



McKinney Economic Development Corporation Agenda

Tuesday, February 20, 2018

8:00 AM

Council Chambers
222 N. Tennessee Street
McKinney, TX 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.

18-189 [Minutes of the McKinney Economic Development Corporation Meeting of January 16, 2018](#)

Attachments: [Minutes](#)

REPORTS

18-190 [Board and Liaison Updates](#)

[Board Chairman](#)

[City of McKinney](#)

[Chamber of Commerce](#)

[Main Street/MPAC](#)

Attachments: [MCDC Report](#)

[MCVB Report](#)

18-191 [Consider/Discuss MEDC Staff Monthly Reports](#)

Attachments: [Interim President Report](#)

[Director of BREP Report](#)

[Director of Business Development Report](#)

[Director of Marketing & Research Report](#)

REGULAR AGENDA

- 18-192** [Consider/Discuss/Act on January Financials](#)
Attachments: [January 2018 Transmittal Letter](#)
 [January 2018 Financials](#)
 [January 2018 Invoices Processed](#)

- 18-193** [Consider/Discuss/Act on Amending the McKinney Economic Development Corporation FY18 Budget for Land Acquisition](#)

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 General Counsel 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 551.074. (1) Personnel Matters
 - President Search Process

- C. Section 551.087. Deliberation Regarding Economic Development Matters
 - Project A189 – Project Topflight
 - Project A71 – Project Southgate
 - Project A190 – Project Hunt Southwest
 - Project A182 - Project River
 - Project A186 - Project Flip

ACTION ON EXECUTIVE SESSION

SITE TOUR

The Board will depart from City Hall at approximately 10:30 a.m. Members of the public will be provided maps and directions.

18-194

[McKinney Technology Center, 1720 Bray Central Drive
McKinney 75069 - Brief Tour of the Facility Begins -
Approximately 11:00 a.m.](#)

[WeWork - Legacy West, 7700 Windrose, Plano 75024- Brief
Tour of the Facility Begins - Approximately 12:30 p.m.](#)

ADJOURN (at WeWork site)

Posted in accordance with the Texas Government Code, Chapter 551, on the 16th day of February, 2018 at or before 5:00 p.m.

Sandy Hart, TRMC, MMC
City Secretary

In accordance with the Americans with Disabilities Act, it is the policy of the City of McKinney to offer its public programs, services, and meetings in a manner that is readily accessible to everyone, including individuals with disabilities. If you are a person with a disability and require information or materials in an appropriate alternative format; or if you require any other accommodation, please contact the ADA Coordinator at least 48 hours in advance of the event. Phone 972-547-2694 or email contact-ada.compliance@mckinneytexas.org. Advance notification within this guideline will enable the City to make reasonable arrangements to ensure accessibility. ADA grievances may also be directed to the ADA Coordinator or filed online at <http://www.mckinneytexas.org/ada>.

18-189



TITLE: Minutes of the McKinney Economic Development Corporation Meeting of
January 16, 2018

SUPPORTING MATERIALS:

[Minutes](#)

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

JANUARY 16, 2018

The McKinney Economic Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on January 16, 2018 at 8:00 a.m.

Board members Present: Chairman Jason Burress, Vice Chairman Paul Merritt, Secretary/Treasurer Robert Clark, Sharon Denny, Joe Minissale, Michael Jones

Absent: Kenneth Sipiora

Staff Present: President Darrell Auterson, Executive Vice President Abby Liu, Director of Business Retention & Expansion and Emerging Technology John Valencia, Director of Marketing and Research Geneva Aragon, Director of Business Development Bruce Coleman, Business Development Specialist Madison Clark, Temporary Administrative Assistant Sterrett Coleman, Administrative Assistant Deana Smithee, Mayor George Fuller, City Manager Paul Grimes, Chief Financial Officer Mark Holloway, MCVB Executive Director Dee-dee Guerra, City Secretary Sandy Hart, MEDC Attorney Mark Houser, Chamber of Commerce President Lisa Hermes, and Assistant to the City Manager Trevor Minyard.

There was one guest present.

Chairman Burress called the meeting to order at 8:03 a.m. after determining a quorum present.

18-024 Chairman Burress called for the Minutes of the McKinney Economic Development Corporation Meeting of December 19, 2017. Board members unanimously approved the motion by Secretary/Treasurer Clark, seconded by Vice Chairman Merritt, to approve the minutes of the McKinney Economic Development Corporation Meeting of December 19, 2017.

18-026 Chairman Burress called for Board and Liaison Updates. Chairman Burress welcomed Melissa Dixon, MEDC's newly hired Operations and Compliance Administrator. The Board has been made aware that due to personal reasons, President Auterson is stepping down to return home

to Pennsylvania where his wife and two children live. Chairman Burress expressed much appreciation to President Auterson. President Auterson brought a real level head and continuity to the organization. You leave this organization better than where it was when you came here. Chairman Burress stated working together, I'm proud of a number of our accomplishments and efforts. Thank you very much for your contribution to the MEDC and to the City of McKinney. President Auterson thanked Chairman Burress for his kind words, elaborated on his personal situation and expressed his appreciation to the Board for being extremely accommodating of his circumstances and allowing him the opportunity to step into retirement a little earlier than planned. The organization and the community are headed in a very positive strategic direction. President Auterson continued, you have a very dedicated staff and Board and I know you will continue to thrive.

City of McKinney – City Manager Paul Grimes offered his own personal congratulations for a job well done. Mr. Grimes stated he enjoyed working with President Auterson and wished him the best. Mr. Grimes reported a reminder that City Council is conducting their annual strategic planning workshop on Friday, February 2nd. Next item, update regarding Brazo's, The Public Utility Commission of Texas voted last week that Brazo's did not establish the need for a new line. Mr. Grimes stated they will continue to monitor this and will keep everyone apprised. Mr. Grimes continued with the announcement of the new Airport Director, Mr. Ken Carley. Mr. Carley will be joining us from Quad-City International Airport.

Chamber of Commerce - Chamber President Lisa Hermes reported the Annual Business Meeting will be held on January 30th. Ms. Hermes stated they are very excited to have Tom Luce, Founding CEO of Meadows Mental Health Policy Institute, as well as a long list of other titles and positions, as the keynote speaker. Plans are under way for the Annual Community Awards Celebration. Thank you to Legacy Texas

Bank for being the Title Sponsor of this event. There are a lot of candidate forums coming up. The Chamber of Commerce will do a combination of two things; partner with Rick Wells from Rick's Chop House and the forums he provides as well as candidate round tables. This is a great way for the citizens and voters to connect with the candidates and really understand the issues and where the candidates stand on those issues. Ms. Hermes continued we are starting some new programs to better serve our members. Ask the Experts, is an online education series. People are time deprived and being able to utilize technology to connect businesses with information is important. Another program is CEO Coffee, this is an opportunity for people who have been successful in their business ventures to be able to share their experiences and best practices to new startup entrepreneurs who are looking to grow their companies and grow their businesses. Ms. Hermes continued the Chamber of Commerce is revamping the Competitive Edge Business Education Series and is partnering with Collin College to bring quality programming and make sure they are meeting the needs of the business community.

MCVB – Executive Director Dee-dee Guerra reported there were a lot of sports items in December so they are hopeful to get closer to 1,000 room nights by the end of January. Ms. Guerra continued Mr. Clayton answered an ad, The Cancun Experience Officer, and because this falls under travel and tourism the MCVB has been helping him. A video of McKinney was made so that was free advertising for our city. Hopefully, he will get an interview. Good Morning Texas contacted the MCVB asking if they can set up a four minute interview on the McKinney Bridal Show. The four minute interview is this Thursday at Leann's Bridal, which again, is free advertising for McKinney.

18-025 Chairman Burress called for the Consideration/Discussion on MEDC Staff Monthly Reports. Chairman Burress asked for an update on Project

Todd. Director of BREP John Valencia reported the Board is supportive of their ongoing efforts. Both parties are still finalizing the program with Gensler and once completed we will look for potential options. They have an existing lease in our community so they are not in a big rush. Board member Merritt commented on the New Business Development Report saying he commends the activity level Bruce has going, impressive amount of activity in a month. Chairman Burress conceded. Chairman Burress reviewed a few facts from the Marketing and Research report. In regards to Facebook and Twitter, Chairman Burress requested Ms. Aragon created a plan that would have the MEDC competing with Frisco. The plan should include promoting relocations, expansions and start-ups, all the reasons it is good to do business in North Texas, specifically McKinney. Chairman Burress stated he'd like the plan to include ways to significantly increase the volume of activity and followers so we can build on that network. Frisco does a terrific job and I would like to see a plan similar to Frisco's. Chairman Burress asked Ms. Aragon if there is anything the Board can do to support these efforts. Ms. Aragon encouraged everyone to get a Facebook account and share the MEDC page. Chairman Burress recommended developing some target metrics and appointing a subcommittee. The goal is to have thousands of followers on the MEDC Facebook page. We want everyone to know we are in business, what a terrific place this is to do business, how great our City Manager and City staff is. Things are changing and our time is now. We need to be consistent and up there with the city of Frisco. It is our time and we need to take advantage of it. Ms. Aragon stated we are trying to have one posting a week, such as Friday Forecast, Fact Friday, Fun Friday, so it follows a methodology and people can begin to recognize what we are doing. Ms. Aragon also said she put a calendar together in AgoraPulse which is a social media platform tool that works with Facebook, Twitter and LinkedIn. Chairman

Burress asked about the LinkedIn Plan. Ms. Aragon reported this plan is still in discussions with Communications and Marketing. Board member Denny stated to be mindful of not only the quantity of posts but also the quality. It is a good idea to figure out a results based metric to follow to ensure what we are doing is having an impact. Ms. Denny volunteered herself for the subcommittee. In her business she has a very robust digital and social media strategy that is linked to all their business development activities. Ms. Denny stated she thinks she could bring a good foundation of what success looks like. We need to think more broadly about what is the digital and social media face that we put forward to capture audiences all over the world. Chairman Burress asked the Board if anyone objected to a subcommittee for digital content and social media. Chairman Burress appointed Board member Denny, Board member Minissale and Board member Jones to serve on the subcommittee. Board member Jones asked if we are paying to boost our posts. Ms. Aragon stated we are not boosting posts but will take it into future consideration. Board member Minissale asked Ms. Aragon to share the draft of the social media plan. Mr. Minissale also asked the MEDC staff to provide to the subcommittee what the goal of the social media plan is, who we are trying to reach and what type of content would be most applicable.

18-048 Chairman Burress called for the Consideration/Discussion/Action on December Financials. Chief Financial Officer Mark Holloway reported sales tax for the city as a whole was up 10.1% for December, which are the October collections as they run two months behind. And for the year overall we are about 4.8% above where we were last year.

Board members unanimously approved the motion by Board member Minissale, seconded by Chairman Burress, to approve December Financials.

18-049 Chairman Burress called for the Consideration/Discussion/Action on Chamber of Commerce Awards Based on Nominations. Chairman Burress read the criteria for the Corporate Performance Award. The two nominations are Vazata dba Horizon Data Center Solutions and Service First Mortgage Company. Chairman Burress gave the Board an opportunity to discuss and ask any questions. Board members unanimously approved the motion by Board member Merritt, seconded by Board member Denny, to approve granting the Corporate Performance Award to Vazata.

18-049 Consideration/Discussion/Action on Chamber of Commerce Awards Based on Nominations. Chairman Burress read the criteria for the Encore Wire Award. The two nominations are Hisun Motors Corporation and Blount Fine Foods Corporation. Chairman Burress gave the Board an opportunity to discuss and ask any questions. MEDC Vice President Abby Liu provided some valuable background information on Hisun Motors Corporation. Board members approved the motion by Secretary/Treasurer Clark, seconded by Board member Jones, to approve granting the Encore Wire Award to Hisun Motor Corporation with a vote of 5-1, Chairman Burress voting no.

18-050 Chairman Burress deferred the Consideration/Discussion/Action on Resignation and Related Release Agreement until after executive session.

Chairman Burress called for citizen comments and there were none.

Chairman Burress called for Board or Commissioner Comments and there were none.

Chairman Burress recessed the meeting into Executive Session at 8:52 a.m. per the 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 551.072.

Deliberations about Real Property-Real Estate Discussion, and Section 551.087.
Deliberation Regarding Economic Development Matters as listed on the posted agenda.

Chairman Burress reconvened the meeting to open session at 11:22 a.m.

Chairman Burress called for the Action on Strategic Real Property Acquisitions.
Chairman Burress moved to authorize the President to place fully refundable earnest money in amounts up to \$649,500 into escrow at a title company in negotiated land transactions. Board members unanimously approved the motion by Chairman Burress, seconded by Board member Minissale.

Board members unanimously approved the motion by Board member Minissale, seconded by Board member Denny, to adjourn. Chairman Burress adjourned the meeting at 11:21 a.m.

JASON BURRESS
Chairman

18-190



TITLE: Board and Liaison Updates
Board Chairman
City of McKinney
Chamber of Commerce
Main Street/MPAC

SUPPORTING MATERIALS:

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



February 13, 2018

TO: MEDC Board
 FROM: Cindy Schneible, MCDC
 RE: MCDC Update

Promotional and Community Event Grants

MCDC board members approved the following Promotional and Community Event grants at the January meeting. Funds awarded may only be used for advertising, marketing and promotion.

Organization Requested	2018 Event	Amount
Collin County History Museum	Texas and Collin County WWI Centennial Commemoration	\$ 8,532
Community Garden Kitchen	Star-Spangled Salsa Fest	\$ 5,268
St. Peter’s Episcopal	Empty Bowls	\$ 7,500
Kiwanis of McKinney	Historic McKinney & Kids Triathlons	\$ 2,750
ManeGait	ManeGait Country Fair	\$ 5,000
McKinney Garden Club	2018 Garden and Home Tour	\$ 3,000
Heritage Guild of Collin County	Farmers Market, Tour de Coop, Ice Cream Crank-off	\$15,000
Smiles Charity	Smiles Charity Concert	\$ 7,500
McKinney Main Street	Arts in Bloom	\$15,000
McKinney Parks & Rec	Holiday Light Display	\$ 5,450
Total Awarded		\$ 75,000

Project Grants

The MCDC board conducted a public hearing at the January meeting on a project grant application submitted by the Collin County History Museum requesting \$11,550 for the construction of an exhibit that will open in January 2019 – *McKinney Then and Now*. Board action will be scheduled for the February 22nd MCDC meeting.

Eligible categories for project grant consideration are:

- Projects Related to Recreational or Community (city-owned) 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
- Mass Transit-Related Facilities or Equipment
- Certain Airport Facilities
- Projects Related to Job Training to Further Economic Development (Does not include “life skills” or “career skills” training. Must be job specific, initiated by a company, with permanent positions created and market rate salaries paid)
- Projects Related to the Creation or Retention of Primary Jobs (defined within the Texas Local Government Code)
- Infrastructure Improvement Projects Necessary to Develop New or Expanded Business Enterprises (water, sewer, utilities)

Project Grant Funding – FY17 Recap

Since inception in 1996, MCDC has approved grant funds totaling more than \$138 million to a broad range of entities that include community service organizations and the city – for recreational, community, housing, convention, airport, park and tourist facilities that enhance quality of life in McKinney. In FY 17, MCDC approved \$14.1 million for projects, initiatives and promotional activities. Below is a list of the project grants approved in FY 17:

- McKinney Main Street – Polaris Gem
- McKinney Housing Authority – Rehabilitation, reconstruction and expansion of Merritt McGowan Manor
- Armed Services Memorial Board – Gold Star Families memorial
- Heritage Guild of Collin County – Repairs to Taylor Inn and campus-wide irrigation system at Chestnut Square
- McKinney Rotary Foundation – All Abilities Playground
- Collin County History Museum – Display cases
- North Collin County Habitat for Humanity – Land acquisition and lot preparation; exterior home repairs
- City of McKinney Parks and Recreation Department – Land acquisition; neighborhood park adjacent to Scott Elementary; neighborhood park adjacent to Hughes Elementary; hike and bike trail development and construction; Gray Branch Park Phase I; Erwin Park Phase I; Parks accessibility/ADA compliance plan
- City of McKinney – Dr Pepper StarCenter expansion
- City of McKinney/McKinney National Airport – FBO improvements, parking, hangar construction

Quality of Life Award

The board reviewed 16 nominations submitted for the 2018 MCDC Quality of Life Award and selected an individual and organization to be recipients of this year’s award.

Presentation of the award will take place at the McKinney Chamber’s annual Community Awards Celebration on February 23, 2018.

Marketing/Promotion/Advertising

MCDC continues to place print ads, with a buy local/impact to the community – message. Publications/outlets include: Parks and Rec Guide; Craig Ranch and Stonebridge Ranch HOA News; Community Impact News; McKinney (Chamber) Online advertising; Apex Centre – digital ads and radio spots; PSA sponsorship.

Ads promoting McKinney for retail development are scheduled for Texas Real Estate Business and RED News.

MCDC also participates in collaborative advertising initiatives with the city, MCVB, Main Street and MEDC to promote McKinney for a work, visit, shop, dine experience.

MEDC-MCDC-MAIN ST.

I. MCVB Room Nights Generated: TTL Room Nights: 808; TTL Revenue: \$87,535

WEDDINGS COMPLETED in January 2018 - TTL Room Nights: 207 TTL Rev: \$29,940

- Rachel Kaplan Wedding – Holiday Inn: 1 room night, \$98, Hampton Inn: 36 room nights; \$4,284 TTL rev.
- McConville/Holloway Wedding – Grand Hotel: 80 total room nights, \$14,848 TTL rev.
- Bear Wedding – Hampton: 90 room nights, \$10,710 TTL rev.

No Pick-ups on the following weddings:

- Heisy Servellon Wedding (Springs) January 2018
- Reynolds Wedding – Chestnut Square

ASSOCIATION/CORPORATE/SMERF COMPLETED in January 2018: TTL Room nights: 601, TTL Revenue:\$57,595

Associaton: TTL Rooms: 0 ; TTL Rev: \$ 0

Corporate: TTL Rooms: 601; TTL Revenue: \$ 57,595

- Torchmark- Sheraton- AIL 101 –January 28-31, 2018. TTL room nights: 308 room nights; TTYL Rev.\$ 29,260
- Emerson- Holiday Inn: 1/30/18/-2/1/18. TTL room nights: 30 room nights; TTYL Rev.\$ 2,880
- Emerson- Holiday Inn: 1/9-11/18. TTL room nights: 28 room nights; TTYL Rev. \$ 2,828
- Emerson- Holiday Inn: 1/23-26/18. TTL room nights: 96 room nights; TTYL Rev.\$ 7,008
- Starbucks – Grand Hotel: 37 total room nights, \$4773 total revenue
- KD Johnson – Grand Hotel: 21 total room nights, \$2079 total revenue
- Pedi Devices – Grand Hotel: 7 total room nights, \$903 total revenue
- Clayton Homes – Grand Hotel: 74 total room nights, \$7326 total revenue

SMERF: TTL Rooms: 0 TTL, Rev: \$ 0

Sports: TTL Rooms: 0 , TTL Rev: \$ 0

II. Visitors: FYTD Total (Oct. - Jan. '17): 1,821

Total: (includes all individuals that have come through the visitor's center)

- Out of State: 25
- Out of Country: 109
- Texas Residents: 25
- McKinney Residents: 41
- Register Total: 200
- Ticker Counter: 347

- Top Five States requesting information:
 - Texas – Houston, Dallas, Ft. Worth, San Antonio, Denton

MEDC-MCDC-MAIN ST.

- California – San Diego, San Joes, LA. Fresno, Stockton
- Florida – Miami, Kissimmee, New Port Richey, Orlando, Brandon
- Oklahoma – OKC, Norman, Edmond, Tulsa, Broken Arrow
- Missouri – Kansas City, Columbia, Centertown, Chillicothe, Craig

III. RFP's: 14 (5-Association, 1-Corporate, 8 -Weddings, -Social (0-Religious), 0 -Sports, 0-Day Trips)

Association: 5

- Texas Agri-Life- Having annual meeting at the Sheraton in 2019. Board is coming for a site visit, Sheraton was too pricey to hold lunch meeting. I suggested Harvest for lunch/meeting 24 attendees. Blocked 8 room at the Sheraton for this meeting.
- TCCE Annual Convention June 15-19, 2020, TTL peak room nights: 175, TTL attendees: 300 – Sent RFP to Sheraton
- LCMS TX District All Early Childhood Educators Conference, January 2019, TTL room nights: 400, Peak Room nights: 200, TTL attendees: 800. Sent this RFP to both Sheraton and Holiday Inn & Suites
- LCMS TX District All Early Childhood Educators Conference, November 2018, TTL room nights: 300, Peak room nights: 150, TTL attendees: Sent this RFP to the Sheraton and The Holiday Inn & Suites.
- NAACP – RFP Sent to the Sheraton. October 4-7, 2018. Attendees: 75-100 Total number of room nights: 180- **Awarded**

Corporate: 1

- Copart International – RFP sent to Sheraton, Holiday Inn, Hampton Inn, Hilton Home 2 Suites, and Comfort Suites. Event: July 13-15m 2018, 50-60 Rooms, Attendees: 60-100

SMERF: 8 (Weddings)

- Ryan Davis – May 2018, Mitas Hill
- Mattison Johnson – May 2018, Springs
- Leticia Banda – June 2018
- Emily Jacobs – July 2018, D'Vine Grace
- Shannon Owens- August 2018, D'Vine Grace
- Lanie Robinson – August 2018, D'Vine Grace
- Joyce Spisak – December 2018, Springs
- Meghan Powers- March 2019, Springs

IV. Site Visits: 1

- NAACP- Sheraton w/Linda, October 4-7, 2018. Attendees: 75-100, Total Room nights: 180

V. Lost Business-0

VI. Advertising: Ads/materials created and submitted: Created/submitted materials (photos and text)

Blogs on our website:

- MCVB Grants : 12
- Food Walks of Texas: 8
- NYE 2017: 9
- Breakfasting McKinney Style: 105
- Couple Focuses Camera on McKinney: 142
- Cooking and Sharing on the Square: 27

VII. Visits on Homepage News Flash buttons & landing pages:

- **The McKinney Shop: 4**
- **Plan Your Visit: 3**
- **Weekend Update page: 52**
- **Weather: 8**
- **Krewe of Barkus: 38**
- **Breakfast: 16**

#GETSOCIAL - 2017-2018	
FY 17-18	Views
OCT. 17	77
NOV. 17	55
DEC. 17	40
JAN. 18	78
TOTALS	250

VIII. Photos, Text Written, Marketing Materials and Ads Submitted

- Facebook photos
 - GMT preview of bridal show
- Materials Submitted
 - Arts in Bloom to Authentic Texas

IX. Advertising- Website & Publication ROI Tracking:

- Welcome to McKinney (Visitor Map): 2
- Meeting Planners Guide: 33
- Faster2First-Tournament -3
- Travel-South-Readers -11
- McKinney Lions Program -1
- North Bulldog Program- 1

MEDC-MCDC-MAIN ST.

- MCVB-Director-Guerra-Earns-CTE-Designation -10
- Welcome-Talk Business-360-Readers/Viewer-1

X. Free Publicity:

FY 17-18	Budgeted Amount
Adv.	\$42,655
Promo.	\$83,710
Total	\$ 126,365

- *Does not include \$20,000 for Grants*

January 2018- MCVB Publicity/Free Media Coverage				
Article/Topic/Writer	Print/ Broadcast Value	Web Value	PR Value	Impressions
Shared Blog/web posts (4 times)	0	8000	24000	900000
Bridal Fair pitch to Paige	8000	5000	39000	1,500,000
Piece about art at MPAC	795	250	3135	239000
Totals	\$8,795	\$13,250	\$66,135	2,639,000
FY-17-18 Totals	\$ 11,308	\$ 53,500	\$ 797,085	7,233,384

XI. SOCIAL MEDIA TRACKING

FACEBOOK - 2017-18					
FY 17-18	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct. 17	47	6217	92,814	850,774	4,382,210
Nov. 17	80	6295	66,475	751,207	4,365,662
DEC. 17	56	6351	38,610	242,212	2,449,176
JAN. 18	175	6526	93,363	532,078	3,879,202
TOTALS	358	N/A	291,262	2,376,271	15,076,250

MEDC-MCDC-MAIN ST.

OTHER SOCIAL MEDIA TRACKING – JANUARY 2017

Type	Number	Increase #	Percentage (+/-)
Twitter			
Followers	4618	+37	+0.81%
Tweets	6038	+51	-15%
Tweet Impressions	19.4K	(not given)	--1.8%
Profile Visits	307	+85	+8.5%
Mentions by other users	24	+11	+50.0%
Google Sites	Views	Increase	Subscribers
YouTube	4681	+219	22

VISIT WIDGET - DECEMBER 2017

XII. Web Analytics – January 2018 (for 2017-18)

Month	Sessions	Page views	Users
Oct. 17	3,613	9,034	3,018
Nov. 17	3456	8370	2868
Dec. 17	2892	6591	2462
Jan. 18	2561	6820	2009
TOTALS 17-18	12,522	30,815	10,357

MEDC-MCDC-MAIN ST.

Top Pages in JANUARY 2017

Page	Page views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,178	945	0:01:12	892	36.21%	35.82%
Calendar	580	441	0:01:21	333	43.24%	41.21%
Couple Focuses Blog	142	121	0:02:09	116	83.62%	78.87%
Events	132	103	0:00:16	13	7.69%	12.12%
Shopping Centers	120	102	0:04:23	93	86.02%	77.50%
Visitors Guide	117	103	0:01:49	20	55.00%	45.30%
Wedd. Rec. Ven.	107	83	0:00:42	57	29.82%	30.84%
Breakfasting Blog	105	98	0:04:34	76	88.16%	78.10%
Mo. Annual Events	99	88	0:03:09	51	86.27%	69.70%
Explore	91	79	0:00:33	5	40.00%	13.19%
Stay	90	68	0:00:15	8	37.50%	12.22%
About McKinney	80	61	0:00:54	6	66.67%	28.75%
Dining	79	56	0:00:27	1	0.00%	20.25%
Staff Directory	79	48	0:00:45	12	33.33%	29.11%
Get Social	75	63	0:03:50	25	76.00%	53.33%
Shopping Centers	73	66	0:00:40	40	62.50%	47.95%
Tourism Grants	72	48	0:01:02	20	50.00%	25.00%
Event Planning	64	51	0:00:51	8	37.50%	17.19%
Dining & Nightlife	59	50	0:02:15	35	71.43%	54.24%
Tourism Grants	59	16	0:00:29	0	0.00%	8.47%
Food Walks	56	50	0:02:27	31	87.10%	69.64%
Unique Venues	56	52	0:02:09	6	66.67%	23.21%
Weekend Updates	52	46	0:01:11	2	100.00%	46.15%
Unique Venues	49	37	0:01:54	3	66.67%	14.29%
Calendar	48	42	0:00:45	1	100.00%	31.25%

MEDC-MCDC-MAIN ST.

Country Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Visit	Avg. Visit Duration
United States	2,464	70.94%	1,748	54.79%	2.68	0:02:24
India	16	87.50%	14	81.25%	1.38	0:00:23
Philippines	15	73.33%	11	66.67%	1.93	0:02:18
South Korea	12	100.00%	12	91.67%	1.08	0:00:02
Canada	7	85.71%	6	28.57%	5.43	0:02:31
Bulgaria	4	0.00%	0	100.00%	1	0:00:00
Colombia	4	0.00%	0	0.00%	3.75	0:02:17
United Kingdom	4	100.00%	4	50.00%	4.5	0:06:10
Peru	4	100.00%	4	100.00%	1	0:00:00
Argentina	2	50.00%	1	50.00%	2	0:17:00

State Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Visit	Avg. Visit Duration
Texas	1,971	69.46%	1,369	54.85%	2.66	0:02:26
California	55	90.91%	50	45.45%	2.8	0:01:31
New Hampshire	27	11.11%	3	40.74%	4.56	0:11:04
Kansas	26	73.08%	19	53.85%	2.65	0:01:17
Illinois	23	95.65%	22	60.87%	2.26	0:01:05
Florida	22	81.82%	18	36.36%	2.27	0:02:01
Oklahoma	22	77.27%	17	50.00%	3	0:02:26
Virginia	21	90.48%	19	66.67%	2.29	0:01:00
Georgia	19	73.68%	14	63.16%	2.32	0:04:28
New Jersey	19	94.74%	18	68.42%	2.37	0:00:33

MEDC-MCDC-MAIN ST.

City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pages/Visit	Avg. Visit Duration
McKinney	808	53.84%	435	51.36%	3.05	0:03:36
Dallas	394	77.92%	307	64.97%	1.97	0:01:17
Plano	99	69.70%	69	57.58%	2.81	0:01:56
Frisco	78	78.21%	61	52.56%	2.96	0:02:00
Allen	69	88.41%	61	52.17%	2.58	0:02:13
Prosper	36	86.11%	31	58.33%	1.78	0:00:27
Austin	24	95.83%	23	45.83%	2.33	0:01:29
Fort Worth	24	87.50%	21	45.83%	1.96	0:01:18
Richardson	23	78.26%	18	47.83%	3.39	0:01:19
Garland	20	90.00%	18	45.00%	2.45	0:01:25

18-191



TITLE: Consider/Discuss MEDC Staff Monthly Reports

SUPPORTING MATERIALS:

[Interim President Report](#)

[Director of BREP Report](#)

[Director of Business Development Report](#)

[Director of Marketing & Research Report](#)



McKinney Economic Development Corporation

Abby Liu, Executive Vice President

February, 2018

Strategic Plan Management & Communicating Results:

A. Business Retention & Expansion

- Assistant City Manager Shelton and Staff attended the monthly meetings with PACCAR staff to assist with the process, incentives issues and explore the potential expansion opportunity on January 24.
- Staff has worked with City Manager Paul Grimes, Assistant City Manager Barry Shelton, Legal Counsel Mark Houser and Alan Lathrom to respond the request of Hunt Southwest.

B. Business Attraction

- Staff worked with Korea Trade-Investment Promotion Agency, (KOTRA) to host Project Crane Flower for their first visit in McKinney, Texas on January 18. The company executive and the team are looking for its first site in the United States. Staff hosted an overview meeting at MEDC office, met with the real estate broker to visit the available sites and followed by a lunch meeting at Rick's Chophouse at Historical Downtown McKinney. Mayor George Fuller hosted the lunch meeting to welcome the international prospects. Mayor was joined by MEDC Vice Chairman Paul Merritt, City Manager Paul Grimes, Assistant City Manager Barry Shelton and Staff. The Project Crane Flower meeting was productive. McKinney is on the final list to be considered in the company's site selection decisions among competitions from other cities and states.
- Staff worked with Wistron GreenTech McKinney to host Project Green Earth for their first visit in McKinney, Texas on February 1. The company executive is looking for its first site in the United States and prefers to be close to Wistron GreenTech McKinney if other criteria met. Wistron executives from both Taiwan (Globally headquartered) and China joined Project Green Earth executive for the first visit to McKinney. Staff hosted



an overview meeting at MEDC office, showcased the available sites and followed by a lunch meeting at Rick's Chophouse at Historical Downtown McKinney. Mayor Pro Tem Rainey Rogers hosted the lunch meeting to thank Wistron being our Corporate Citizen and welcome the international prospects. MEDC Secretary/Treasurer Robbie Clark, City Manager Grimes, Assistant City Manager Shelton and Staff attended. Project Green Earth meeting was productive. McKinney is on the final list to be considered in the company's site selection decisions among competitions from other cities, states and countries.

Marketing/Promotion/Connection Activities:

- Chairman Jason Burress, Board Members Michael Jones, Board Member Robbie Clark, Director of Business Retention & Expansion (BREP) Director John Valencia, Director of Marketing & Research Geneva Aragon, Business Development Specialist Madison Clark and Staff attended Independent Bank Headquarters Groundbreaking at Craig Ranch in McKinney on January 17. The event was well attended and successful. (Photo attached)
- City Council Member Tracy Rath, Board Members Jones, Board Member Clark, City Manager Grimes, Director of Marketing & Research Aragon, Business Development Specialist Clark and Staff attended National Texas Commercial Association of Realtors (NCTAR) Stemmons Service Award in Dallas on January 25. Bill Cox, Vice President of the Carey Cox Commercial Real Estate in McKinney, accepted the 2017 Stemmons Service Award at the event. McKinney Team congratulated Mr. Cox's recognition and is proud of his achievements. (Photo attached)
- Staff attended McKinney Chamber Annual Business Meeting at Piazza on the Green McKinney on January 30.

Other:

- Executive Session Agenda Items:
 - Project Southgate
 - Project Hunt Southwest
 - Project River

INDEPENDENT BANK GROUNDBREAKING CELEBRATION PROGRAM



REMARKS

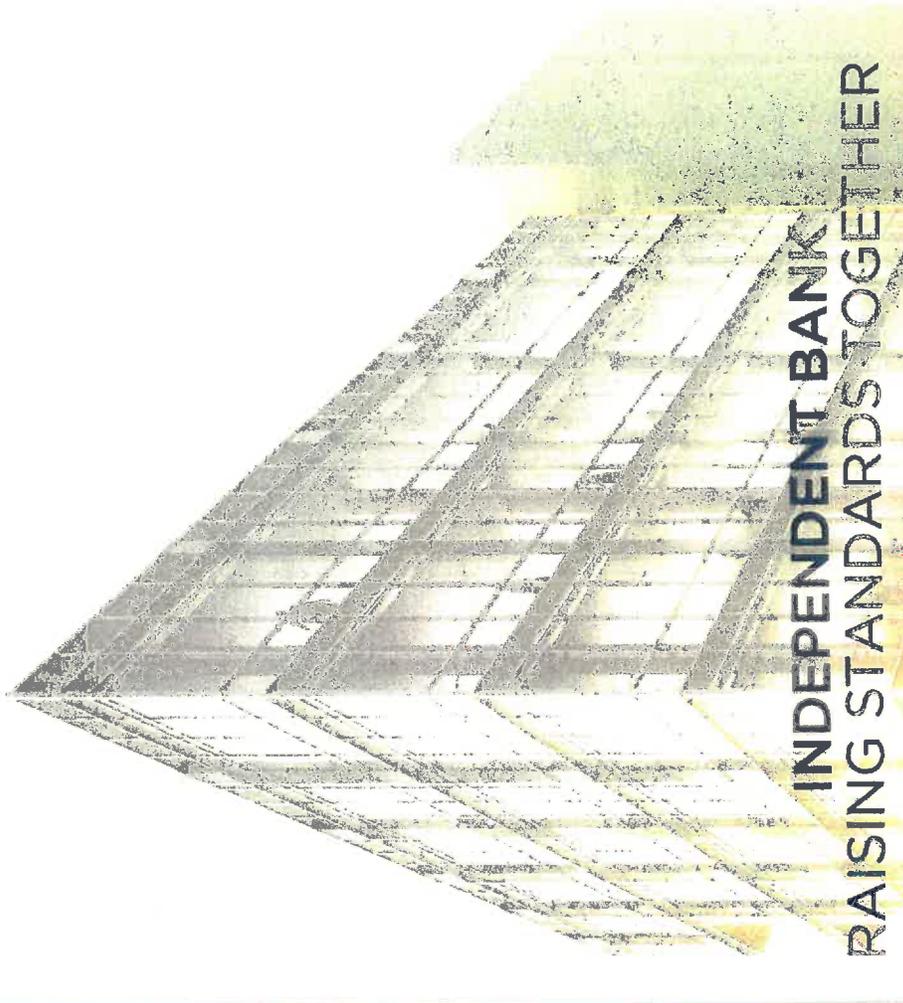
Steve Van Amburgh - CEO, KDC
David R. Brooks - CEO, Independent Bank
Jason Burress - Chairman, McKinney EDC
George Fuller - Mayor, City of McKinney
David Craig - Developer, Craig Ranch
Tom Phillippi - Lead Architect, SmithGroupJJR

GROUNDBREAKING AND PHOTOS

EVENT CONCLUDES



Independent Bank



INDEPENDENT BANK RAISING STANDARDS TOGETHER

Wednesday, January 17, 2018
McKinney, Texas



Thank you to our project partners



INDEPENDENT BANK HEADQUARTERS GROUNDBREAKING

Craig Ranch, McKinney, TX | January 17th, 2018

A groundbreaking event was held to break ground on Independent Bank's new 150,000 foot corporate headquarters. It was an exciting event to launch the start the project which is expected to bring up to 400 new jobs to the city over the next five years.



McKinney Board Member Jason Burress, and McKinney Mayor George Fuller delivered speeches welcoming the new partnership between McKinney and Independent Bank.



Left- MEDC Board Members and MEDC Staff in attendance: Board Members Michael Jones and Jason Burress, Abby Liu, Madison Clark, Geneva Aragon, and John Valencia. **Right-** Members of Independent Bank and KDC Real Estate Development and Investments breaking ground on the new corporate headquarters.

NATIONAL TEXAS COMMERCIAL ASSOCIATION OF REALTORS (NTCAR) STEMMONS SERVICE AWARD

Dallas, TX | January 25th, 2018

NTCAR's Stemmons Service Award was a great opportunity for the MEDC and its members to network with the real estate and development community while honoring the most exemplary member of NTCAR.



Bill Cox, Vice President of the Carey Cox Commercial Real Estate Company accepts the 2017 Stemmons Service Award. Afterward Bill Cox visited with several members of the MEDC Staff, MEDC Board, McKinney City Council, and McKinney City Manager's Office.



Abby Liu and President of Engvest Commercial Realty, Daniel Eng.



McKinney Economic Development Corporation

John Valencia-Director of BREP

February 2018

Strategic Plan Management & Communicating Results:

A. Business Retention & Expansion

- Project Todd - Previous - I was contacted by a development team retained by the client to help navigate their project to build an approximately 100K sf, two story Class A office complex that has 50K sf floor plates. Site would be in the 8-10 acre range. The development team is gathering intel for presentation before the client's December Board of Director's meeting. Early schedule is to have the CO and move in Q4 of 2019 or early Q1 of 2020. Update now for this report: I was contacted within the last week from the Client and shared the following: *We are still in the middle of the programming work with our architect. As soon as we finish up (I imagine sometime in January), the groups will be in touch and then we can discuss next steps. Have a great rest of your year!* Jan 2018 update: I am waiting for word on their December BOD Meeting... and here it is: ...the board is supportive of our ongoing efforts. We're still finalizing the programming / visioning work with Gensler. Once that is complete, we will be around the market looking at potential options. Feb 2018 - No Update at this time from the client.
- Project Sweet - Previous - New Retention & Expansion opportunity is in discussion. With recent discussions and development in our community regarding annexation, this has become a relocation, retention and expansion opportunity. The short term effort will be to maintain current location and have some square footage increases, along with job growth. And over the next 6 to 12 months, to design, build and occupy a totally different location and facility. Update for this report: A Pre Development meeting has been scheduled for January 10th between the City Team and the Project Sweet Team to discuss the annexation subject matter and to look at preliminary layout plans of an onsite small expansion for their administrative operations. Jan 2018 update: The Pre Development meeting was held on the 10th. Discussion points were on annexation process, potential zoning changes and a development agreement. At this time, major concerns are bring sewer and water to the facilities on the property. Distances of up to 2,000 feet are being discussed and at what cost. Engineering is done on the sewer but remains to be done on water and fire safety needs. Client will be working these



concerns and will come back for another Development Meeting. Project is strong, but still needs time to address. Feb 2018 - Client is still working the annexation subject matter. At this time... quiet.

- Playful - I met with the Playful team on Feb 6th. Imagine this... they are only behind schedule two weeks and over budget about 2 mil! It's still a work in process. The interior floors are being installed and once weather warms up a bit, concrete will be poured. At this time the operations team of Playful is hoping to move in at the end of July. Hummm... we'll see. Gage says that's pretty aggressive but that is the push!
- Project Saucer - New opportunity for an(other) expansion of a local business. Initial meeting will be held on January 31st. Feb 2018. Met with the executive team on Jan 31st. they are still planning on an expansion, but it might be toward the third quarter. I meet with them again in March.
- Project Napkin - Local company looking to expand. Very early discussions
- Project Garden - Local company looking to expand. Predevelopment meeting held on Jan 11th. Ongoing discussions.

B. Business Attraction

Marketing/Promotion/Connection Activities:

- NA

Other:

Paul Grimes', Culture of Innovation groups will be meeting again on February 22nd and will be our second meeting. Following is a draft of this upcoming meeting:



AGENDA (DRAFT)

Culture of Innovation – Initial Meeting

February 22, 2018

2:00 pm – 4:00 pm

Welcome – City Manager Paul Grimes – 5 Minutes

Introduction of New Attendees – 5 Minutes

Summary from 12/21/2017 Meeting & Review of Notes – 20 Minutes

“Charter” Discussion – 40 Minutes

Group will discuss the potential of drafting a “Charter” which would direct the purpose and action of the meetings.

Scope of Work – 40 Minutes

Group will solidify the scope of creating a culture of innovation, and begin to identify actionable steps by the individual members and entities towards the overall purpose.

Frequency of Meetings/Next Meeting Scheduling – 10 Minutes

Discussion concerning the appropriate frequency of meetings, and identifying a date and time for the 3rd meeting.

Notes:



McKinney Economic Development Corporation

Bruce Coleman – Director of Business Development

February 2018

Strategic Plan Management & Communicating Results:

A. Business Retention & Expansion

B. Business Attraction

- Worked with Madison Clark and arranged meeting with brokers planning a 150,000 SF new industrial building in East University/380 corridor in McKinney. New product is needed for business attraction.
- Initiated several meetings/contacts with different Dallas brokers regarding potential industrial leads.
- Met with industrial developer looking for sites in area for Southern California manufacturing company.
- Provided tours to prospective office developers along 121 Corridor.
- Worked with Geneva to conduct research with DFW International Airport on foreign trade zone opportunities near McKinney National Airport at the request of Dallas brokerage firm working with industrial developer.
- Worked with MEDC staff on research requested by two firms considering industrial and office opportunities.
- Made presentation to international capital firm representing German family offices and small/medium sized German companies interested in North Texas.
- Participated in two meeting with City on office/live-work-play development opportunities.

C. Entrepreneurship

D. Competitiveness



Marketing/Promotion/Connection Activities:

- Conducted over 115 Cold Calls and Follow-Up Contacts to Dallas commercial brokerage firms/brokers, commercial developers, tenant representatives/site selectors, engineering/architecture, banks/investment capital firms, construction firms, and business/real estate providers to encourage them to meet/discuss business development project opportunities in McKinney.
- Held 40 in-person meetings in Downtown/Uptown Dallas/DFW Metroplex areas to present McKinney to commercial brokers/developers/tenant representatives/site selectors/real estate capital providers/service providers.
- Participated at NAIOP (National Association of Industrial and Office Park) networking meeting in Dallas to market McKinney to brokers/developers/businesses
- Participated at NTCAR Stemmons Award and networking event in Dallas.
- Made new contacts with Site Selection firms in Princeton, New Jersey and Chicago.
- Contacted JLL about setting up a tenant representation/brokers' breakfast presentation in Dallas regarding opportunities in McKinney.
- Invited to serve on The Real Estate Council (TREC) committee which creates opportunity for networking with brokers/developers regarding McKinney.
- Made power point presentations on McKinney opportunities to large number of brokers at one breakfast and one lunch meeting with commercial real estate brokerage firms in Dallas.
- Met with CEO of British healthcare association representing healthcare/medical device companies in UK at Dallas Regional Chamber event.

Other:



McKinney Economic Development Corporation

Geneva Aragon – Director of Marketing and Research

February 2018

Highlights:

MEDC marketing and research projects in January and February:

- Finalization of events: Chamber of Commerce Awards, NTCAR Stemmons Service Awards
- Finalization of scorecard project for the City of McKinney
- Working with MEDC intern and DBJ staff regarding the submission of the DBJ Real Estate Deal
- Transition of KPIs to new operations and compliance administrator
- Worked (continue to do so) with MEDC staff, Communications and Marketing on RFI profile
- Meetings with business development, developers and specialty companies regarding smart communities
- Worked with MEDC intern in creating a labor force spreadsheet, industry based, and in line with strategic plan, highlighting low, mid and high levels
- Social media efforts and research, FB posting efforts and a new digital/social media plan
- Southgate McKinney marketing materials
- Worked with HR and connecting with candidates to express the delay regarding the hiring of the research analyst

Facebook Comparison of Insights:

Facebook and Twitter screenname: McKinneyTxEDC.

Reporting Period: January 12, 2018 – February 13, 2013

The Facebook dashboards below reflects how MEDC's posts resonated with its audience, in the month of November.

Top Facebook post by reach^a:

- Daily average of unique page impressions^a: 190

- Monthly average of unique page impressions^a: 9,057
- 28 Days Page Engaged Users^b: The number of people who engaged with MEDC FB page. Engagement included any click or story created. (Unique Users)

12/08/2017 – 01/11/2018 Total: 4,463; Average: 128

01/12/2018 – 02/13/2018 Total: 17,327; Average: 525

MEDC - McKinney Economic Development Corporation added 4 new photos.
Published by Geneva Aragon [?] · January 17 at 2:52pm · 🌐

WOW!!! Wednesday has been an extremely busy day for Independent Bank, KDC Real Estate Development & Investments, Craig Ranch, Smith Group JJR and MEDC - McKinney Economic Development Corporation The cold did not keep Mayor George Fuller, David R. Brooks and Jason Burress from making some great remarks at Independent Bank's groundbreaking. David R. Brooks stated, "We're in McKinney, that's where we have been for 30 years and that is where we are going to stay." Congrats to everyone on beginning construction!

👍 Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

👤 1,282 people reached Boost Post

👍❤️ 17 2 Comments 5 Shares

👍 Like 🗨 Comment ➦ Share

Performance for Your Post

1,282 People Reached

59 Reactions, Comments & Shares 📊

50 👍 Like	15 On Post	35 On Shares
2 ❤️ Love	2 On Post	0 On Shares
2 Comments	2 On Post	0 On Shares
5 Shares	5 On Post	0 On Shares

244 Post Clicks

102 Photo Views	0 Link Clicks	142 Other Clicks 📊
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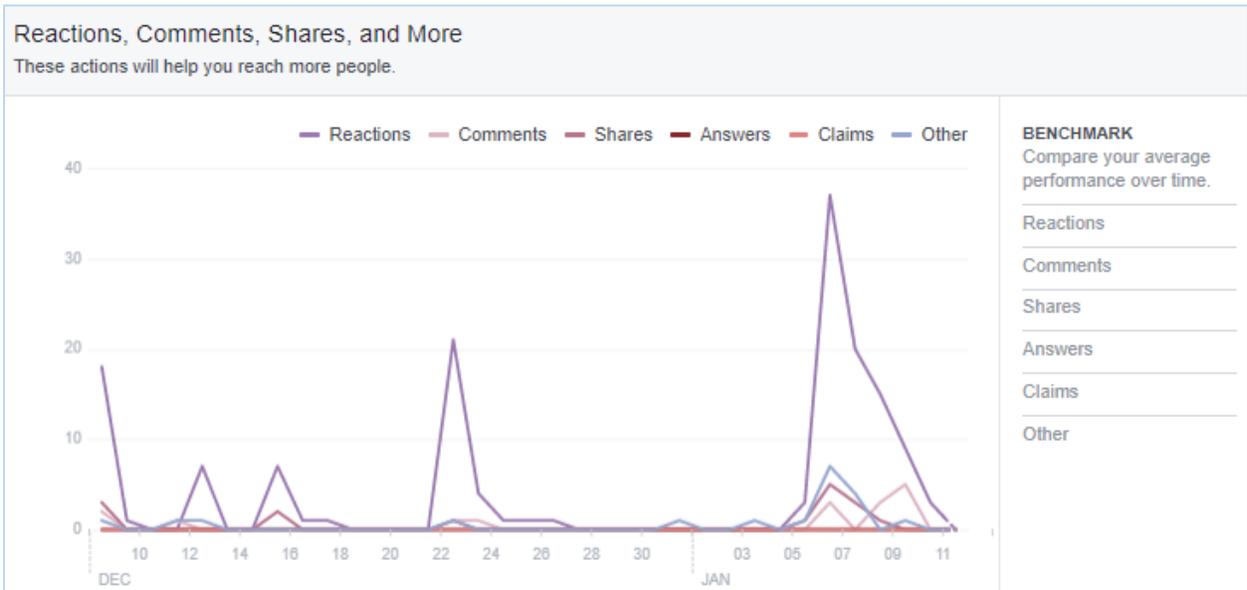
NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

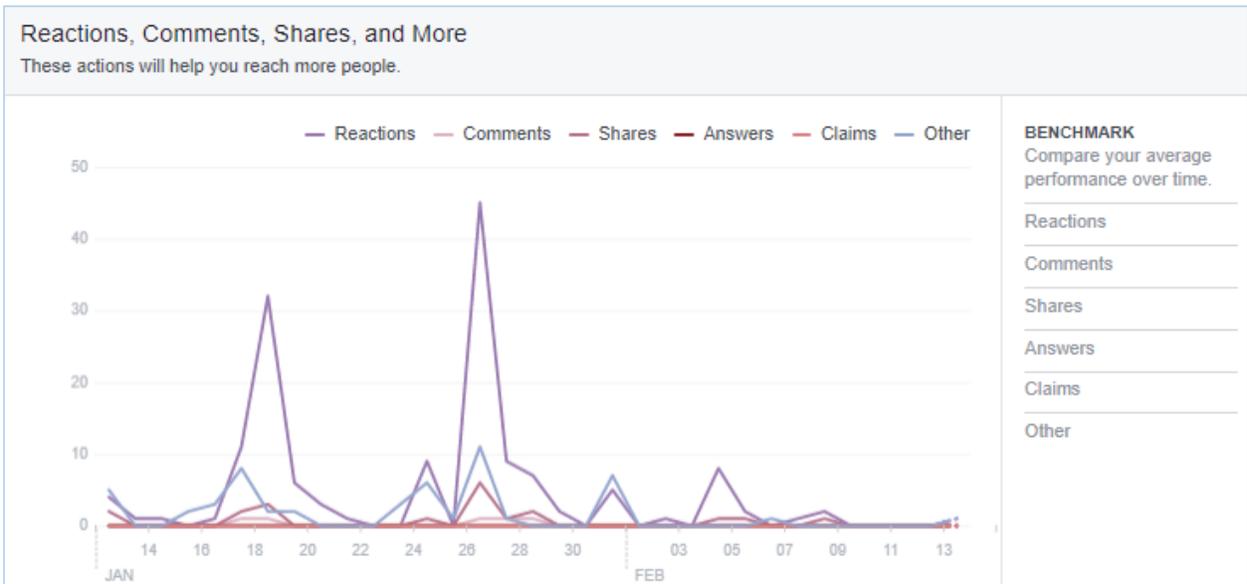
Reported stats may be delayed from what appears on posts

Most popular posting for time period 01/12/2018 – 02/13/2018

Comparison:



Above Graph: December 10, 2017 – January 11, 2018



Above Graph: January 12, 2018 – February 13, 2018

Glossary of Terms:

- **^aUnique Page Impressions:** The number of people who have seen any content associated with your Page. (Unique Users)
- **^bEngaged Users:** The number of people who engaged with MEDC FB page within a 28 day period. Engagement Included any click or story created. (Unique Users)

Twitter:

Top Tweet earned 2,212 impressions

"@[IndependentBank](#) is a beautiful landmark company. Thank you for staying here in @[CityOfMcKinney](#), and I look forward to 100 more years of your excellence." - Mayor @[GeorgeCFuller](#) #[IndependentBank](#) #[McKinneyTX](#) @[KDC_Development](#) @[SmithGroupJJR](#)
pic.twitter.com/dPoEWQ7Jgb



4 9

Top mention earned 70 engagements

SmithGroupJJR
@SmithGroupJJR · Jan 17

Congratulations to our #[Dallas](#) team today on the groundbreaking of the new @[IndependentBank](#) HQ in McKinney, Texas! Congrats @[KDC_Development](#), @[McKinneyTxEDC](#) @[Craig_Ranch](#)
bit.ly/2DsvzhA pic.twitter.com/LFL55EsSLN



1 5 15

Independent Bank was the top tweet with 2,212 impressions.

18-192



TITLE: Consider/Discuss/Act on January Financials

SUPPORTING MATERIALS:

[January 2018 Transmittal Letter](#)

[January 2018 Financials](#)

[January 2018 Invoices Processed](#)

McKinney Economic Development Corporation
 Balance Sheet
 January 2018

	MEDC Operations	Interest and Sinking	Reserve Fund	Long-Term Debt	General Fixed Assets	Total
Assets						
Cash and Cash Equivalents	\$ 627,545	\$ 911,182	\$ 22,500	\$ -	\$ -	\$ 1,561,227
Investment Pools	34,316,638	-	1,524,234	-	-	35,840,872
Accounts Receivable/Other Taxes & Franchise Fees	2,245,796	-	-	-	-	2,245,796
Deposits/Security Deposits	5,528	-	-	-	-	5,528
Deferred Charges/Prepaid Items	1,286	-	-	-	-	1,286
Land	-	-	-	-	14,789,413	14,789,413
Land Improvements (Net of Depreciation)	-	-	-	-	7,519	7,519
Machinery & Equipment (Net of Depreciation)	-	-	-	-	179	179
GASB 68 TMRS/Actuarial	-	-	-	21,409	-	21,409
GASB 68 TMRS/Investment	-	-	-	75,054	-	75,054
GASB 68 TMRS/Contributions	-	-	-	71,195	-	71,195
Total Assets	\$ 37,196,793	\$ 911,182	\$ 1,546,734	\$ 167,658	\$ 14,797,111	\$ 54,619,479
Other Debits						
Deferred Charges/Unamortized Advance Refunding	\$ -	\$ -	\$ -	\$ 103,547	\$ -	\$ 103,547
Amount Available for Debt Service	-	-	-	1,682,428	-	1,682,428
Amount Provided for Retirement of Long-term Debt	-	-	-	10,847,869	-	10,847,869
Total Other Debits	\$ -	\$ -	\$ -	\$ 12,633,844	\$ -	\$ 12,633,844
Total Assets and Other Debits	\$ 37,196,793	\$ 911,182	\$ 1,546,734	\$ 12,801,502	\$ 14,797,111	\$ 67,253,323
Liabilities						
Vouchers Payable	\$ 36,718	\$ -	\$ -	\$ -	\$ -	\$ 36,718
Compensated Absences Payable	-	-	-	69,979	-	69,979
Accrued Interest Payable	-	-	-	27,727	-	27,727
Note Payable to Primary Government	-	-	-	1,623,919	-	1,623,919
Bonds Payable	-	-	-	10,635,000	-	10,635,000
TMRS Pension Liability	-	-	-	434,881	-	434,881
TMRS Actuarial Experience	-	-	-	9,996	-	9,996
Total Liabilities	\$ 36,718	\$ -	\$ -	\$ 12,801,502	\$ -	\$ 12,838,221
Fund Balances/Equity						
Reserve for Encumbrances	\$ 184,889	\$ -	\$ -	\$ -	\$ -	\$ 184,889
Reserve for Prepays	26,668	-	-	-	-	26,668
Unreserved Fund Balance	36,948,518	911,182	1,546,734	-	-	39,406,435
Investment in Capital Assets	-	-	-	-	14,797,111	14,797,111
Total Fund Balances/Equity	\$ 37,160,075	\$ 911,182	\$ 1,546,734	\$ -	\$ 14,797,111	\$ 54,415,102
Total Liabilities and Fund Balances	\$ 37,196,793	\$ 911,182	\$ 1,546,734	\$ 12,801,502	\$ 14,797,111	\$ 67,253,323

McKinney Economic Development Corporation
Summary Operating Statement
 January 2018 (33% of FY Complete)

Revenues	FY18 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Received	Monthly Comparison		YTD Comparison	
						Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
Sales Tax	\$ 13,482,272	\$ 1,079,316	\$ 4,337,952	\$ 9,144,320	32.2%	\$ 1,123,523	\$ (44,206)	\$ 4,494,091	\$ (156,139)
Interest Income	275,000	50,028	172,602	102,398	62.8%	22,917	27,111	91,667	80,935
Total Revenues	\$ 13,757,272	\$ 1,129,344	\$ 4,510,553	\$ 9,246,719	32.8%	\$ 1,146,439	\$ (17,095)	\$ 4,585,757	\$ (75,204)
Expenditures	FY18 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Spent	Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
MEDC Operations									
Personnel	\$ 1,333,270	\$ 328,250	\$ 587,718	\$ 745,552	44.1%	\$ 111,106	\$ (217,144)	\$ 444,423	\$ (143,294)
Supplies	33,700	4,377	10,317	23,383	30.6%	2,808	(1,568)	11,233	916
Maintenance	29,000	-	5,075	23,925	17.5%	2,417	2,417	9,667	4,592
Services/Sundry	900,519	73,149	186,935	713,584	20.8%	75,043	1,894	300,173	113,238
Total MEDC Operational Exp.	\$ 2,296,489	\$ 405,776	\$ 790,045	\$ 1,506,445	34.4%	\$ 191,374	\$ (214,402)	\$ 765,496	\$ (24,548)
Projects									
Committed Projects	\$ 24,110,958	\$ 4,000,000	\$ 4,000,000	\$ 20,110,958	16.6%	\$ 2,009,247	\$ (1,990,754)	\$ 8,036,986	\$ 4,036,986
Other Project Expenses	150,000	-	(580)	150,580	-0.4%	12,500	12,500	50,000	50,580
Total Project Expenses	\$ 24,260,958	\$ 4,000,000	\$ 3,999,420	\$ 20,261,538	16.5%	\$ 2,021,747	\$ (1,978,254)	\$ 8,086,986	\$ 4,087,566
Non-Departmental									
Other - Adm Fee	\$ 269,000	\$ 22,417	\$ 89,667	\$ 179,333	33.3%	\$ 22,417	\$ -	\$ 89,667	\$ -
Insurance & Risk Fund	1,708	142	569	1,139	33.3%	142	-	569	-
MEDC I & S Fund	2,307,118	192,260	769,040	1,538,078	33.3%	192,260	-	769,039	-
Total Non-Departmental Expenses	\$ 2,577,826	\$ 214,819	\$ 859,275	\$ 1,718,551	33.3%	\$ 214,819	\$ -	\$ 859,275	\$ -
Total Expenses	\$ 29,135,273	\$ 4,620,595	\$ 5,648,740	\$ 23,486,533	19.4%	\$ 2,427,939	\$ (2,192,655)	\$ 9,711,758	\$ 4,063,018
Net	\$ (15,378,001)	\$ (3,491,250)	\$ (1,138,187)			\$ (1,281,500)	\$ (2,209,750)	\$ (5,126,000)	\$ 3,987,814
FY18 Beginning Fund Balance	\$ 38,298,262								
Add FY18 Budgeted Revenue	13,757,272								
Less FY18 Budgeted Expense	(29,135,273)								
FY18 Proj. End Fund Balance	\$ 22,920,261								

Project Details

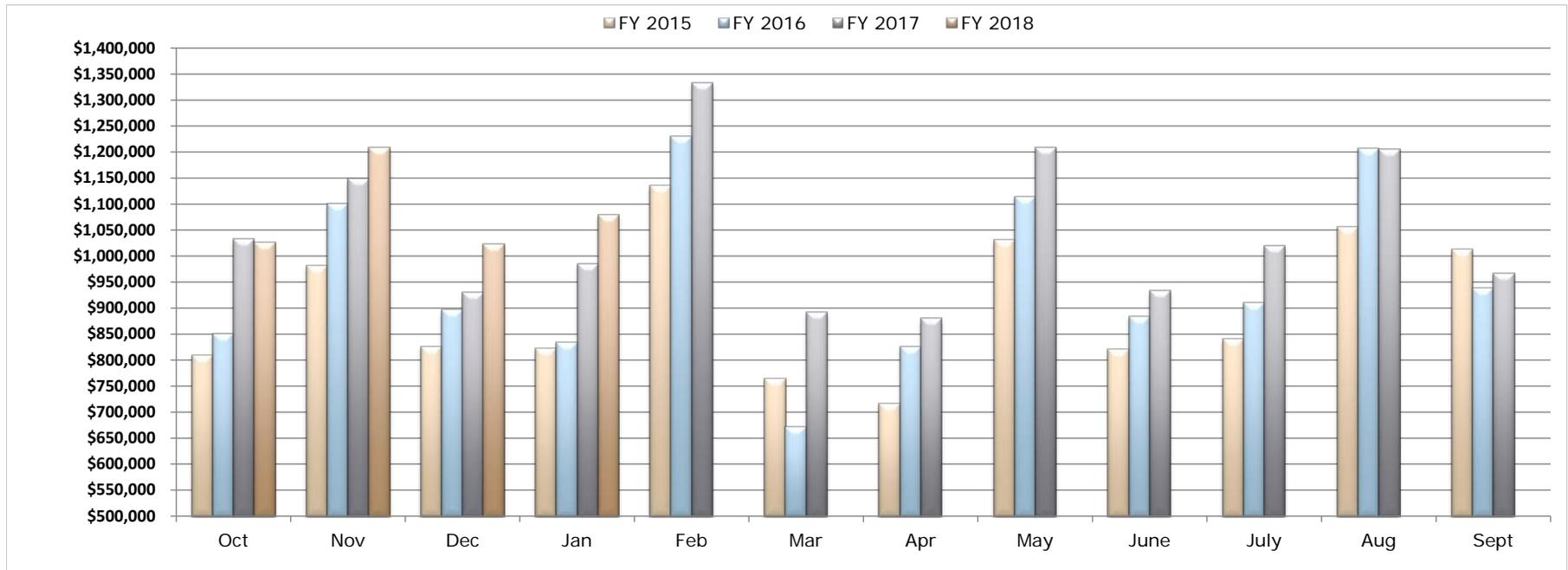
January 2018

Committed Projects		FY18 Adopted Budget	FY18 Budget Transfers	Monthly Actual	YTD Actual	Remaining Budget	YTD Budget Disbursed
Raytheon	E13005	\$ 1,530,000	\$ -	\$ -	\$ -	\$ 1,530,000	0.0%
Statlab	E13007	157,500	-	-	-	157,500	0.0%
Hisun	E13011	126,000	-	-	-	126,000	0.0%
Wistron II	E14002	240,000	-	-	-	240,000	0.0%
O'Hara Flying Service	E14003	96,000	-	-	-	96,000	0.0%
Headington Energy	E14010	160,000	-	-	-	160,000	0.0%
Encore Wire	E14017	930,000	-	-	-	930,000	0.0%
AIM	E14021	69,000	-	-	-	69,000	0.0%
Popular Ink II	E15005	24,000	-	-	-	24,000	0.0%
Wright IMC	E15007	108,000	-	-	-	108,000	0.0%
Accent Care	E15008	169,020	-	-	-	169,020	0.0%
Horizon Data Center	E15010	51,000	-	-	-	51,000	0.0%
Blount Fine Food Corp	E16001	510,000	-	-	-	510,000	0.0%
Cookies-N-Milk	E16002	44,480	-	-	-	44,480	0.0%
Werx (Grant Match)	E17001	108,097	-	-	-	108,097	0.0%
SFMC	E17002	768,000	-	-	-	768,000	0.0%
TPUSA	E17003	610,000	-	-	-	610,000	0.0%
Paccar	E17004	3,300,000	-	-	-	3,300,000	0.0%
Cotiviti USA	E17005	792,000	-	-	-	792,000	0.0%
Simpson Strong Tie	E17006	467,000	-	-	-	467,000	0.0%
Playful	E17007	2,334,400	-	-	-	2,334,400	0.0%
3-TAB Beacon	E17008	248,500	-	-	-	248,500	0.0%
Lone Star Reel	E17009	224,982	-	-	-	224,982	0.0%
Airport FBO Term/Hangar	E18001	4,000,000	-	4,000,000	4,000,000	-	100.0%
Undesignated FY 18		6,542,979	-	-	-	6,542,979	0.0%
Total Committed Projects		\$ 23,610,958	\$ -	\$ 4,000,000	\$ 4,000,000	\$ 19,610,958	0.0%

Emerging Technologies		FY18 Adopted Budget	FY18 Budget Transfers	Monthly Actual	YTD Actual	Remaining Budget	YTD Budget Disbursed
Undesignated FY 18		\$ 500,000	\$ -	\$ -	\$ -	\$ 500,000	0.0%
Total Emerging Technologies		\$ 500,000	\$ -	\$ -	\$ -	\$ 500,000	0.0%
Total Projects		\$ 24,110,958	\$ -	\$ 4,000,000	\$ 4,000,000	\$ 20,110,958	0.0%

McKinney Economic Development Corporation
Sales Tax Revenue
January 2018

Month Received	FY 2013 Received	FY 2014 Received	FY 2015 Received	FY 2016 Received	FY 2017 Received	FY 2018 Received	Difference to FY 2017	Variance to FY 2017	% of Budget
October	\$716,718	\$780,694	\$809,613	\$851,178	\$1,032,847	\$ 1,026,985	\$ (5,862)	-0.6%	7.6%
November	1,039,163	938,090	982,351	1,101,106	1,148,939	1,208,295	59,357	5.2%	9.0%
December	722,045	770,221	826,009	897,304	929,699	1,023,356	93,657	10.1%	7.6%
January	669,397	744,988	821,731	833,503	985,393	1,079,316	93,923	9.5%	8.0%
February	1,231,993	1,043,205	1,136,044	1,231,183	1,334,043				
March	666,620	681,914	764,445	671,518	891,649				
April	676,334	677,086	716,258	825,953	880,093				
May	903,002	978,399	1,031,572	1,114,575	1,208,091				
June	703,897	765,309	820,908	884,501	932,936				
July	694,500	787,000	840,355	910,886	1,019,409				
August	951,437	980,251	1,055,774	1,207,558	1,206,441				
September	725,552	928,323	1,013,186	938,767	967,150				
Total	\$9,700,659	\$10,075,479	\$10,818,246	\$11,468,033	\$12,536,690	\$ 4,337,953	\$ 241,075	5.6%	32.2%

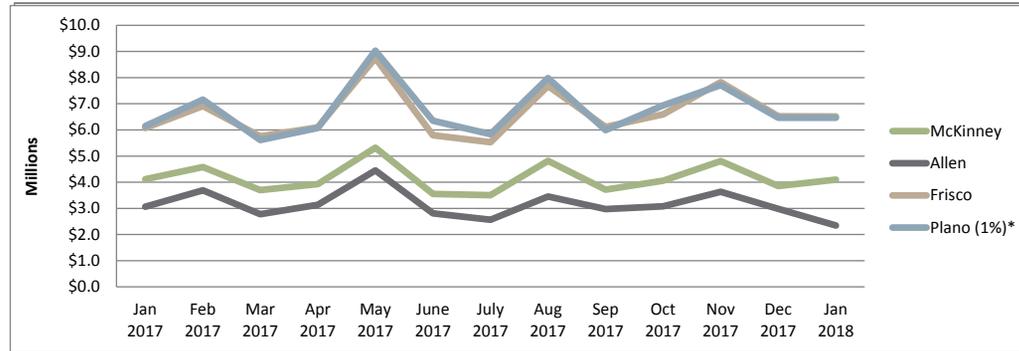


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Sister City Comparison

Jan 2018	McKinney	Allen	Frisco	Plano (1%)*
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Diff to LY	\$966,060	-\$1,206,901	\$2,575,668	\$2,725,697
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Year-to-Date Collections

FY 2017	McKinney	Allen	Frisco	Plano 1% *
Oct 2016	\$4,116,182	\$3,061,944	\$6,075,708	\$6,150,300
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FY 2018 Total	\$17,292,462	\$11,468,484	\$27,425,201	\$27,727,831

* 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
 January 2018

	MEDC Operations	Interest and Sinking	Reserve Fund	Long-Term Debt	General Fixed Assets	Total
Assets						
Cash and Cash Equivalents	\$ 627,545	\$ 911,182	\$ 22,500	\$ -	\$ -	\$ 1,561,227
Investment Pools	34,316,638	-	1,524,234	-	-	35,840,872
Accounts Receivable/Other Taxes & Franchise Fees	2,245,796	-	-	-	-	2,245,796
Deposits/Security Deposits	5,528	-	-	-	-	5,528
Deferred Charges/Prepaid Items	1,286	-	-	-	-	1,286
Land	-	-	-	-	14,789,413	14,789,413
Land Improvements (Net of Depreciation)	-	-	-	-	7,519	7,519
Machinery & Equipment (Net of Depreciation)	-	-	-	-	179	179
GASB 68 TMRS/Actuarial	-	-	-	21,409	-	21,409
GASB 68 TMRS/Investment	-	-	-	75,054	-	75,054
GASB 68 TMRS/Contributions	-	-	-	71,195	-	71,195
Total Assets	\$ 37,196,793	\$ 911,182	\$ 1,546,734	\$ 167,658	\$ 14,797,111	\$ 54,619,479
Other Debits						
Deferred Charges/Unamortized Advance Refunding	\$ -	\$ -	\$ -	\$ 103,547	\$ -	\$ 103,547
Amount Available for Debt Service	-	-	-	1,682,428	-	1,682,428
Amount Provided for Retirement of Long-term Debt	-	-	-	10,847,869	-	10,847,869
Total Other Debits	\$ -	\$ -	\$ -	\$ 12,633,844	\$ -	\$ 12,633,844
Total Assets and Other Debits	\$ 37,196,793	\$ 911,182	\$ 1,546,734	\$ 12,801,502	\$ 14,797,111	\$ 67,253,323
Liabilities						
Vouchers Payable	\$ 36,718	\$ -	\$ -	\$ -	\$ -	\$ 36,718
Compensated Absences Payable	-	-	-	69,979	-	69,979
Accrued Interest Payable	-	-	-	27,727	-	27,727
Note Payable to Primary Government	-	-	-	1,623,919	-	1,623,919
Bonds Payable	-	-	-	10,635,000	-	10,635,000
TMRS Pension Liability	-	-	-	434,881	-	434,881
TMRS Actuarial Experience	-	-	-	9,996	-	9,996
Total Liabilities	\$ 36,718	\$ -	\$ -	\$ 12,801,502	\$ -	\$ 12,838,221
Fund Balances/Equity						
Reserve for Encumbrances	\$ 184,889	\$ -	\$ -	\$ -	\$ -	\$ 184,889
Reserve for Prepays	26,668	-	-	-	-	26,668
Unreserved Fund Balance	36,948,518	911,182	1,546,734	-	-	39,406,435
Investment in Capital Assets	-	-	-	-	14,797,111	14,797,111
Total Fund Balances/Equity	\$ 37,160,075	\$ 911,182	\$ 1,546,734	\$ -	\$ 14,797,111	\$ 54,415,102
Total Liabilities and Fund Balances	\$ 37,196,793	\$ 911,182	\$ 1,546,734	\$ 12,801,502	\$ 14,797,111	\$ 67,253,323

McKinney Economic Development Corporation
Summary Operating Statement
 January 2018 (33% of FY Complete)

Revenues	FY18 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Received	Monthly Comparison		YTD Comparison	
						Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
Sales Tax	\$ 13,482,272	\$ 1,079,316	\$ 4,337,952	\$ 9,144,320	32.2%	\$ 1,123,523	\$ (44,206)	\$ 4,494,091	\$ (156,139)
Interest Income	275,000	50,028	172,602	102,398	62.8%	22,917	27,111	91,667	80,935
Total Revenues	\$ 13,757,272	\$ 1,129,344	\$ 4,510,553	\$ 9,246,719	32.8%	\$ 1,146,439	\$ (17,095)	\$ 4,585,757	\$ (75,204)
Expenditures	FY18 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Spent	Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
MEDC Operations									
Personnel	\$ 1,333,270	\$ 328,250	\$ 587,718	\$ 745,552	44.1%	\$ 111,106	\$ (217,144)	\$ 444,423	\$ (143,294)
Supplies	33,700	4,377	10,317	23,383	30.6%	2,808	(1,568)	11,233	916
Maintenance	29,000	-	5,075	23,925	17.5%	2,417	2,417	9,667	4,592
Services/Sundry	900,519	73,149	186,935	713,584	20.8%	75,043	1,894	300,173	113,238
Total MEDC Operational Exp.	\$ 2,296,489	\$ 405,776	\$ 790,045	\$ 1,506,445	34.4%	\$ 191,374	\$ (214,402)	\$ 765,496	\$ (24,548)
Projects									
Committed Projects	\$ 24,110,958	\$ 4,000,000	\$ 4,000,000	\$ 20,110,958	16.6%	\$ 2,009,247	\$ (1,990,754)	\$ 8,036,986	\$ 4,036,986
Other Project Expenses	150,000	-	(580)	150,580	-0.4%	12,500	12,500	50,000	50,580
Total Project Expenses	\$ 24,260,958	\$ 4,000,000	\$ 3,999,420	\$ 20,261,538	16.5%	\$ 2,021,747	\$ (1,978,254)	\$ 8,086,986	\$ 4,087,566
Non-Departmental									
Other - Adm Fee	\$ 269,000	\$ 22,417	\$ 89,667	\$ 179,333	33.3%	\$ 22,417	\$ -	\$ 89,667	\$ -
Insurance & Risk Fund	1,708	142	569	1,139	33.3%	142	-	569	-
MEDC I & S Fund	2,307,118	192,260	769,040	1,538,078	33.3%	192,260	-	769,039	-
Total Non-Departmental Expenses	\$ 2,577,826	\$ 214,819	\$ 859,275	\$ 1,718,551	33.3%	\$ 214,819	\$ -	\$ 859,275	\$ -
Total Expenses	\$ 29,135,273	\$ 4,620,595	\$ 5,648,740	\$ 23,486,533	19.4%	\$ 2,427,939	\$ (2,192,655)	\$ 9,711,758	\$ 4,063,018
Net	\$ (15,378,001)	\$ (3,491,250)	\$ (1,138,187)			\$ (1,281,500)	\$ (2,209,750)	\$ (5,126,000)	\$ 3,987,814
FY18 Beginning Fund Balance	\$ 38,298,262								
Add FY18 Budgeted Revenue	13,757,272								
Less FY18 Budgeted Expense	(29,135,273)								
FY18 Proj. End Fund Balance	\$ 22,920,261								

Project Details

January 2018

Committed Projects		FY18 Adopted Budget	FY18 Budget Transfers	Monthly Actual	YTD Actual	Remaining Budget	YTD Budget Disbursed
Raytheon	E13005	\$ 1,530,000	\$ -	\$ -	\$ -	\$ 1,530,000	0.0%
Statlab	E13007	157,500	-	-	-	157,500	0.0%
Hisun	E13011	126,000	-	-	-	126,000	0.0%
Wistron II	E14002	240,000	-	-	-	240,000	0.0%
O'Hara Flying Service	E14003	96,000	-	-	-	96,000	0.0%
Headington Energy	E14010	160,000	-	-	-	160,000	0.0%
Encore Wire	E14017	930,000	-	-	-	930,000	0.0%
AIM	E14021	69,000	-	-	-	69,000	0.0%
Popular Ink II	E15005	24,000	-	-	-	24,000	0.0%
Wright IMC	E15007	108,000	-	-	-	108,000	0.0%
Accent Care	E15008	169,020	-	-	-	169,020	0.0%
Horizon Data Center	E15010	51,000	-	-	-	51,000	0.0%
Blount Fine Food Corp	E16001	510,000	-	-	-	510,000	0.0%
Cookies-N-Milk	E16002	44,480	-	-	-	44,480	0.0%
Werx (Grant Match)	E17001	108,097	-	-	-	108,097	0.0%
SFMC	E17002	768,000	-	-	-	768,000	0.0%
TPUSA	E17003	610,000	-	-	-	610,000	0.0%
Paccar	E17004	3,300,000	-	-	-	3,300,000	0.0%
Cotiviti USA	E17005	792,000	-	-	-	792,000	0.0%
Simpson Strong Tie	E17006	467,000	-	-	-	467,000	0.0%
Playful	E17007	2,334,400	-	-	-	2,334,400	0.0%
3-TAB Beacon	E17008	248,500	-	-	-	248,500	0.0%
Lone Star Reel	E17009	224,982	-	-	-	224,982	0.0%
Airport FBO Term/Hangar	E18001	4,000,000	-	4,000,000	4,000,000	-	100.0%
Undesignated FY 18		6,542,979	-	-	-	6,542,979	0.0%
Total Committed Projects		\$ 23,610,958	\$ -	\$ 4,000,000	\$ 4,000,000	\$ 19,610,958	0.0%

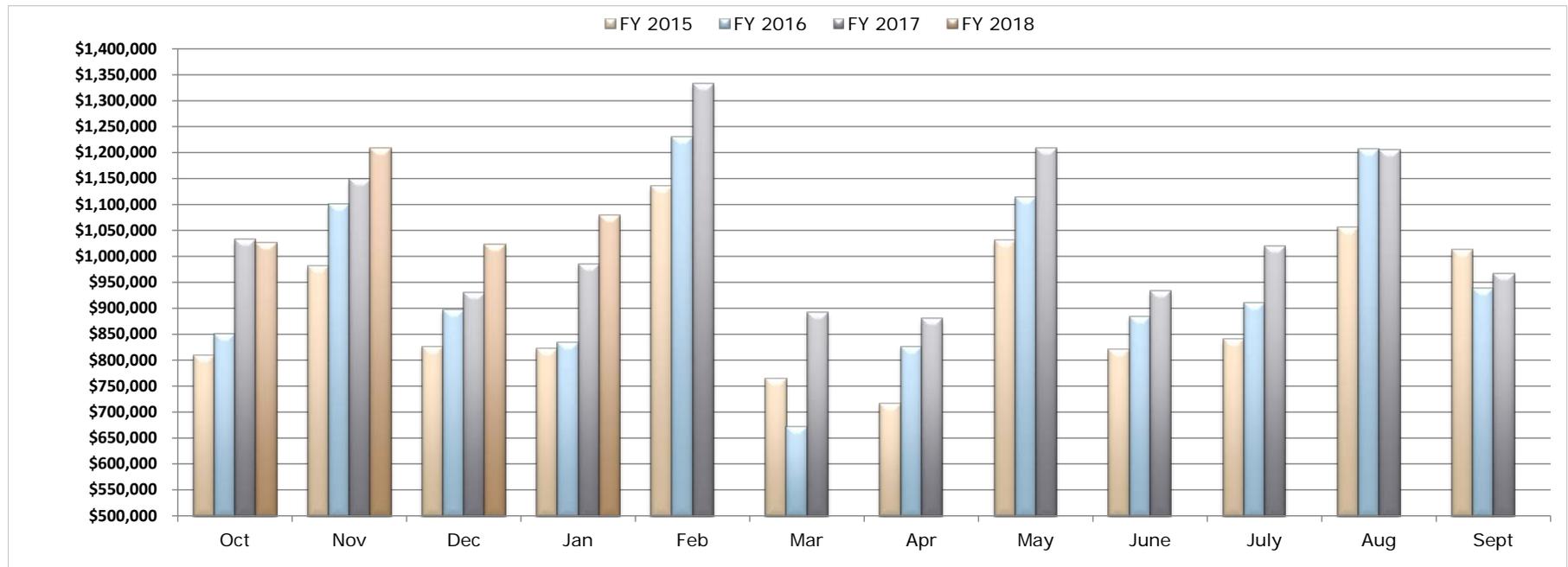
Emerging Technologies		FY18 Adopted Budget	FY18 Budget Transfers	Monthly Actual	YTD Actual	Remaining Budget	YTD Budget Disbursed
Undesignated FY 18		\$ 500,000	\$ -	\$ -	\$ -	\$ 500,000	0.0%
Total Emerging Technologies		\$ 500,000	\$ -	\$ -	\$ -	\$ 500,000	0.0%
Total Projects		\$ 24,110,958	\$ -	\$ 4,000,000	\$ 4,000,000	\$ 20,110,958	0.0%

McKinney Economic Development Corporation

Sales Tax Revenue

January 2018

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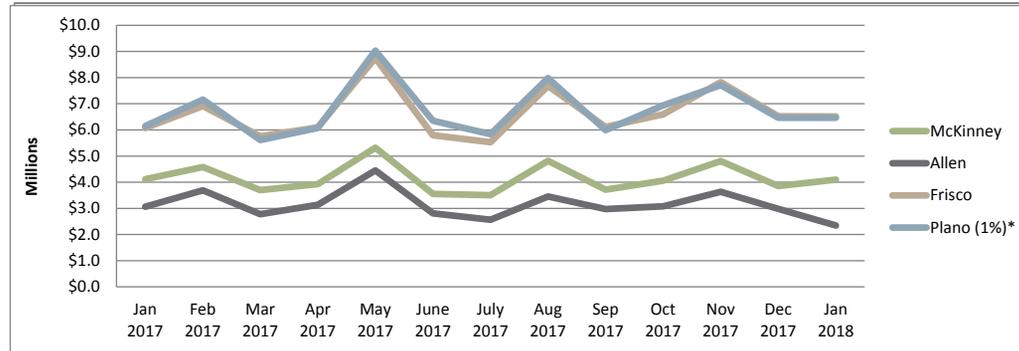


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Invoices Processed-January 2018

<https://mckinneytexas.opengov.com/transparency>

- 1) Choose "Checkbook" from the left column
- 2) Choose the dropdown arrow in the "Funds" column and search for "McKinney Economic Development Corporation"

DATE	#	DESCRIPTION	AMOUNT	INVOICE #	FPO #	PO #
1/4/2018	82	Foliage Design System	\$ 130.00	2034		180744
1/4/2018	83	S. Coleman Expense Reimbursement	\$ 67.85	COLEM010418	F34985	
1/4/2018	84	Office Team (S. Coleman)	\$ 693.00	49952373		180683
1/4/2018	85	Standard Coffee Service	\$ 15.27	11952659-122217		180352
1/11/2018	86	Brown & Hofmeister	\$ 2,521.50	35175		180535
1/11/2018	87	Brown & Hofmeister (Encore)	\$ 624.00	35176		180535
1/11/2018	88	Brown & Hofmeister (Auterson)	\$ 1,216.00	35177		180535
1/11/2018	89	Brown & Hofmeister (PACCAR)	\$ 224.00	35178		180535
1/12/2018	90	Dallas Business Journal	\$ 10,500.00	10080910		180422
1/12/2018	91	Brown & Hofmeister (Hunt Southwest)	\$ 928.00	35179		180535
1/19/2018	92	Office Team (S. Coleman)	\$ 592.27	50087648		180683
1/19/2018	93	Dallas Business Journal	\$ 1,000.00	10084225		180422
1/19/2018	94	D Magazine	\$ 1,527.50	16232		180641
1/23/2018	95	Lake Forest McKinney Investors				
		Rent	\$ 7,441.88			180671
		Electric	\$ 497.85			180671
1/23/2018	96	B. Coleman (Mileage Reimbursement)	\$ 529.60	COLEM12418	F35128	
1/25/2018	97	McKinney Chamber of Commerce (Annual Mtg/Qtly Luncheon)	\$ 250.00	135671	F35131	
1/26/2018	98	Texas Economic Development Corporation	\$ 25,000.00	151	F35130	
1/29/2018	99	Impact Datasource	\$ 3,859.00	16057		181190



TITLE: Consider/Discuss/Act on Amending the McKinney Economic Development Corporation FY18 Budget for Land Acquisition

COUNCIL GOAL: Direction for strategic and Economic Growth

MEETING DATE: February 20, 2018

DEPARTMENT: Finance

CONTACT: Mark Holloway, Chief Financial Officer

RECOMMENDED ACTION:

- Staff recommends approval of the budget amendment

ITEM SUMMARY:

- This budget amendment authorizes the transfer of funds for potential future land acquisitions.
- The budget amendment will allocate \$18,000,000 from fund balance to land acquisition.

BACKGROUND INFORMATION:

- On July 18, 2017, the MEDC approved the FY 18 Annual Budget.
- On September 19, 2017, the City Council adopted the FY 18 Annual Budget that incorporated the budget MEDC funds for FY2017-18 as follows:
 - MEDC Debt Service Fun \$2,312,218
 - McKinney Economic Development Corp \$12,019,315

FINANCIAL SUMMARY:

- \$18,000,000 will be transferred from fund balance to account 059-1257-466-9001 Land Acquisitions

SUPPORTING MATERIALS:

18-194



TITLE: McKinney Technology Center, 1720 Bray Central Drive McKinney 75069 -
Brief Tour of the Facility Begins - Approximately 11:00 a.m.

WeWork - Legacy West, 7700 Windrose, Plano 75024- Brief Tour of the
Facility Begins - Approximately 12:30 p.m.

SUPPORTING MATERIALS: