z | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 |
| MEDC Director of Business Development | Z | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 |
| MEDC Director of Marketing and Research | O | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 |
| MEDC Comptroller | M | 1.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Economic Development Coordinator | L | 0.00 | 0.00 | 1.00 | 1.00 | 1.00 |
| Executive Assistant | J | 0.00 | 0.00 | 1.00 | 1.00 | 1.00 |
| Administrative Assistant | H | 0.00 | 1.00 | 0.00 | 0.00 | 0.00 |
| Total | | 6.00 | 6.00 | 7.00 | 7.00 | 7.00 |



16-810

TITLE: Consider/Discuss/Act on Targeted Industry Analysis Proposal

SUPPORTING MATERIALS:

[TadZo Proposal](#)



Proposal for Professional Services: Target Industry Analysis, Workforce Data, Lead Generation & Strategic Plan for McKinney Economic Development Corporation



Tadzo

The Intersection of Site Selection & Economic Development

Allison Larsen, Principal
TadZo

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I. COVER LETTER

August 9, 2016

Mr. Darrell Auterson, President
Ms. Abby Liu, Executive Vice President
McKinney Economic Development Corporation
5900 S. Lake Forest Drive, Suite 110
McKinney, TX 75070

Dear Darrell and Abby,

It was a pleasure to work with you and McKinney EDC's Board of Directors during the May strategic planning workshop. Now, as you work to implement priorities identified during that workshop, you are reaching out for assistance from TadZo with the Target Industry Analysis and Workforce Data Study. It would be a privilege to work with you to advance these economic development efforts for McKinney EDC.

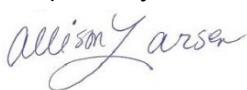
In this proposal I present the specific scope of services and corresponding deliverables for a Target Industry Analysis and Workforce Data Study. Lead generation has been additionally proposed to complement these research efforts so that you can "hit the ground running" in pursuit of target industries. All of this research will roll up into a strategic plan for McKinney EDC.

Teaming with TadZo to provide McKinney exceptional value are two firms – Applied Economics and Research Consultants International. Our team includes national leaders in economic development with exceptional skills and experience in:

- ▲ Evaluating community competitiveness from a site selector's point of view;
- ▲ Understanding business needs and industry trends;
- ▲ Organizing and presenting data for informed decision-making and making a compelling business case;
- ▲ Best practice strategic initiatives; and
- ▲ Effective global prospecting.

I'd be happy to arrange a call with you to review this proposal or call me with any questions.

Respectfully submitted,



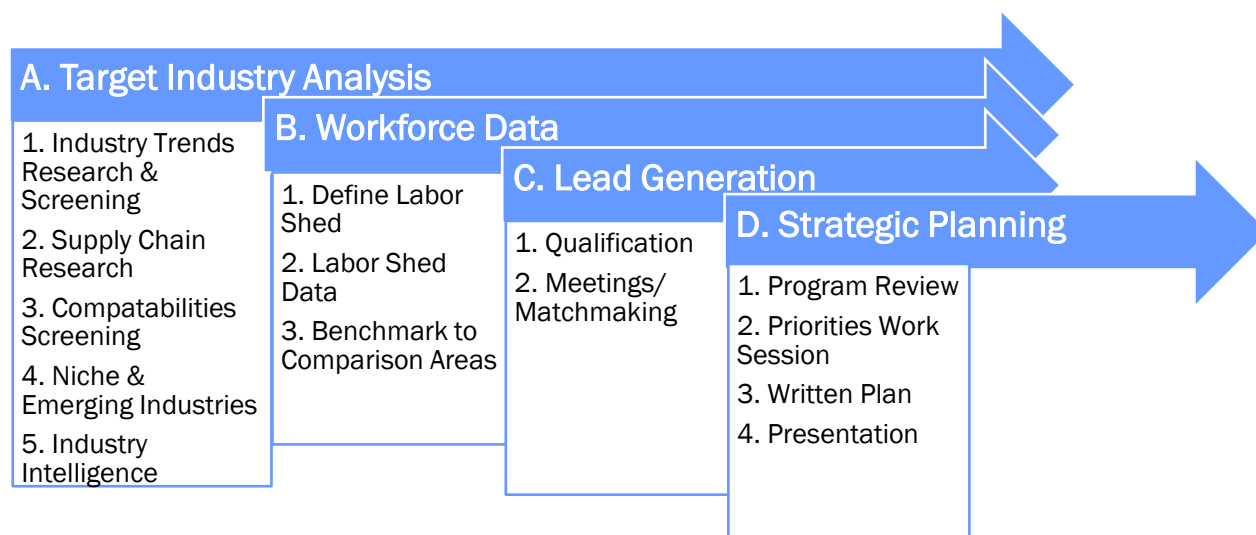
Allison Larsen, Principal
TadZo



August 9, 2016
Proposal for McKinney EDC

II. PROPOSED SCOPE OF WORK

The proposed scope of work includes three related components, illustrated in the graphic below:



A. Target Industry Analysis

A Target Industry Analysis identifies growth industries that are best fit with your community's assets and limitations. Target identification involves five steps of data and asset analysis to filter broad clusters down to specific sectors that are a good fit for McKinney, Texas.

Step 1 – Industry Trends Research & Screening

We will begin by looking at historic industry trends. This empirical analysis will set the stage for the target industry recommendations. We will look at industry growth at the six-digit NAICS level for Collin County and state-wide Texas data.

Baseline data:

- ▲ **Success and potential future growth** – We will analyze industry trends for employment, number of establishments and average regional wages by six-digit NAICS from 2009 to 2014 along with national projected output and employment growth. This data will allow us to determine what types of industries have been most successful in the local area in recent years, and which ones are likely to hold the best potential for future growth.
- ▲ **State-wide data** - In order to broaden the base of potential targets, we will investigate and compare similar data on industry growth trends for Texas.
- ▲ **Manufacturing capacity** - An indicator of expansion potential is national capacity utilization rates for manufacturing industries.
- ▲ **State and local comparison** - We will compare growth industries in Texas state-wide to local clusters to identify similarities and differences. We will use location quotients to identify industries that are particularly concentrated in the local area.

We will then screen the baseline data to identify a universe of potential target industries. The focus will be on **basic industries** – those industries that produce goods and services for export and bring new wealth into the local economy. We will employ a screening process to narrow the list of industries included in the economic trend information to those that have the best potential for future growth, and industries that represent appropriate targets for recruitment. Several guidelines for screening and prioritizing industries will be used.

Screening guidelines:

- ▲ Growth industries locally and industries that are growing at a faster rate in the county than in the nation as a whole;
- ▲ Industries that have above average projected output and employment growth nationally over the next 10 to 15 years;
- ▲ Industries that have high manufacturing capacity utilization rates nationally and are likely to expand in the near term;
- ▲ Firms that increase wealth and provide above average wages; and
- ▲ Industries that will help to diversify the local economy.

Once the initial screening process is complete, the next step will be to identify specific target clusters. We will group interdependent industries together, including primary producers as well as related suppliers and other support industries. Clusters that have an established presence in Texas are important, even if they are not currently in McKinney because they may provide opportunities for expansion.

Step 2 – Supply Chain Research

This research will be conducted with secondary and primary data. An analysis of purchases for McKinney's leading basic industries will be documented. We will supplement this secondary data with an online employer survey. MEDC will be asked to promote the survey to major employers. The findings of this research will expand the universe of potential target industries subject to the capabilities screening in the next step.

Step 3 – Capabilities Screening

Results of Steps 1 and 2 will need to be further screened to take into account McKinney's capabilities to meet the needs of the potential target industries.

A competitiveness assessment will be completed to lay the groundwork for ascertaining target industries that McKinney can competitively accommodate. The key site location factors listed below will be evaluated to identify any limitations in your community's ability to meet the needs of potential target industries.

- ▲ **Market Access** – Location and quality of diverse transportation resources (truck, rail, seaport access, air, intermodal).
- ▲ **Sites and Buildings** - available for development.
- ▲ **Utilities** – capacity and costs for water, sewer, electricity, natural gas, telecommunications; reputation of service provider; quality of service; utility incentives.

- ▲ **Permitting and Regulatory** – speed, clarity and consistency.
- ▲ **Human Capital** – availability of specific skills; wages and fringe benefits; ability to recruit talent to community; major labor force competitors; management/labor relations; general work ethic; available training programs that support skill development for potential target industries.
- ▲ **Business Climate** – beyond incentives, the environment of working with jurisdictions and overall community tone for welcoming new businesses.
- ▲ **Innovation and R&D Resources** – available locally and at nearby institutions that would support specific industry growth.
- ▲ **Sustainability** - services and resources to support green business initiatives.
- ▲ **Incentives** - experience with accessing federal, state and local incentives for businesses.

Process:

The assessment will occur via an on-site visit, including a city overview presentation, tour of available real estate and general community orientation, along with in-person meetings. The overview presentation and community tour should be handled by the McKinney EDC as if you are hosting a prospect for a site visit.

Meetings will be requested with:

- ▲ **City authorities:** vision for community; permitting and regulatory process; sustainability initiatives and resources.
- ▲ **Utility service providers**
- ▲ **Workforce service providers**
- ▲ **Education and training providers** – tour local facilities.
- ▲ **Innovation resource providers** – tour local facilities.
- ▲ **Local employers** will be interviewed confidentially for a deeper dive into workforce issues, regulatory environment, business climate, and any other limitations of the area. Speaking with employers provides the most authentic insights to operating a business in McKinney. What they have to say is critical to a comprehensive understanding of your community's capabilities to meet business needs.

Each factor will be scored on the following criteria:

- A = World-class competitive advantage
- B = Competitive, but missing key elements
- C = Neutral; found in many communities
- D = Fundamental assets are missing
- F = Disadvantages so great it could be a “deal killer”

With the findings of the competitive assessment, we will screen the potential target industries, identified in Steps 1 and 2, based on McKinney's strengths and weaknesses. This step ensures that the resulting targets are not only compatible based on industry trends, but are also a good fit with the competitive assets and limitations in McKinney, specifically.

Step 4 – Niche & Emerging Industry Sectors

Industry trend data does not fully capture emerging or underdeveloped industries that represent new opportunities for McKinney. Complimentary to unique assets and strengths discovered during the competitiveness assessment, we will augment our research with current location trends to identify any niche or emerging industry sectors that may not come up in our analysis of business trends data. This allows for a complimentary forward-thinking approach to the target industry study and leverages the current trends in site selection.

Step 5 – Industry Intelligence

Once all the targets have been identified, we will research additional industry intelligence including:

- ▲ **Typical Company Profile** – What does a company within the target industry look like? Employment, size of facility, capital investment, etc.
- ▲ **Priority Location Factors** – What drives their site location decisions?
- ▲ **Key Occupations** – For what occupations should local workforce agencies prepare talent and skill sets?
- ▲ **Industry Intelligence** – Industry overview, current issues, conversation starters for CEO, HR and CFO Executives.
- ▲ **Source Locations** – Where can you find these industries to recruit?

Report & Presentation

All steps for the Target Industry Analysis will be summarized into a final report, along with supporting data and documentation. This deliverable report presents all data and rationale for recommended target industry sectors, along with corresponding industry intelligence to support effective target marketing.

A presentation will be made that is educational and informative to explain research, screening and industry identification rationale.

B. Workforce Data

Data will be researched and organized to better define McKinney's workforce competencies.

Step 1 – Define Labor Shed

Because workers typically reside beyond the boundaries of the community where they work, we will conduct primary research to document a sampling of labor sheds, based on occupation/wage levels. An online survey or phone request or employment by zip code, occupation and wage will be conducted. MEDC will be called upon to promote and distribute the survey to targeted local employers. We will focus on employers within target industries as much as possible in order to support MEDC's marketing for business recruitment.

Step 2 – Labor Shed Data

For the custom defined labor sheds (may be several based on occupation), document labor availability with:

- ▲ Percentile earnings
- ▲ Employment trends
- ▲ Demographics -gender, age, race/ethnicity
- ▲ Current job postings by occupation

Data will also be presented on programs and educational attainment, including:

- ▲ Regional completion/graduates per program
- ▲ Completion/graduates by institution
- ▲ Completion/graduates by award level
- ▲ Target occupation programs

A deep dive into job posting analytics will be presented:

- ▲ Total and deduplicated (unique) postings by job title, business, and region
- ▲ Average monthly hires by occupation
- ▲ Unique postings vs. hires
- ▲ Posting intensity: The ratio of total job postings to de-duplicated job postings
- ▲ Company job posting profile
- ▲ Top and unique skills
- ▲ Top certifications
- ▲ Top work environments

Step 3 – Benchmark to Comparison Areas

Together with MEDC we will identify five comparison areas to benchmark against McKinney's labor shed. The comparison areas may be competitors or U.S. source areas (i.e. for prospecting missions).

Findings from this analysis will help MEDC position McKinney's strengths against competitors' weaknesses. Where McKinney may be lacking against comparison areas, this may be helpful in developing alternative marketing approaches or incentives to mitigate weaknesses.

Report & Presentation

The deliverable for the Workforce Data will be a comprehensive report that documents all of the data, utilizing infographics to bring the data to life. Key findings will be summarized and highlighted in the report and presentation. All data will be sourced.

C. Lead Generation & Qualified Prospect Meetings

In partnership with Research Consultants International (RCI), we will help you connect directly to qualified prospects within McKinney's newly researched target industries. This work involves targeting C-level executives of companies that match your criteria and have plans to expand. In addition to target industries, RCI will hone in on the function for the project's operation, i.e.:

- ▲ Manufacturing Facility
- ▲ Distribution / Warehousing Facility
- ▲ Assembly
- ▲ HQ Relocation
- ▲ Research & Development Center
- ▲ Software development office
- ▲ Sales and Marketing Office

Within RCI's lead generation process, they utilize state-of-the-art technology as well as social media and their internal proprietary database of companies that exceeds 1,000,000 contacts to identify leads. Not only do they analyze new business intelligence, they also comprehensively interview C-level executives in order to identify companies with expansion and relocation projects in site search mode. This lead generation work is foundational for meetings and matchmaking services.

You want to be face-to-face with prospective companies with active site search projects – that have high likelihood of coming to your community. RCI delivers effective meetings and matchmaking via many venues:

- ▲ Trade show meetings
- ▲ Economic development missions by targeted region
- ▲ Industry-specific meetings
- ▲ Monthly or annual meeting programs
- ▲ Phone meetings / online video meetings

Meeting/Matchmaking services are comprehensive and take care of all the necessary advanced planning, research, and agenda management. Here's how we put you in front of decision makers of companies:

- ▲ Cross referencing industry and regional targets with Research Consultants International's proprietary database.
- ▲ Meeting scheduling with qualified companies that match your organization's preferred criteria.
- ▲ Direct phone numbers of all contacts who have scheduled a meeting.
- ▲ Meeting confirmations 3-5 days prior to event.
- ▲ Lead/meeting summaries that include full project details.
- ▲ Weekly and monthly project updates.

- ▲ Follow-ups with previously identified leads when requested.
- ▲ Emails sent to decision makers in deriving information and promoting the region.
- ▲ All staff time and long distance charges.

Once RCI gives you the results of their comprehensive research, you can *choose to reject or accept* the lead.

Hands-on assistance is provided to manage your agenda so that both parties – the company and representatives from your organization – are confirmed for availability to meet.

- ▲ Update any new meetings or cancellations.
- ▲ Send the complete itinerary before the scheduled event.

Valuable details are provided for each meeting, including a complete meeting summary describing the project, meeting time, date and meeting location. RCI's all-inclusive service allows you to focus on a quality discussion about how your community is the best address for the company's new location.

D. Strategic Planning

The final phase of this project is the development of a strategic plan for the McKinney EDC.

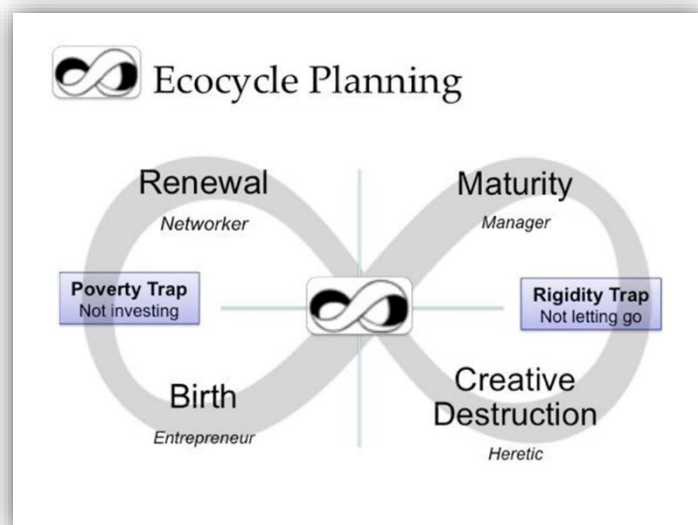
Step 1 – Program Review

To fully understand the extent of MEDC's efforts, a review will be completed of:

- ▲ All available MEDC reports and past strategies or annual work plans;
- ▲ City of McKinney Comprehensive Plan;
- ▲ Tracked metrics of economic development accomplishments;
- ▲ MEDC Budget;
- ▲ And any other pertinent information.

A work session with MEDC staff will be facilitated to review program effectiveness and where there may be interest or need to creatively destruct programs and initiatives to make way for new approaches. We will use the Ecocycle Planning chart (shown at right) for this assessment exercise.

This program review also helps to gauge potential for realistic implementation, including a



clear understanding of resources – existing and potential.

Step 2 - Priorities Work Session

Although the MEDC Board of Directors completed a Strategic Planning Workshop in May of this year, the results of the Competitiveness Assessment, Target Industry Analysis, Workforce Data Study and Program Review will review new opportunities and challenges that need to be addressed in future years. Timing for this phase of the project will also come at the completion of the City's Comprehensive Plan so it will be the perfect time to take all of this new information into consideration to set priorities for the new MEDC Strategic Plan.

In this highly interactive work session, the findings from all previous work will come together to help the MEDC Board of Directors, and other stakeholders you would like to include, to define priorities for McKinney EDC's Strategic Plan.

Step 3 - Written Plan

With the results of the Priority Strategic Initiatives defined, TadZo will write the actual plan. Each Strategic Initiative in the plan will be developed using the following questions as guides:

- ▲ Why is the initiative important to the strategy (context)?
- ▲ What will the initiative accomplish (objective)?
- ▲ What specific tactics must occur for the initiative to be successful?
- ▲ What are the resources necessary for effective implementation?
- ▲ What metrics will be defined for each strategic initiative to measure outcomes as well as monitor progress through implementation?

A draft version of the plan will be presented to MEDC for review. Together we will discuss feedback of the draft plan as a means to further enhance the content and ownership of the plan before a formal presentation to the MEDC Board.

Step 4 - Presentation

The finalized plan will be formally presented to the MEDC Board of Directors. On the same visit will be an Implementation Work Session with staff to discuss who does what by when, as a means to foster immediate implementation upon board approval.

E. Project Deliverables

Following is a summary of project deliverables:

Target Industry Analysis

- ✓ Recommended Best Fit Target Industries for McKinney Texas, including niche and emerging opportunities.
- ✓ Methodology and supporting data, including documentation of competitiveness assessment for key site selection factors and corresponding competitiveness "grade".
- ✓ Industry Intelligence – typical company profile, key occupations, priority location factors, source areas, industry resources and information.

Workforce Data

- ✓ Report of McKinney's Labor Shed data.
- ✓ Benchmark data to five comparison areas.

Lead Generation & Qualified Prospect Meetings

- ✓ Depending on location and type of meeting, a range of 8 to 11 meetings will be scheduled for MEDC staff.































MEDC Strategic Plan

- ✓ Strategic initiatives, including importance, objectives, performance metrics and key tactics.
- ✓ Executive Summary.

III. PROJECT LOGISTICS

A. Proposed Timeline

The following table presents an estimated timeline for this project. During the Project Kick-off Call we can further detail the project timeline. We will accelerate the project as possible.

| Scope of Work | Month | | | | | | |
|--|--|--|--|--|--|--|--|
| | Sept | Oct | Nov | Dec | Jan | Feb | Mar |
| Project Kick-off Call |  | | | | | | |
| Target Industry Analysis |   |  |   |  | | | |
| Workforce Data | |  |  |   | | | |
| Lead Generation & Qualified Prospect Meetings | | |  |  |  | | |
| Strategic Planning | | | | |   |  |   |
| Project Update Calls |  |  |  |  |  |  |  |
|  Consultants on-site visit  Consultants off-site work  Conference calls  Deliverable | | | | | | | |

B. Price Proposal

Following is the price proposal for the proposed scope of services described in this proposal.

| McKinney EDC Price Proposal | |
|---|-----------------|
| Scope of Work | Budget |
| Target Industry Analysis | \$39,915 |
| Workforce Data | 16,545 |
| Lead Generation & Qualified Prospect Meetings | 10,143 |
| Strategic Planning | 13,397 |
| Total | \$80,000 |

The price proposal encompasses all expenses, including travel expenses for four trips as noted on the proposed project timeline:

- **Trip 1** – On-site for competitiveness assessment tours, meetings and employer interviews.
- **Trip 2** – Presentation of Target Industry Analysis, including results of competitiveness assessment; and Workforce Data.
- **Trip 3** – Program Review Staff Work Session & Priorities Work Session.
- **Trip 4** – Strategic Plan Presentation & Implementation Work Session.

C. Project Management

TadZo's approach to project management is to communicate throughout the project. This involvement ensures that project outcomes are aligned to the needs and wants of your team and will involve:

- ▲ **Project Kick-off Call** to review scope of work, plan specific dates for on-site visits and subsequent calls.
- ▲ **Project Update Calls** - Regularly-scheduled conference calls to report progress, request additional information, ask questions, etc.
- ▲ **Share draft deliverables** for input and feedback.

A private workspace on the internet (a.k.a. *TadZo Teamwork* <https://tadzo.teamworkpm.net/>) will be made available for MEDC staff (and any others you would like) to share documents and project progress.

IV. EXPERIENCE AND QUALIFICATIONS

A. About TadZo

TadZo is an economic development and site selection consulting firm, led by Allison Larsen with over 14 years of consulting experience, 19 years of economic development experience and more than 10 years in international business sales and management. With experience working in over 74 communities across 23 states/provinces, TadZo tracks best practices – *what works and what doesn't* – to draw upon for potential solutions in each unique situation facing a community.

TadZo's goal is to help communities stand out as the location of choice for their target audiences. Success is accomplished using proven techniques for uncovering unique community offerings and arming economic developers to align those assets with business needs through industry research and effective questioning.

Primary economic development services include:

- ▲ **Competitiveness Assessments** — What assets set your community apart from the competition? Where is your community falling behind the competition and stalling economic growth? What can you do to enhance your competitive position? Find out how your community stacks up to your competitors and economic development best practices. TadZo provides detailed feedback with specific recommendations to improve your community's value proposition.
- ▲ **Action-oriented Strategic Planning** — A plan is only good if it is implemented. Are you looking for new ways to make a positive impact with best practice solutions? You can count on TadZo to work in partnership with you for a strategy that delivers results of priority to community stakeholders, within your means, yet a stretch to achieve more than you can imagine today.
- ▲ **Workforce Development Strategies** — Talent is the leading driver for business competitiveness today. Is your community investing in training and skill development to meet industry's rapidly changing needs? Are you doing everything possible to attract and retain talent to your community? TadZo provides innovative approaches to enhance your labor pool.
- ▲ **Target Industry Research and Analysis** — Are your targets current? Have your assets changed and created a new value proposition? Are you curious about current industry trends in order to be more effective in your local business outreach and recruitment efforts? TadZo not only researches industry trends but also matches industries to your community's capabilities and emerging opportunities.
- ▲ **Business Marketing** — Are you looking for tried and true approaches to market your community – but with a fresh twist? Do you want to know what can bring more positive attention and serious looks at your community? TadZo focuses marketing strategies and resources on messaging and channels most relevant to your target audiences.

- ▲ **Facilitation** — Are you tired of “Death by PowerPoint” meetings? Are you seeking more effective ways to innovate and strategize as a team? Are you worried about how you will handle challenging community input meetings with many diverse and opposing views? Utilizing specialized skills and facilitation techniques such as graphic facilitation, TadZo fosters engagement and commitment while advancing conversations for big-picture thinking and creativity.

The TadZo Principal, Allison Larsen, has extensive experience working with corporations and partner site consultants in evaluating communities for business locations. This perspective adds value to TadZo’s economic development clients because realistic insights about community assets can be shared.

Allison Larsen, CECd - Principal

With over 14 years of consulting experience, 19 years in economic development and more than 10 years in international business management and sales, Allison Larsen’s core competencies include competitiveness assessments, site selection screening, action-oriented strategic planning, target industry analysis, workforce development, marketing, graphic facilitation; and teaching through engagement.



Allison is keen that the client always sets the direction for where they want to go with a project. She believes her role is to ask insightful questions to explore what’s possible, what’s of greatest interest and, ultimately, what stakeholders find most important to commit resources for action. She employs well thought-out questions and astute listening to get to the core of issues and solutions. Her extensive experience with business leaders, community stakeholders and hard-working professionals contributes to her recognition of what is true excitement and commitment, enabling her to facilitate positive change for clients.

Her diverse background – from growing up in a small rural community (less than 4,000 population) in Northern California to a national award-winning salesperson at a Fortune 100 “Most Admired” Company (Merck & Co.) has influenced her perspective to learn from every situation. Allison’s entrepreneurship endeavors did not start with TadZo. She established an international distribution network for a venture capitalist, and even put herself through college by raising a herd of registered sheep.

Working in front-line business recruitment at the Madera Industrial Development Corporation and the EDC serving Fresno County (both in California), she sited companies yielding more than 9,000 jobs. Allison worked 11 years as Principal at Chabin Concepts, consulting local communities, regional and state economic development organizations. Allison helped to create CompetitiveReady, a community certification program.

She is a sought-after speaker and trainer for economic development best practices. She has spoken at conferences and special training events for the International Economic Development Council (IEDC), British Columbia EDA, Economic Developers of Alberta, California Academy for Economic Development, Mid-America EDC, Nebraska Public Power District,

Northwest Economic Development Course, Oregon EDA, Pacific Northwest EDC, Public Service of Oklahoma, South Carolina EDA, Texas Economic Development Council, Team Texas, Washington EDA and Wisconsin EDA.

Allison is a graduate of the University of California, Davis; the University of Oklahoma Economic Development Institute; and a Fellow of the California Agricultural Leadership Program. Allison earned the certified economic developer (CEcD) professional designation from IEDC and serves on the IEDC Board of Directors.

Allison's complete resume is presented in the appendix.

B. Work References

A sampling of diverse TadZo projects are described on the following pages. Several of the example projects represent elements of the proposed scope of work for McKinney EDC.

Muskogee City-County Port Authority - Oklahoma



| | |
|------------------------|---|
| Reference Name: | Eric Miller, Director of Business & Economic Development Muskogee City-County Port Authority |
| Phone Number: | (918) 682-7887 |
| Email: | eric@muskogeeport.com |

"Economic Development 101"

- ▲ Facilitated session for economic development training with elected officials, board members, partners and community business leaders.
- ▲ This interactive learning and input session brought the community into the fold for teamwork in economic development. The interest of community stakeholders laid the foundation for additional funding to the Port for a Target Industry Analysis and strategic planning project.

Competitiveness Assessment & Target Industry Analysis

- ▲ Assessment of key site location factors as to current state of competitiveness producing a "Report Card" for Muskogee.
- ▲ Industry trends research and screening to identify potential target industries.
- ▲ Capabilities screening of industries based on current competitiveness,
- ▲ Niche and emerging industry sector identified to augment screen of industry targets.
- ▲ Industry intelligence research.

Economic Development Strategy and Marketing Plan (project in-process)

- ▲ Stakeholder interviews and Priorities Work Session.
- ▲ Key Message Work Sessions.

- ▲ Plan Development – draft, review, enhance, approval.
- ▲ Implementation Guide and Work Session.
- ▲ Coaching for development of Marketing Plan and materials.

"I was excited about the prospects of undertaking this endeavor and the benefits that I believed it would yield for our organization and the community, alike. The past 3 days have only served to heighten my excitement about the outcomes. Your [Alison's] intellect, intuition and broad base of experiences, as well as your well-honed ability to pose the tough question, in a non-threatening/off-putting manner, was wonderful to behold. There is no doubt that you [Allison] were the right choice for this undertaking in Muskogee. Thank you for the great effort that you have invested in this very important undertaking, in furtherance of the economic development growth and prosperity of Muskogee. I could not be more pleased."

Eric Miller, Director of Business & Economic Development
Muskogee City-County Port Authority

Ada Jobs Foundation - Oklahoma



Reference Name: Michael Southard, President & CEO
Ada Jobs Foundation

Phone Number: (580) 235-0070

Email: msouthard@adaworks.org

Strategic Plan; Target Industry Analysis & Branding

- ▲ Identification of target industries that fit with Ada's assets:
 - » Competitiveness assessment and work session;
 - » Industry trends research and screening;
 - » Compatibility screening based on Ada's assets and liabilities;
 - » Niche and emerging opportunities; and
 - » Industry intelligence research.
- ▲ Development of a unified community brand for Ada Jobs Foundation, City and Chamber:
 - » Facilitated four large focus groups to identify core values and differentiators that could be distilled into succinct and compelling key messages to drive a community-wide brand. Allison had everyone on their feet and working actively in small groups. Several props were utilized to help participants generate creative, yet provable, messages about their community. Not only did the process give every participant a voice, but also built strong consensus

for key messages and the new community brand.

- » Brand images and tag line developed and tweaked with steering committee input.
- » Brand guidelines for communitywide use.
- ▲ Economic Development Strategy:
 - » Stakeholder engagement and setting priorities.
 - » Capacity assessment of available resources for implementation.
 - » Plan draft, review, enhancement.
 - » Implementation Work Session and supporting materials.
 - » On-going implementation coaching.

"TadZo was a tremendous help to Ada in our efforts to implement the economic development elements of our community visioning process. Allison facilitated several processes that explored different ideas which ultimately ended with agreed upon concepts. The overall marketing plan laid out a series of steps with details down to an estimated budget as to who would be responsible for what element. The community branding effort included nearly 200 people in the process and the community logo is used by the Chamber, EDO, and the City."

Michael Southard, President & CEO
Ada Jobs Foundation

Martinsville-Henry County Economic Development Corporation - Virginia



Reference Name: Mark Henry, President & CEO
Lisa Lyle, Director of Recruiting & Marketing
Martinsville-Henry County EDC

Phone Number: (276) 403-5940

Email: mheath@yesmartinsville.com
LLyle@yesmartinsville.com

Best Practices Assessment & Recommendations

- ▲ Familiarization Tour, feedback on observations and recommendations.

Target Industry Analysis & Business Case Research

- ▲ Competitiveness assessment.
- ▲ Industry trends research and screening.
- ▲ Compatibility screening based on Henry County's assets and liabilities.



- ▲ Niche and emerging opportunities.
- ▲ Industry intelligence research.
- ▲ Assembly of data and copywriting of businesses cases for each target industry.

Website Advisory Services

- ▲ Site Map Outline.
- ▲ Content defined for each webpage.
- ▲ Copywriting of key landing pages.

"In our early conversations and throughout the process, we were impressed with Allison's industry knowledge and her unique perspective in understanding the site selection process and community evaluation methods used by companies for expansion and/or relocation decisions.

With Allison's research and guidance, we were able to better define our target industries and improve our marketing methods. Allison has an exceptional gift in marketing. The Target Industry Analysis not only contained in-depth research and recommendations, but she also provided detailed plans, outlines, and examples to help us take the next steps in effectively marketing to our newly defined targets.

Allison also assisted us on the re-design of our website. Allison developed our new site map, recommended page content, and provided copywriting for some of our key landing pages. Her assistance and recommendations with our new website were so helpful in organizing and clarifying a task that can easily be overwhelming.

It's been a pleasure working with Allison and we would highly recommend her work to other economic development organizations."

Lisa Lyle, Director of Recruiting & Marketing
Martinsville-Henry County EDC

C. Subcontractors

To enhance the project deliverables for McKinney EDC, TadZo will engage subcontractors for industry research and lead generation. All of this work and data are included in the Price Proposal shown in Section III. B. of this proposal. TadZo will pay subcontractors directly and monitor the quality of their work. Subcontractors will carry appropriate insurance.

The following pages present information on Applied Economics, TadZo's economist on the project, and Research Consultants International, a highly successful international lead generation firm. Biographies of management staff from each firm are also presented.

Applied Economics

Applied Economics (www.aeconomics.com) is an economic consulting firm, based in Phoenix, Arizona, specializing in:



- ▲ Industry, business and workforce data;
- ▲ Economic and fiscal impact assessment;
- ▲ Socioeconomic modeling;
- ▲ Urban planning; and
- ▲ Custom software applications for informative presentation of data and analysis.

They are experts in providing technical information, in an unbiased and understandable format, in order to support decision-makers in making better, more informed choices. Their clients include local governments – cities, counties, councils of government and school districts; as well as utilities, regional economic development organizations, retailers and retail developers, and various large corporations.

In the area of economic development, Applied Economics provides a variety of research and implementation support services, including:

- ▲ An interactive business climate and operating cost comparison system;
- ▲ Custom incentive calculators to calculate the value of state and local incentives for a particular company;
- ▲ Customized economic and fiscal impact models;
- ▲ Labor market studies;
- ▲ Retail market studies; and
- ▲ Economic base and target industry trends analysis.

The partners at Applied Economics have worked together for more than 20 years, and are very experienced in working with local and regional planning and development issues. They started working together in economic consulting at Mountain West Research, a regional economic and real estate consulting firm serving the western United States. Applied Economics was formed in 1995 to further specialize in the more technical aspects of economic research.

Sarah Murley, Co-Founding Partner

Sarah Murley is an economist with over 20 years of experience in urban and regional economic analysis, particularly in economic development and public finance. Sarah is an experienced economic modeler, researcher, and analyst. She has performed engagements for a wide range of public sector clients including city and county governments, economic development corporations, and utilities in across the country.

In her experience as an economic consultant, Sarah has assisted many communities in creating economic development strategies. She has conducted economic base analyses, business climate assessments, target industry analyses, and labor market analyses, and incentive comparisons for numerous cities, counties, states and economic development agencies.

In addition to economic development, Sarah has applied her computer-based modeling experience to construct economic and fiscal impact models as well as developing long term financial projection models for municipalities. These economic and fiscal impact models have been applied to a range of problems from proposed annexations and land use alternatives for future development to economic development incentive evaluation.

Sarah began her career in economic consulting with Mountain West Research. She went on to work for Coopers & Lybrand and Economic Strategies Group, both in Phoenix, Arizona. Sarah left Economic Strategies Group along with Rick Brammer in 1995 to establish Applied Economics.

Research Consultants International

Research Consultants International FDI, Inc.

(<http://researchconsultantsinternational.com>) is a specialized market research firm that offers customized business intelligence services for economic development organizations and regional promotion agencies worldwide that are intended to identify and capture direct investment opportunities. Their experienced team

of economic development and research consultants has generated leads and investment projects for more than 100 economic development organizations. **RCI puts economic developers in front of corporate decision makers** seeking to expand or relocate their organizations to a new geographic location. RCI helps their clients **create important business relationships** that increase awareness of their area's economic strengths and, ultimately, yields direct investment into their community. In order to ensure that the highest qualified leads meet client goals and expectations, their research methodology is a collaborative team effort utilizing primary data and on-going client/consultant feedback.



| | |
|---|---|
| <p>Generated leads for more than</p> <p>\$1 BILLION</p> <p>in new investments</p> | <p>Fluent in numerous languages</p> <p>English French</p> <p>Spanish Italian Hebrew</p> |
| <p>Organized meetings with</p> <p>Fortune 500 companies</p> <p>on behalf of economic development organizations</p> <hr/> <p>50 YEARS</p> <p>of combined experience in professional business development</p> | <p>Worldwide market experience</p> <p>North America</p> <p>South America</p> <p>Asia</p> <p>Europe</p> <p>Australia</p> <p>Middle East</p> |

RCI delivers results. Their team has more than 50 years of combined experience in professional business development and have generated leads with a value totaling more than \$1 billion in new investments. With RCI, you will receive the experience and expertise of their entire team on your project and with their 24-hour customer service, a team member will always be available to attend to your needs.

RCI's tailored suite of research services includes:

- ▲ Meetings and matchmaking;
- ▲ Lead generation;
- ▲ Qualification and client retention;
- ▲ Event planning;
- ▲ e-marketing;
- ▲ Customized database development;
- ▲ Strategic planning;
- ▲ B2B prospecting;
- ▲ Merger & acquisition (M&A) research; and
- ▲ EDO representation.

To optimize your EDC's investment attraction strategy, they utilize their robust proprietary database, C-level management contacts, collaborative methodology, and experience developing business outreach initiatives worldwide. With RCI's comprehensive research

approach, you receive competitive, fresh intelligence that gets you in the right place, at the right time with primed introductions.

With team members fluent in numerous languages and worldwide market experience in North America, South America, Asia, the Middle East, Europe, and Australia, RCI can connect your region to the rest of the world.

Bruce Takefman, President



Bruce Takefman, founder and president of Research Consultants International, leads a seasoned and enthused team that provides economic development consulting for some of the world's most prominent Economic development organizations. Bruce understands international markets, having worked with clients based across the United States, Canada, Europe and Asia. His work throughout different continents enables him to maximize the potential for his clients to seize global opportunities.

Bruce's experience has led him to work extensively with a wide array of clients touching upon various industries such as the biotech and agriculture, aerospace and aviation, IT, financial services, medical, advanced manufacturing, and renewable energy sectors among others. His work to date has led to millions in new investment opportunities for regions around the world.

Furthermore, Bruce possesses a strong knowledge of trade shows, having helped prepare clients to attend some of the world's most prestigious shows. Bruce leverages these networking opportunities for his clients by securing meetings with upper management executives whom meet the qualified lead criteria his clients are seeking. Bruce is a graduate from the John Molson School of Business at Concordia University in Montréal, Québec. He earned his major in marketing.

Adam Solomon, Vice President, Business Development



Adam Solomon brings a wealth of knowledge and experience to Research Consultants International. Since joining the firm in 2011, Adam has served as VP of Business Development – overseeing the implementation of company-wide research strategies and overall operational conduct. Simply put, Adam understands the business. He offers over five years of economic development consulting and research experience across a multitude of roles throughout his career. Adam has worked on behalf of over 40 economic development entities, helping secure significant corporate investments on behalf of various clients.

Adam's work also includes mandates with Fortune 500 companies worldwide. He was born in Israel and speaks three languages (English, French and Hebrew), proving his understanding of global business climates and knowing how to work collaboratively with key decision makers from international companies. His work across a wide range of industries includes aerospace,

renewable energy, software, and advanced manufacturing. Adam earned a degree in international business from Dawson College in Montréal, Québec.

Derek “Deke” Patton, Program management



Derek is an experienced lead generation and market research professional yielding tangible success in specialist services to economic development organizations (EDOs) such as: The Ontario Ministry of Economic Development, Employment & Infrastructure, Saskatchewan Economic Development, Economic Development Winnipeg, Oklahoma Chamber of Commerce, Invest Quebec, Charleston Regional Development Alliance, Greater Houston Partnership and the Denver South Economic Development Partnership.

Following a move to Montréal, Canada, Derek completed a BA in Political Science and took his entrepreneurial spirit into successful lead generation campaigns with wins for EDO's across North America, Europe, and Asia.

As a research associate and Fortune 500 specialist, Derek was promoted to Director of Program Management. In this role Derek determines strategic initiatives on behalf of RCI clients and has introduced sophisticated project management tools and processes to effectively assure and sustain quality.

Before arriving in Montréal Derek was a career musician who charted in his native homeland of Scotland before developing his own production company that led to live production and promotion projects with internationally renowned artists. He went on to become a senior manager in a leisure company and helped take the firm from a single unit to the largest independent chain in Scotland. Truly a creative and effective entrepreneur.

APPENDIX

A. Résumé for Allison Larsen, TadZo



Allison Larsen, CEcD Principal TadZo

PROFESSIONAL EXPERIENCE

TadZo

Principal (2013 – present)

TadZo is an economic development and site selection consulting firm. Primary services encompass competitiveness assessments, strategic planning, marketing, training and facilitation for economic development organizations; and site location analysis for corporations throughout USA and Canada. With experience working in over 74 communities across 23 states/provinces, TadZo tracks best practices – *what works and what doesn't* – to draw upon for potential solutions in each unique situation facing a community.

Projects:

- County of Mohave, AZ – Lake Havasu Call Center Brochure
- City of Yakima, WA – Economic Development Strategic Planning
- South Willamette EDC, OR – Organizational Identity
- McKinney Economic Development Corporation, TX – Strategic Planning Workshop Facilitation
- Town of Ajax, ON – Economic Development Strategy Review & Update
- Muskogee City-County Port Authority, OK – Economic Development Strategy & Marketing Plan
- Redmond Economic Development, Inc., OR – Board Retreat Facilitation
- Prineville/Crook County Economic Development Council, OR – Board Retreat Facilitation
- City of Coquitlam, BC – Technology Workshop Facilitation
- Northern Kentucky Tri-ED – Economic Development Training & Best Practices
- Enid Regional Development Alliance, OK – Board Retreat Facilitation
- Muskogee City-County Port Authority, OK – Competitiveness Assessment & Target Industry Analysis
- Redmond Economic Development, Inc., OR – Community Economic Development Report Card
- Oakland County, MI – Economic Development Partners Facilitation for Partner Action Plan
- Greater Spokane Inc., WA – Driving Competitive Change for the Spokane Region
- Muskogee City-County Port Authority, OK – “Economic Development 101” Facilitated Session for Community Leaders
- City of Eugene, OR – Competitiveness Work Session
- City of Springfield, OR – UGB Expansion Sites Assessment
- Oklahoma Governor’s Economic Development Marketing Team – Annual Retreat Facilitation
- Martinsville-Henry County EDC, VA – Website Advisory Services
- City of Ada, OK – Website Advisory Services
- Eugene-Springfield-Lane County, OR – “Big Look” Regional Economic Development Organization & Strategy
- Martinsville-Henry County EDC, VA – Target Industry Analysis & Business Case Research
- Tri-Cities, WA – TRIDEC New Economy Target Industry Study
- Maple Valley, WA – IEDC Economic Development Advisory Services (pro-bono)
- Northern Kentucky Tri-ED – Strategic Planning Facilitation
- Ada Jobs Foundation, OK – Target Industry Analysis, Branding and Economic Development Strategy

- Martinsville-Henry County EDC, VA – Best Practices Assessment & Recommendations
- Greater Pensacola Chamber of Commerce, FL – Implementation Retainer
- Ken-Tenn Regional Alliance, KY & TN - Strategic Plan

Chabin Concepts

Principal (2002 - 2013)

- Ken-Tenn Regional Alliance, KY & TN - Industry Targeting, Business Cases
- City of Chula Vista, CA - Strategic Positioning, Cluster Analysis & Marketing Strategy
- Greater Pensacola Chamber of Commerce, FL - Regional Econ. Dev. Strategy & Marketing Plan
- Cedar Hill EDC, TX - CompetitiveReady Asset Scorecard
- Oklahoma City Partnership - Rural Community Assessments and Recommendations
- Public Service of Oklahoma - Economic Development Marketing Training
- Nebraska Public Power District - Rural Economic Development Training
- Wisconsin Economic Development Association - Competitive Proposals Training & Economic Development Sales Training
- Ajax, Ontario - CompetitiveReady Asset Scorecard
- Columbia County Economic Team, OR - Business Attraction Plan
- City of Merced, CA - Economic Development Work Session & Plan
- Porterville, CA - Strategic Plan Update
- West Sacramento, CA - Business Resource & Innovation Center Study
- McPherson IDC, KS - CompetitiveReady Asset Scorecard; Target Industry Study; Economic Development Strategic Plan
- Brownsville EDC, TX - Comparative Benchmarking
- City of Sugar Land, TX - Economic Development Strategy
- City of Shasta Lake, CA - GreenTech Industrial Park
- Bowling Green Area Chamber of Commerce, KY - Target Markets Analysis; updated South Central Kentucky Marketing Plan
- City of Beaverton, OR - Target Industry Analysis and Implementation Plan
- City of Scottsdale, AZ - Competitiveness Assessment/Target Industry Study
- City of Merced, CA - Business Case Development
- Frisco EDC, TX - Comprehensive Economic Development Strategy
- Colusa County, CA - Economic Development Roadmap
- Confederate Tribes of the Umatilla Indian Reservation, OR - Marketing Advisement & Work Session
- Rio South Texas - Competitive Assessment and Market Position
- Greater Yuma EDC, AZ - Marketing Plan and Business Cases
- Quad City IA & IL - Logistics Industry Study; Wind Website
- San Jose Redevelopment Agency, CA - Downtown Tenant Preferences Study; Organization and Marketing Plan
- Grenada County EDD, MS - Economic Development Strategic Plan; Website; Business Cases
- Northern Rural Training and Employment Network (NORTEC) - Designing Local Skills Strategies for STEM Occupations
- Mid-Michigan Region - Location Analysis & Positioning for Photovoltaic Industry
- City of Santa Rosa, CA - Economic Development Plan; Consultative Selling Work Session
- Bowling Green Area Chamber of Commerce, KY - South Central KY Regional Marketing Plan and Business Cases
- Northern Colorado EDC - Marketing Plan
- Mariposa County, CA - Economic Vitality Plan
- Greater Phoenix Economic Council, AZ - Business Case and Prospecting Program
- Grays Harbor Public Development Authority, WA - Strategic Marketing Program
- Victor Valley EDA, CA - Regional Marketing Program; Target Industry Study
- State of Washington Prospecting and Marketing Program

- City of Henderson, NV - Target Industry Study, Customized ACT Training
- Prospecting Services for Oklahoma Business Roundtable, Portland Development Commission (OR), Shasta County EDC (CA), City of Victorville (CA) and Victor Valley EDA (CA)
- Northwest Pennsylvania Regional Planning Commission - Regional Website Review & Training
- State of Washington - Prospecting and Marketing Program
- City of Castle Rock, WA - Strategic Marketing Plan
- City of Rio Vista, CA - Industrial Strategy
- City of Madera, CA - Enterprise Zone Renewal Application
- New Mexico Economic Development Partnership - Targeting and Positioning
- Spokane Area EDC, WA - Strategy & Organization Re-engineering
- San Diego EDC, CA - Organizational Enhancement
- Oregon Economic Development Association - Targeted Industry Prospecting Campaign
- Solano County EDC, CA - Perception Interviews and Client Handbook

Economic Development Corporation serving Fresno County

Vice President, Client Services and Interim President/CEO (1999 - 2002)

- Primary contact for site consultants and businesses, resulting in nearly 5,200 new and 800 retained jobs
- Architect of state-of-the-art tools for enhanced responsiveness to clients - Comparative Demographics, Site Selection Core Database (IEDC standards), Real Estate Database, Comparative Operating Cost Analysis, and Incentive Calculator; award winning at state and national levels
- Established "Red Teams" of signature-level authorities to meet with prospects, including a specialized "EDC Workforce Red Team"
- Secured grants from USDA, Workforce Investment Corporation, and California Technology Trade & Commerce Agency
- Managed 10 employees

Madera County Industrial Development Corporation

Manager of Business Development and Marketing (1997 - 1999)

- Business attraction, marketing, public relations – yielding 2,500+ new jobs

Other Sales & Marketing Experience

- **Universal Marketing Services, Inc.** – General Manager; international marketing; set up distribution network in 20+ countries
- **Merck & Co., Inc.** – nationally recognized "League of Excellence" winner for sales performance
- **California State Fair** – supervised Counties and Agri-Fair exhibits

EDUCATION

University of Oklahoma, Economic Development Institute

Graduate

University of California, Davis

B.S., Agricultural Education

California Agricultural Leadership Program

Fellow, Class XXIV

FACILITATION TRAINING

Liberating Structures' Learn the Rules; Bend the Rules Design Studio – Austin, TX

Liberating Structures Workshop – Seattle, WA

The Principles of Graphic Facilitation Workshop, The Grove – San Francisco, CA

The Art of Facilitation, University of California – Davis, CA

PROFESSIONAL AFFILIATIONS

International Economic Development Council

Active Member

- IEDC Certified Economic Developer (CEcD)
- IEDC Board Member 2016 – 2017
- Past Chair, Education and Certification Committee

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