



CITY OF MCKINNEY, TEXAS

Agenda Joint Meeting

Thursday, February 23, 2017

8:00 AM

Council Chambers
222 N. Tennessee Street
McKinney, Texas 75069

MCKINNEY CITY COUNCIL AND MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

CALL TO ORDER

17-180 [Consider/Discuss 10 year MCDC Revenue Forecast and Model](#)

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 – Discuss Economic Development Matters

- Project A71 – Gateway
- Project A72 – Airport
- Project A108 – Project Fitness
- Project A140 – Project Rest
- Project A146 – Project Frost
- Project A159 – Project Cuisine
- Project A166 – Project Turf
- Project A167 – Project Drama
- Project A168 – Project Diversion

ADJOURN CITY COUNCIL MEETING

McKINNEY COMMUNITY DEVELOPMENT CORPORATION AGENDA**REPORTS****17-210** [January Financial Report](#)

Attachments: [January Checks](#)
 [January Transmittal Letter](#)

17-211 [Board and Liaison Updates](#)

[Board Chair](#)
[City of McKinney](#)
[McKinney Chamber](#)
[Parks and Recreation](#)
[Main Street/MPAC](#)
[McKinney Convention and Visitors Bureau](#)
[McKinney Economic Development Corporation](#)
[McKinney National Airport/McKinney Air Center](#)

17-212 [President's Report](#)

Attachments: [Prospective Projects](#)
 [Grants Awarded - FY17](#)

REGULAR AGENDA

17-213 [Consider/Discuss/Act on Project #17-02, Submitted by McKinney Main Street in an Amount not to Exceed Twenty-Five Thousand Dollars \(\\$25,000\) for the Purchase of a Polaris GEM, to Provide Downtown Shuttle Service between Remote Parking Areas and the Commercial Core; Total Estimated Project Cost is \\$55,000 Including Vehicle Purchase and Operating Costs; the Amount Requested for Vehicle Purchase Represents 46% of Total Project Cost](#)

Attachments: [Grant Application](#)

17-214 [Consider/Discuss/Act on Project #17-01, Submitted by the City of McKinney in the Amount of Three Million, Five Hundred Thousand Dollars \(\\$3,500,000\) for Partial Funding for an Expansion to the McKinney StarCenter; Estimated Project Construction Cost is \\$8,500,000; the Amount](#)

[Requested Represents 42% of the Total Estimated Construction Cost](#)

Attachments: [Grant Application](#)

CITIZEN COMMENTS

BOARD OR COMMISSISONER 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 – Discuss Economic Development Matters

- Project #17-01
- Project #17-02
- Apex Centre

ADJOURN McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Posted in accordance with the Texas Government Code, Chapter 551, on the 17th day of February, 2017 at or before 5:00 p.m.

Sandy Hart, TRMC, MMC
City Secretary

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.



17-180

TITLE: Consider/Discuss 10 year MCDC Revenue Forecast and Model

MEETING DATE: February 23, 2017

DEPARTMENT: Financial Services

CONTACT: Cindy Schneible, Executive Director MCDC
Mark Holloway, Chief Financial Officer

RECOMMENDED CITY COUNCIL ACTION:

- None. Discussion item only.

ITEM SUMMARY:

- Financial Services in conjunction with the City Manager's Office and MCDC has been working to develop a recommended 10 year MCDC Financial Model.

BACKGROUND INFORMATION:

- Throughout the last few months, staff has been meeting to discuss a long range financial plan and model.
- The goal was to develop a comprehensive model based on conservative growth assumptions that could be used to both identify current operational expenses and project how future projects will impact the MCDC.

FINANCIAL SUMMARY:

- Models are built with an assumption that a 2.06% Sales Tax growth rate will be maintained over the next 10 years.
- The Model is flexible and will allow for expense and revenue variables to be changed to view different scenarios.

BOARD OR COMMISSION RECOMMENDATION: N/A

SUPPORTING MATERIALS:

17-210



TITLE: January Financial Report

SUPPORTING MATERIALS:

[January Checks](#)

[January Transmittal Letter](#)

McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Check Issued: January 2017

DATE	NUMBER	DESCRIPTION	AMOUNT	FPO #	PO #
1/9/2017	483	Standard Coffee Service	\$20.45		170140
1/9/2017	484	Community Impact Newspaper (QTR Page Ad-MCK paper)	\$950.00		170378
1/10/2017	485	Brown & Hofmeister (General)	\$576.00	F32294	
1/12/2017	486	Believe! (PC#16-12) Grant Reimbursement	\$4,447.18	F32313	
1/20/2017	487	NCC Habitat for Humanity (PC#16-17) Grant Reimbursement	\$4,000.00	F32355	
1/20/2017	488	Manhattan Construction (4B14-09 Apex Centre)	\$1,159,759.82		151668
		Retainage	\$53,177.67		151668
1/20/2017	489	NCC Habitat for Humanity (4B#15-06) Grant Reimbursement	\$31,669.93	F32358	
1/20/2017	490	Retail Coach (1st QTR Installment)	\$6,250.00		170926
1/23/2017	491	Lake Forest McKinney Investors			
		Rent	\$3,402.00		170165
		Electric	\$306.85		170165
1/23/2017	492	McKinney Chamber (QTRLY Luncheon)	\$250.00	F32386	

January Monthly Financial Report

February 23, 2017

Each month, city staff provides a financial report to the McKinney Community 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 January. The following is a brief analysis of each section of the corporation's financials.

January Analysis

MCDC Revenue-

Revenue of the McKinney Community Development Corporation is above budget YTD by 16.46%. Sales tax figures came in 11.23% above last year's collection through January. Below is a link to the current year-to-date revenue of the MCDC:

[MCDC Revenues – YTD through January](#)

MCDC Expenditures-

Expenditures of the McKinney Community Development Corporation are below budget in total. The MCDC fund's expenditures for January have been concentrated in funding The Apex Centre project. The MCDC has made over \$30.4 million in expenditures related to the construction of The Apex Centre. Below is a link to the current year-to-date expenses of the MCDC:

[MCDC Expenditures – YTD through January](#)

Sales Tax Analysis-

Below are three links that show some unique analysis for the sales tax of the McKinney Community 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:

[FY2017 Monthly Sales Tax Comparison](#)

[MCDC – Historic Monthly Sales Tax - January](#)

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

Project Details-

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

Checks Issued-

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

[MCDC January 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 Community Development Corporation. Staff is available to answer any additional questions you may have.

Sincerely,

Mark Holloway

Chief Financial Officer

City of McKinney

17-211



TITLE: Board and Liaison Updates

Board Chair

City of McKinney

McKinney Chamber

Parks and Recreation

Main Street/MPAC

McKinney Convention and Visitors Bureau

McKinney Economic Development Corporation

McKinney National Airport/McKinney Air Center

SUPPORTING MATERIALS:

17-212



TITLE: President's Report

SUPPORTING MATERIALS:

[Prospective Projects](#)
[Grants Awarded - FY17](#)

Prospective Projects for MCDC Funding

Prospective Project	Description	Request	Timeframe
McKinney Garden Club	Median beautification projects	\$7,500	?
McKinney National Airport FBO	Upgrades to FBO, hangar, parking	\$8,000,000	Q1 2017
Craig Ranch	Resort Hotel & Conf Center	\$8,000,000	?
City of McKinney	Signage in and around downtown	?	?
City of McKinney	McKinney StarCenter expansion	\$3,500,000	Q1 2017

McKinney Community Development Corporation
Grants and Transfers - FY 16-17

Category	Grant/Transfer	Amount
Promotional & Community Events	MCDC Discretionary	\$ 100,000.00
	3e McKinney - Run for Cover	\$ (3,750.00)
	Collin County Historical Society - WWI Centennial Commemoration	\$ (6,225.00)
	Heard Craig - Art Meets Floral	\$ (3,000.00)
	Heritage Guild of Collin County - Farmer's Market; Tour de Coop; Ice Cream Crank-off	\$ (12,500.00)
	Kiwanis Club of McKinney - Historic McKinney Triathlon and Kids Triathlon	\$ (3,525.00)
	McKinney Main Street - Arts in Bloom	\$ (15,000.00)
	Texas Artists/DEAR Texas - McKinney Book Festival	\$ (6,000.00)
	Balance	\$ 50,000.00
Community Projects	MCDC Discretionary	\$ 1,259,745.00
	Balance	\$ 1,259,745.00
Projects - Parks & Recreation	Project #15-04	\$ 5,500,000.00
	Hike & Bike Trails	\$ (480,000.00)
	Prosper ISD Neighborhood Park	\$ (705,000.00)
	Gray Branch Phase I	\$ (770,000.00)
	Land Acquisition	\$ (2,270,000.00)
	Frisco ISD Neighborhood Park	\$ (825,000.00)
	Park Accessibility/ADA Compliance Plan	\$ (250,000.00)
	Erwin Park Phase I	\$ (200,000.00)
	Balance	\$ -
MPAC Operations		\$ 375,000.00
		\$ (375,000.00)
	Balance	\$ -
MAFC Operations		\$ 1,040,093.00
	Balance	\$ 1,040,093.00



17-213

TITLE: Consider/Discuss/Act on Project #17-02, Submitted by McKinney Main Street in an Amount not to Exceed Twenty-Five Thousand Dollars (\$25,000) for the Purchase of a Polaris GEM, to Provide Downtown Shuttle Service between Remote Parking Areas and the Commercial Core; Total Estimated Project Cost is \$55,000 Including Vehicle Purchase and Operating Costs; the Amount Requested for Vehicle Purchase Represents 46% of Total Project Cost

COUNCIL GOAL: Enhance the Quality of Life in McKinney
Direction for Strategic and Economic Growth

MEETING DATE: February 23, 2017

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- McKinney Main Street is requesting a grant, in an amount not to exceed \$25,000 for the purchase of a Polaris 6-passenger GEM vehicle to shuttle visitors from remote parking areas to the core commercial district in downtown McKinney.
- With construction of the nine-acre site south of the Downtown Square on the horizon, downtown will lose a significant portion of its free, unlimited remote parking spaces.
- With the elimination of the option for parking at the nine-acre site, other remote parking areas, primarily north of the square, will be publicized and utilized by downtown visitors - which will lead to the need for creation of transportation from parking sites to downtown destinations, while the City continues to negotiate/ create additional parking options to increase parking inventory.
- The shuttle service is planned as a “no cost” option to riders.

BACKGROUND INFORMATION:

- The Polaris GEM is a uniquely styled, electric, minimal maintenance, six-seat vehicle that has been successfully deployed as a shuttle option in areas like the Dallas Arts District, downtown San Diego, Aspen, CO, Tampa, FL, and Newport Beach, CA.

- Following the practices of other established GEM shuttle operations, the McKinney GEM would not operate on a fixed route - but would circulate through high pedestrian areas and remote parking lots to actively promote services to potential riders.
- McKinney GEM would be “on call” and accessed through a phone number advertised on the vehicle.
- Additional promotion would be initiated through McKinney Main Street, the City of McKinney and Downtown Merchants.
- McKinney Main Street will identify and recruit sponsors to fund operation and maintenance costs.
- A wide variety of sponsor opportunities/branding visibility will be created.
- The schedule of operations would include 20 hours per week:
 - Friday - 2:00 p.m. to 10:00 p.m.
 - Saturday - 2:00 p.m. to 10:00 p.m.
 - Sunday - Noon to 4:00 p.m.
- Passenger load is estimated at 20-30 passengers per hour x 20 hours per week = goal of 2,000 riders per month.

FINANCIAL SUMMARY:

- Total project cost is estimated at \$55,000 - \$25,000 for vehicle purchase; \$30,000 for operations, maintenance and marketing costs.
- Sponsorship sales are planned to fund operations, marketing and maintenance costs.
- Project success will be evaluated based on:
 - Total number of hours operated
 - Number of riders
 - Number of calls placed to McKinney GEM phone number
 - Number of promotional materials distributed
 - Tracking of social media posts to calculate number and reach regarding McKinney GEM

SUPPORTING MATERIALS:

[Grant Application](#)

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2017

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

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

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, via email or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.

Please indicate the type of funding you are requesting:

X

Project Grant

Projects that are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines) and that advance the mission of MCDC.

☐

Promotional or Community Event Grant (maximum \$15,000)

Initiatives, activities or events that promote the City of McKinney for developing new or expanded business opportunities and/or tourism – and enhancing quality of life for McKinney residents.

Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2016	December 2016	January 2017
Cycle II: May 31, 2017	June 2017	July 2017

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2016	January 2017	February 2017
Cycle II: March 31, 2017	April 2017	May 2017
Cycle III: June 30, 2017	July 2017	August 2017

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: McKinney Main Street (McKinney Downtown Business Re-Development, Inc.)

Federal Tax I.D.: 04-3615798

Incorporation Date: 2002

Mailing Address: 111 N. Tennessee St.

City: McKinney

ST: TX

Zip: 75069

Phone: 972-547-2660

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

Website: www.downtownmckinney.com

Check One:

☒ Nonprofit – 501(c) Attach a copy of IRS Determination Letter

☐ Governmental entity

☐ For profit corporation

☐ Other

Professional affiliations and organizations to which your organization belongs: Texas Downtown Association, Texas Main Street, National Main Street, McKinney Chamber of Commerce

REPRESENTATIVE COMPLETING APPLICATION:

Name: Amy Rosenthal

Title: Director, MPAC & McKinney Main Street

Mailing Address: 111 N. Tennessee St.

City: McKinney

ST: TX

Zip: 75069

Phone: 972-547-2652

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Amy Rosenthal

Title: Director, MPAC & McKinney Main Street

Mailing Address: 111 N. Tennessee St.

City: McKinney

ST: TX

Zip: 75069

Phone: 972-547-2652

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

FUNDING

Total amount requested: \$25,000 (not to exceed \$25,000 cost of Polaris GEM e6 – dealer estimate \$23,751)

Matching Funds Available (Y/N and amount): Yes

Will funding be requested from any other City of McKinney entity (e.g. Arts Commission, City of McKinney Community Support Grant)?

☐ Yes

☒ No

Please provide details and funding requested: Promotional support requested for an expanded Arts in Bloom 2017 will help increase festival attendance (attracting visitors surrounding communities), increase exposure of businesses in Historic Downtown McKinney, and provide residents with cultural and artistic experiences.

PROJECT/PROMOTIONAL/COMMUNITY EVENT

Start Date: Service start March 17, 2017

Completion Date:

BOARD OF DIRECTORS *(may be included as an attachment)* -- **ATTACHED**

LEADERSHIP STAFF (*may be included as an attachment*) -- **ATTACHED**

Using the outline below, provide a written narrative no longer than 7 pages in length:

I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotional/Community Event for which funds are requested.

II. Project or Promotional/Community Event (whichever is applicable)

- Outline details of the Project/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.
- **For Promotional Grants/Community Events** – describe how this initiative will **promote the City of McKinney for the purpose of business development and/or tourism**.
- Describe how the proposed Project/Promotional/Community Event fulfills strategic goals and objectives for your organization.
- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- Include the venue/location for Project/Promotional/Community Event?
- Provide a timeline for the Project/Promotional/Community Event.
- Detail goals for growth/expansion in future years.

Project Grants – please complete the section below:

- | | | |
|-----------------------------|------------------------------|-----------------------------|
| • An expansion/improvement? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A new project? | X Yes | <input type="checkbox"/> No |

Has a feasibility study or market analysis been completed for this proposed project? *If so, please attach a copy of the Executive Summary.*

Provide specific information to illustrate how this Project/Promotional/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life improvements in McKinney

Indicate which goal(s) listed above will be supported by the proposed Project/Promotional/Event:

- Support cultural, entertainment events that attract resident and visitors and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning
- Educate the community about the impact of local dining and shopping has on investment in quality of life improvements in McKinney

Has a request for funding, for this Project/Promotional/Community Event, been submitted to MCDC in the past?

Yes

X No

Date(s):

Financial

- Provide an overview of the organization's financial status including the impact of this grant request on organization mission and goals.
- Please attach your organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

What is the total estimated cost for this Project/Promotional/Community Event?

Income: \$50,000

Expense: \$50,000

(Please provide a budget specific to the proposed Project/Promotional/Community Event.)

What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? 50%

Are Matching Funds available? Yes ☐ No ☒

Cash:	Source:	% of Total
In-Kind \$	Source	% of Total

Please provide details regarding other potential sources for funding. Include name of organization solicited; date of solicitation; amount of solicitation and date that notice of any award is expected.

ASKS IN PROCESS – WILL UPDATE AT PRESENTATION ON JANUARY 26, 2017

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Project/Promotional/Community Event for which you are requesting funding – and how they are designed to help you achieve current and future goals.

V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Project/Promotional/Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Acknowledgements

If funding is approved by the MCDC board of directors, Applicant will assure:

- The Project/Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for the purpose described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project/Promotional/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement.
- Organization's officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotional/Community Event for which funds were received.

- A final report detailing the success of the Project/Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional/Community Event with submission of invoices/receipts to MCDC. The final 20% may be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotional/Community Event.
- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120th day after the date the MCDC notifies the applicant of the violation.

We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

Chief Executive Officer

Amy Rosenthal
Signature

Amy Rosenthal
Printed Name

January 5, 2017
Date

Representative Completing Application

Amy Rosenthal
Signature

Amy Rosenthal
Printed Name

January 5, 2017
Date

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.

CHECKLIST:

Completed Application:

- ☒ Use the form/format provided
- ☒ Organization Description
- ☒ Outline of Project/Promotional/Community Event; description, budget, goals and objectives
- ☒ Indicate the MCDC goal(s) that will be supported by this Project/Promotional/Community Event
- ☒ Project/Promotional/Community Event timeline and venue
- ☒ Plans for marketing and outreach
- ☒ Evaluation metrics
- ☒ List of board of directors and staff

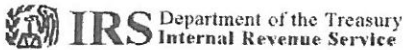
Attachments:

- ☒ Financials: organization's budget for current fiscal year; Project/Promotional/Community Event budget; audited financial statements
- ☒ Feasibility Study or Market Analysis if completed (Executive Summary)
- ☒ IRS Determination Letter (if applicable)

A FINAL REPORT IS TO BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL/COMMUNITY EVENT.

FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.



Department of the Treasury
Internal Revenue Service

ATLANTA GA 39901-0001

In reply refer to: 0752857837
Apr. 20, 2016 LTR 4168C 0
04-3615798 000000 00

00029561
BODC: TE

MCKINNEY DOWNTOWN BUSINESS
REDEVELOPMENT BOARD INC
% AMY BEAR
111 N TENNESSEE ST
MCKINNEY TX 75069-4319



020666

Employer ID Number: 04-3615798
Form 990 required: YES

Dear Taxpayer:

We issued you a determination letter in October 2002, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit www.irs.gov or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).

0752857837
Apr. 20, 2016 LTR 4168C 0
04-3615798 000000 00
00029562

MCKINNEY DOWNTOWN BUSINESS
REDEVELOPMENT BOARD INC
% AMY BEAR
111 N TENNESSEE ST
MCKINNEY TX 75069-4319

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Teri M. Johnson".

Teri M. Johnson
Operations Manager, AM Ops. 3



**McKinney Main Street
Board of Directors
2016-2017**

Name	Business Address	Phone #, Cell #, Fax #, E-Mail
Amy Rosenthal Program Director	City of McKinney-MPAC 111 N. Tennessee St McKinney, TX 75069	Phone # 972-547-2652 Cell # 817-269-1326 Email: arosenthal@mckinneytexas.org
Jan Elwell Chair Term End 9/30/17	JE Corporation 1629 Landon Ln McKinney, TX 75071	Cell # 972-658-3225 Email: jan@jecore.com
Alex Lanio Vice Chair Term End 9/30/17	Goodies Texas 114 N Tennessee St McKinney, TX 75069	Phone # 401 924-4552 Email: alex@goodiestexas.com
Amber Gutschlag Secretary/Treasurer Term End 9/30/17	1405 Clearwater Dr McKinney, TX 75071	Phone # 972-542-8485 Cell # 214-850-9581 Email: a_gutschlag@hotmail.com
Edna Brown Term End 9/30/17	1103 Hyde Park McKinney, TX 75069	Phone #: 214-673-8975 Email: andenana48@gmail.com
Robert 'Matt' Hamilton Term End 9/30/17	207 Byrne St. McKinney, TX 75069	Phone #: 469-952-3838 Email: matt@localyocal.com
Kaci Lyford Term End 9/30/17	Patina Green Home and Market 116 N. Tennessee, Suite 102 McKinney, TX 75069	Phone # 972-548-9141 Cell# 469-233-2472 Email: info@patinagreenhomeandmarket.com
Ric Anderson Term End 9/30/17	1501 Timberline McKinney, TX 75070	Cell # 214-632-9652 rila@andersonbrand.com
Jolie Williams Term End 9/30/17	Coldwell Banker, Apex REALTORS® 7290 Virginia Parkway, Suite 2400 McKinney, TX 75071	Cell # 214-502-6495 Email: Jolie@Diva-Homes.com
Courtney Ward Term End 9/30/17	907 West St. McKinney, TX 75069	Cell # 817-614-7015 Email: courtneylaurenward@gmail.com
CoCo Good City Liaison	City of McKinney – Marketing & Comm. 216 N Tennessee St McKinney, TX 75069	Phone # 972-547-7508 Cell # 214-585-3610 Email: cgood@mckinneytexas.org
Barry Shelton City Liaison	City of McKinney – City Manager's Office 221 N. Tennessee St. McKinney, TX 75069	Phone # 972-547-7402 Cell # 469-534-5254 Email: bshelton@mckinneytexas.org

AMY SHOULTS ROSENTHAL
8001 Tonkawa Trail, McKinney, TX 75070
817-269-1326 amyrosenthal@sbcglobal.net

PROFILE: Arts and events executive director with 20 years of experience. Proven results in increased attendance, funding and visibility. Expert understanding of industry from project inception to production. Innovative and creative communicator. Strategic thinker with knowledge, motivation and skill set to achieve the dream.

MCKINNEY MAIN STREET / MCKINNEY PERFORMING ARTS CENTER

Executive Director (2006 to Present, ED since January 2014)

- Manage \$1.5 million annual budget – combination of private 501c3 and City Fund
- Generate over \$800,000 of revenue annually through sponsorships and event programs
- Conduct monthly meetings with downtown merchants and business owners
- Work as liaison with between different city departments and downtown business owners
- Develop budgets, reports and monthly financials for 11 member Board of Directors, City Council and City Manager's Office
- Organize and execute 8 annual events attracting more than 100,000 visitors to Historic Downtown McKinney
- Member of initial operations team to launch, brand and promote city-run performing arts facility in readapted historic building
- Design and execute media campaigns for 70 MPAC-presented live performance events.
- Develop and achieve media sponsorships with *The Dallas Morning News* and WFAA Channel 8
- Write promotional copy for organization including season brochures, direct mail pieces, newsletters and facility rental materials
- Generate sponsorship proposals and write grant applications.
- Supervise 6 FT and 2 PT employees including facility operations, events coordinator, ticket office manager, marketing specialist, and maintenance workers
- Develop and maintain MPAC's public communication mechanisms including website, email notifications and social networking sites
- Collaborate with local arts organizations utilizing MPAC to ensure unified message.
- Design and execute MPAC promotional activities including subscriber and donor events, chamber gatherings and artist receptions
- Nurture community relationships with McKinney ISD, Historic Neighborhood Association, Downtown Merchant Organization, McKinney Arts Commission, McKinney Chamber of Commerce and McKinney Community Development Corporation

DALLAS CHILDREN'S THEATER (1995 – 2006)

Public Relations Director, Outreach Program Manager, Development Associate (1995 – 2006)

- Develop and implement PR and marketing campaigns for \$3.1 million organization serving over 250,000 annually – nationally recognized as one of top family theater organizations in US
- PR campaigns include \$8.6 million capital campaign, 45 theatrical productions, special events, and educational programming
- Coordinate \$112,000 community service project in conjunction with Apartment Association of Greater Dallas
- Manage all media relations. Coverage includes national publications, *TIME* magazine and *American Theatre Magazine*, in addition to front-page articles in *The Dallas Morning News*

- Generate pr/marketing strategies, budgets, timelines, sales goals, income projections
- Develop funding requests for educational programming securing over \$250,000 in grant support
- Write curriculum for multi-sensory lessons implemented in classrooms nationwide
- Coordinate and train volunteers to replicate program and instruct teachers and administrators on application of arts in-education
- Assist with grant requests to corporations, foundations, government institutions, and individuals.
- Maintain and oversee database of donors
- Track donor giving, record statistical data for reports, and administer donor correspondence

EDUCATION/PROFESSIONAL DEVELOPMENT:

Corporate and Private Sponsorship, IEG (Chicago, IL)
Business of Presenting II, Association of Presenting Arts Professionals (New York, NY)
Bachelor of Fine Arts, Theatrical Performance, University of Texas at Austin

WRITING SAMPLES AND REFERENCES AVAILABLE UPON REQUEST



ABOUT MAIN STREET

Main Street consists of 11 board members (two-year staggered terms) and two full time staff members. The board meets the 2nd Thursday of every month at 8:30 a.m. at the McKinney Performing Arts Center in the Encore Wire Room, 111 N. Tennessee. Main Street also holds business monthly meetings on the second Tuesday of every month at 8:30 a.m. at the McKinney Performing Arts Center, 111 N. Tennessee.

The Main Street approach is to support the continued growth of McKinney's downtown area through economic development, increased promotion, enhancing tourism, infrastructure redevelopment, historical preservation efforts and an increased awareness of McKinney's history. Our mission is to ensure that downtown McKinney continues to be the vibrant, inviting, safe and growing area it is known for today.

In an effort to achieve our goals, we focus on a four point approach with committees focused on design, organization, promotion and economic re-development. Committees are the backbone of the organization and the vehicles through which the board implements the Main Street work plan.

DESIGN

Creates an attractive coordinated and quality image of downtown McKinney by capitalizing on our unique assets and heritage. This committee is involved in all aspects of design that affects downtown's image.

ORGANIZATION

Promotes the Main Street Program and focuses on fundraising. Partnerships are key to the success of our program. Main Street needs both public and private allies and advocates to make our revitalization a priority for our community.

PROMOTION

Promotes downtown; to market a unified, quality image of the commercial district as the center of commerce, culture, and community life for residents and visitors alike.

ECONOMIC REDEVELOPMENT

Works in coordination with the Town Center Study resulting in an improved retail mix, a stronger tax base, increased investor confidence and a stable role for downtown McKinney as a major component of the city's economy



ABOUT DOWNTOWN

McKinney enjoys one of the oldest authentic and thriving historic downtowns in Texas. What was once the center of all commercial and social activity for Collin County, again today shines as a viable retail, dining, entertainment and business center.

McKinney's gently rolling hills, tree-lined neighborhoods, historic downtown and beautiful parks give the city a quaint, small town feel. The friendly charm and comfortable pace belies the fact that McKinney, with a population of over 150,000 people, is one of the fastest-growing cities in America and recently named as one of the Best Places to Live in America by Money Magazine.

Downtown offers more than 130 unique shops and more than a dozen unique restaurants, including upscale restaurants featuring award-winning chefs, sandwich shops, outdoor patio dining and neighborhood pubs. Downtown McKinney also offers an assortment of specialty shops, art galleries featuring the works of local artists, furniture stores, exquisite antique collections, gift shops, apparel boutiques and a multitude of service businesses.

Visitors with an eye for history enjoy the adjoining historic neighborhood featuring beautifully restored homes from another century. The original Collin County Courthouse, located in the center of downtown, is now known as McKinney Performing Arts Center with a 420-seat theater suitable for intimate arts performances, lectures and events.

Main Street is a national program born out of the National Trust for Historic Preservation. Since 1980, the National Main Street Center has been working with communities across the nation to revitalize historic commercial areas.

Improving economic management, strengthening public participation, and marketing downtown as a destination to dine, shop and enjoy is critical to Main Street's future. Main Street also focuses on recruiting new businesses and retaining existing businesses. Building on downtown's inherent assets -- rich architecture, personal service, and traditional values and most of all, a sense of place -- the Main Street approach supports entrepreneurship, downtown cooperation and civic concern.

Our work plan includes preserving the Quality Image of Downtown McKinney and maintaining the Historic Designation set forth by the Texas Historic Commission. We work in partnership with public and private allies to boost downtown economics, to enhance festivals and promotion in downtown McKinney, and to meet fundraising goals set forth by the Main Street Board of Directors and City Council.



MCDC PROJECT GRANT APPLICATION – JANUARY 2017 MCKINNEY GEM – 6 SEAT ELECTRIC SHUTTLE

Historic Downtown McKinney is recognized at the state and national level for its authentic and vibrant setting. It is a destination for McKinney residents and visitors. It is the gathering place for our community - and home to over 100 independently owned businesses. Historic Downtown McKinney is considered one of McKinney's greatest assets.

As Collin County and North Texas continues to experience intense growth, Historic Downtown McKinney is also undergoing a transformation. New development and construction is occurring at several points throughout the Historic Downtown area, but most significantly at nine acres located slightly south of the downtown square.

The nine acres will begin construction mid to late January 2017, and **Downtown McKinney will also lose a significant portion of its free, unlimited remote parking.** Consumers will need to be re-educated for alternate parking options – with most of the parking inventory north of the downtown square.

The City of McKinney will continue to negotiate additional public/private parking opportunities to help increase parking inventory.

In the meantime, Historic Downtown McKinney is desperate for additional parking accessibility and ways to increase consumer convenience.

The Polaris GEM e6 is an affordable, uniquely-styled, electric, minimal maintenance, six-seat vehicle that has been utilized as a shuttle option on university campuses, hotel and entertainment facilities, areas like the Dallas Arts District, downtown San Diego - to tourist destinations such as Aspen, CO; Tampa, FL; Newport Beach, CA.

In McKinney, this vehicle would be offered to transport shoppers, diners, visitors and residents between remote parking areas and the commercial core. This vehicle would be offered to help assist patrons with purchase packages back to their vehicles. This vehicle will help transport patrons from Chestnut Square, Heard-Craig House, and Collin County History Museum to the downtown square.

This service would be provided at NO COST to riders.

Following the practices of other GEM shuttle service operators, the McKinney GEM would not operate on a fixed route – but would circulate high pedestrian areas and remote parking lots to actively promote services to potential riders. The McKinney GEM would be 'on call' and accessed by a phone number advertised on the vehicle in addition with promotion through McKinney Main Street, the City of McKinney and Downtown Merchants.

McKinney Main Street would identify and recruit sponsors to help cover the salary of a PT driver in addition to supplemental costs associated with the project. **The Polaris GEM offers a wide variety of sponsor visibility branding options including coupons and promotional handouts provided to passengers.**

MCKINNEY GEM OPERATIONS

Intended operations would begin at a minimum of 20 hours per week with a schedule to maximize usage:

- Friday – 2pm to 10pm (8 hours)
- Saturday – 2pm to 10pm (8 hours)
- Sunday – Noon to 4pm (4 hours)

20 / 30 passengers per hour x 20 hours per week = Goal 2,000 riders per month

TIMELINE

- January 2017 – Vehicle and operations research. Recruitment of partners.
- February 2017 – Experimental test drives. Production of promotional materials. Vehicle order. Driver interviews.
- March 2017 – Branding/wrapping of vehicle.
- March 17, 2017 – Begin service of McKinney GEM.
- July 2017 – First status report to investors.

GROWTH/EXPANSION

Growth and expansion opportunities involve increased hours of operations and the potential of additional vehicles.

MCKINNEY GEM BUDGET

INCOME

Vehicle Sponsorship	\$25,000
Driver/Maintenance Sponsorships	\$30,000

TOTAL	\$50,000
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EXPENSES

Vehicle	\$25,000
PT Driver(s)	\$20,000
Insurance	\$ 4,000
Cell Phone	\$ 1,000
Vehicle Maintenance	\$ 2,000
Marketing	\$ 3,000

TOTAL	\$50,000
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MARKETING / OUTREACH

Marketing the McKinney GEM will include promotional materials distributed to merchants, visibility on the McKinney Main Street website, the City of McKinney website and social media outlets. Vehicle launch will include media releases in addition to a launch event. The unique appearance of the vehicle will also help promote its services during peak traffic times.

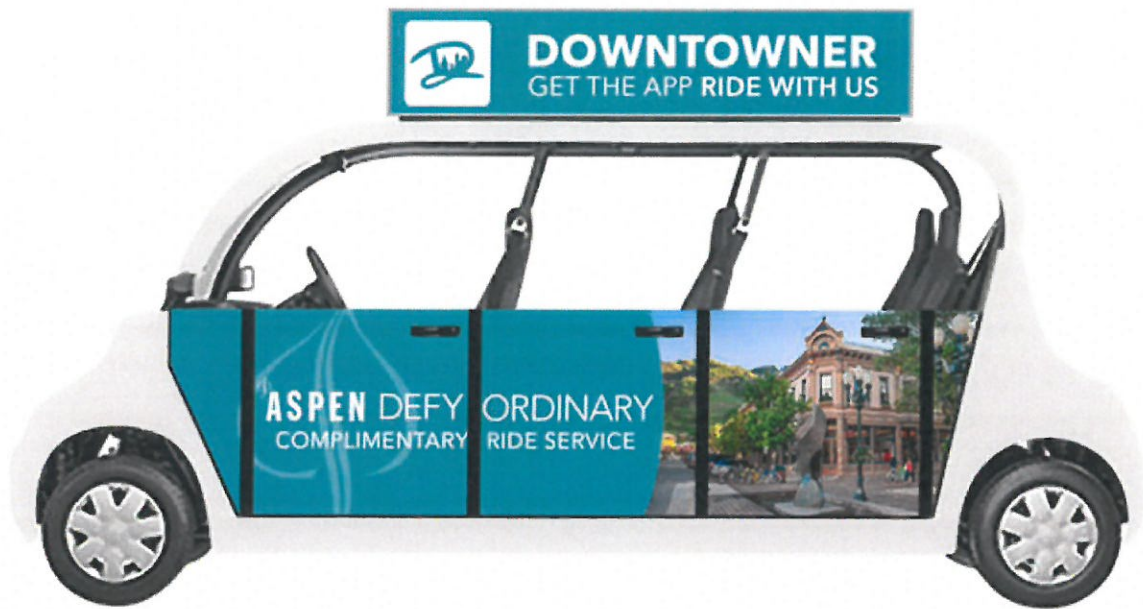
METRICS TO EVALUATE SUCCESS

McKinney Main Street will track data and stats in relation to the operation of the McKinney GEM. Metrics include:

- Number of operational hours
- Number of riders – tracking peak times
- Number of calls to McKinney GEM phone number
- Number of printed promotional materials distributed
- Zip codes of riders
- Number of social media posts about McKinney GEM
- Reach of social media posts about McKinney GEM



DALLAS ARTS DISTRICT – ONE ARTS CART



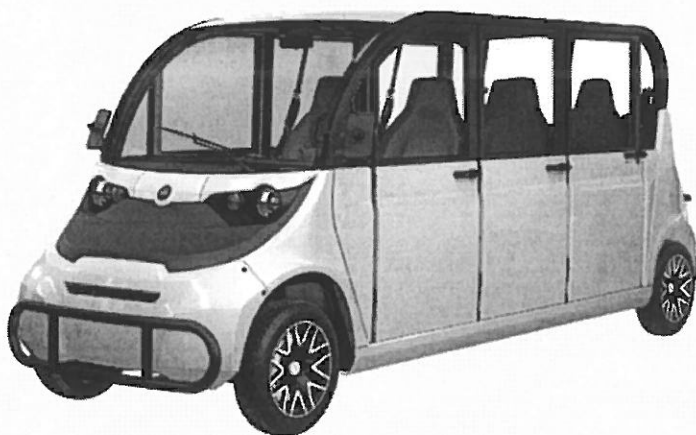
ASPEN, COLORADO - DOWNTOWNER



CAPE MAY, NEW JERSEY – FREE RIDE

Categories

Select Color



GEM® e6®

Starting At

\$14,999

US MSRP

As Configured

\$23,751

US MSRP

Plus Freight & Setup

Save & Share

Custom Quote Add-Ons

Item	Price
GEM® e6®	\$14,999.00
White More Info ▼	\$0.00
Full Doors - White (Includes Rear Window) More Info ▼	\$4,524.00
S-Bed More Info ▼	\$700.00
Rugged Front and Rear Bumper w/ Receiver More Info ▼	\$700.00
14" Aluminum Wheels and Rims More Info ▼	\$626.00
Left Hand Tilt Steering with EPS More Info ▼	\$999.00
Left Hand with Lightning Audio Stereo and Heater More Info ▼	\$1,073.00
Rubber Floor Mats More Info ▼	\$130.00
Subtotal	\$23,751

McKinney Main Street

PROFIT AND LOSS

January - September, 2016

INCOME	ARTS IN BLOOM	BIKE THE BRICKS	EXPLORER CLUB	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	MPAC SEAT CUSHION	OKTOBERFEST	RED, WHITE & BOOM!	SCARE ON THE SQUARE	SECOND SATURDAYS	NOT SPECIFIED	TOTAL
Downtown Membership Income												
Events Income											6,600.00	\$6,600.00
Alcohol Sales	16,863.00											\$0.00
Concession Sales Food and Beverage	3,276.03											\$16,863.00
Ticket Sales							250.98					\$3,527.01
Total Events Income	20,139.03						645,197.99					\$645,197.99
Miscellaneous Income							645,448.97					\$665,588.00
Non Profit Income							273.75				2.01	\$273.75
MPAC Seat Cushion Fundraiser						15,151.19						\$2.01
Total Non Profit Income						15,151.19					2.01	\$15,153.20
Programs Income												\$0.00
Shoppers Guide												\$0.00
Total Programs Income												\$0.00
Sales of Product Income	3,710.00	225.00										\$2,000.00
Sponsorship Income	16,971.75	5,500.00										\$2,000.00
Vendor Income	7,092.00	0.00										\$3,935.00
Total Income	\$47,912.78	\$5,725.00	\$0.00	\$0.00	\$0.00	\$15,151.19	\$713,334.72	\$1,500.00	\$165.00	\$0.00	\$8,602.01	\$797,900.70
GROSS PROFIT	\$47,912.78	\$5,725.00	\$0.00	\$0.00	\$0.00	\$15,151.19	\$713,334.72	\$1,500.00	\$165.00	\$0.00	\$8,602.01	\$797,900.70
EXPENSES												
Administrative Expenses												
Associations/Dues/Subscriptions		50.00										\$7,430.46
Board Expense												\$7,524.90
Bookkeeping/Audit												\$98.00
Office Expenses												\$2,365.00
Other Fees												\$709.62
Bank Service Charges												\$0.00
Credit Card Fees												\$240.84
Interest												\$2,919.14
Total Other Fees												\$164.54
Postage	2,359.82	288.40										\$3,324.52
Supplies												\$2,697.22
Food	70.19											\$1,006.88
Total Supplies	70.19											\$499.45
Travel/Training												\$727.44
Total Administrative Expenses	2,430.01	338.40										\$2,363.80
Event Expenses		543.59										\$28,750.59
Activities Expense												\$543.59
Alcohol Expense	13,747.44											\$4,437.59
Liability Insurance	600.00											\$65,305.21
Servers												\$3,460.20
TABC Permit												\$15,221.25
Total Alcohol Expense	14,347.44											\$924.00
Decorations Expense												\$84,910.66
Downtown Christmas Tree Expense												\$26,167.75
Entertainer Expense	2,734.00	3,350.00	187.50									\$117.60
Event Permit		1,270.00										\$48,100.62
Infrastructure												\$1,270.00
Electricity	1,900.00											\$0.00
Fencing	477.60											\$32,215.47
Ice												\$3,851.99
Portables												\$3,150.00
Rentals	6,121.83											\$2,604.72
												\$53,215.67

	ARTS IN BLOOM	BIKE THE BRICKS	EXPLORER CLUB	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	MPAC SEAT CUSHION	OKTOBERFEST	RED, WHITE & BOOM!	SCARE ON THE SQUARE	SECOND SATURDAYS	NOT SPECIFIED	TOTAL
Total Infrastructure	8,499.43			29,627.63	525.00		56,385.79					\$95,037.85
Marketing Expense												\$3,500.00
Billboards				3,800.00			3,500.00					\$3,800.00
Event T-Shirts		3,429.20					3,545.50					\$7,570.95
Misc Marketing	2,524.46	2,270.34	607.62		596.25		1,932.68		400.00	72.40	4,521.00	\$12,328.50
Newspaper	3,037.50			3,727.50			2,500.00					\$9,265.00
Radio	2,000.00	1,750.00		5,160.00			7,650.00					\$16,560.00
Signage	1,865.75	4,367.57			339.82		5,011.24		534.08			\$12,118.46
Social Media	1,666.67	559.73					7,067.73		27.80	39.65	193.72	\$9,667.33
Television				112.03								\$8,826.00
Total Marketing Expense	11,094.38	12,376.84	607.62	21,625.53	936.07		31,207.15	961.88	112.05	4,714.72		\$83,636.24
Merchandise	2,552.10						17,750.00					\$20,302.10
Office/Administrative												
Expenses												
Prize Winnings												
Staffing Expense												
Cashiers												
Misc Staff	648.00											\$815.00
Porters/Cleanup	417.44											\$8,478.00
Total Staffing Expense	1,065.44											\$4,550.00
Supplies & Materials												\$2,674.60
Ticket Redemption												
Weather Insurance												
Total Event Expenses	40,292.79	18,255.43	795.12	60,005.64	2,686.07		560,554.55	1,827.76	412.05	30,005.92		\$714,935.33
Mileage												\$58.96
Program Expenses												\$0.00
Seat Cushion Replacement												\$9,085.00
Total Program Expenses												\$9,085.00
Total Expenses	\$42,722.80	\$18,593.83	\$795.12	\$60,325.57	\$2,686.07		\$563,353.02	\$1,882.76	\$412.05	\$52,893.86		\$752,829.88
NET OPERATING INCOME	\$5,189.98	\$-12,868.83	\$-795.12	\$-58,825.57	\$1,323.93		\$149,981.70	\$-382.76	\$-412.05	\$-44,291.65		\$45,070.82
NET INCOME	\$5,189.98	\$-12,868.83	\$-795.12	\$-58,825.57	\$1,323.93		\$149,981.70	\$-382.76	\$-412.05	\$-44,291.65		\$45,070.82



17-214

TITLE: Consider/Discuss/Act on Project #17-01, Submitted by the City of McKinney in the Amount of Three Million, Five Hundred Thousand Dollars (\$3,500,000) for Partial Funding for an Expansion to the McKinney StarCenter; Estimated Project Construction Cost is \$8,500,000; the Amount Requested Represents 42% of the Total Estimated Construction Cost

COUNCIL GOAL: Enhance the Quality of Life in McKinney
Direction for Strategic and Economic Growth

MEETING DATE: February 23, 2017

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- The City of McKinney is requesting MCDRC funding participation in the construction costs associated with an expansion of the McKinney StarCenter.
- The proposed project would add 46,000 square feet of space and would include one sheet of ice and 1,500-2,000 seats to facilitate hosting of youth level hockey games, tournaments and other events.
- The addition to the facility will also include an expanded back of house / locker room area.
- There is potential to also include private space to be used by a minor league hockey franchise.
- The amount requested represents approximately 42% of the total estimated construction cost (\$8,500,000 total).

BACKGROUND INFORMATION:

- The McKinney StarCenter is a facility owned by the City of McKinney and leased to the Dallas Stars.
- Current lease became effective October 1, 2009; the term is 20 years with two 5-year renewals.
- Current facility is approximately 85,000 square feet and includes two full-size ice

rinks used for programs ranging from entry level “learn to skate” classes to training athletes to perform on the national stage.

- Programming offered includes hockey and figure skating academies.
- Team training and league games are held at the facility on a seven (7) day/week schedule.
- The strong recreational hockey program offered at the McKinney StarCenter, along with the McKinney North Stars travel organization, has resulted in the McKinney StarCenter hosting more kids playing hockey than any other rink in Texas.
- The McKinney StarCenter is home to the MISD high school hockey program, winner of the Texas High School State Championship in 2013-14 and 2015-16.
- Additionally, public skating is offered periodically throughout the year.
- A promotional event, featuring a Dallas Stars player or coach, or team practice is scheduled annually.
- Dallas Stars promote the City of McKinney through game programs and advertising/announcements.

FINANCIAL SUMMARY:

- Cost for original construction of the McKinney StarCenter, completed in 2009, was \$12,300,000.
- The City of McKinney funded \$6,800,000 for construction.
- MCDC funded \$5,500,000 for construction.
- Monthly lease payments at the beginning of the lease term were \$44,000/month, with scheduled escalation at the beginning of every five year time period through year 30.
- The tenant is responsible for the cost of operations, maintenance and capital repairs.

SUPPORTING MATERIALS:

[Grant Application](#)

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

Grant Application

Fiscal Year 2017

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Please call to discuss your plans for submitting an application in advance of completing the form.** A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

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

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, via email or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.

Please indicate the type of funding you are requesting:



Project Grant

Projects that are eligible for funding in accordance with the Type B sales tax statute (refer to examples in Grant Guidelines) and that advance the mission of MCDC.



Promotional or Community Event Grant (maximum \$15,000)

Initiatives, activities or events that promote the City of McKinney for developing new or expanded business opportunities and/or tourism – and enhancing quality of life for McKinney residents.

Promotional and Community Event Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: November 30, 2016	December 2016	January 2017
Cycle II: May 31, 2017	June 2017	July 2017

Project Grants:

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 30, 2016	January 2017	February 2017
Cycle II: March 31, 2017	April 2017	May 2017
Cycle III: June 30, 2017	July 2017	August 2017

APPLICATION

INFORMATION ABOUT YOUR ORGANIZATION

Name: City of McKinney

Federal Tax I.D.: 75-6000599

Incorporation Date: 1848

Mailing Address: P.O. Box 517

City: McKinney

ST: TX

Zip: 75070

Phone: 972-547-7527

Fax: 972-547-2607

Email: bshelton@mckinneytexas.org

Website: www.mckinneytexas.org

Check One:

- ☐ Nonprofit – 501(c) Attach a copy of IRS Determination Letter
- ☒ Governmental entity
- ☐ For profit corporation
- ☐ Other

Professional affiliations and organizations to which your organization belongs:

REPRESENTATIVE COMPLETING APPLICATION:

Name: Barry Shelton

Title: Assistant City Manager

Mailing Address: P.O. Box 517

City: McKinney

ST: TX

Zip: 75070

Phone: 972-547-7527

Fax: 972-547-2607

Email: bshelton@mckinneytexas.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Barry Shelton

Title: Assistant City Manager

Mailing Address: P.O. Box 517

City: McKinney

ST: TX

Zip: 75070

Phone: 972-547-7527

Fax: 972-547-2607

Email: bshelton@mckinneytexas.org

FUNDING

Total amount requested: \$3,500,000

Matching Funds Available (Y/N and amount): Yes, for remaining amount of project

Will funding be requested from any other City of McKinney entity (e.g. Arts Commission, City of McKinney Community Support Grant)?

☒ Yes☐ No

Please provide details and funding requested: The funding request is for the expansion of the McKinney Stars Center in Craig Ranch. The facility is owned by the City of McKinney and is leased to the Dallas Stars. The Stars have indicated a desire to expand the facility to include a third sheet of ice, with 1,500 to 2,000 seats to hold youth level hockey games and tournaments as well as other events. The addition to the facility will also include additional locker rooms and potentially private space to be used by a minor league hockey franchise.

PROJECT/PROMOTIONAL/COMMUNITY EVENT

Start Date: October 2017

Completion Date: June 2018

BOARD OF DIRECTORS *(may be included as an attachment)***Mayor Brian Loughmiller****Mayor Pro-tem Randy Pogue****Chuck Branch****Don Day****Rainey Rogers****Travis Ussery****Tracy Rath**

LEADERSHIP STAFF <i>(may be included as an attachment)</i>

Paul Grimes Jose Madrigal Barry Shelton	City Manager Deputy City Manager Assistant City Manager
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Using the outline below, provide a written narrative no longer than 7 pages in length:

I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project/Promotional/Community Event for which funds are requested.

II. Project or Promotional/Community Event (whichever is applicable)

- Outline details of the Project/Promotional/Community Event for which funds are requested. Include information regarding scope, goals, objectives, target audience.

The requested grant will be used as partial funding of an \$8.5 million expansion to the McKinney Star Center, which is an indoor ice skating/hockey facility that is owned by the City of McKinney and leased to the Dallas Stars. The facility currently is approximately 85,000 square feet under roof and has two full size ice rinks that are used for programs ranging from entry level learn to skate classes to training athletes that perform on the national stage. The Stars offer skating and hockey academies for those learning to play as well as a facility for team training and league games. The McKinney Star Center is home to the McKinney ISD high school hockey program, winner of the Texas High School State Championship in 2013-14 and 2015-16.

The McKinney Star Center has more kids playing hockey than any other rink in the state of Texas thanks to a strong recreational hockey program and the McKinney North Stars travel organization. The figure skating program at the center has trained national champions and other participants who have placed on the US National Team.

The proposed expansion will include approximately 46,000 square feet featuring a third ice rink that is being planned with over 1,700 seats. The expansion will allow for increased participants in all of the established programs. The inclusion of bleacher seating for over 1,700 people will allow for increased tournament play and potentially for an NAHL hockey team moving to McKinney. Tournament play would include recreational, travel, high school and adult leagues and would lead to possible overnight stays within the community. The NAHL is a USA Hockey sanctioned tier II Junior league for players ages 16-20 with aspirations of playing collegiate and/or professional hockey. The league has 24 teams in 12 states and would bring around 25 home games to McKinney each season.

- Describe how the proposed Project/Promotional/Community Event fulfills strategic goals and objectives for your organization.

The proposed expansion project would help to fulfill the goals for the City Council including "Direction for Strategic and Economic Growth" and "Enhancing the Quality of Life in McKinney".

- Please also include planned activities, time frame/schedule, and estimated attendance and admission fees if applicable.
- Include the venue/location for Project/Promotional/Community Event?

The proposed expansion project will add on to the south side of the existing Star Center building located on the southeast corner of Alma Drive and Collin McKinney Parkway.

- Provide a timeline for the Project/Promotional/Community Event.

Upon securing funding for the expansion project, the city will proceed with design and construction of the third ice sheet. The tentative time frame for completion and opening of the new rink is based on being up and running in late summer or early fall of 2018.

- Detail goals for growth/expansion in future years.

At this time, there are no further expansion plans.

Project Grants – please complete the section below:

- | | | |
|-----------------------------|---|--|
| • An expansion/improvement? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A new project? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |

Has a feasibility study or market analysis been completed for this proposed project? *If so, please attach a copy of the Executive Summary.*

N/A

Provide specific information to illustrate how this Project/Promotional/Event aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested
- Educate the community about the impact local dining and shopping has on investment in quality of life

improvements in McKinney

Indicate which goal(s) listed above will be supported by the proposed Project/Promotional/Event:

- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney

Has a request for funding, for this Project/Promotional/Community Event, been submitted to MCDC in the past?

☒ Yes

☐ No

Date(s): The first phase of the existing Star Center was partially funded by an MCDC grant in 2008.

Financial

- Provide an overview of the organization's financial status including the impact of this grant request on organization mission and goals.
- Please attach your organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

What is the total estimated cost for this Project/Promotional/Community Event?

\$8,500,000

(Please provide a budget specific to the proposed Project/Promotional/Community Event.)

What percentage of Project/Promotional/Community Event funding will be provided by the Applicant? 58.8%

Are Matching Funds available? ☐ Yes

☒ No

Cash \$

Source

% of Total

In-Kind \$

Source

% of Total

Please provide details regarding other potential sources for funding. Include name of organization solicited; date of solicitation; amount of solicitation and date that notice of any award is expected.

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization, for the Project/Promotional/ Community Event for which you are requesting funding – and how they are designed to help you achieve current and future goals.

V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Project/Promotional/ Community Event. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Acknowledgements

If funding is approved by the MCDC board of directors, Applicant will assure:

- The Project/Promotional/Community Event for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for the purpose described in this application.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project/Promotional/Community Event. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement.
- Organization's officials who have signed the application are authorized by the organization to submit the application;
- Applicant will comply with the MCDC Grant Guidelines in executing the Project/Promotional/ Community Event for which funds were received.
- A final report detailing the success of the Project/Promotional/Community Event, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project/Promotional/Community Event.
- Up to 80% of the approved grant may be provided, on a reimbursement basis, prior to conclusion of the Project/Promotional/Community Event with submission of invoices/receipts to MCDC. The final 20% may be paid following MCDC's receipt of unpaid invoices/receipts; documentation of fulfillment of obligations to MCDC; and final report on the Project/Promotional/Community Event.

- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120th day after the date the MCDC notifies the applicant of the violation.

We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

Chief Executive Officer

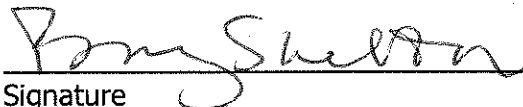


Signature

PAUL G. GRIMES
City Manager
Printed Name

1/4/17
Date

Representative Completing Application



Signature

BARRY SHELTON
Assistant City Manager
Printed Name

1/4/17
Date

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.

CHECKLIST:

Completed Application:

- ☒ Use the form/format provided
- ☒ Organization Description
- ☒ Outline of Project/Promotional/Community Event; description, budget, goals and objectives
- ☒ Indicate the MCDC goal(s) that will be supported by this Project/Promotional/Community Event
- ☒ Project/Promotional/Community Event timeline and venue
- ☒ Plans for marketing and outreach
- ☒ Evaluation metrics
- ☒ List of board of directors and staff

Attachments:

- ☒ Financials: organization's budget for current fiscal year; Project/Promotional/Community Event budget; audited financial statements
- ☒ Feasibility Study or Market Analysis if completed (Executive Summary)
- ☒ IRS Determination Letter (if applicable)

A FINAL REPORT IS TO BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE EVENT/COMPLETION OF THE PROJECT/PROMOTIONAL/COMMUNITY EVENT.

FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.



McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project/Promotional/Community Event:

Start Date:

Completion Date:

Location of Project/Promotional/Community Event:

Please include the following in your report:

- Narrative report on the Project/Promotional/Community Event
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Screen shots of online Promotions
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Project/Promotional/Community Event to:

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

Attn: Cindy Schneible
cschneible@mckinneycdc.org