



# McKinney Community Development Corporation Agenda

---

Thursday, March 22, 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.

**18-262**      [Minutes of the McKinney Community Development Corporation Meeting of February 22, 2018](#)

**Attachments:**    [Minutes](#)

## REPORTS

**18-263**      [February Financial Reports](#)

**Attachments:**    [February 2018 Financials](#)  
                          [MCDC Transmittal Letter - February 2018](#)  
                          [February 2018 Invoices Processed](#)

**18-264**      [Board and Liaison Updates](#)

[Board Chairman](#)  
                  [City of McKinney](#)  
                  [McKinney Convention and Visitors Bureau](#)  
                  [McKinney Economic Development Corporation](#)  
                  [MPAC/Main Street](#)  
                  [Parks and Recreation](#)

**Attachments:** [MCVB Report](#)  
[MEDC Report](#)

**18-265**      [President's Report](#)

**Attachments:** [Grants Awarded](#)  
[Potential Projects](#)  
[Strategic Plan - March Status Update](#)  
[Santa on the Square Final Report](#)  
[Santa on the Square Poster](#)  
[Chestnut Square Ad](#)

**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:

Section 551.087: Deliberation Regarding Economic Development Matters

Project #17-04 – Craig Ranch Resort Hotel and Conference Center  
Project A71 – Gateway/Southgate

**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.

---

Cindy Schneible  
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](mailto: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>.

18-262



**TITLE:** Minutes of the McKinney Community Development Corporation Meeting of February 22, 2018

**SUPPORTING MATERIALS:**

[Minutes](#)

## **MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**

**FEBRUARY 22, 2018**

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on February 22, 2018 at 8:00 a.m.

Board members Present: Chairman Kurt Kuehn, Vice Chairman David Clarke, Secretary Hamilton Doak, Jackie Brewer, Michelle Gamble and Rick Glew. Absent: Treasurer David Myers.

City Council members Present: Council member Chuck Branch

Staff Present: President Cindy Schneible; City Manager Paul Grimes; Assistant City Manager Barry Shelton; Assistant to the City Manager Trevor Minyard; Assistant Director of Parks and Recreation Ryan Mullins; Chief Financial Officer Mark Holloway; MPAC/Main Street Director Amy Rosenthal; MCVB Sales Manager Vanesa Rhodes; City Secretary Sandy Hart; and MEDC Operations and Compliance Administrator Melissa Dixon.

There was one guest present.

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

**18-201** Minutes of the McKinney Community Development Corporation Meeting of January 25, 2018

Board members unanimously approved the motion by Secretary Doak, seconded by Board member Gamble, to approve the January 25, 2018 minutes.

**18-196** Minutes of the McKinney Community Development Corporation and the City Council Joint Meeting of February 5, 2018

Board members unanimously approved the motion by Vice Chairman Clarke, seconded by Board member Brewer, to approve the February 5, 2018 minutes for the Joint Meeting of the McKinney Community Development Corporation and the City Council.

**18-197** Chairman Kuehn called for the January Financial Report. Chief Financial Officer Mark Holloway reported that January is above budget year-to-date by about 5.6%. Sales tax figures came in at about 9% above last fiscal year. Expenditures in January had one expense to note outside of the normal operations for the month: the \$4 million for the McKinney Airport Terminal and Hangar project.

**18-198** Chairman Kuehn called for the Board Liaison Updates.

City of McKinney – City Manager Paul Grimes reported to the Board that the Tax Increment Reinvestment Zone No. 1 (TIRZ 1) met on Tuesday, February 20<sup>th</sup>, and amended their project plan to include a couple of areas as catalyst projects, which the City Council ratified: the Cotton Compress area just north of Old Settlers Park and the Southgate development project, which is now eligible for additional TIRZ funding under the catalyst project designation. Mr. Grimes was pleased to announce that the U.S. Army Corps of Engineers has issued a Section 404 permit for the Lower Bois d'Arc Reservoir near Bonham. This does affect the City of McKinney as it is a North Texas Municipal Water District project; the City of McKinney is a founding member of the NTMWD and this allows the City to secure water resources for future growth. The project is expected to begin construction sometime in the second or third quarter of this year; it is a multi-year project, consisting of four major components to the reservoir project: the dam, the pump-station, highway/road infrastructure and mitigation. The City Council had a strategic planning workshop on February 2<sup>nd</sup>. Council is expected to ratify the strategic plan in the near future so that a budget can be created to work in alignment with the strategic plan. Mr. Grimes confirmed with the Board that the McKinney Medical Center is located within the TIRZ 1 designation and the Airport is located within TIRZ 2.

McKinney Convention and Visitors Bureau – MCVB Sales Manager Vanesa Rhodes shared with the Board that January was a much bigger

month than January 2017. There were 808 room nights secured, which was up from the 75 room nights secured during the same month last year. The majority of that increase was due to corporate use, namely from Torchmark, Emerson and Clayton Homes. The MCVB received fourteen Requests for Proposals (RFP's); five of the RFP's were associations and two of those have been secured; NAACP and Texas AgriLife. Lastly, the Bo Beasley Texas Fly Fishing event has chosen to go to Plano, but the opening ceremony will be held at TUPPS Brewery in McKinney.

McKinney Economic Development Corporation – Interim President Abby Liu shared with the Board that the MEDC Board approved the engagement of Ralph Anderson Search Firm to conduct a national search for a new MEDC President position. MEDC hosted two international companies from Asia in McKinney as part of the new business attraction program. On January 25<sup>th</sup>, MEDC board, staff, several City Council members and the City Manager attended the NTCAR for the 2017 Stemmons Service Award ceremony. McKinney broker, Bill Cox, with the Carey Cox Company, received the Broker of the Year award.

MPAC/Main Street – MPAC/Main Street Program Director Amy Rosenthal shared that she has been working with local downtown businesses on a job fair, scheduled for March 6<sup>th</sup>. This is a great opportunity to showcase downtown and all the job opportunities available to the community. She is also working with Davis at the Square to have a booth showcasing the new apartments that are close by the downtown area. Main Street is considering a proposal from a company for a downtown gift card that would be accepted in participating retail businesses. This is a great corporate opportunity. Second Saturday has a renewed enthusiasm over the merchant-driven program; they are kicking off on March 10<sup>th</sup>. The McKinney Repertory Theatre will have

several performances of the comedy, *I Hate Hamlet*, over the next two weekends.

Parks and Recreation – Assistant Director Ryan Mullins announced that the annual Trout Derby scheduled for February 17<sup>th</sup> has been rescheduled to March 17<sup>th</sup> due to inclement weather. There are approximately 600-800 people expected to attend. The Parks and Recreation Job Fair is being held Saturday, February 24<sup>th</sup> from 9:00 a.m. – 2:00 p.m. at the Old Settlers Recreation Center in effort to hire approximately 200 part-time and seasonal help for all facilities this summer. The Daddy/Daughter Dance was held on February 2<sup>nd</sup> at McKinney Community Center in which 420 people attended which was up about 150 people from last year's dance. This year, the event was broken up into two time slots which worked very well and allowed for additional attendees. Town Lake playground has been completed with a new structure. The Winniford Park playground replacement has been put on hold due to inclement weather, as well as the Bonnie Wenk project. The Community Center playground is in the ground and will be completed as soon as the rain lets up. The Tennis expansion was supposed to kick off this week, but has been put on hold as well. The Fitzhugh pavilion design has been contracted with David C. Baldwin Architects. Finalizations with Kimley Horn are being made for the design of Cottonwood Park. The George Webb Park site plan went before Council this past week and was approved; bids are expected in the spring of this year. The stakeholders for the Gabe Nesbitt Park met to discuss the refresh of the master plan this week.

**18-199** Chairman Kuehn called for the President's Report. MCDC President Cindy Schneible requested that the Board review the list of grants that have been funded to-date, as well as a list of potential projects that may come before the Board in the future for consideration. There were two final reports that were awarded, including the Magic Planet Project at the



Heard Wildlife Museum. The Magic Planet was installed in December; they began training staff and are planning a soft opening sometime in February. The Rotary Parade of Lights event in downtown McKinney had an estimated 10,000-13,000 attendees. The second cycle for MCDC grants will open on March 1<sup>st</sup> and applications will be accepted through March 30<sup>th</sup>. Any applications received will be presented to the Board at the April meeting. President Schneible reminded the Board that Friday evening, February 23<sup>rd</sup>, is the McKinney Chamber of Commerce Annual Community Awards Celebration and MCDC will present two Quality of Life awards.

- 18-200** Consider/Discuss/Act on a Project Grant Application Submitted by the Collin County History Museum (#18-01) in the Amount of \$11,550.00 for the Purchase of Equipment and Materials for the Design, Layout and Construction of a "McKinney Then and Now" Exhibit at the Museum
- Chairman Kuehn called for any questions or comments on the project. Mr. Kuehn commented that it is important to remember our history and this project is a great way to preserve McKinney's history using modern media in addition to the normal media, to bring old and young alike to the museum. Board members unanimously approved the motion by Board member Glew, seconded by Vice Chairman Clarke, to approve funding in the amount of \$11,550.00 for the purchase of equipment and materials for the design, layout and construction of the "McKinney Then and Now" Exhibit.

Chairman Kuehn called for citizen comments. There were none.

Chairman Kuehn called for Board and Commissioners comments. There were none.

Chairman Kuehn recessed the meeting into Executive Session at 8:23 a.m. per Texas Government Code: Section 551.087. Deliberation Regarding Economic Development Matters as listed on the posted agenda. Chairman Kuehn reconvened the meeting to open session at 8:33 a.m.

Board members unanimously approved the motion by Secretary Doak, seconded by Vice Chairman Clarke, to adjourn. Chairman Kuehn adjourned the meeting at 8:33 a.m.

---

KURT KUEHN  
Chairman

18-263



**TITLE:** February Financial Reports

**SUPPORTING MATERIALS:**

[February 2018 Financials](#)

[MCDC Transmittal Letter - February 2018](#)

[February 2018 Invoices Processed](#)

**McKinney Community Development Corporation**  
**Summary Operating Statement**  
February 2018 (42% of FY Complete)

						Monthly Comparison		YTD Comparison	
Revenues	FY18 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Received	Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
Sales Tax Receipts	\$ 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	320,000	48,670	252,135	67,865	78.8%	26,667	22,003	133,333	118,802
Miscellaneous Revenue	-	-	-	-	-	-	-	-	-
Total Revenues	\$ 13,802,272	\$ 1,361,614	\$ 5,903,031	\$ 7,899,241	42.8%	\$ 1,150,189	\$ 211,424	\$ 5,750,947	\$ 152,084
Expenses	FY18 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Spent	Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
MCDC Operations									
Personnel Expense	\$ 271,983	\$ 13,952	\$ 85,396	\$ 186,587	31.4%	\$ 22,665	\$ 8,714	\$ 113,326	\$ 27,930
Supplies Expense	15,110	869	1,369	13,741	9.1%	1,259	390	6,296	4,927
Maintenance Expense	3,000	-	-	3,000	0.0%	250	250	1,250	1,250
Services/Sundry	332,517	7,409	58,501	274,016	17.6%	27,710	20,300	138,549	80,048
Total Administrative	\$ 622,610	\$ 22,230	\$ 145,266	\$ 477,344	23.3%	\$ 51,884	\$ 29,654	\$ 259,421	\$ 114,155
Projects									
Community Grants & Projects	\$ 3,597,788	143,709	\$ 438,710	\$ 3,159,078	12.2%	\$ 299,816	\$ 156,107	\$ 1,499,078	\$ 1,060,368
Airport FBO/Terminal	4,000,000	-	4,000,000	-	100.0%	333,333	333,333	1,666,667	(2,333,333)
Star Center Expansion	3,500,000	-	-	3,500,000	0.0%	291,667	291,667	1,458,333	1,458,333
Other Project Expenses	28,000	352	672	27,328	2.4%	2,333	1,981	11,667	10,995
Total Projects	\$ 11,125,788	\$ 144,061	\$ 4,439,382	\$ 6,686,406	39.9%	\$ 927,149	\$ 783,088	\$ 4,635,745	\$ 196,363
Non-Departmental									
Administrative Fee to GF	\$ 170,000	\$ 14,167	\$ 70,833	\$ 99,167	41.7%	\$ 14,167	\$ (0)	28,333	\$ (42,500)
Insurance & Risk Fund	565	47	235	330	41.7%	47	0	94	(141)
Park Construction Fund	14,195,407	2,229	253,818	13,941,589	1.8%	1,182,951	1,180,721	5,914,753	5,660,935
Aquatic Center - Neutrality	775,270	-	-	775,270	0.0%	64,606	64,606	323,029	323,029
MPAC	375,000	31,250	156,250	218,750	41.7%	31,250	-	156,250	-
MCDC Debt Service Payments	975,000	-	-	975,000	0.0%	81,250	81,250	406,250	406,250
MCDC Debt Service I & S	745,876	-	372,938	372,938	50.0%	62,156	62,156	310,782	(62,156)
Paying Agent	1,000	-	200	800	20.0%	83	83	417	217
Capital Equipment-Aquatic Center	75,267	11,946	20,121	55,146	26.7%	6,272	(5,674)	31,361	11,240
Capital Equip/Construction-Aquatic Center	117,346	-	8,153	109,193	6.9%	9,779	9,779	48,894	40,741
Total Non-Departmental	\$ 17,430,731	\$ 59,640	\$ 882,549	\$ 16,548,182	5.1%	\$ 1,452,561	\$ 1,392,921	\$ 7,220,163	\$ 6,337,614
Total Expenses	\$ 29,179,129	\$ 225,930	\$ 5,467,197	\$ 23,711,932	18.7%	\$ 2,431,594	\$ 2,205,664	\$ 12,115,329	\$ 6,648,132
Net	\$ (15,376,857)	\$ 1,135,684	\$ 435,834			\$ (1,281,405)	\$ 2,417,089	\$ (6,364,383)	\$ 6,800,216
FY18 Beginning Fund Balance	\$ 43,659,631								
Add FY18 Budgeted Revenue	13,802,272								
Less FY18 Budgeted Expenses	(29,179,129)								
FY18 Projected Ending Fund Balance	\$ 28,282,774								

**McKinney Community Development Corporation**  
Project Details - February 2018

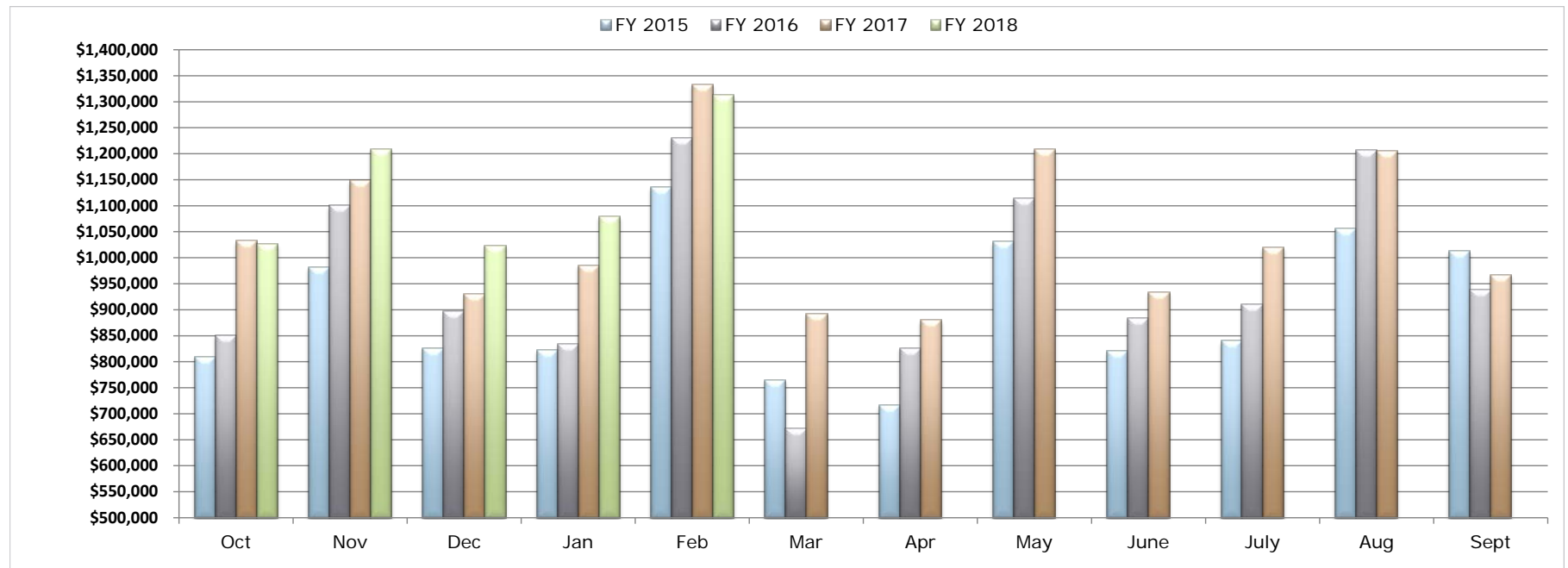
Community Projects	FY Board Approved	Project Code	Budget FY18	Monthly Actual	YTD Actual	Budget Balance
Habitat for Humanity	2014-2015	4B1506	\$ -	\$ -	\$ -	\$ -
Heard Natural Science Museum	2015-2016	4B1602	-	-	-	-
Armed Services Memorial Board	2015-2016	4B1603	165,000	-	-	165,000
McKinney Rotary Foundation (Special Abilities Playground)	2015-2016	4B1606	275,000	-	-	275,000
Heritage Guild of Collin County	2015-2016	4B1607	-	-	-	-
Heritage Guild of Collin County	2015-2016	4B1610	-	-	-	-
Collin County Historical Society	2015-2016	4B1611	86	-	-	86
North Collin County Habitat for Humanity	2015-2016	4B1612	137,460	-	137,460	(0)
Collin County Historical S&M	2016-2017	4B1703	7,062	7,062	7,062	-
North Collin County Habitat for Humanity (MISD/North Texas Job C	2016-2017	4B1706	331,072	121,744	200,430	130,642
McKinney Housing Authority (Merritt McGowan Manor)	2016-2017	4B1707	500,000	-	-	500,000
Heritage Guild of Collin County (Chestnut Square)	2016-2017	4B1708	65,000	9,403	47,766	17,234
Collin County History Museum	2017-2018	4B1801	11,550	-	-	11,550
Undesignated FY 2018 Budget			138,450	-	-	138,450
<b>Total Community Projects</b>			<b>\$ 1,630,680</b>	<b>\$ 138,209</b>	<b>\$ 392,718</b>	<b>\$ 1,237,962</b>
Discretionary Promotional and Community Grant	FY Board Approved	Project Code	Budget FY18	Monthly Actual	YTD Actual	Budget Balance
Run for Cover	2016-2017	PC1701	-	-	\$ -	\$ -
Collin Cty Historical Society & Museum WWI	2016-2017	PC1702	1,025	-	1,025	(0)
Heard Craig Center for the Arts	2016-2017	PC1703	-	-	-	-
Tour de Coop, Ice Cream Crank-off	2016-2017	PC1704	5,260	-	5,195	65
Arts in Bloom	2016-2017	PC1706	-	-	-	-
DEAR Texas (Drop Everything and Read)	2016-2017	PC1707	2,404	-	-	2,404
Santa on the Square	2016-2017	PC1708	2,000	2,000	2,000	-
Monster Mash Birthday Bash	2016-2017	PC1709	3,500	-	3,500	-
Parade of Lights	2016-2017	PC1710	3,500	3,500	3,500	-
Farmers Market	2016-2017	PC1711	9,000	-	9,000	-
McKinney Artists Studio Tour	2016-2017	PC1712	5,000	-	1,400	3,600
2018 Garden Show	2016-2017	PC1713	6,000	-	-	6,000
Oktoberfest	2016-2017	PC1714	15,000	-	15,000	-
Golf Tournament	2016-2017	PC1715	1,000	-	373	627
Child to Family Event	2016-2017	PC1716	1,000	-	1,000	-
Crape Myrtle Trails Run	2016-2017	PC1717	4,000	-	4,000	-
Collin County History Museum - WWI Commemoration	2017-2018	PC1801	8,532	-	-	8,532
McKinney Main Street - Arts in Bloom	2017-2018	PC1802	15,000	-	-	15,000
Empty Bowls - St. Peters Episcopal	2017-2018	PC1804	7,500	-	-	7,500
Kiwanis Club - Historic McKinney Triathlon	2017-2018	PC1805	2,750	-	-	2,750
ManeGait - Country Fair	2017-2018	PC1806	5,000	-	-	5,000
McKinney Garden Club - Garden and Home Tour	2017-2018	PC1807	3,000	-	-	3,000
Heritage Guild - Tour de Coop, Farmers Market, Ice Cream Crank-	2017-2018	PC1808	15,000	-	-	15,000
Smiles Charity Concert	2017-2018	PC1810	7,500	-	-	7,500
Star-Spangled Salsa Fest - Community Garden Kitchen	2017-2018	PC1812	5,268	-	-	5,268
McKinney Holiday Light Display - Apex	2017-2018	PC1813	5,450	-	-	5,450
Undesignated FY 2018 Budget			1,833,419	-	-	1,833,419
<b>Total Promotional Grants</b>			<b>\$ 1,967,108</b>	<b>\$ 5,500</b>	<b>\$ 45,993</b>	<b>\$ 1,921,115</b>
Special Projects	FY Board Approved	Project Code	Budget FY18	Monthly Actual	YTD Actual	Budget Balance
Star Center Expansion	2016-2017	4B1701	\$ 3,500,000	\$ -	\$ -	\$ 3,500,000
Airport FBO Terminal	2016-2017	4B1710	4,000,000	-	4,000,000	-
<b>Total Special Projects</b>			<b>\$ 7,500,000</b>	<b>\$ -</b>	<b>\$ 4,000,000</b>	<b>\$ 3,500,000</b>
Park Construction Fund	FY Board Approved	Project Code	Budget FY18	Monthly Actual	YTD Actual	Budget Balance
Finch Park Phase IV	2017-2018	PK1211	1,250,000	\$ -	\$ -	\$ 1,250,000
Hike & Bike Trail Construction	2016-2017	PK1213	270,000	-	-	270,000
Prosper ISD Neighborhood Park	2016-2017	PK1643	705,000	-	-	705,000
Land Acquisition 2016-17	2016-2017	PK1701	2,296,841	-	1,375	2,295,466
Gabe Nesbitt Community Park Improvements	2017-2018	PK1806	1,250,000	-	-	1,250,000
Gray Branch Community Park Phase I	2016-2017	PK2206	1,270,000	-	-	1,270,000
Frisco ISD Neighborhood Park (Westridge 3)	2015-2016	PK3224	1,325,000	-	-	1,325,000
Community Ctr Patio & Playground	2015-2016	PK4252	87,295	-	65,737	21,558
FY 15 PROS Master Plan	2015-2016	PK4324	0	-	-	-
Parks Accessibility	2016-2017	PK4325	500,000	-	-	500,000
Comeqy's Creek Hike & Bike Trail	2016-2017	PK4326	90,000	-	-	90,000
Gabe Nesbitt MAPC Parking Lot	2015-2016	PK4395	0	-	-	-
Rauschhaupt PK Restroom Renovation	2017-2018	PK4392	500,000	-	-	500,000
Senior Center Exp (15K SF New+23K SF)	2017-2018	PK4394	1,500,000	2,229	2,229	1,497,771
Gabe Nesbitt Tennis CTR Expansion	2015-2016	PK4396	2,698,768	-	-	2,698,768
Rowlett CK H&B	2016-2017	PK4413	179,658	-	137,593	42,065
Aquatic Center - City Design & Pre-const.	2013-2014	PK7102	-	-	-	-
Wilson Creek Hike & Bike Trail	2016-2017	PK8062	72,845	-	46,883	25,962
Erwin Park Development - Phase I	2016-2017	PK9143	200,000	-	-	200,000
<b>Total Parks Construction Projects</b>			<b>\$ 14,195,407</b>	<b>\$ 2,229</b>	<b>\$ 253,818</b>	<b>\$ 13,941,589</b>
<b>Aquatic Center Finishout</b>	<b>2014-2015</b>	<b>4B1800</b>	<b>\$ 192,613</b>	<b>\$ 11,946</b>	<b>\$ 28,274</b>	<b>\$ 164,339</b>
* Other City of McKinney Projects in Eco/Comm Project Allocations						

# McKinney Community Development Corporation

## Sales Tax Revenue

February 2018

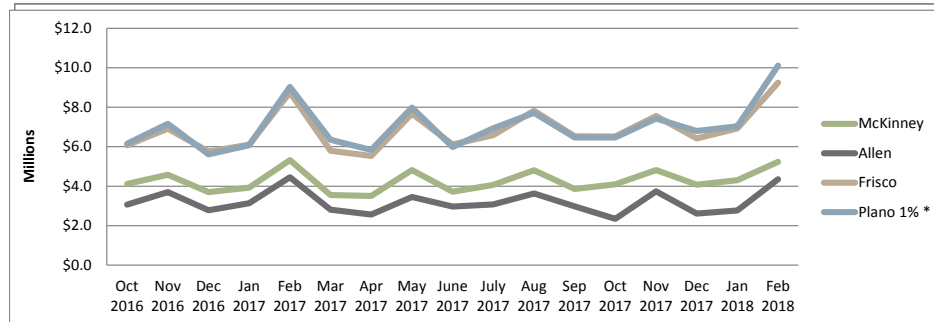
Month Received	FY 2013 Received	FY 2014 Received	FY 2015 Received	FY 2016 Received	FY 2017 Received	FY 2018 Received	Difference to FY 2017	Variance to FY 2017	% of Budget
October	\$716,718	\$780,694	\$809,613	\$851,178	\$1,032,847	<b>\$1,026,985</b>	<b>(\$5,862)</b>	<b>-0.6%</b>	<b>7.6%</b>
November	1,039,163	938,090	982,351	1,101,106	1,148,939	<b>1,208,295</b>	<b>\$59,356</b>	<b>5.2%</b>	<b>9.0%</b>
December	722,045	770,221	826,009	897,304	929,699	<b>1,023,356</b>	<b>\$93,657</b>	<b>10.1%</b>	<b>7.6%</b>
January	669,397	744,988	821,731	833,503	985,393	<b>1,079,316</b>	<b>\$93,923</b>	<b>9.5%</b>	<b>8.0%</b>
February	1,231,993	1,043,205	1,136,044	1,231,183	1,334,043	<b>1,312,944</b>	<b>(\$21,099)</b>	<b>-1.7%</b>	<b>9.7%</b>
March	666,620	681,914	764,445	671,518	891,649			<b>0.0%</b>	<b>0.0%</b>
April	676,334	677,086	716,258	825,953	880,093			<b>0.0%</b>	<b>0.0%</b>
May	903,002	978,399	1,031,572	1,114,575	1,208,091			<b>0.0%</b>	<b>0.0%</b>
June	703,897	765,309	820,908	884,501	932,936			<b>0.0%</b>	<b>0.0%</b>
July	694,500	787,000	840,355	910,886	1,019,409			<b>0.0%</b>	<b>0.0%</b>
August	951,437	980,251	1,055,774	1,207,558	1,206,441			<b>0.0%</b>	<b>0.0%</b>
September	725,552	928,323	1,013,186	938,767	967,150			<b>0.0%</b>	<b>0.0%</b>
<b>Total</b>	<b>\$9,700,659</b>	<b>\$10,075,479</b>	<b>\$10,818,246</b>	<b>\$11,468,033</b>	<b>\$12,536,690</b>	<b>\$5,650,896</b>	<b>\$219,975</b>	<b>3.9%</b>	<b>41.9%</b>



# TOTAL SALES TAX COLLECTED

## Sister City Comparison

<b>Feb 2018</b>	<b>McKinney</b>	<b>Allen</b>	<b>Frisco</b>	<b>Plano (1%)*</b>
Diff to LY	-\$84,697	-\$95,790	\$494,134	\$1,077,483
Var to LY	-1.6%	-2.2%	5.6%	11.9%
<b>Year To Date</b>	<b>McKinney</b>	<b>Allen</b>	<b>Frisco</b>	<b>Plano (1%)*</b>
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

<b>FY 2017</b>	<b>McKinney</b>	<b>Allen</b>	<b>Frisco</b>	<b>Plano 1% *</b>
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
<b>Feb 2017</b>	<b>5,320,725</b>	<b>4,451,976</b>	<b>8,750,238</b>	<b>9,031,811</b>
<b>FY 2017 Total</b>	<b>\$16,326,402</b>	<b>\$12,675,385</b>	<b>\$24,849,533</b>	<b>\$25,002,134</b>

<b>FY 2018</b>	<b>McKinney</b>	<b>Allen</b>	<b>Frisco</b>	<b>Plano 1% *</b>
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
<b>Feb 2018</b>	<b>5,236,029</b>	<b>4,356,186</b>	<b>9,244,372</b>	<b>10,109,294</b>
<b>FY 2018 Total</b>	<b>\$22,528,491</b>	<b>\$15,824,670</b>	<b>\$36,669,573</b>	<b>\$37,837,125</b>

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

**McKinney Community Development Corporation**  
Balance Sheet  
February 2018

	MCDC Operations	MCDC Long Term Debt	General Fixed Assets	Consolidated
<b>Assets</b>				
Cash and Cash Equivalents	\$ 278,398	\$ -	\$ -	\$ 278,398
Investments	41,710,918	-	-	41,710,918
Interest Receivable - Investments	33,630	-	-	33,630
Accounts Receivable	2,231,360	-	-	2,231,360
Security Deposits	4,852	-	-	4,852
Prepaid Items	-	-	-	-
Discounts on Investments	(10,369)	-	-	(10,369)
Capital/Land	-	-	4,970,062	4,970,062
Capital/Land Improvements (Net of Depreciation)	-	-	1,936,721	1,936,721
Capital/Construction in Progress*	-	-	-	-
GASB 68 TMRS/Actuarial	-	4,712	-	4,712
GASB 68 TMRS/Investment	-	16,520	-	16,520
GASB 68 TMRS/Contributions	-	15,671	-	15,671
General Long Term Debt	-	22,555,562	-	22,555,562
<b>Total Assets</b>	<b>\$ 44,248,789</b>	<b>\$ 22,592,465</b>	<b>\$ 6,906,783</b>	<b>\$ 73,748,037</b>
<b>Liabilities</b>				
Vouchers Payable	\$ 153,324	\$ -	\$ -	\$ 153,324
Accrued Payroll Payable	-	-	-	-
Compensated Absences	-	37,597	-	37,597
Retainage Payable	-	-	-	-
Bonds Payable Interest	-	93,234	-	93,234
Bonds Payable Current	-	975,000	-	975,000
Bonds Payable	-	21,380,000	-	21,380,000
TMRS Pension Liability	-	95,720	-	95,720
TMRS Actuarial Experience	-	2,200	-	2,200
<b>Total Liabilities</b>	<b>\$ 153,324</b>	<b>\$ 22,583,751</b>	<b>\$ -</b>	<b>\$ 22,737,075</b>
<b>Fund Equity</b>				
Unreserved Fund Balance *	\$ 43,911,773	8,714	\$ -	\$ 43,920,487
Reserved for Encumbrances	178,166	-	-	178,166
Reserved for Prepaids	5,527	-	-	5,527
Investment in Capital Assets	-	-	6,906,783	6,906,783
<b>Total Fund Equity</b>	<b>\$ 44,095,465</b>	<b>\$ 8,714</b>	<b>\$ 6,906,783</b>	<b>\$ 51,010,962</b>
<b>Total Liabilities and Equity</b>	<b>\$ 44,248,789</b>	<b>\$ 22,592,465</b>	<b>\$ 6,906,783</b>	<b>\$ 73,748,037</b>
<b>Unreserved Fund Balance *</b>				
	<b>\$ 43,911,773</b>			
Committed Projects Reserve:				
Community Projects	\$ 1,099,512			
Discretionary Prom & Comm Grants	87,696			
Special Projects	3,500,000			
Parks Construction Projects	13,941,589			
Craig Ranch Loan Resort Hotel/Conf. Cntr	5,000,000			
Craig Ranch Grant Resort Hotel/Conf. Cntr	3,000,000			
Aquatic Center Finishout	164,339			
<b>Total Committed Projects</b>	<b>\$ 26,793,136</b>			
<b>Unreserved Fund Balance after Project Commit.</b>	<b>\$ 17,118,637</b>			
Undesignated Reserve:				
Community Projects (FY18)	138,450			
Discretionary Prom & Comm Grants (FY18)	1,833,419			
<b>Total Undesignated Allocations</b>	<b>\$ 1,971,869</b>			
<b>Final Unreserved Fund Balance</b>	<b>\$ 15,146,768</b>			



# February Monthly Financial Report

March 14, 2018

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

## February Analysis

### ***MCDC Revenue-***

Revenue of the McKinney Community Development Corporation is below budget YTD by 2.64%. Sales tax figures came in 4.05% above last year's collection through February. Below is a link to the current year-to-date revenue of the MCDC:

[MCDC Revenues - YTD through February](#)

### ***Sales Tax Analysis-***

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

[FY2018 Monthly Sales Tax Comparison](#)

[MCDC - Historic Monthly Sales Tax - February](#)

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

### ***MCDC Expenditures-***

Expenditures of the McKinney Community Development Corporation for the month of February were \$226K. There were no notable expenditures outside of normal operations for the month. Below is a link to the current year-to-date expenses of the MCDC:

[MCDC Expenditures - YTD through February](#)

***Checks Issued-***

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

[MCDC February Checks Issued](#)

***Project Details-***

Project details for the McKinney Community Development Corporation are provided as an attachment. The project expenditures for this month were:

- Collin County Historical S&M, \$7,062
- North Collin County Habitat for Humanity (MISD/North Texas Job Corp), \$121,744
- Heritage Guild of Collin County (Chestnut Square), \$9,403
- Santa on the Square, \$2,000
- Parade of Lights, \$3,500
- Senior Center Exp (15K SF New+23K SF), \$2,229

***Conclusion-***

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

Sincerely,

Mark Holloway

Chief Financial Officer

City of McKinney

## McKINNEY COMMUNITY DEVELOPMENT CORPORATION

<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 Community Development Corporation"

DATE	#	DESCRIPTION	AMOUNT	INVOICE #	FPO #	PO #	P-Card
2/5/2018	76	March Ad in Stonebridge Ranch News	\$ 225.00	33561	F35187		
2/5/2018	77	Ad in 2018 McK Chamber Street Map	\$ 1,196.00	33045	F35189		
2/5/2018	78	Public Hearing Notice for Project #18-01	\$ 56.76	39063	F35188		
2/9/2018	79	Reimbursement (multiple receipts)	\$ 767.38	SCHNE020918	F35230		
2/9/2018	80	Community Impact Ad- Jan '18 Issue	\$ 980.00	95933		180633	
2/12/2018	81	Engraved Crystal Awards	\$ 304.60	39813	F35245		
2/12/2018	82	2018 Community Awards Celebration - Sponsorship and table purchase	\$ 3,250.00	135959	F35242		
2/20/2018	83	Stetson & Stiletto Standoff Sponsorship	\$ 1,250.00	F35314			
2/20/2018	84	Parade of Lights Promo Grant Reimb P&C#17-10	\$ 3,500.00	MCKRO010318	F35316		
2/20/2018	85	Santa on the Square Promo Grant Reimb P&C#17-08	\$ 2,000.00	VOLUN021418	F35317		
2/22/2018	86	18 McKinney Community Awards Registration (2 additional seats)	\$ 200.00	135982	F35338		
2/22/2018	87	Grant Reimbursement - Project #17-03 Collin County Historical Society	\$ 7,062.00	COLLIN021418	F35339		
2/22/2018	88	Grant Reimbursement - Project #17-06 NCC Habitat	\$ 121,743.60	NCCHA021618	F35336		
2/23/2018	89	2018-2019 Sponsorship - PSA McKinney	\$ 2,500.00	316824		181353	
2/23/2018	90	Legal Services for January 2018	\$ 352.00	1200135353	F35351		
2/27/2018	91	Grant Reimbursement - Project #17-08 Heritage Guild	\$ 9,402.99	HERIT022318	F35361		
2/27/2018	92	Engraved Crystal Awards - Quality of Life Awards	\$ 281.50	39813		181354	

FPO Cancelled; PO Created  
Without Sales Tax (see below)



**TITLE:** Board and Liaison Updates  
Board Chairman  
City of McKinney  
McKinney Convention and Visitors Bureau  
McKinney Economic Development Corporation  
MPAC/Main Street  
Parks and Recreation

**SUPPORTING MATERIALS:**

[MCVB Report](#)

[MEDC Report](#)

## 18-264 - MCVB REPORT

### 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 9<sup>th</sup> 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
<b>TOTALS</b>	<b>295</b>

#### 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



## 18-264 - MCVB REPORT

### 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
<b>TOTALS</b>	<b>417</b>	<b>N/A</b>	<b>360,789</b>	<b>3,135,539</b>	<b>18,365,478</b>

**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%
<b>Google Sites</b>	<b>Views</b>	<b>Increase</b>	<b>Subscribers</b>
YouTube	4,901	+220	22

## 18-264 - MCVB REPORT

### 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
<b>TOTALS 17-18</b>	<b>14,882</b>	<b>37,352</b>	<b>12,306</b>

### 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%

## 18-264 - MCVB REPORT

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%

## 18-264 - MCVB REPORT

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

## 18-264 - MCVB REPORT

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



## **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 5<sup>th</sup> 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 6<sup>th</sup>.
- 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 13<sup>th</sup>.

#### **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 27<sup>th</sup>. 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 22<sup>nd</sup>, 27<sup>th</sup> and March 8<sup>th</sup>. 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 23<sup>rd</sup>. 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 1<sup>st</sup>. 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 9<sup>th</sup>.
- 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 27<sup>th</sup>, 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 23<sup>rd</sup>, 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.

18-265



**TITLE:** President's Report

**SUPPORTING MATERIALS:**

[Grants Awarded](#)

[Potential Projects](#)

[Strategic Plan - March Status Update](#)

[Santa on the Square Final Report](#)

[Santa on the Square Poster](#)

[Chestnut Square Ad](#)

**McKinney Community Development Corporation  
Grants and Transfers - FY 17-18**

Category	Grant/Transfer	Amount
<b>Promotional &amp; Community Events</b>	<b>MCDC Discretionary</b>	<b>\$ 150,000.00</b>
	Collin County History Museum - WWI Commemoration	\$ (8,532.00)
	McKinney Main Street - Arts in Bloom	\$ (15,000.00)
	St. Peter's Episcopal - Empty Bowls	\$ (7,500.00)
	Kiwanis Club of McKinney - Historic Triathlon, Kids Triathlon, Duathlon	\$ (2,750.00)
	ManeGait Therapeutic Horsemanship - Country Fair	\$ (5,000.00)
	McKinney Garden Club - Garden and Home Tour	\$ (3,000.00)
	Heritage Guild of Collin County - Farmers Market, Tour de Coop, Ice Cream Crank-off	\$ (15,000.00)
	Smiles Charity - 2018 Smiles Community Concert	\$ (7,500.00)
	Community Garden Kitchen - Star-Spangled Salsa Fest	\$ (5,268.00)
	McKinney Parks & Rec - Holiday Light Tour	\$ (5,450.00)
	<b>Balance</b>	<b>\$ 75,000.00</b>
<b>Community Projects</b>	<b>MCDC Discretionary</b>	<b>\$ 1,259,745.00</b>
	18-01 Collin County Historical Museum - McKinney Then and Now Exhibit	\$ (11,550.00)
	<b>Balance</b>	<b>\$ 1,248,195.00</b>
<b>Projects - Parks &amp; Recreation</b>	<b>Project #15-04</b>	<b>\$ 5,500,000.00</b>
	Finch Park Phase IV	\$ (1,250,000.00)
	Hike and Bike Trails (\$750,000 reallocated to Gabe Nesbitt project)	\$ (250,000.00)
	Land Acquisition (Reallocated to Gabe Nesbitt project)	\$ -
	Gray Branch Park Phase I	\$ (500,000.00)
	Park Accessibility/ADA Compliance Plan	\$ (250,000.00)
	Al Ruschhaupt Park Restroom Renovation	\$ (500,000.00)
	Senior Center Expansion	\$ (1,500,000.00)
	Gabe Nesbitt Park Amenities, Pedestrian and Vehicle Connections, Parking and Landscape	\$ (1,250,000.00)
	<b>Balance</b>	<b>\$ -</b>
<b>City of McKinney Administrative Fee</b>		<b>\$ 170,000.00</b>
		\$ (170,000.00)
	<b>Balance</b>	<b>\$ -</b>
<b>MPAC Operations</b>		<b>\$ 375,000.00</b>
		\$ (375,000.00)
	<b>Balance</b>	<b>\$ -</b>
<b>MAFC Operations</b>		<b>\$ 775,270.00</b>
	<b>Balance</b>	<b>\$ 775,270.00</b>
<b>Community/Partnership Projects</b>	<b>Fund Balance</b>	<b>\$ 14,923,420.00</b>
	<b>Balance</b>	<b>\$ 14,923,420.00</b>

### Potential Projects for MCDC Funding

Prospective Project	Description	Request	Timeframe
Aimbridge Hospitality	Craig Ranch Resort Hotel & Conf Center	\$8,000,000	Q2 2018
City of McKinney	Signage	?	?
City of McKinney Parks & Rec	Bike Share Program	\$60,000	?
City of McKinney Parks & Rec	Signage Project - Digital, Park, Building	?	Q2 2018
Southgate	Quality of Life Site Amenities	\$1,500,000	?
Hub 121 - Restaurant and Retail Destination	Pavilion, performance space, shade structures	\$700,000	Q2 2018
Boys and Girls Club	Roof repair	?	Q2 2018

## **McKinney Community Development Corporation**

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

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

### **Our Guiding Principles:**

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

### **Projects Eligible for MCDL Consideration:**

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

**Priorities for Potential Projects and Funding Support**

- Destination Park to include performance venue
- Large scale/destination water park
- Low income housing
- Hike and bike trails/connectivity/bike share
- Destination retail/dining/entertainment
- Public transportation
- Restore/refurbish/update existing parks
- Redevelopment of Cotton Mill and Flour Mill
- Childrens Museum
- East McKinney amenities
- Large scale/destination entertainment venue
- Aquatic and fitness facility in northwest sector
- Medical facility to serve Medicaid, Medicare and underserved patients



**DIRECTION FOR STRATEGIC GROWTH****MCDC:**

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

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

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

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

**Status**

- *The Retail Coach has been retained for the 2018 calendar year to continue retail development strategy and recruitment efforts.*
- *Strategic focus for 2018 will be on marketing 6 selected sites for recruitment.*
- *Monthly outreach to group of 150+ retailers, developers, commercial real estate professionals continues*
- *Scheduled to participate ICSC ReCon May 20-23. Will also participate in ICSC Red River States Deal Making in January 2019.*
- *Continue to work with TRC to update target retailers and restaurants.*
- *Identifying retail projects that may be appropriate for MCDC support through a project grant.*
- *Board approved project funding for Craig Ranch Resort Hotel and Conference Center.*
- *Board approved project funding, in partnership with the City, for expansion of the McKinney StarCenter*
- *Support additional retail/restaurant development spearheaded by city manager's office.*

**MCDC:**

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

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

*Support economic development projects when requested and appropriate.*

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

*Support Vision 2040 Plan initiatives.*

**Status**

- *MCDC approved a budget for FY18 - that includes funding in the amount of \$5.5 mm for Parks CIP.*
- *Quality of Life Survey completed - information provided used for board to identify potential project/funding opportunities.*
- *Joint meeting held with Council to discuss priorities; joint meeting scheduled with Parks for April 12th; joint meeting to be held with MEDC when new President in place.*
- *Preliminary discussions regarding MCDC participation in Southgate with funding/development of Q of L amenities were held.*
- *Vision 2040 Plan is currently on hold as research is conducted on 380 corridor. Activity scheduled to resume in Spring 2018.*

FY 17-18 MCDC STRATEGIC PLAN - Status Update  
March 2018

**OPERATIONAL EXCELLENCE**

MCDC:

**Establish a timeline for a Municipal Facility/Downtown Parking**

*Explore opportunities to support efforts to create way-finding signage.*

*Look at ways to help bring transit to McKinney with a specific focus on the needs of seniors and the disabled.*

*Explore the possibility of providing shuttle service (perhaps the trolley) from remote parking areas to events and amenities in downtown McKinney. This will be especially needed after construction on the 9-acre site begin.*

*Explore transportation options for Senior Center.*

**Status**

- *Conversations have taken place with Communications and City Manager's Office re: MCDC's interest in supporting the efforts to create way-finding signage. No funding requested.*
- *The City has created an Urban Transit District that includes McKinney, Melissa, Princeton, Lowry Crossing, Prosper and Celina.*
- *An Urban Transit District Board, with representatives from district cities has been created.*
- *The Urban Transit board approved a "hybrid" transit plan allowing for a taxi voucher began June 1st with a dedicated demand response service.*
- *Denton County Transit Association was selected to provide the services.*
- *Discussions held with CM and Dept. of Housing and Community Development staff re: potential for MCDC support for equipment and/or facilities.*
- *City is launching a low income transit subsidy pilot program to supplement existing transit in Collin County.*
- *MCDC funded a Polaris Gem to provide shuttle service from remote parking areas in the downtown area to the commercial core. McKinney Main Street was encouraged to apply for funding for additional vehicles if needed.*
- *No specific action has been undertaken for transportation to/from Senior Center independent of an overall City transit plan.*

FY 17-18 MCDC STRATEGIC PLAN - Status Update

March 2018

MCDC:

Implement performance management practices that include developing and training staff and Board and Commission members	
	<i>Orientation for new (and current) board members.</i>
	<i>Sales Tax Training Workshop conducted by Texas Economic Development Council.</i>
	<i>Maintain a customer service oriented culture within MCDC.</i>
	<i>Identify key performance indicators for MCDC to include in overall City plan.</i>
<b>Status</b>	<ul style="list-style-type: none"> <li>· Jeff Moore, MCDC's attorney conducted a training session regarding Type A and Type B Corporations and permissible use of the sales tax dollars generated in October. Funds have also been budgeted for board to attend TEDC workshop.</li> <li>· 2017 Key performance indicators identified for MCDC - and included in the overall city plan: <ul style="list-style-type: none"> <li><i>Increase sales tax generated by retail sales by 7% by 9/31/2018</i></li> <li><i>Increase or improve the recreational/community, sports, entertainment square footage by 465,000 sf by 9/30/2020</i></li> <li><i>Increase the amount of developed park acres per 1,000 residents to 15 by 9/30/2023 (also Parks &amp; Rec objective)</i></li> <li><i>Add an additional 8 miles of hike and bike trails by 9/30/2027</i></li> <li><i>Add an additional 70 acres of parkland per year over the next two years (9/30/2018)</i></li> </ul> </li> <li>· Key performance indicators will be updated for MCDC as city plan to achieve Council priorities is developed.</li> </ul>

## MCDC:

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

- Status**
- Strategic planning discussions to establish MCDC board priorities for potential projects held in November and December 2017.
  - Priorities: Destination park (e.g. Klyde Warren) to include performance venue; Large scale water park; Low income housing; Hike and bike trails/connectivity/bike share; Destination retail/dining/entertainment; public transportation; Restore/refurbish/update existing parks; Redevelopment of Cotton Mill and Flour Mill; Children's Museum; Amenities in east McKinney; Large scale entertainment venue (e.g. Starplex); Aquatic and fitness facility - north; Medical facility on east side to serve Medicaid, Medicare patients
  - KPIs established - March 2017 (see info above) and will be updated for 2018.
  - MCDC board approved grants totaling \$831,072 for low income housing projects.
  - Liaisons appointed to Parks & Rec, MCVB and Main Street, who attend monthly meetings and report back to MCDC.
  - Joint meeting held with City Council in February 2018; joint meeting scheduled with Parks Advisory Board April 12.
  - Agenda Items prepared for all MCDC regular agenda items - to provide a summary/overview of each.

FY 17-18 MCDC STRATEGIC PLAN - Status Update

March 2018

**MAXIMIZE THE DEVELOPMENT POTENTIAL OF THE MCKINNEY NATIONAL AIRPORT**

MCDC:	<b>Implement initiatives and strategies to attract and expand corporate and commercial aviation</b>
	<i>Consider support for construction of additional hangar/facilities if requested by Council.</i>
	<b>Status</b> · MCDC approved \$4,000,000 Project grant for construction of new hangars; expanded parking; upgrading FBO facility.

MCDC:	<b>Improve communication and marketing the value of the McKinney National Airport to the City and Region</b>
	<i>Explore, with city's communications and marketing team, opportunities to support Airport marketing activities.</i>
	<b>Status</b> · Discussed with Communications and Marketing. No appropriate opportunities identified at this time.
	· MCDC (Schneible) participated in the Airport's Master Plan Update activity.



**FINANCIALLY SOUND GOVERNMENT****MCDC:****Provide Funding and Organizational Frameworks for the City that Ensure Continual Economic and Quality of Life Improvements**

*Continue \$5.5 mm for funding Parks CIP projects.*

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

*Determine/maintain adequate fund balance for project support.*

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

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

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

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

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

**Status**

*· \$5.5 mm approved in the FY18 draft budget for Parks CIP projects.*

*· \$1.409 mm budgeted for discretionary grants. This includes \$150,000 for Promotional and Community Event grants; \$1.259 mm for project grants.*

*· Fund balance at year-end reduced to \$14 mm - minimum balance to be maintained is \$10 mm*

*· Communication with potential grantees, through board members and staff, emphasizes board position that grantees need to budget to fund organizational operations, maintenance and capital expense.*

*· MCDC grant applications were revised to secure more information regarding additional potential funding sources of potential applicants.*

*· Questions were included on the City's Citizen Satisfaction Survey re: quality of life amenities/projects desired by residents.*

*· Quality of Life survey implemented through City's Peak Democracy platform (link through MCDC website). 1,250 respondents. Information provided was used by the board to establish future project funding priorities.*

FY 17-18 MCDC STRATEGIC PLAN - Status Update

March 2018

MCDC:

Create financial plans for future growth as well as future maintenance	
	<i>Work with Finance to create 5-year revenue/expense forecast.</i>
	<i>4 hour retreat annually.</i>
	<i>Develop exit strategy to avoid long-term funding of projects that are not sustainable.</i>
	<i>Identify ways to measure and report on project success (projects funded through MCDC).</i>
<b>Status</b>	· <i>Finance prepared and presented a 5-year revenue/expense/funding projection that was presented to MCDC in February and again in June.</i>
	· <i>Major projects identified for MCDC funding in FY 17-18 were approved by the board: McKinney StarCenter; Craig Ranch Hotel and Conference Center; Airport.</i>
	· <i>Final reports are required on promotions and projects funded. For long-term projects periodic updates can be provided to the board by grantee - when board requests (e.g. Newsome Homes update provided by Roslyn Miller - MHA). Updates on city projects, such as Apex, were made monthly throughout the construction of the project. Operations updates will be provided annually.</i>

**ENHANCE THE QUALITY OF LIFE IN MCKINNEY****Create affordable and accessible cultural arts activities and quality of life resources for all ages throughout the City****MCDC:***Continue to fund Promotional and Community Event grants.**Consider support for eligible community facilities/projects.**Continue funding for discretionary Q of L grants.**Refresh the looks of the pool facilities on the east side.**Identify opportunities to support efforts to make all park signs consistent.**Support improved signage for the hike and bike trails - e.g. wayfinding and trail head signs.**Citizen input regarding what is important re: Q of L amenities.**Identify ways to facilitate collaboration between events that are funded by MCDC Promotional grants.**Explore installation of "kiosks" or other systems to secure citizen feedback on facilities and events and communicate city information.**Identify opportunities and support efforts for enhanced promotion of events within the city (social media, calendars, etc.).**Board support of promotional efforts through FB and other social media. (Share press releases, notify re: posts).**Increase promotion of projects funded by MCDC (e.g. McKinney StarCenter).***Status***· \$150,000 allocated for Promotional and Community Event grants in FY18.**· \$1.259 mm allocated for Quality of Life discretionary grants. Additionally, fund balance is available for Q of L grants, with**· Additional dollars available from fund balance with board and Council approval.**· Some updates made to Old Settler's Aquatic. Additional work to be completed in FY18.**· MCDC staff and Parks staff are working together to identify opportunities for creation and installation of signs/signage with Parks, along trails, and exterior as Park development and construction/renovation takes place. An RFP is necessary.**· MCDC and the City's Communications team are working together to promote MCDC Promotional Grant recipients through social media outlets that include website, FB and city's e-newsletter.**· Board members are encouraged to share FB posts made by MCDC and city to promote grantee events.**· Communications and Marketing prepared and MCDC is implementing a series of FB posts to promote MCDC funded projects - with a message about the impact of local dining and shopping. These are currently posted twice per month.**· Quality of Life Awards presented to Colin Kimball and Legacy Texas Bank in recognition of their contributions to enhanced Q of L in McKinney.*



FY 17-18 MCDC STRATEGIC PLAN - Status Update

March 2018

MCDC:

**Maximize public/private partnerships**

*Identify/support appropriate projects/initiatives (e.g. PSA).*

*Support eligible/appropriate projects to secure additional dining, retail, entertainment opportunities.*

**Status** · *MCDC staff is working with City Manager's office and Parks & Rec to explore possibility of public/private initiatives that would be eligible for MCDC support.*

MCDC:

**Develop Parks strategy to preserve green space for future park land**

*Support Parks-led initiative with board/staff participation.*

*Funding for park land acquisition.*

**Status** · *The Parks Master Plan Update, approved by Parks Board, MCDC and Council includes a strategy for land acquisition to preserve green space and facilitate park construction.*  
 · *Funding for Park Land Acquisition has been identified as a board priority and is be included in the \$5.5 mm for Parks CIP in FY 18.*

MCDC:

**Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike**

*Continue Promotional and Community Event grants to support tourism and business development.*

*Feature downtown events/amenities in "My McKinney" advertising.*

*Provide volunteer support for downtown events.*

*Continue to work with communications and marketing to identify and implement "signage" and other communication vehicles.*

**Status** · *MCDC allocated \$150,000 in Promotional grants in FY18*  
 · *Downtown events and facilities (MPAC) are included in MCDC advertising, with messaging about the importance of buying local. Featured events/facilities are rotated through ads based on schedule for the events.*  
 · *MCDC staff and Communications and Marketing have identified additional opportunities for MCDC messaging - through sponsorship at PSA, the APEX Centre and Main Street/MPAC events. These efforts will continue.*  
 · *MCDC works with MCVB and the City on collaborative advertising opportunities to promote the city - in FY 17 these included:*  
*See Texas First (newspaper travel insert); Visit Widget on the MCVB website; USA Today Summer Travel Guide;*  
*Modern Luxury/Plano; D Magazine Travel*

FY 17-18 MCDC STRATEGIC PLAN - Status Update  
March 2018

OTHER	
MCDC:	<b>Bike Share</b>
	<i>Explore creation of Bike Share program with funding support from MCDC.</i>
	<b>Status</b> · A recommendation for a Bike Share program is included in the Parks Master Plan Update. Preliminary research was conducted.
	· Potential project placed on hold until challenges with bike share in Dallas and other communities addressed.
MCDC:	<b>Signage</b>
	<i>Highway signage .</i>
	<i>Banners to promote city events.</i>
	<i>Explore creation and installation of digital signage to communicate city/event information across the city.</i>
	<b>Status</b> · Highway signage - efforts are undertaken by city staff - Planning and Engineering departments.
	· Event banners - were created for the street poles downtown (funded by MCDC) and throughout the city for four major events:
	<i>Arts in Bloom; Red White and Boom; Oktoberfest; Home for the Holidays.</i>
	· Digital signage, to be placed exterior to 2-3 parks, as a pilot project, RFP to be issued.
MCDC:	<b>Community Arts Facility (Black box theater)</b>
	<b>Community Arts Facility - continue due diligence and discussions with Council.</b>
	<b>Status</b> · Performance Arts groups were invited to respond to survey created by MCDC re: Black Box Theatre proposal. Four groups responded.
	· Subcommittee members met with representatives from Cross F Ranch to learn about vision for entertainment/performance opportunities at that site.
	· Subcommittee members determined project should be placed on hold until community need/interest warrants further work.

FY 17-18 MCDC STRATEGIC PLAN - Status Update  
March 2018

MCDC:

City Gateways	
	<i>Support city gateway enhancement/streetscape/beautification projects.</i>
<b>Status</b>	<i>· Recommendation for strategy and timeframe is included in updated Parks Master Plan.</i>

MCDC:

Festival Tent	
	<i>Work with Main Street, MPAC staff to determine options for a festival tent at major downtown (and other) events - to be funded by MCDC.</i>
<b>Status</b>	<i>· Subcommittee formed. Options explored. Arts in Bloom included a festival tent for wine tasting.</i>
	<i>· Main Street recommendation was to rent large tents, rather than purchase a single festival tent, in order to allow for flexibility in meeting diverse needs for a variety of events.</i>

MCDC:

Destination Aquatic Facility (Water Park)	
	<i>MCDC staff work with City Manager and Parks &amp; Rec staff to explore options and make recommendations.</i>
<b>Status</b>	<i>· MCDC explored possibility of Schlitterbahn. No interest at this time. Other options to be explored.</i>

MCDC:

Best Practices	
	<i>Review/benchmark expenditures made by Type B corps in sister cities.</i>
<b>Status</b>	<i>· Projects funded by Allen CDC and Frisco CDC were reviewed in connection with FY18 budget preparation and will be reviewed annually.</i>
	<i>· Allen funds Parks &amp; Rec projects, bicycle plan, city events and will participate in funding the hotel and conference center along with the Allen EDC and City of Allen.</i>
	<i>· Frisco CDC funds Parks &amp; Rec; Frisco Aquatic Center (expansion); Frisco Field House (land purchase); Frisco Star facility.</i>

## Cindy Schneible

---

**From:** dana.riley@volunteermckinney.org  
**Sent:** Wednesday, February 14, 2018 12:07 PM  
**To:** Cindy Schneible  
**Subject:** Grant Report  
**Attachments:** Flashbay Nov 20.pdf; VM - Santa P & L 10-01-17 thru 12-31-17.pdf

Cindy,

Attached are documents that I hope will suffice for our grant of \$2,000 that we were awarded for Santa on the Square. We had 865 customers with 671 booking online and 176 walk up customers. We also donated 18 appointments to families from the Samaritan Inn and were able to have them participate like all the other families. Each appointment included other visitors who came along, so we think our event drew about 3,000 visitors to the square. We received lots of positive feedback again this year and we are making plans for next year.

The attached P&L does not include the \$2,704.62 that we had to pay to Main Street for use of the tiny house. Due to the holiday and a change in our treasurer, we had some delays in pulling the financials together. The attached invoice is for the Santa flash drives that included your logo. I think I gave you one already. They were a huge hit with our customers and I think it is something they will put in their wallet and remember their visit.

Here is a brief slideshow of this year's event. <https://youtu.be/lBinBWpclSk>

We so appreciate your support of our event and of us in general.

Warm Regards,

Dana Riley, Executive Director  
Volunteer McKinney  
400 W. Virginia, Suite 100  
McKinney, TX 75069  
469 855-1524 cell  
972 542-0679 office  
[www.volunteermckinney.org](http://www.volunteermckinney.org)



8:09 AM

01/15/18

Cash Basis

## VOLUNTEER MCKINNEY

## Profit &amp; Loss Detail

October through December 2017

Type	Date	Num	Name	Memo	Debit	Credit	Original Amount	Balance
<b>Income</b>								
<b>Fundraising Event</b>								
<b>5007 - Santa Events</b>								
Deposit	11/07/2017					1,000.00		1,000.00
Deposit	11/16/2017			ACH Credit T...		500.00		1,500.00
Deposit	11/17/2017					5,000.00		5,000.00
Deposit	11/21/2017					400.00		6,500.00
Deposit	11/22/2017					530.00		6,900.00
Deposit	11/27/2017					327.00		7,430.00
Deposit	11/27/2017			ACH Credit T...		1,500.00		7,757.00
Deposit	11/27/2017			ACH Credit T...		5,000.00		9,257.00
Deposit	11/27/2017			POS Credit - ...		736.35		14,257.00
Deposit	11/27/2017			POS Credit - ...		1,188.76		14,993.35
Deposit	12/04/2017			Deposit		145.83		16,182.11
Deposit	12/04/2017			Deposit		422.92		16,327.94
Deposit	12/04/2017		Paypal	Deposit		3,500.00		16,750.86
Deposit	12/05/2017			Deposit		100.00		20,250.86
Deposit	12/07/2017		Paypal	Deposit		2,500.00		20,350.86
Deposit	12/11/2017			Deposit		87.49		22,850.86
Deposit	12/11/2017		Paypal	Deposit		286.83		22,938.35
Deposit	12/11/2017			Deposit		2,500.00		23,225.18
Deposit	12/11/2017			Deposit		9.72		25,725.18
Deposit	12/14/2017			Deposit		155.00		25,734.90
Deposit	12/18/2017			Deposit		315.95		25,889.90
Deposit	12/19/2017			Deposit		100.00		26,205.85
Deposit	12/19/2017			Deposit		150.00		26,305.85
Deposit	12/20/2017		Paypal	Deposit		3,450.00		26,455.85
Deposit	12/22/2017		City of McKinney	Deposit		1,000.00		29,905.85
Total 5007 - Santa Events						30,905.85		30,905.85
Total Fundraising Event						30,905.85		30,905.85
Total Income						30,905.85		30,905.85
<b>Expense</b>								
<b>7090 - Event Expenses</b>								
<b>7097 - Santa Events</b>								
Check	10/30/2017		Wix.com		22.95		22.95	22.95
Check	11/03/2017		Flash Bay		2,935.00		2,935.00	2,957.95
Check	11/15/2017		The Print Lab		115.83		115.83	3,073.78
Check	11/16/2017		Amazon		15.99		15.99	3,089.77
Check	11/16/2017		Amazon		515.29		515.29	3,605.06
Check	11/17/2017		Amazon		79.85		79.85	3,684.91
Check	11/17/2017		Amazon		165.00		165.00	3,849.91
Check	11/24/2017		The Print Lab		36.00		36.00	3,885.91
Check	11/27/2017		Amazon		165.00		165.00	4,050.91
Check	11/27/2017		Amazon		475.80		475.80	4,526.71
Check	11/28/2017		Staples		135.30		135.30	4,662.01

8:09 AM

01/15/18

Cash Basis

## VOLUNTEER MCKINNEY

## Profit &amp; Loss Detail

October through December 2017

Type	Date	Num	Name	Memo	Debit	Credit	Original Amount	Balance
Check	11/29/2017		Amazon	POS Debit - D...	165.00		165.00	4,827.01
Check	12/11/2017		Best Buy		67.96		67.96	4,894.97
Check	12/11/2017		Flashbay.com		2,935.00		2,935.00	7,829.97
Check	12/19/2017	1504	Executive Press		1,634.10		1,634.10	9,464.07
Check	12/20/2017	1509	Scott Rabe		2,175.00		2,175.00	11,639.07
Check	12/20/2017	1510	John Nickles		2,125.00		2,125.00	13,764.07
Check	12/20/2017		Barnes & Noble		17.64		17.64	13,781.71
Check	12/22/2017		Sam's		518.34		518.34	14,300.05
Total 7097 - Santa Events					14,300.05	0.00		14,300.05
Total 7090 - Event Expenses					14,300.05	0.00		14,300.05
Total Expense					14,300.05	0.00		14,300.05
Net Income					14,300.05	30,905.85		16,605.80





The Magic  
is  
Back







Private visit with Santa inside the Tiny House Workshop  
Fridays, Saturdays & Sundays November 24 - December 17  
Traditional: \$29.99 for 2-5x7 prints and keepsake folder  
Digital Magic: \$39.99 for Traditional package,  
plus all images on a custom USB drive  
Proceeds benefit Volunteer McKinney

[www.santaonthesquaremckinney.org](http://www.santaonthesquaremckinney.org)







# The Magic is Back!

Book Your Appointment at:

[www.santaonthesquaremckinney.org](http://www.santaonthesquaremckinney.org)



Private visit with Santa inside the Tiny House Workshop  
Fridays, Saturdays, & Sundays November 24 - December 17

2 portrait packages available

