



McKinney Economic Development Corporation Agenda

Tuesday, March 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.

18-257 [Minutes of the McKinney Economic Development Corporation Meeting of February 20, 2018](#)

Attachments: [Minutes](#)

REPORTS

18-258 [Board and Liaison Updates](#)
 [Board Chairman](#)
 [City of McKinney](#)
 [Chamber of Commerce](#)
 [Main Street/MPAC](#)

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

18-259 [Consider/Discuss MEDC Staff Monthly Reports](#)

Attachments: [Interim President Report](#)
 [Director of BREP Report](#)
 [Director of Business Development Report](#)
 [Marketing Report](#)

REGULAR AGENDA

- 18-260** [Consider/Discuss/Act on February Financials](#)
Attachments: [February 2018 Transmittal Letter](#)
 [February 2018 Financials](#)
 [February 2018 Invoices Processed](#)

DISCUSSION ITEMS

- 18-261** [Consider/Discuss Regional Innovative Strategies Program Update](#)

CITIZEN COMMENTS

BOARD OR COMMISSIONER COMMENTS

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

EXECUTIVE SESSION

In Accordance with the Texas Government Code:

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

B. Section 551.072. Deliberations about Real Property

- A189 – Project Topflight

C. Section 551.087. Deliberation Regarding Economic Development Matters

- Beacon
- A190 - Project Hunt Southwest
- A192 - Project West
- A191 - Project Trafalgar
- A71 - Project Southgate
- PACCAR/Dynacraft

D. Section 551.074. Personnel Matters

- President Search

ACTION ON EXECUTIVE SESSION

ADJOURN

Posted in accordance with the Texas Government Code, Chapter 551, on the 15th day of March, 2018 at or before 5:00 p.m.

Abby Liu
Interim President

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-adacompliance@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>.

18-257



TITLE: Minutes of the McKinney Economic Development Corporation Meeting of
February 20, 2018

SUPPORTING MATERIALS:

[Minutes](#)

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

FEBRUARY 20, 2018

The McKinney Economic Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on February 20, 2018 at 8:00 a.m.

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

Staff Present: Interim President Abby Liu, Director of Business Retention & Expansion and Emerging Technology John Valencia, Director of Business Development Bruce Coleman, Business Development Specialist Madison Clark, Operations and Compliance Administrator Melissa Dixon, Administrative Assistant Deana Smithee, Mayor George Fuller, City Manager Paul Grimes, Chief Financial Officer Mark Holloway, Councilman Scott Elliott, Councilman Charlie Philips, MCVB Executive Director Dee-dee Guerra, City Secretary Sandy Hart, MEDC Attorney Mark Houser and Assistant to the City Manager Trevor Minyard.

There were no guests present.

Chairman Burress called the meeting to order at 8:01 a.m. after determining a quorum present.

18-189 Chairman Burress called for the Minutes of the McKinney Economic Development Corporation Meeting of January 16, 2018. Board members unanimously approved the motion by Board member Sipiora, seconded

by Chairman Burress, to approve the minutes of the McKinney Economic Development Corporation Meeting of January 16, 2018.

18-190 Chairman Burress called for Board and Liaison Updates.

City of McKinney - City Manager Grimes reported there will be a meeting tonight to amend the TIRZ 1 (Tax Increment Reinvestment Zone) plan. Amendments will include a couple of geographic areas for which catalyst projects could be funded. One of those areas is Southgate so it is germane to the EDC in terms of the development project. On February 2nd, City Council met for their annual Strategic Planning Workshop. The staff is working on summarizing the notes and outlining our strategic objectives and priorities for the next year or two. Once approved by City Council, we begin preparing KPI's (key performance indicators). The United States Army Corps of Engineers issued a section 404 permit for the Lower Bois d'Arc reservoir, north of Bonham, which is a critical piece of our water infrastructure. Construction will begin within the next few months. This is a multi-year project and is estimated to start pumping water in 2022.

MCVB – Dee-dee Guerra reported 808 room nights in January compared to 75 room nights same time last year. Ms. Guerra continued, Texas Agri-Life will have their annual meeting in 2019 at the Sheraton Hotel, which is approximately 350 people. Their board is coming for a site visit

and we are very excited about that. On March 9th, Tupps Brewery is hosting “Bass Bugs and Brews Movie Night” sponsored by Fly Tyer. It will be a fun evening and we hope to see you there.

18-191 Chairman Burress called for the Consideration/Discussion on MEDC Staff Monthly Reports. Interim President Liu congratulated Chairman Burress and family on the arrival of their baby girl.

18-192 Chairman Burress called for the Consideration/Discussion/Action on January Financials. Chief Financial Officer Mark Holloway reported sales tax for the city is up approximately 9% from last year which puts us approximately 5% above where we were this time last year. One significant expenditure to report is \$4,000,000.00 for the Hangar Project at the airport. Board members unanimously approved the motion by Chairman Burress, seconded by Secretary/Treasurer Clark, to approve January Financials.

18-193 Chairman Burress deferred the Consideration/Discussion/Action on Amending the McKinney Economic Development Corporation FY18 Budget for Land Acquisition 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 8:11 a.m. per the Texas Government Code: 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: Section 551.074. Personnel Matters, specifically President Search Process and Section 551.087. Deliberation Regarding Economic Development Matters on the following projects, Project Topflight, Project Southgate, Project Hunt Southwest, Project River and Project Flip. Chairman Burress reconvened the meeting to open session at 10:15 a.m.

Chairman Burress called for the Consideration/Discussion/Action on amending the FY18 Budget for Land Acquisition. Board members unanimously approved the motion by Board member Clark, seconded by Chairman Burress, to approve amending the McKinney Economic Development Corporation FY18 Budget for Land Acquisition.

Chairman Burress called for a motion regarding the President's Search. Board members unanimously approved the motion by Board member Merritt, seconded by Board member Jones, to approve the engagement of Ralph Andersen and Associates for a president's search for MEDC.

Chairman Burress made a motion regarding Project Topflight. Board members unanimously approved the motion by Chairman Burress, seconded by Board member Clark, to approve the Interim President's execution of assignment of a Commercial Contract of Sale by and between Aspen Networks, LLC and Red Corner Management and/or assigns dated effective January 3, 2018 and a Commercial Contract of Sale by

and between Boilermaker Investments LLC and Red Corner Management and/or assigns dated effective January 24, 2018; and further move to authorize the Interim President to tender any necessary earnest money into escrow incident thereto.

Chairman Burress called for a motion regarding Project Flip. Board members unanimously approved the motion by Board member Merritt, seconded by Board member Denny, to approve the modified incentive for Project Flip.

18-194 Chairman Burress stated at 10:30 a.m., in 11 minutes, we will be leaving for the 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. Maps and directions are available.

Due to a loss of quorum, the WeWork Tour will be rescheduled for a later date. Board members unanimously approved the motion by Chairman Burress, seconded by Board member Jones, to adjourn. Chairman Burress adjourned the meeting from McKinney Technology Center at 11:53 a.m.

JASON BURRESS
Chairman

18-258



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

SUPPORTING MATERIALS:

[MCVB Report](#)

[MCDC Report](#)

MEDC-MCDC-MAIN ST.

I. MCVB Room Nights Generated: TTL Room Nights: 824; TTL Revenue: \$80,036.05

WEDDINGS COMPLETED in February 2018 - TTL Room Nights: 196 TTL Rev: \$ 21,518

- Watkins/Green Wedding – Sheraton: TTL room nights: 54, TTL rev: \$5780
- McLendon Wedding – Sheraton: TTL room nights: 58, TTL rev: \$6,402
- Kayla Schwalenberg Wedding – Hampton Inn: TTL room nights: 36, TTL rev: \$4104
- Nicole Castelin Wedding – Towne Place Suites: TTL room nights: 5, TTL rev: \$545
- Nisha Rajay Wedding – Towne Place Suites: TTL room nights: 43, TTL rev: \$4687

No Pick-ups on the following weddings:

- Shadae Rogers Wedding, February 2018 – The Springs
- Mary Sine (MOB) Wedding – February 2018, the Grand Ivory/Leonard

**ASSOCIATION/CORPORATE/SMERF COMPLETED in February 2018: TTL Room nights: 628,
TTL Revenue: \$ 58,518.05**

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

Corporate: TTL Rooms: 628 ; TTL Revenue: \$ 58,518.05

- Torchmark- Sheraton- LNL 401- February 4-8, 2018. TTL room nights: 307; TTYL Rev. \$ 29,165
- Torchmark- Sheraton- LNL 401- February 7-9, 2018. TTL room nights: 16; TTYL Rev. \$ 1,520
- Torchmark- Sheraton- LNL 401- February 12-14, 2018. TTL room nights: 73; TTYL Rev. \$ 6,935
- Torchmark- Sheraton- FHL 201- February 18-21, 2018. TTL room nights: 29; TTYL Rev. \$ 2,755
- Torchmark- Sheraton- FHL 201- February 20-23, 2018. TTL room nights: 60; TTYL Rev. \$ 5,700
- Torchmark- Sheraton- FHL 201- February 25-28, 2018. TTL room nights: 92; TTYL Rev. \$7,790
- Texas Agri-Life-Sheraton- February 23, 2018.TTL room nights: 3; TTYL Rev. \$ 417
- Emerson- Holiday Inn-1100 Regulator- February 20-22, 2018. TTL room nights: 31; TTYL Rev. \$ 2,976
- Emerson- Holiday Inn- 1106 Regulator- February 27-March 1, 2018. TTL room nights: 17; TTYL Rev. \$ 1,677.05

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

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

II. Visitors: FYTD Total (Oct. - Feb. '18): 2,093

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

- Out of State: 62
- Out of Country: 18
- Texas Residents: 22
- McKinney Residents: 56
- Register Total: 158
- Ticker Counter: 272

- Top Five States requesting information:
 - Top Five States requesting information:
 - Texas: Houston, Azel, Coppel, Dallas, Fort Worth
 - Washington: Arlington, Everson, Kelso, Lynnwood, Vancouver
 - Florida: Bonita Springs, Jacksonville, Miami, Steinhatchee,
 - Iowa: Ankeny, Castana, Cedar Falls, Cedar Rapids
 - Michigan: Charlevoix, Inkster, Monroe, Tawas City

III. RFP's: 15 (5-Association, 0-Corporate, 10 -Weddings, -Social (0-Religious), 0 -Sports, 0-Day Trips)

Association: 5

- Volunteer Management Conference- May 3-4, 2018; Collin College Conference Center, Room nights blocked at Hampton Inn. Assisting Dana Riley (Volunteer McKinney) with a networking event. Secured venue at Collin County Museum for a happy hour approx. 50 attendees, MCVB is assisting with food sponsorship funding along with Mellow Mushroom.
- Texas Association of Counties Leadership Program – Haley Click. RFP given to Grand Hotel. May 28-31, 2019. 30 Attendees, Approximately 75 room nights.
- Texas Folklore Society – Annual conference for April 25-28, 2019. Approximately 150-200 attendees, approximately 70 room nights.
- Texas Society of American Medical Technologists – Michelle Hege. RFP given to the Sheraton. May 3-5, 2018. 70 Attendees, approximately 75 room nights.
- TACVB – Sarah Page. DMO Seminar 2018. Flexible dates for April, May, or September 2018. 20-30 room nights, 50-75 attendees. RFP given to Sheraton & Holiday Inn.

Corporate: 0

SMERF: 10 (Weddings)

- Carleen Wisnienski – Barnhill Vineyard
- Allyssa Chavez – August 2018, Springs
- Kacie Phillips – April 2018, Grand Ivory
- Briana O'Neil – July 2018, Stone Crest
- Thanh Do- September 2018, Springs
- Lori Naquin (MOB) – October 2018, Chestnut Square
- Allie Preston – March 2019, La Cour
- Shauna Brown – April 2019, Springs
- Jessica Costello –April 2019, Stone Crest
- Debbie Wood (MOG) – May 2018, Stone Crest/Chestnut Square

IV. Site Visits: 5

- Texas State Society of American Medical Technologist – Contact: Michelle Hege, May 4 – 5th. 40-50 room nights, 70 attendees - Sheraton was awarded RFP.
- Texas Association of Counties – Contact: Haley Click. Site visit for Feb 1-2, 2018. Grand Hotel. Will not know until May who won bid.
- Texas Agri-Life-February 23, 2018 brought 15 planner's to do a site visit at the Sheraton. They held their monthly Board Meeting and had lunch at Harvest. The Trolley was used to showcase the downtown. The Sheraton was awarded the annual Conference. July of 2019; 300 attendees and 100 room nights. They are also looking at bring a Friendship Event to McKinney as well.
- Texas Folk Lore Society – Contact: Dina Lopez. Annual conference for April 25-28, 2019. Approximately 150-200 attendees, approximately 70 room nights. Confirmed a site visit at the Sheraton for February 9th at 9 a.m. Also toured Chestnut Square, History Museum, and Heard-Craig House for free-time options. Will not know until who wins this bid until after she present to her board on 4-5-18.
- Copart Meeting Planners-Event is in mid-July. They are favoring the Sheraton, The Grand, and the Hampton Inn. 140 attendees and will need 50-60 rooms per night.

V. Lost Business-4

- TTIA-Texas Travelers Conference – April 2019; Unable to accommodate, Sheraton is booked.
- TTIA-Texas Travelers Conference – April 2020, bid went to Grapevine
- LCMS Texas District – Nov 2018, & Jan 2019; (C-vent Lead) Have not received response from Meeting Planner Cecil Burdick. Have sent follow up correspondence, however no response.
- Keep TX Beautiful – Lost to another city, checking with Sheraton to get details

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

Blogs on our website:

- MCVB Grants : 11
- Food Walks of Texas: 3
- Breakfasting McKinney Style: 15
- Cooking and Sharing on the Square: 27
- Meet Fair & Square Imports: 29
- Valentine's Day Activities: 73

Visits on Homepage News Flash buttons & landing pages:

- Arts in Bloom: 10
- Plan Your Visit: 19
- Weekend Update page: 61
- Weather - 4
- Krewe of Barkus: 22
- Breakfast: 6

#GETSOCIAL - 2017-18	
FY 17-18	Views
OCT. 17	77
NOV. 17	55
DEC. 17	40
JAN. 18	78
FEB.18	45
TOTALS	295

Photos, Text Written, Marketing Materials and Ads Submitted

- **Materials Submitted**
 - Chamber Relocation Guide – logo/description
 - Only in Your State Texas website – provided editorial and photos
 - Texas Meetings + Events – social media post materials
 - State Travel Office - Reverse Marketplace materials
 - County Line Magazine – ad
 - TTIA – web ad

Advertising- Website & Publication ROI Tracking:

Welcome to McKinney (Visitor Map): 7

Meeting Planners Guide: 16

Texas Highways: 2

Dallas Cowboys Program: 1

McKinney Lions Program: 1

Boyd Broncos Program: 1

TourTexas.com: 2

Talk Business 360: 1

TSAE Members: 11

County Line Magazine: 3

WELCOME-TALK-BUSINESS-360-READERS-VIEWER – 1

MEDC-MCDC-MAIN ST.

Free Publicity:

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

- Does not include \$20,000 for Grants

FEBRUARY 2018- MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print/ Broadcast Value	Web Value	PR Value	Impressions
BubbleLife Collin Co.	Shared Blog/web posts (4 times)	0	8000	\$24,000	900,000
BubbleLife Collin Co.	Shared website updates 3 times)	0	7000	\$21,000	845,000
County Line Mag	Piece about Arts in Bloom	795	250	\$3,135	239,000
TOTALS		\$795	\$15,250	\$48,135	1,984,000
FY 17-18 TOTALS		\$ 12,103	\$ 68,750	\$ 845,220	9,217,384

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
FEB. 18	59	6585	69,527	759,268	3,289,228
TOTALS	417	N/A	360,789	3,135,539	18,365,478

OTHER SOCIAL MEDIA TRACKING – FEBRUARY 2018

Type	Number	Increase #	Percentage (+/-)
<i>Twitter</i>			
Followers	4,679	+23	+5%
Tweets	6,038	+60	+13.2%%
Tweet Impressions	21.4K	(not given)	+9.6%%
Profile Visits	278	+85	-23.4%%
Mentions by other users	21	-4	-25%
Google Sites	Views	Increase	Subscribers
YouTube	4,901	+220	22

Web Analytics – FEBRUARY 2018

Month	Sessions	Pageviews	Users
Oct. 17	3,613	9,034	3,018
Nov. 17	3456	8370	2868
Dec. 17	2892	6591	2462
Jan. 18	2561	6820	2009
Feb. 18	2360	6537	1949
TOTALS 17-18	14,882	37,352	12,306

Top Pages in FEBRUARY 2018

Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,203	941	0:01:27	897	41.03%	39.98%
Calendar	634	478	0:01:16	346	43.35%	39.12%
Events	193	157	0:00:32	53	15.09%	11.92%
Shopping Centers	144	130	0:02:47	118	85.59%	79.17%
Explore	127	96	0:00:34	8	87.50%	17.32%
Visitors Guide	117	100	0:01:47	10	70.00%	41.03%
About McKinney	114	90	0:01:25	3	33.33%	19.30%
Mo. & Annual Ev.	101	95	0:03:30	51	88.24%	67.33%
Dining	93	65	0:00:17	3	66.67%	17.20%
Wedd./Rec. Venues	82	66	0:00:46	36	30.56%	26.83%
Fair & Sq. Imports	77	17	0:00:28	0	0.00%	7.79%
Valentine's Day	73	62	0:03:22	32	71.88%	61.64%
Shopping	72	63	0:01:26	37	56.76%	38.89%

MEDC-MCDC-MAIN ST.

Stay	70	52	0:00:15	4	25.00%	1.43%
Dining & Nightlife	69	61	0:01:13	41	63.41%	53.62%
Staff Directory	64	55	0:02:10	22	72.73%	54.69%
Wknd Update 3/1-4	60	55	0:00:48	2	100.00%	26.67%
Blog	54	43	0:01:38	13	53.85%	29.63%
Press Kits	49	37	0:04:40	2	100.00%	36.73%
Unique Venues	49	43	0:02:45	3	66.67%	28.57%
Calendar	46	40	0:00:50	1	0.00%	28.26%
Get Social	45	39	0:01:31	6	66.67%	31.11%
Event Planning	44	37	0:00:31	2	50.00%	9.09%
NTTA Toll Blog	43	35	0:03:56	35	74.29%	76.74%
Press Room	39	27	0:00:34	2	50.00%	5.13%

MEDC-MCDC-MAIN ST.

Country Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. sess. Duration
United States	1,866	1,736	2,267	53.37%	2.81	0:02:20
South Korea	17	17	17	94.12%	1.06	0:00:01
India	15	15	16	68.75%	1.94	0:00:15
United Kingdom	7	6	9	66.67%	2	0:00:39
Canada	6	6	7	57.14%	2.71	0:05:52
Philippines	6	5	8	87.50%	1.62	0:00:07
Mexico	3	3	3	100.00%	1	0:00:00
Ukraine	3	3	3	100.00%	1	0:00:00
Germany	2	2	2	0.00%	4	0:00:47
Spain	2	2	3	33.33%	6.33	0:02:53

State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Sess. Duration
Texas	1,453	1,333	1,805	51.52%	2.89	0:02:29
California	69	66	76	60.53%	2.3	0:01:05
Oregon	36	36	36	100.00%	1	0:00:00
Illinois	29	28	32	65.62%	2.28	0:01:23
Virginia	28	27	32	71.88%	2.66	0:03:21
Oklahoma	25	24	26	38.46%	4.12	0:03:48
New York	20	20	23	65.22%	1.65	0:00:34
Florida	19	18	22	59.09%	2.59	0:00:47
Georgia	16	16	16	43.75%	2.19	0:01:26
Kansas	14	12	14	50.00%	3.29	0:02:05

MEDC-MCDC-MAIN ST.

City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Visit Duration
McKinney	463	389	641	55.07%	2.69	0:02:19
Dallas	342	310	379	62.80%	2.02	0:01:26
Arlington	65	64	102	13.73%	6.89	0:10:39
Plano	56	52	60	48.33%	2.82	0:02:09
Allen	42	37	45	68.89%	1.73	0:00:52
Frisco	41	38	48	43.75%	2.62	0:01:18
Houston	34	32	40	47.50%	2.52	0:03:04
Prosper	29	26	29	62.07%	2.31	0:01:23
Austin	21	21	22	40.91%	3.32	0:01:54
Fort Worth	21	18	27	25.93%	4.67	0:05:31

Visit Widget – Feb. 2018

Feb 1 - Feb 28, 2018					
	Sessions	Users	Page Views	Pages/Session	Bounce Rate
Widget	87	66	324	3.72	38%
iOS App	35	30	358	12	N/A
Android App	3	3	4	1.3	N/A
Total/AVG	125	99	686	5.673333333	N/A



March 13, 2018

TO: MEDC Board

FROM: Cindy Schneible, MCDC

RE: MCDC Update

Project Grants

The MCDC board approved 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* at the February 22nd meeting.

The second application period for MCDC project grants is open through March 30, 2018. Applications submitted will be presented to the board at the April 26th meeting. Action on the requests will be scheduled for the May board 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)

Quality of Life Award

MCDC presented 2018 Quality of Life awards at the McKinney Chamber's annual Community Awards Celebration on February 23, 2018. The individual award was presented to Colin Kimball in recognition of his tireless advocacy for active, veteran and deceased military members.

Collin County Freedom Fighters, Veterans Memorial Park, Collin County Gold Star Family Memorial, Collin County History Museum, and the City of McKinney Veterans Memorial Board are just a few of the organizations and projects that Colin serves. His most visible work can be found in the Collin County

Courthouse Wall of Heroes in McKinney. Colin donates his time and talents, creating the portraits of the fallen that now adorn its corridors.

Legacy Texas Bank was the recipient of the award presented to an organization in recognition of their work to support McKinney Housing Authority and the McKinney community. Legacy Texas provided funds and donated the expertise of their team which included Robbie Clark, Eric Loller, Brian Mantzey and Justin Beller, to mentor Housing Authority staff and clients. The bank and its team invested not only dollars to support affordable housing development in McKinney but also family education and the empowerment of MHA clients and the community.

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.

18-259



TITLE: Consider/Discuss MEDC Staff Monthly Reports

SUPPORTING MATERIALS:

[Interim President Report](#)

[Director of BREP Report](#)

[Director of Business Development Report](#)

[Marketing Report](#)



McKinney Economic Development Corporation

Abby Liu, Interim President

March, 2018

Strategic Plan Management & Communicating Results:

A. Business Retention & Expansion

- Staff hosted a lunch meeting with the Presidents/General Manager of Tong Yang Group, Hisun Motors and Wistron GreenTech on March 5th to discuss the current business operations in McKinney and the potential future expansion plan.
- Assistant City Manager Shelton and Staff attended the monthly meetings with PACCAR staff to assist with the construction process/challenges, city/state incentives updates and explore the potential expansion opportunity on March 6th.
- Staff continues working with Chairman Burress, City Manager Grimes, Assistant City Manager Shelton and Legal Counsel Houser to respond the request of Hunt Southwest. A Hunt Southwest meeting was held at City Hall on March 13th.

B. Business Attraction

- Dallas Regional Chamber and Richardson Chamber invited MEDC to attend Tokyo Chamber of Commerce sixteen delegates visiting Dallas area in Plano on February 27th. Staff and Business Development Director Coleman set up a booth with MEDC marketing information and met with each one of the delegates to recruit the Japanese company to establish its US presence in McKinney. Dallas area economic development office participants include McKinney, Plano, Frisco, Arlington, Dallas, Garland and Richardson. McKinney is proud to present all marketing materials in Japanese and received praises from Japanese delegates as well as the sister city allies. It was a successful event to promote Dallas business friendly climate to Japanese business leaders. (Photo attached)



- Staff attended four Office/Industrial development meetings to encourage new developments shared with the vision of MEDC Strategic Plan and to increase the inventory competitiveness in McKinney.

Marketing/Promotion/Connection Activities:

- Staff works closely with Michelle Feldker, City Communications & Media Specialist, for MEDC Marketing efforts and have met on February 22nd, 27th and March 8th. MEDC Business Development Specialist Clark works on the social media posting.
- MEDC Board and Staff attended 2018 McKinney Community Awards Celebration at Sheraton Hotel McKinney on February 23rd. Chairman Burress presented MEDC Corporate Performance Award to President Black, Vazata. Vice Chairman Merritt presented Encore Wire/Business Retention & Expansion Award to President Sun, Hisun Motors. It was a successful 300+ attendees event. (Photo attached)
- Dr. Neil Matkin, Collin College District President, invited the Chairman and Economic Development head staff from McKinney, Frisco, Allen and Plano to attend a meeting at Collin College Higher Education Center on March 1st. Secretary/Treasurer Clark and Staff represented McKinney to attend the meeting. Dr. Matkin rolled out the new plan of the Technical Campus in Allen and encourage more partnership in working with Collin College workforce staff at business attraction and business retention/expansion effort.

Other:

- Staff organized the Budget Training with City Senior Financial Analyst Corder and Financial Analyst Miller. Operations and Compliance Administrator Dixon, Administrative Assistant Smithee and Staff attended the first Budget Training on March 9th.
- Executive Session Agenda Items:
 - Project Hunt Southwest
 - Project West
 - Project Trafalgar
 - Project Southgate
 - Project PACCAR

TOKYO CHAMBER OF COMMERCE & INDUSTRY DELEGATION NORTH TEXAS MULTI-COMMUNITY LUNCHEON

Plano, TX | February 27th, 2018



Sarah Carabias-Rush, Dallas Regional Chamber's VP of Economic Development Welcomes Shoju Nishio, Managing Director of the Tokyo Chamber of Commerce & Industry



Abby Liu with Takeshi Yamaguchi, Manager of Taiyo Stainless Spring Company



Abby Liu with Takashi Seike, CEO of LIVES INC.

2018 McKinney Community

AWARDS CELEBRATION

★ A Night Honoring Our Stars ★



UNITED STATES CHAMBER OF COMMERCE

ACCREDITED



Presenting Sponsor



LEGACY TEXAS.

Friday, February 23rd

SHERATON HOTEL
MCKINNEY, TEXAS

2018 MCKINNEY COMMUNITY AWARDS CELEBRATION

McKinney, TX | February 23rd, 2018

The McKinney Community Awards Celebration is an annual event that celebrates the accomplishments of our business community and recognizes their contribution to the City of McKinney and the Chamber of Commerce.



Abby Liu with Lance Black the Founder and CEO of Vazata and his wife Marianne Black.



President of Hisun Motors Jason Sun and his wife, Abby Liu, and MEDC board member Joe Minissale and his wife.



Jason Sun received the Encore Wire/Business Retention and Expansion Award. The award is presented to a business that has existed in McKinney for at least three years and has had measurable expansion.



McKinney Economic Development Corporation

John Valencia-Director of BREP

March 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. February 26, 2018 8:30 am Finally caught up with Robert on a phone call. At this time they are concentrating on their business. Critical at this time is warehouse space. At their Georgia operation they are partnering with a warehouse builder to build adjacent to them there, so we'll see how that works out. On the local level, with the "complexities" of annexation, need for two entries (fire), neighbors not willing to sell (or cooperate), need for a loop water supply, etc. it's all just too expensive at this immediate time. That's not to say on down the road they still might go this route, but right now probably not. So, for now they will stay put. Discussion was too that we didn't want them to leave McKinney and Robert still indicates that their home is and will be McKinney. We will stay in touch and be available for each other. At this time he has no plans to visit the GA operation for a while. As a note here" Robert mentioned that a major customer was putting them in their May Catalog and was going to add \$3 plus million to their bottom line and thus their immediate concentration on the business side!

- 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. Hmmm... 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. No further update on this March report at this time.
- Project Napkin - Local company looking to expand. Very early discussions and looking at a property now to see if it will fit/work.
- Project Garden - Local company looking to expand. Predevelopment meeting held on Jan 11th. Project is making progress and will be will have more of an update in the April report.

B. Business Attraction - None at this time

C. Entrepreneurship

- Mark Cottam with The WERX is working with Lance Black to house the Maker Space at the McKinney Technology Center. Please see the attached Maker Space for Innovation in Collin County and the Regional Innovation Strategies i6 grant Scope of Work for 2018.



- Paul Grimes', Culture of Innovation group's next meeting will be on March 29th and will be our third meeting. Jennifer L. Blalock, Ed.D., Vice President, Workforce & Economic Development, Collin College District will be facilitating and hosting this meeting and is being held at the Collin College Higher Education building. The agenda is forthcoming and will be shared when it comes available.

Marketing/Promotion/Connection Activities:

- NA

Other:



McKinney Economic Development Corporation

Bruce Coleman – Director of Business Development

March 2018

Strategic Plan Management & Communicating Results:

A. Business Retention & Expansion

- Met non-profit business advisory organization - which originated with the Texas Manufacturing Assistance Center - at a business event in Dallas. Attended follow up meeting with this group and John Valencia to discuss opportunities to assist our existing manufacturers to grow.

B. Business Attraction

- Contacted industrial broker to discuss opportunity to attract 100,000 SF of industrial end users to proposed Project Flip spec industrial building.
- Worked with broker/developer and Abby Liu on potential Southern California manufacturing company relocation to McKinney.
- Participated in conference call with Abby Liu, Madison Clark and site selection firm to discuss opportunity to attract 350,000 SF industrial business project to McKinney.
- Attended meeting with MEDC staff at Dallas Regional Chamber regarding Project River.
- Took a tour of new co-working office in Downtown Dallas and discussed opportunities for them to locate in McKinney. Connected them with various prospective office developers in McKinney.

C. Entrepreneurship

- Participated in Board of Directors tour of McKinney Technology Center.

D. Competitiveness

- Followed up on Project Flip to encourage development of new spec industrial development in McKinney.
- Met with Abby Liu and prospective developer of amenitized speculative office project to discuss potential development opportunity.



- Followed up with prospective developer of spec industrial project near McKinney National Airport.
- Arranged meeting with listing broker and prospective developer/purchaser of large site in 75/Wilmet area for potential industrial development.

Marketing/Promotion/Connection Activities:

- Conducted over 280 Cold Calls and Follow-Up Contacts to Dallas area commercial brokerage firms/brokers, commercial developers, tenant representative/site selectors, engineering/architectural firms, banks/investment capital firms, construction firms, and other business/real estate service providers to market McKinney for business development projects.
- Held 45 in-person meetings/presentations in Downtown Dallas, Uptown Dallas, Galleria area and elsewhere in the Metroplex and in McKinney with commercial brokers, developers, tenant representatives, real estate capital, development engineers/architects and others to broaden awareness of business project opportunities in McKinney.
- Conducted 3 tours of McKinney to real estate brokers and developers.
- Made breakfast presentation on opportunities in McKinney to large group of office brokers at Swearingen Commercial Real Estate in Dallas.
- Participated at two BISNOW networking events in Dallas
- Participated at The Real Estate Council (TREC) networking event in Dallas.
- Participated at TREC committee meeting in Dallas to expand McKinney business contacts.
- Attended business networking event in Irving with John Valencia.
- Participated with Abby Liu at visit by Tokyo Chamber of Commerce business delegation to area.
- Made introductory presentation on McKinney at Urban Land Institute (ULI) Advisory Board meeting in Dallas.
- Participated at CORENET networking event in Plano.
- Participated at North Texas District Export Council meeting with Madison Clark in McKinney to network with industrial companies.

Other:



McKinney Economic Development Corporation

Marketing and Research Activity

Abby Liu, Interim President—Marketing

Madison Clark, Business Development Specialist—Social Media Posting

March 2018

Highlights:

MEDC marketing and research projects in February 2018:

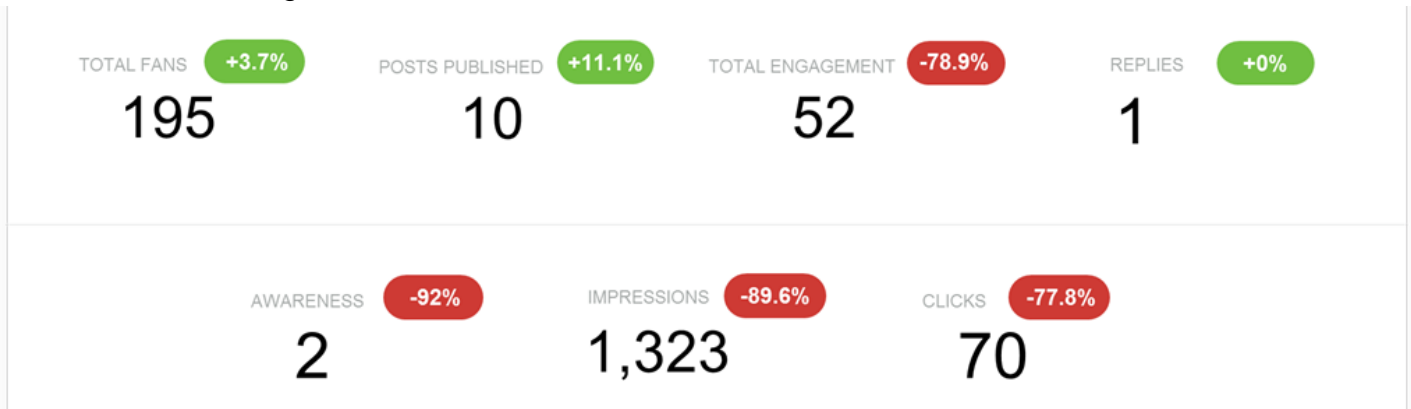
- Global Soft Landing program brochure completed in English, Traditional Chinese, Simplified Chinese, Korean and Japanese.
- The Japanese version of the Global Soft Landing program brochure was offered at the Tokyo Chamber of Commerce delegation meeting held on February 27. Other Japanese marketing materials were also shared and well received by the delegates.
- Marketing materials translated in Korean are in the works
- Efforts continue in creating the RFI/RFP profile template
- PowerPoint underway for use of presenting McKinney
- Southgate McKinney marketing materials are at the printer
- Assisting Moss & Associates with the upcoming Ribbon Cutting

Facebook Insights:

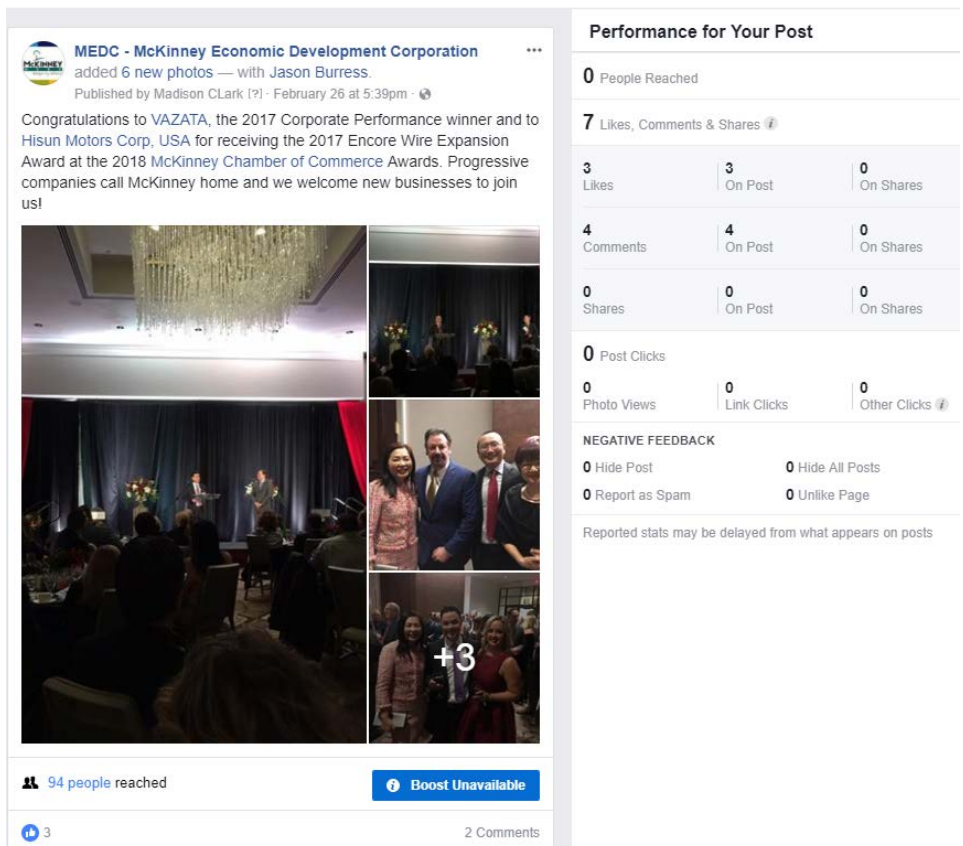
Facebook and Twitter screenname: McKinneyTxEDC.

Reporting Period: February 1, 2018- February 28, 2018

The dashboard below represents key metrics for the month compared to the previous month. Positive engagement was received in January 2018 due to the post regarding the Independent Bank Ground Breaking.



Top Facebook post by reach and engagement:



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 1,148 impressions

Progress continues on the [@playfulcorp](#) building & the [#mixedusedevelopment](#) Davis at the Square in [#DowntownMcKinney](#).
pic.twitter.com/z7tGyqv5Mv



2 6

[View Tweet activity](#)

[View all Tweet activity](#)

The tweet including a video of construction progress of the Playful Global Headquarters and Mixed-Use Development, Davis at the Square, earned the most impressions of 1,148 during the month of February.

Top mention earned 10 engagements



VBX

@VirtualBX · Feb 20

Planning's done on \$1.4 Bn Lower Bois d'Arc Reservoir project. [@NTMWD](#) enters construction phase on first new [#Texas](#) reservoir in 30 years.

virtualbx.com/construction-p...

[@ShermanTexas](#) [@MesquiteCoC](#)
[@CityofBonham_Tx](#) [@KaufmanHerald](#)
[@PlanetRockwall](#) [@McKinneyTxEDC](#)
[@CourierGazette](#)

pic.twitter.com/6MZ3Dji2HI



1 2

18-260



TITLE: Consider/Discuss/Act on February Financials

SUPPORTING MATERIALS:

[February 2018 Transmittal Letter](#)

[February 2018 Financials](#)

[February 2018 Invoices Processed](#)

February Monthly Financial Report

March 14, 2018

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

February Analysis

MEDC Revenue -

Revenue of the McKinney Economic Development Corporation is above budget YTD by 2.30%. Sales tax figures came in 5.60% above last year's collections through February. Below is a link to the current year-to-date revenue of the MEDC:

[MEDC Revenues - February](#)

MEDC Expenditures -

Expenditures of the McKinney Economic Development Corporation are under budget due to savings in rebate expenditures paid out for incentives. During the month of February there were no significant expenses to report out-side of normal operating expenses.

[MEDC Expenditures - February](#)

Sales Tax Analysis -

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

[FY2018 Monthly Sales Tax Comparison](#)

[MEDC – Historic Sales Tax Comparison: February](#)

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

Project Details-

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

Checks Issued-

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

[MEDC February Checks Issued](#)

Conclusion-

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

Sincerely,

Mark Holloway

Chief Financial Officer

City of McKinney

McKinney Economic Development Corporation
Balance Sheet
February 2018

	MEDC Operations	Interest and Sinking	Reserve Fund	Long-Term Debt	General Fixed Assets	Total
Assets						
Cash and Cash Equivalents	\$ 207,162	\$ 939,094	\$ 24,537	\$ -	\$ -	\$ 1,170,794
Investment Pools	35,353,132	-	1,524,112	-	-	36,877,245
Accounts Receivable/Other Taxes & Franchise Fees	2,252,756	-	-	-	-	2,252,756
Deposits/Security Deposits	405,528	-	-	-	-	405,528
Deferred Charges/Prepaid Items	1,286	-	-	-	-	1,286
Land	-	-	-	-	14,789,413	14,789,413
Land Improvements (Net of Depreciation)	-	-	-	-	6,445	6,445
Machinery & Equipment (Net of Depreciation)	-	-	-	-	90	90
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	\$ 38,219,865	\$ 939,094	\$ 1,548,650	\$ 167,658	\$ 14,795,947	\$ 55,671,214
Other Debts						
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 Debts	\$ -	\$ -	\$ -	\$ 12,633,844	\$ -	\$ 12,633,844
Total Assets and Other Debts	\$ 38,219,865	\$ 939,094	\$ 1,548,650	\$ 12,801,502	\$ 14,795,947	\$ 68,305,058
Liabilities						
Vouchers Payable	\$ 41,379	\$ 400	\$ -	\$ -	\$ -	\$ 41,779
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	\$ 41,379	\$ 400	\$ -	\$ 12,801,502	\$ -	\$ 12,843,281
Fund Balances/Equity						
Reserve for Encumbrances	\$ 153,953	\$ -	\$ -	\$ -	\$ -	\$ 153,953
Reserve for Prepaids	26,668	-	-	-	-	26,668
Unreserved Fund Balance	37,997,864	938,694	1,548,650	-	-	40,485,208
Investment in Capital Assets	-	-	-	-	14,795,947	14,795,947
Total Fund Balances/Equity	\$ 38,178,486	\$ 938,694	\$ 1,548,650	\$ -	\$ 14,795,947	\$ 55,461,777
Total Liabilities and Fund Balances	\$ 38,219,865	\$ 939,094	\$ 1,548,650	\$ 12,801,502	\$ 14,795,947	\$ 68,305,058

McKinney Economic Development Corporation
Summary Operating Statement
February 2018 (42% 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	\$ 1,312,944	\$ 5,650,896	\$ 7,831,376	41.9%	\$ 1,123,523	\$ 189,421	\$ 5,617,613	\$ 33,282
Interest Income	275,000	43,648	216,250	58,750	78.6%	22,917	20,731	114,583	101,666
Total Revenues	\$ 13,757,272	\$ 1,356,592	\$ 5,867,145	\$ 7,890,127	42.6%	\$ 1,146,439	\$ 210,153	\$ 5,732,197	\$ 134,949
Expenditures	FY18 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Spent	Monthly Comparison		YTD Comparison	
						Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
MEDC Operations									
Personnel	\$ 1,333,270	\$ 65,791	\$ 653,508	\$ 679,762	49.0%	\$ 111,106	\$ 45,315	\$ 555,529	\$ (97,979)
Supplies	33,700	11,424	21,741	11,959	64.5%	2,808	(8,616)	14,042	(7,700)
Maintenance	29,000	3,881	8,956	20,044	30.9%	2,417	(1,464)	12,083	3,128
Services/Sundry	900,519	37,767	224,702	675,817	25.0%	75,043	37,276	375,216	150,514
Total MEDC Operational Exp.	\$ 2,296,489	\$ 118,862	\$ 908,907	\$ 1,387,582	39.6%	\$ 191,374	\$ 72,512	\$ 956,870	\$ 47,963
Projects									
Committed Projects	\$ 24,110,958	\$ 4,500	\$ 4,004,500	\$ 20,106,458	16.6%	\$ 2,009,247	\$ 2,004,747	\$ 10,046,233	\$ 6,041,733
Other Project Expenses	150,000	-	(580)	150,580	-0.4%	12,500	12,500	62,500	63,080
Total Project Expenses	\$ 24,260,958	\$ 4,500	\$ 4,003,920	\$ 20,257,038	16.5%	\$ 2,021,747	\$ 2,017,247	\$ 10,108,733	\$ 6,104,813
Non-Departmental									
Other - Adm Fee	\$ 269,000	\$ 22,417	\$ 112,083	\$ 156,917	41.7%	\$ 22,417	\$ -	\$ 112,083	\$ -
Insurance & Risk Fund	1,708	142	712	996	41.7%	142	-	712	-
MEDC I & S Fund	2,307,118	192,260	961,300	1,345,818	41.7%	192,260	-	961,299	-
Total Non-Departmental Expenses	\$ 2,577,826	\$ 214,819	\$ 1,074,094	\$ 1,503,732	41.7%	\$ 214,819	\$ -	\$ 1,074,094	\$ -
Total Expenses	\$ 29,135,273	\$ 338,181	\$ 5,986,921	\$ 23,148,352	20.5%	\$ 2,427,939	\$ 2,089,758	\$ 12,139,697	\$ 6,152,776
Net	\$ (15,378,001)	\$ 1,018,411	\$ (119,776)			\$ (1,281,500)	\$ 2,299,911	\$ (6,407,500)	\$ 6,287,724
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

February 2018

Committed Projects		FY18 Adopted Budget	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	180,000	-	-	180,000	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%
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	256,952	-	-	256,952	0.0%
SFMC	E17002	768,000	-	-	768,000	0.0%
Cotiviti USA	E17005	792,000	-	-	792,000	0.0%
Simpson Strong Tie	E17006	467,000	-	-	467,000	0.0%
3-TAB Beacon	E17008	185,500	-	-	185,500	0.0%
Lone Star Reel	E17009	224,982	-	-	224,982	0.0%
Airport FBO Term/Hangar	E18001	4,000,000	-	4,000,000	-	100.0%
Volunteer Mobilization	E18002	13,500	4,500	4,500	9,000	33.3%
Undesignated FY 18		12,719,024	-	-	12,719,024	0.0%
Total Committed Projects		\$ 23,610,958	\$ 4,500	\$ 4,004,500	\$ 19,606,458	17.0%

\$ 23,610,958

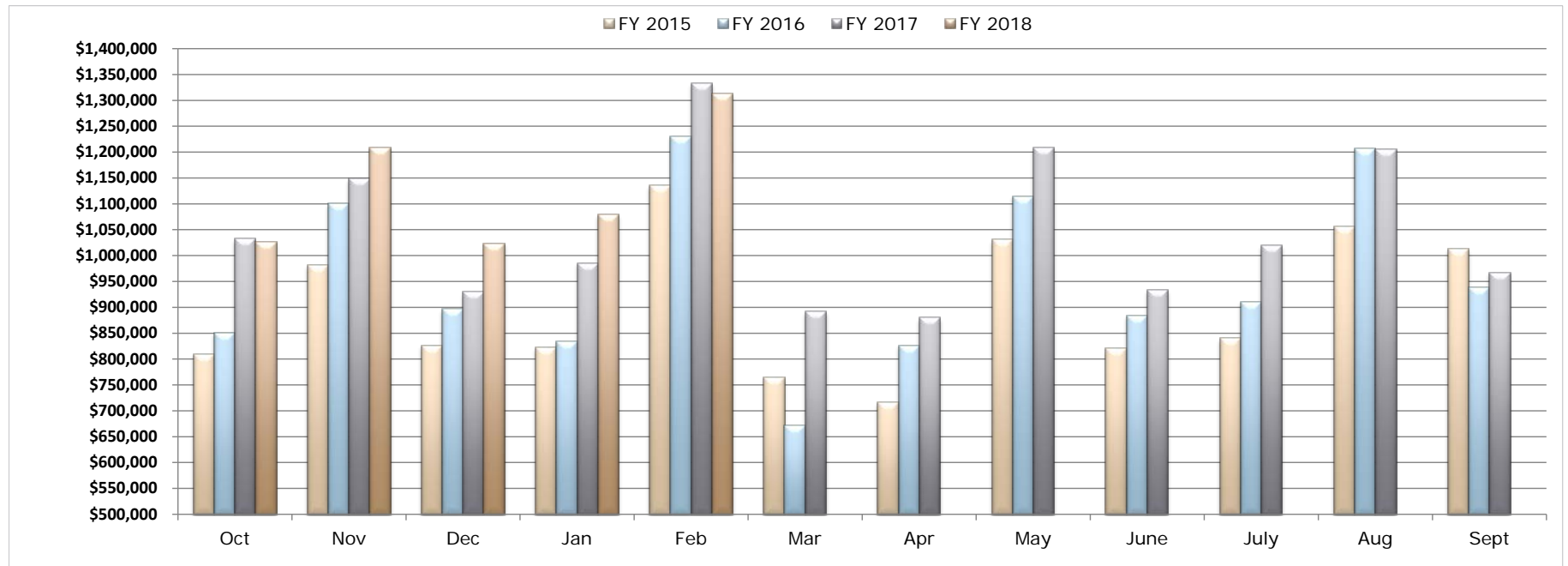
Emerging Technologies		FY18 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	YTD Budget Disbursed
Undesignated FY 18		\$ 500,000	\$ -	\$ -	\$ 500,000	0
Total Emerging Technologies		\$ 500,000	\$ -	\$ -	\$ 500,000	0.0%
Total Projects		\$ 24,110,958	\$ 4,500	\$ 4,004,500	\$ 20,106,458	0.0%

McKinney Economic Development Corporation

Sales Tax Revenue

February 2018

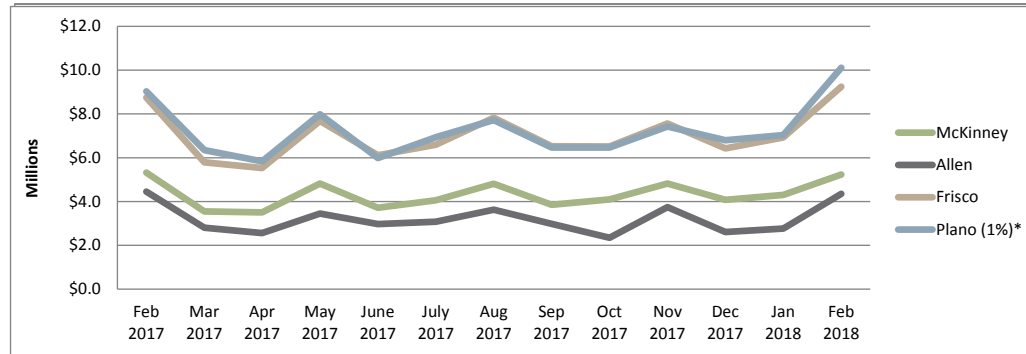
Month Received	FY 2013 Received	FY 2014 Received	FY 2015 Received	FY 2016 Received	FY 2017 Received	FY 2018 Received	Difference to FY 2017	Variance to FY 2017	% of Budget
October	\$716,718	\$780,694	\$809,613	\$851,178	\$1,032,847	\$ 1,026,985	\$ (5,862)	-0.6%	7.6%
November	1,039,163	938,090	982,351	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	1,312,944	(21,099)	-1.6%	9.7%
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	\$ 5,650,897	\$ 219,976	3.9%	41.9%



TOTAL SALES TAX COLLECTED

Sister City Comparison

Feb 2018	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	-\$84,697	-\$95,790	\$494,134	\$1,077,483
Var to LY	-1.6%	-2.2%	5.6%	11.9%
Year To Date	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	\$6,202,088	\$3,149,285	\$11,820,040	\$12,834,991
Var to LY	28.7%	18.4%	35.2%	37.7%



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
Nov 2016	\$4,580,493	\$3,694,686	\$6,916,761	\$7,160,454
Dec 2016	\$3,703,478	\$2,778,371	\$5,757,723	\$5,614,224
Jan 2017	\$3,926,250	\$3,140,385	\$6,099,342	\$6,077,156
Feb 2017	\$5,320,725	\$4,451,976	\$8,750,238	\$9,031,811
FY 2017 Total	\$16,326,402	\$12,675,385	\$24,849,533	\$25,002,134

FY 2018	McKinney	Allen	Frisco	Plano 1% *
Oct 2017	\$4,095,706	\$2,345,746	\$6,516,345	\$6,469,308
Nov 2017	\$4,817,501	\$3,743,244	\$7,560,058	\$7,425,871
Dec 2017	\$4,077,717	\$2,609,680	\$6,423,786	\$6,797,189
Jan 2018	\$4,301,538	\$2,769,814	\$6,925,012	\$7,035,464
Feb 2018	\$5,236,029	\$4,356,186	\$9,244,372	\$10,109,294
FY 2018 Total	\$22,528,491	\$15,824,670	\$36,669,573	\$37,837,125

* 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
INVOICES PROCESSED - FEBRUARY 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 #
2/1/2018	100	J. Valencia (Mileage Reimbursement)	\$ 180.30	VALEN020118	F35175	
2/5/2018	101	OfficeTeam	\$ 415.80	50025335		180683
2/6/2018	102	Standard Coffee	\$ 76.38			180352
2/6/2018	103	OfficeTeam	\$ 664.29	180683		
2/6/2018	104	OfficeTeam	\$ 554.40	180683		
2/6/2018	105	Flyer View Group	\$ 1,032.50	1043		
2/7/2018	106	Jubilee Printing (A. Liu business cards)	\$ 42.00			180017
2/20/2018	107	Collin College Foundation	\$ 1,250.00	COLLI02202018	F35314	
2/22/2018	108	Brown & Hofmeister (Encore)	\$ 432.00			180535
2/22/2018	109	Brown & Hofmeister (Independent Bank)	\$ 32.00			180535
2/22/2018	110	Brown & Hofmeister (PACCAR)	\$ 96.00			180535
2/22/2018	111	Brown & Hofmeister (Flip)	\$ 304.00			180535
2/22/2018	112	Brown & Hofmeister (VoMo)	\$ 1,052.00			180535
2/22/2018	113	Brown & Hofmeister (Board Mtg Agenda)	\$ 1,328.00			180535
2/22/2018	114	Brown & Hofmeister (Hunt SW)	\$ 1,536.00			180535
2/22/2018	115	Brown & Hofmeister (Moss)	\$ 1,587.50			180535
2/22/2018	116	Brown & Hofmeister (Misc.)	\$ 12,768.00			180535
2/22/2018	117	B. Coleman (Mileage Reimbursement)	\$ 1,048.83	BCOLE020218	F35330	
2/22/2018	118	McKinney Chamber of Commerce	\$ 275.00	135827	F35331	
2/22/2018	119	G. Aragon (Mileage Reimbursement)	\$ 62.06	GARAG0125518	F35329	
2/28/2018	120	McKinney Office Supply (Dowdy board rm remodel)	\$ 7,791.52	646233		172059



18-261

TITLE: Consider/Discuss Regional Innovative Strategies Program Update

SUPPORTING MATERIALS: