

McKinney Community Development Corporation

Vision: A driving force for a premier quality of life in McKinney

Mission: Work proactively, in partnership with others, to promote and fund community, cultural and economic development projects that maintain and enhance quality of life in McKinney

Our Guiding Principles:

- Serve ethically and with integrity
- Provide responsible stewardship
- Embrace our role and responsibility
- Honor the past - provide innovative leadership for the future
- Make strategic and transparent decisions that best serve the community

Projects Eligible for MCDC Consideration:

- Projects Related to the Creation or Retention of Primary Jobs
- Projects Related to Job Training to Further Economic Development
- Infrastructure Improvement Projects Necessary to Develop New or Expanded Business Enterprises
- Mass Transit-Related Facilities
- Projects Related to Community or Recreational Facilities
- Projects Related to Affordable Housing
- Professional and Amateur Sports and Athletic Facilities, Including Children's Sports
- Entertainment, Tourist and Convention Facilities
- Public Parks and Open Space Improvements
- Promotional Expenses that Advertise or Publicize the City for the Purpose of Developing New and Expanded Business and/or Tourism

DIRECTION FOR STRATEGIC GROWTH

MCDC:

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

Continue support for retail consultant (currently The Retail Coach).

Participate in retail recruitment activity - ICSC, Retail Live, Developer, Restaurant, Retail relationships.

Engage the community as to what they would like to see in McKinney.

MCDC:

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

Support Park CIP projects - \$5.5 mm/yr through FY 25.

Support economic development projects when requested and appropriate.

Coordinate with/support MEDC recruitment activities for growth of commercial tax base.

Support Vision 2040 Plan initiatives.

OPERATIONAL EXCELLENCE

| | |
|--------------|---|
| MCDC: | Establish a timeline for a Municipal Facility/Downtown Parking |
| | <i>Explore opportunities to support efforts to create way-finding signage.</i> |
| | <i>Look at ways to help bring transit to McKinney with a specific focus on the needs of seniors and the disabled.</i> |
| | <i>Explore the possibility of providing shuttle service (perhaps the trolley) from remote parking areas to events and amenities</i> |
| | <i>in downtown McKinney. This will be especially needed after construction on the 9-acre site begin.</i> |
| | <i>Explore transportation options for Senior Center.</i> |
| | |

| | |
|--------------|---|
| MCDC: | Implement performance management practices that include developing and training staff and Board and Commission members |
| | <i>Orientation for new (and current) board members.</i> |
| | <i>Sales Tax Training Workshop conducted by Texas Economic Development Council.</i> |
| | <i>Maintain a customer service oriented culture within MCDC.</i> |
| | <i>Identify key performance indicators for MCDC to include in overall City plan.</i> |
| | |
| | |

| | |
|--------------|--|
| MCDC: | Identify Opportunities for internal efficiencies through recurring analyses and continuous improvement |
| | <i>Annual retreat/quarterly reviews of progress toward goals.</i> |
| | <i>Once KPIs are established, include regular reports on progress.</i> |
| | <i>Utilize liaisons to identify and communicate opportunities for collaboration, cooperation with sister organizations and</i> |
| | <i>report monthly.</i> |
| | <i>Consider joint meetings with sister organizations to facilitate communication between groups.</i> |
| | <i>Create summary/overview page, in agenda packet, for Promotional and Project Grant requests.</i> |

MAXIMIZE THE DEVELOPMENT POTENTIAL OF THE MCKINNEY NATIONAL AIRPORT

| | |
|-------|---|
| MCDC: | Implement initiatives and strategies to attract and expand corporate and commercial aviation |
| | <i>Consider support for construction of additional hangar/facilities if requested by Council.</i> |
| | |
| | |
| | |
| | |
| | |
| | |
| | |

| | |
|-------|--|
| MCDC: | Improve communication and marketing the value of the McKinney National Airport to the City and Region |
| | <i>Explore, with city's communications and marketing tea, opportunities to support Airport marketing activities.</i> |
| | |
| | |
| | |
| | |
| | |
| | |
| | |

FINANCIALLY SOUND GOVERNMENT

MCDC:

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

Continue \$5.5 mm for funding Parks CIP projects.

Continue discretionary grants for Q of L projects that meet eligibility requirements.

Determine/maintain adequate fund balance for project support.

Continue to emphasize, to organizations seeking funding, the board's position that organizations should work to ensure plans and activities are in place to raise funds for ongoing operations and maintenance.

Communicate to organizations seeking project grant funding that MCDC board expectations include demonstration that CapEx plan is in place to support future capital expense.

With respect to MCDC discretionary project grants, communicate to grantees and outline in performance agreements that MCDC is the funder of last resort.

Revise MCDC grant guidelines and application to ensure more detailed information is provided regarding other potential funding sources.

Identify and implement mechanisms/initiatives to secure citizen input on future quality of life projects. (surveys, social media, kiosks at events).

MCDC:

Create financial plans for future growth as well as future maintenance

Work with Finance to create 5-year revenue/expense forecast.

4 hour retreat annually.

Develop exit strategy to avoid long-term funding of projects that are not sustainable.

Identify ways to measure and report on project success (projects funded through MCDC).

ENHANCE THE QUALITY OF LIFE IN MCKINNEY

MCDC:

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

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

MCDC:

Maximize public/private partnerships

- Identify/support appropriate projects/initiatives (e.g. PSA).*
- Support eligible/appropriate projects to secure additional dining, retail, entertainment opportunities.*

MCDC:

| Develop Parks strategy to preserve green space for future park land | |
|---|---|
| | <i>Support Parks-led initiative with board/staff participation.</i> |
| | <i>Funding for park land acquisition.</i> |
| | |
| | |
| | |
| | |
| | |
| | |
| | |

MCDC:

| Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike | |
|---|---|
| | <i>Continue Promotional and Community Event grants to support tourism and business development.</i> |
| | <i>Feature downtown events/amenities in "My McKinney" advertising.</i> |
| | <i>Provide volunteer support for downtown events.</i> |
| | <i>Continue to work with communications and marketing to identify and implement "signage" and other communication vehicles.</i> |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |

| OTHER | |
|-------|--|
| MCDC: | Signature Project |
| | <i>Explore creation of Bike Share program with funding support from MCDC.</i> |
| | |
| | |
| MCDC: | Signage |
| | <i>Highway signage .</i> |
| | <i>Banners to promote city events.</i> |
| | <i>Explore creation and installation of digital signage to communicate city/event information across the city.</i> |
| MCDC: | Community Arts Facility (Black box theater) |
| | <i>Community Arts Facility - continue due diligence and discussions with Council.</i> |
| | |
| | |
| MCDC: | City Gateways |
| | <i>Support city gateway enhancement/streetscape/beautification projects.</i> |
| | |
| | |
| MCDC: | Best Practices |
| | <i>Review/benchmark expenditures made by Type B corps in sister cities.</i> |
| | |
| | |