



McKinney Economic Development Corporation Agenda

Tuesday, July 17, 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.

18-589 [Minutes of the McKinney Economic Development Corporation Special Meeting of June 6, 2018](#)

Attachments: [Minutes](#)

18-590 [Minutes of the McKinney Economic Development Corporation Special Meeting of June 12, 2018](#)

Attachments: [Minutes](#)

18-591 [Minutes of the McKinney Economic Development Corporation Meeting of June 19, 2018](#)

Attachments: [Minutes](#)

REPORTS

18-592 [Board and Liaison Updates](#)
 [Board Chairman](#)
 [City of McKinney](#)
 [Chamber of Commerce](#)
 [Community Development Corporation](#)

[Convention and Visitors Bureau](#)

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

18-593 [Consider/Discuss MEDC Staff Monthly Reports](#)

Attachments: [Interim President Report](#)
[BREP Report](#)
[Business Development Report](#)
[Marketing & Research Report](#)

REGULAR AGENDA

18-594 [Consider/Discuss/Act on June Financials](#)

Attachments: [Transmittal Letter](#)
[Financials](#)
[Invoices Processed](#)

CITIZEN COMMENTS

BOARD MEMBER COMMENTS

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

EXECUTIVE SESSION

In Accordance with the Texas Government Code:

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

B. Section 551.087. Deliberation Regarding Economic Development Matters

- Project Cube - A198
- Project Piper - A199
- Project Todd - A195
- Project Knowledge - A194
- Project Green - A200

C. Section 551.072. Deliberations about Real Property

- Project Topflight - A189

ACTION ON EXECUTIVE SESSION

ADJOURN

Posted in accordance with the Texas Government Code, Chapter 551, on the 13th day of July, 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>.

18-589



TITLE: Minutes of the McKinney Economic Development Corporation Special Meeting of June 6, 2018

SUPPORTING MATERIALS:

[Minutes](#)

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION SPECIAL MEETING

JUNE 6, 2018

The McKinney Economic Development Corporation met in special session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Wednesday, June 6, 2018 at 8:00 a.m.

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

Staff Present: Interim President Abby Liu, Administrative Assistant Deana Smithee, Councilman Scott Elliott, Mayor George C. Fuller, City Manager Paul Grimes, and MEDC Attorney Mark Houser.

There were two guests present.

Chairman Burress called the meeting to order at 8:02 a.m. after determining a quorum present.

Chairman Burress recessed the meeting into Executive Session at 8:03 a.m. per the Texas Government Code: A. Section 551.071 (2). Consultation with General Counsel on any Work Session, Special or Regular Session agenda item requiring confidential, attorney/client advice necessitated by the deliberation or discussion of said items (as needed) and legal consultation on the following item(s), if any: B. Section 551.087. Deliberation Regarding Economic Development Matters • McKinney Technology Center C. Section 551.074. Personnel Matters • President Search. Chairman Burress reconvened the meeting to open session at 2:05 p.m.

18-472 Chairman Burress called for the Consideration/Discussion/Action on the Assignment of a Roadway Impact Fee Credit Agreement from Stacy Joint Venture to MEDC. MEDC Attorney Mark Houser stated the agenda packet has an explanation of the Roadway Credit Agreement and recommended approval from the staff. Board members unanimously approved the motion by Vice Chairman Merritt, seconded by Board member Minissale, to approve the assignment of a roadway impact fee credit agreement as discussed in executive session.

MEDC MINUTES
JUNE 6, 2018
PAGE 2

Board members unanimously approved the motion by Board member Sipiora, seconded by Board member Jones, to adjourn. Chairman Burress adjourned the meeting at 2:06 p.m.

JASON BURRESS
Chairman

18-590



TITLE: Minutes of the McKinney Economic Development Corporation Special Meeting of June 12, 2018

SUPPORTING MATERIALS:

[Minutes](#)

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION SPECIAL MEETING

JUNE 12, 2018

The McKinney Economic Development Corporation met in special session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Tuesday, June 12, 2018 at 9:30 a.m.

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

Staff Present: Interim President Abby Liu, Administrative Assistant Deana Smithee, and MEDC Attorney Mark Houser.

There were no guests present.

Chairman Burress called the meeting to order at 9:30 a.m. after determining a quorum present.

Chairman Burress recessed the meeting into Executive Session at 9:31 a.m. per the Texas Government Code: A. Section 551.071 (2). Consultation with General Counsel on any Work Session, Special or Regular Session agenda item requiring confidential, attorney/client advice necessitated by the deliberation or discussion of said items (as needed) and legal consultation on the following item(s), if any: B. Section 551.087. Deliberation Regarding Economic Development Matters • McKinney Technology Center C. Section 551.072. Deliberations about Real Property • Project Topflight - A189 D. Section 551.074. Personnel Matters • President Search. Chairman Burress reconvened the meeting to open session at 12:50 p.m.

Board members unanimously approved the motion by Board member Sipiora, seconded by Board member Clark, to accept the staff recommendation for the amendments to the McKinney Technology Agreement as discussed in executive session.

Board members unanimously approved the motion by Board member Clark, seconded by Board member Minissale, to adjourn. Chairman Burress adjourned the meeting at 12:51 p.m.

JASON BURRESS
Chairman

18-591



TITLE: Minutes of the McKinney Economic Development Corporation Meeting of June 19, 2018

SUPPORTING MATERIALS:

[Minutes](#)

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

JUNE 19, 2018

The McKinney Economic Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on June 19, 2018 at 8:00 a.m.

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

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, Councilman Scott Elliott, Mayor Pro Tem Tracy Rath, Mayor George C. Fuller, City Manager Paul Grimes, Chief Financial Officer Mark Holloway, MCVB Executive Director Dee-dee Guerra, City Secretary Sandy Hart, and MEDC Attorney Mark Houser.

There were no guests present.

Chairman Burress called the meeting to order at 8:00 a.m. after determining a quorum present.

18-530 Chairman Burress called for the Minutes of the McKinney Economic Development Corporation Meeting of May 15, 2018. Board members unanimously approved the motion by Secretary/Treasurer Clark, seconded by Board member Minissale, to approve the minutes.

18-531 Chairman Burress called for Board and Liaison Updates.

MCVB - Executive Director Dee-dee Guerra reported that they had a great National Travel and Tourism week last month, May 6th – 12th. Over 150 police and fire public safety people attended the lunch and Guy Giersch provided tours for over 70 people. Ms. Guerra continued, we are talking to Mr. Giersch about continuing to offer tours on a monthly basis. We have a new exciting tool that IT created for us. It is a mobile app called the McKinney Historic Walking Tour. This tool will help keep

visitors here to shop, dine and visit local attractions. We have also added CrowdRiff to our website, it is user generated content which allows people to upload their pictures which helps showcase McKinney.

Chairman Burress announced they have the finalist's interviews for our President position and will reconvene after Executive Session to complete the remainder of meeting. Chairman Burress recessed the meeting into Executive Session at 8:03 a.m. In Accordance with 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 551.087. Deliberation Regarding Economic Development Matters, 551.072. Deliberations about Real Property, and Section 551.074. Personnel Matters as listed on the posted agenda. Chairman Burress reconvened the meeting to open session at 12:31 p.m.

18-531 Chairman Burress called for the continuation of Board and Liaison Updates.

City of McKinney – City Manager Grimes reminded everyone there are no City Council meetings on July 2nd or July 3rd. Mr. Grimes continued, I would like to recognize the City for receiving the Regional Cooperation Award. Councilman Elliott was there with staff last Friday. The North Central Texas Council Government recognized the City of McKinney in collaborating with the City of Allen and Collin College on the Regional Public Safety Training facility.

18-532 Chairman Burress called for the Consideration/Discussion of the MEDC Staff Monthly Reports.

18-533 Chairman Burress called for the Consideration/Discussion/Action on May Financials. Board members unanimously approved the motion by Secretary/Treasurer Clark, seconded by Vice Chairman Merritt, to approve May Financials.

Chairman Burress called for the Action on Project West – A192. Board members unanimously approved the motion by Vice Chairman Merritt, seconded by Board member Jones, to approve the amendment to Project West as discussed in Executive Session.

Board members unanimously approved the motion by Board member Minissale, seconded by Board member Sipiora, to adjourn. Chairman Burress adjourned the meeting at 12:35 p.m.

JASON BURRESS
Chairman

18-592



TITLE: Board and Liaison Updates
Board Chairman
City of McKinney
Chamber of Commerce
Community Development Corporation
Convention and Visitors Bureau

SUPPORTING MATERIALS:

[MCDC Report](#)

[MCVB Report](#)



July 10, 2018

TO: McKinney Economic Development Corporation

FROM: Cindy Schneible, MCDC

RE: MCDC Update

Promotional and Community Event Grants

The board heard presentations from applicants for a Promotional and Community Event grant at the meeting on June 28. Action on the requests will be scheduled for the July 26th meeting. A list of applicants appears below:

Organization	Event	Amount Requested
Collin County Master Gardeners	Collin County Garden Show	\$ 10,000
Crape Myrtle Trails Foundation	Crape Myrtle Trails Run	\$ 8,780
Éclair Bistro	Digital Projection	\$ 15,000
Heard Craig Center for the Arts	Schön Everywhere - International Pop-up Gallery	\$ 5,150
Heard Wildlife Museum	Heard After Hours Monthly event featuring Magic Planet and other Activities	\$ 2,500
Heritage Guild of Collin County	Farmers Market (fall), Legends of McKinney Ghost Walk, 45th Holiday Home Tour	\$ 12,000
McKinney Main Street	Home for the Holidays	\$ 15,000
SBG Hospitality	McKinney Wine and Food Festival	\$ 15,000
McKinney Rotary Foundation	Rotary Parade of Lights	\$ 5,000
Volunteer McKinney	Santa on the Square	\$ 4,000
Total Requested		\$ 92,430
Total Available		\$ 75,000

Project Grants

Applications for MCDC Project Grants were accepted through Friday, June 29th. Three project grants were submitted:

Grace to Grow/Grace to Change requesting \$1,000,000 for the purchase of the former Samaritan Inn Building to establish a substance abuse treatment center. (Upon review by legal counsel – it was determined this request was not eligible for consideration/funding by MCDC).

Heritage Guild of Collin County/Chestnut Square requesting \$75,000 for wrought iron fencing and signage for Chestnut Square.

McKinney Main Street requesting up to \$35,000 for a wireless speaker system in historic downtown McKinney.

Applicants will present their requests at the July board meeting, action will be scheduled for the August 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)

Other

Board members approved moving forward with an additional category of Project Grants in FY 19 – a pilot program to facilitate support for infrastructure improvements for landmark retail projects.

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.

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. Most recent collaboration includes funding support for a McKinney promotional video with Chet Garner – host of The Day Tripper. MCDC will partner with MCVB to pursue advertising opportunities with Bus Tours magazine. Additionally, MCDC will fund an ad promoting retail opportunities in McKinney in RED News, August edition.



I. MCVB Room Nights Generated: TTL Room Nights: 430; TTL Revenue: \$49,417

WEDDINGS COMPLETED in June 2018 - TTL Room Nights: 262; TTL Rev: \$ 33,213

- Carleen Wisniewski Wedding – TPS: TTL rooms -22, TTL rev: \$2,398
- Wood/Ware Wedding – TPS: TTL rooms: 25, TTL rev: \$2,725
- Hahn/Sanford Wedding – Holiday Inn: TTL rooms -2, TTL rev -\$198, Grand Hotel: TTL rooms – 80, TTL rev - \$11,980
- Kaitlyn McGuire Wedding – Holiday Inn: TTL rooms – 1, TTL rev - \$119, TPS: TTL rooms – 9, TTL rev: \$981
- Lauren Daynard Wedding – Holiday Inn: TTL rooms – 6, TTL rev - \$624
- Jameson -Krath wedding – TPS: TTL rooms – 23, TTL rev -\$2507, Comfort Suites: TTL rooms – 2, TTL rev - \$180

No Pick-ups on the following weddings:

- Oliva Sebesta
- Brenda Bell
- Candy Berdes
- Sidney Williams

ASSOCIATION/CORPORATE/SMERF COMPLETED in April 2018: TTL Room nights: 168; TTL Revenue: \$16,204

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

Corporate: TTL Rooms: 139; TTL Revenue: \$ 13,175

- Torchmark-Sheraton: 6/14-18/18, TTL room nights: 0; TTYL Rev. \$ CANCELLED
- Torchmark-FHL-101-Sheraton: 6/18-21/18, TTL room nights: 96 ; TTYL Rev. \$ 9,120
- Torchmark-FHL-301-Sheraton: 6/20-22/18, TTL room nights: 13; TTYL Rev. \$ 1,235
- Emerson-Holiday Inn: 6/5-7/18, TTL room nights: 30 ; TTYL Rev. \$ 2,820

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

Sports: TTL Rooms: 29; TTL Rev: \$ 3,029

- Triple Crown – Super 8: 4 room nights, Rev: \$114; Best Western: 10 room nights, rev: \$1160; Holiday Inn: 6 room nights, \$774 rev.
- MAYB – no pick ups
- Primetime Sportz – Comfort Suites: 6 room nights, \$594 rev
- FlameFest –Hampton Inn: 3 room nights, \$387 rev



II. Visitors: FYTD Total (Oct.'17 – May. '18): 4,167

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

- Out of State: 112
- Out of Country: 23
- Texas Residents: 54
- McKinney Residents: 37
- Register Total: 226
- Ticker Counter: 599

- Top Five States requesting information:
 - Top Five States requesting information:
 - Texas
 - Louisiana
 - Oklahoma
 - Florida
 - California

III. RFP's: 19 (4-Association, 0-Corporate, 11 -Weddings, 3-Social: 0-Religious, 0 -Sports, 1-Day Trips)

Association: 4

- National Pigmy Goat Association, June 11-16, 2020. Approximately 100 room nights during peak (Thursday-Saturday), 400-500 attendees. Bid presentation due June 5, 2019 in Boise Idaho.

- Torchmark: TTL Room nights: 46
 - AIL 401-8/13-15/18; Sheraton, 40 attendees, 20 room nights
 - AIL SGA Imp. Seminar; 8/13-15/18; Sheraton, 30 attendees, 15 room nights
 - LNL 401; 8/13-15/18; Sheraton, 32 attendees, 16 room nights

Corporate: 0

Social: 4

- Woolfest Workshop – Contact: Robin Reynolds, 2 day Conference July 19-20, 2018, Hampton Inn, most will be local attendees, however Hampton is available for room nights.
- Joyce Kahle/Family Reunion October 19-20, 2018
- Just Crop, Holiday Inn, August 2-3, 2018. 12 rooms blocked. Attendees: Approx. 24
- Antiquer's of Dallas – Day Trip to McKinney, Scheduled for October 30, 2018, Contact: Carol Doerfner



SMERF: 11 (Weddings)

- Ginny Brazil (MOB) Wedding- July 2018, Springs
- Bellio/LaRue Wedding – June 2018, Stonecrest
- Pallia Wedding – September 2018, Cotton Mill
- Weissman Wedding – July 2018, Cotton Mill
- Caitlin Child Wedding – June 2019, Stone Crest
- Alexander Wedding – July 2018, Springs
- Krurger Wedding – July 2018, D’Vine Grace
- Ginny Ryan Wedding – September 2018, Rosemary Barn
- Bridget Tong – December 2018, Springs
- Britt Morgan – November 2018, Springs
- Candy Berdes – June 2018, The Grand

IV. Site Visits: 0

V. Lost Business: 1

- TACVB Annual Conference 2020 - 3-4 day conference. Attendees: 300-400. McKinney does not have hotel/conf. space large enough to host this conference.

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

Blogs on our website: 111

- Second Saturday Blog: 29
- Plan Your Trip: 4
- Five Years of Sweetness: 68
- Father’s Day: 10

Visits on Homepage News Flash buttons & landing pages:

- Second Saturdays: 56
- Plan Your Visit: 26
- Weekend Update page: 133
- Ice Cream Crank-Off: 46
- VisitMcKinneyFun-Contest-Rules: 5
- VisitMcKinneyFun: 124
- Splash-in-McKinney: 29
- Hunt-in-McKinney: 27
- Explore-in-McKinney: 23

Photos, Text Written, Marketing Materials and Ads Submitted

- **Materials Submitted**



- Submitted editorial info to Meetings and Conventions
- Submitted field info to Sports Management Magazine (editorial content)
- Submit ad to Stonebridge Ranch News – The McKinney Shop

- Submitted Southern Living ad
- Took new photos at Crape Myrtle Park, Veteran Memorial & Bonnie Wenk

▪ **Advertising- Website & Publication ROI Tracking:**

- Visitor Map: 3
- Meeting-Planners-Guide (old page): 21
- Event-Planning (new page): 116
- TSAE-Members: 4
- Oxford-American-Readers: 2
- Readers-of-County-Line-Magazine: 1
- Stonebridge-Ranch-News-Readers: 3
- Welcome-Meet-Texas-Readers: 2

Free Publicity:

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

- Does not include \$20,000 for Grants

JUNE 2018- MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print/Broadcast Value	Web Value	PR Value	Impressions
BubbleLife Collin Co.	Shared Blog/website updates (6 times)	\$ -	\$12,000	\$36,000	1,200,000
Courier-Gazette	Various small calendar pieces	\$300	\$450	\$2,250	60,000
Only in Texas	Article including Mom & PopCorn - ran in 2/16 - reposted in June 2018	\$700	\$800	\$4,500	75,000
County Line Magazine	McKinney Food Tour Options	1675	\$350	\$6,075	239,000
TOTALS		\$2,675	\$13,600	\$48,825	1,574,000
FY 17-18 Totals		\$25,293	\$128,330	\$1,054,870	15,845,384



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
MAR. 18	76	6664	80,690	567,892	3,499,942
APR. 18	106	6770	83,960	449,311	3,615,527
May-18	109	6879	104,144	795,947	4,492,035
JUNE. 18	82	6961	70,764	453,651	2,675,163
TOTALS	790	N/A	700,347	5,402,340	32,648,145

OTHER SOCIAL MEDIA TRACKING – MAY 2018

Type	Number	Increase #
TWITTER		
Followers	4750	+35
Tweets	6386	+289
Tweet Impressions	20.6K	+24.5%
Profile Visits	208	-25.2%
Mentions by other users	42	+200%
YOUTUBE		
	Views	Subscribers
	5925	
YouTube views	(+ 265)	30 (+4)



Web Analytics –JUNE 2018

Month	Sessions	Pageviews	Users
Oct-17	3,613	9,034	3,018
Nov-17	3,456	8,370	2,868
Dec-17	2,892	6,591	2,462
Jan-18	2,561	6,820	2,009
Feb-18	2,360	6,537	1,949
Mar-18	3,404	7,926	2,811
Apr-18	3,526	8,219	2,971
May-18	4,865	10,285	4,052
FY 17-18	26,677	63,782	22,140

Mobile Traffic	Users	Percent of Total
Mobile Traffic	1,483	49.67%
Desktop	1,270	42.53%
Tablet	233	7.80%



Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,616	1,230	0:01:18	1,152	47.57%	42.82%
Calendar	785	601	0:01:09	495	47.47%	43.57%
Shopping Centers	242	221	0:04:28	204	90.69%	84.71%
Events	168	114	0:00:26	12	8.33%	7.74%
Visitors Guide	151	133	0:02:04	22	59.09%	47.68%
Explore	150	103	0:01:24	5	80.00%	12.67%
Dining	142	85	0:00:55	5	40.00%	16.90%
Accommodations	142	89	0:01:26	44	52.27%	26.06%
Mo. & Annual Events	126	116	0:02:32	76	80.26%	71.43%
NTTA Blog	126	99	0:04:47	99	81.82%	76.98%
Visit McK Fun	121	73	0:02:58	38	60.53%	33.06%
Weekend Update	119	103	0:01:20	26	50.00%	43.70%
Calendar	116	107	0:01:49	107	91.59%	89.66%
Event Planning	111	58	0:00:50	12	58.33%	15.32%
About McKinney	75	67	0:01:32	9	66.67%	32.00%
Calendar	75	71	0:02:09	71	92.96%	90.67%
Calendar	70	65	0:01:50	64	75.00%	74.29%
5 Yrs. Sweet Blog	68	60	0:05:44	58	87.93%	82.35%
Ice Cream Crank off	64	51	0:02:01	51	76.47%	73.44%
Dining & Nightlife	63	46	0:01:05	31	48.39%	41.27%
Shopping Centers	63	54	0:01:33	41	60.98%	44.44%
Calendar	60	48	0:01:29	3	100.00%	20.00%
RSS	60	60	0:00:00	60	100.00%	100.00%
Stay	58	43	0:00:44	0	0.00%	6.90%
Hotels & Motels	58	48	0:01:08	2	50.00%	27.59%



Country Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. sess. Duration
United States	2,753	2,598	3,307	61.63%	2.45	0:02:03
France	100	100	100	100.00%	1	0:00:00
Peru	23	23	23	100.00%	1	0:00:00
South Korea	21	21	21	90.48%	1.1	0:00:01
Philippines	16	16	16	93.75%	1.06	0:00:01
Canada	14	13	19	57.89%	4.58	0:07:17
India	12	12	12	75.00%	1.83	0:01:07
Germany	5	5	5	40.00%	1.8	0:05:56
Brazil	4	4	5	80.00%	1.4	0:02:31
China	4	4	4	100.00%	1	0:00:00

State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Sess. Duration
Texas	2,119	1,974	2,623	61.11%	2.44	0:02:08
California	95	92	101	49.50%	2.63	0:01:13
Michigan	58	58	58	98.28%	1.1	0:00:06
Oklahoma	47	43	54	55.56%	3.26	0:02:37
New York	39	37	40	77.50%	1.58	0:01:00
Illinois	38	38	41	63.41%	2.63	0:01:44
Virginia	27	27	27	85.19%	2.48	0:01:16
Kansas	26	26	27	74.07%	1.89	0:01:01
Florida	25	21	26	50.00%	3.42	0:01:41
Tennessee	19	18	21	57.14%	2.43	0:02:46



City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Visit Duration
McKinney	674	594	906	56.62%	3.11	0:03:30
Dallas	569	516	651	69.59%	1.72	0:01:07
Plano	114	110	139	66.19%	2.11	0:01:18
Allen	70	61	82	54.88%	1.94	0:01:28
Houston	64	56	72	52.78%	2.97	0:01:41
Frisco	61	52	65	49.23%	2.29	0:01:19
Fort Worth	41	36	46	52.17%	2.09	0:00:51
Prosper	39	37	48	70.83%	1.75	0:00:49
Austin	35	31	39	64.10%	2.15	0:02:27
Irving	29	28	31	48.39%	2.26	0:00:36

VISIT WIDGET JUNE 2018					
	Users	Sessions	Page Views	Pages/Session	Bounce Rate
Widget	51	56	218	3.9	53%
iOS App	34	57	472	14	N/A
Android App	10	18	71	7.1	N/A
Total/AVG	95	131	761	8.33	N/A

18-593



TITLE: Consider/Discuss MEDC Staff Monthly Reports

SUPPORTING MATERIALS:

[Interim President Report](#)

[BREP Report](#)

[Business Development Report](#)

[Marketing & Research Report](#)



McKinney Economic Development Corporation

Abby Liu, Interim President

July 2018

Strategic Plan Management & Communicating Results:

A. Business Retention & Expansion

- Staff hosted a site visit with Hisun President Jason Sun in McKinney on July 2.
- Hisun President Jason Sun hosted a plant tour on July 11. After the tour, McKinney hosted a lunch with President Sun to discuss the new US-Chins Trade Tariff impact on Hisun as well as the company's future expansion plan. Mayor George Fuller, MEDC Chairman Jason Burrell, City Manager Paul Grimes and Staff joined the lunch meeting with President Sun. (Photo Array attached)
- Staff continues working on Project Todd.

B. Business Attraction

- Legal Counsel Houser and Staff continues working with Project Knowledge.
- Business Development Director Bruce Coleman and Staff worked with Project Heartbeat. Project Heartbeat is a lead from SelectUSA Investment Summit participation in Washington DC and "Spin Off" event in Dallas. Project Heartbeat, a Taiwan prospect, is interested in MEDC "Global Soft Landing Program". Staff made a connection to link Project Smart Executive meeting and Project Heartbeat Executive on July 12. Project Smart is a McKinney company that Staff recruited from Taiwan in Spring 2017. Project Smart Executive is an ambassador for McKinney and will share the successful experience in choosing and starting the company's first U.S. operation in McKinney. Two Executives will meet in Taipei, Taiwan in mid-July.

Marketing/Promotion/Connection Activities:

- Staff attended SelectUSA Investment Forum in Washington DC on June 20-22. The Summit is the highest-profile event dedicated to promoting Foreign Direct Investment (FDI) event in the United States with over 3,000 attendees from 66 countries/markets. United States Secretary of Commerce, Wilbur Ross, and United States Secretary of Treasury, Steven Mnuchin, were two keynote speakers at the event. Staff had the opportunity to work with the delegates from the top two country/market with the highest delegate participation, Taiwan and China. It was a successful global events. (2018 SelectUSA Investment Summit by the Number and Photo Array attached)
- Business Development Director Bruce Coleman, Business Development specialist Madison Clark and Staff attended SelectUSA DFW “Spin Off” one day event at University of Texas at Dallas in Richardson on June 26. MEDC Team met with the international company executives interested in starting an operation the DFW region including country/market from Abu Dhabi, India and Taiwan. MEDC new “Global Soft Landing Program” was well received by FDI prospects.
- Staff signed the MEDC’s Raw Space Sponsorship of BISNOW HWY 121 Event at Sheraton McKinney Hotel on August 23. The contract was fully executed on July 3. Mayor Pro Tem Tracy Rath will deliver an Opening Remarks and Chairman Burress will be the moderator at one of the two panel discussion. In addition, Craig Ranch Developer David Craig will be one of the panelists. Staff and MEDC Team is excited for the second opportunity to host the event in McKinney after the successful MEDC Raw Space Sponsorship in 2016. |



McKinney Economic Development Corporation

John Valencia-Director of BREP

July 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. March 2018 - No update at this time from the Client. April 2018 - Abby and I met with Lincoln team as instructed by MEDC Board on May 2. Abby has taken the lead her and she will update. June 8, 2018 UPDATE: Abby and I received word that there might be one last shot at keeping this company in McKinney. We have a conference call on June 14th with their senior leadership. Two sites will be presented; one in the HUB121 development and a new one in the McKinney Corporate Business Center II. Presentation materials are being prepared now in advance of the June 14th conference call. UPDATE: July 10, 2018 - significant work has been done here to keep the lines of communication open. Abby is running point here, so she will advise and update.
- 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 pat. 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! No further update at this time. April 2018 - Met with the COO and the month of April was a record month for them. Very excited to see new products reach the shelves and a new customer (big) come on line next month. All signs point to 30% growth for this in calendar 2018! But as far as their future expansion plans, these are on hold for the time being. Although they continue to look at future growth and building plans, it's just not right for now. June 8, 2018 UPDATE: No new news at this time.

- 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 progress. The interior floors are being installed and once weather warms up a bit, concrete will be poured. At this time the operations team of Playful is hoping to move in at the end of July. Hummm... we'll see. Gage says that's pretty aggressive but that is the push! April update – have met multiple times over the past three weeks. They continue to have challenges with the schedule, but a big milestone is to have the building dried in by the end of the month. As I write this, the parking lot on the south side of the building is being prepped and should be poured in the next few days. Occupancy now looks like the end of September... April 2018 - Davis at the Square continues to get closer and closer and the Playful building is getting closer to being dried in! A major portion of the parking lot on the south side has been poured and



approaching the last bit next to Chestnut Square. They recently leased some short term space to mock some interior settings as they continue to design their interior layout. I have been invited to view once they start putting it together. Exciting times for them and they're anxious to get in to say the least! June 8, 2018 UPDATE: The building continues to come together and brick going up on the north and west walls. A building tour was scheduled for June 1, but unfortunately has to be rescheduled, so awaiting that. The Studio is packed, so the finish out can't come soon enough! On the product and business front, Paul and the executive team are looking at a 2018 Private Offering and initial meetings are just starting. They just hit a compliance milestone so Melissa and I are working that. All good thus far. UPDATE: July 10, 2018 - Had the opportunity to tour the building inside and out on June 22nd, hard hat and all! It's really coming along and good progress. Paul and his Studio are actively pursuing new investment for their 5th Project, **Wildcard**.

- 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. April update: cold storage is being a challenge for them and discussions are ongoing about this and the longer term expansion. April 2018 - Met with the CEO on their project and now that it's finished production is settling in. The cold storage issue remains, but activity is in the works to try and get it closer to the plant. Nothing signed, but activity non the less. Their next expansion remains down the road, maybe Q4 or Q1 of next year. June 8, 2018 UPDATE: No new news at this time . UPDATE: July 10, 2018 - Nothing to add 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. April update: Client still wants/need to expand, but business conditions, which are very strong, might prevent expansion at this time. This might push to Q4 2018 or Q1 2019... April 2018 - no update. June 8, 2018 UPDATE: We are in the planning stages of bringing this group, along with two other local companies and see if there are any synergies where they could put a plan together that would be a more economical option. . UPDATE: July 10, 2018 - Madison and I met with this CEO and invited two other local companies in for an informal discussion on putting together a small "mini" industrial park that they all could share. It was good discussion and ongoing.

Project Garden - Local company looking to expand. Predevelopment meeting held on Jan 11th. Project is making progress and is making its way through the City process. April 2018 - no update. June 8, 2018 UPDATE: From Client: Great Progress ! Everything moving well – we didn't need any "special use permits'....currently working on 'Façade Exception' (in fact we have a meeting with city for that on 30th). Civil & Building Plans are expected to be completed by end June the latest. Met with GC today. He will give us the bids as soon as we have building Plans. UPDATE: July 10, 2018 from the client: So as expected everything takes longer as normal LOL. We have P&Z meeting tonight and think that



everything will go smooth as we really don't have anything that would require big changes and it should be just a formality.

Design and layout and plans are ready and we are having contractors working on bids for us right now. We visited with a view of them and already had to take some out due to high cost but waiting on some more. We still hope to be breaking ground soon and the timeline should be for 90 days hopefully

B. Business Attraction - None at this time

C. Entrepreneurship

- Update: The WERX executed the lease for office space and services at McKinney Technology Center for a 5/1/18 move-in. This space will be specific for their Maker Space and Regional Innovation Strategies i6 Grant in collaboration with Collin College. Equipment has been identified and will be sourced for delivery by month end April. Chris Wilkes, CEO Sigmetrix and Ed McDonald, mb INNOVATIONS have agreed to join the Board. Other members are being recruited. Policies, procedures, rules and membership guidelines are being developed along with Website for 6/1/18 soft opening. June 8, 2018 UPDATE: They are setting up the Makerspace at the McKinney Technology Center this week. The 3D printers will be installed on Friday afternoon, with a training session beginning at 2:30. Their new goal is to open to the "public" on July 1st. UPDATE: July 11, 2018 - Not much to report other than the MakerSpace has been set up and is operational for local tenants at MTC. We completed training and plan to attend the McKinney Chamber lunch on technology on July 26th. Otherwise, we're working on the official opening and ribbon cutting for mid-August.
- Paul Grimes', Culture of Innovation group's next meeting will be the end of April and will be our 4th meeting. Corey Clark, Manager Production Planning & Management with Toyota will be facilitating and hosting this meeting and is being held at the new Toyota facility. See the attached agenda for the March meeting. April 2018 - the April meeting slid to May 15th and will be held at the new Toyota facility in Plano. Looking forward to this one! June 8, 2018 UPDATE: Next meeting is June 14th and will be hosted at the MEDC office conference room. UPDATE: July 10, 2018 - Next meeting July 26th at the Chamber offices.
- McKinney Technology Center - Action will be take this month on Mr. Black's presentation at our last Board Meeting. Much work has been going on during this month in answering Board questions. Ready to go. Work continues and the Board is fully informed. UPDATE: July 10, 2018 - Happy to report that the Board approved the MTC Presentation and documents are in the works and being reviewed.



Marketing/Promotion/Connection Activities:

- I had the opportunity this month to be introduced to two local companies that possibly will have expansion plans over the next year or two. One currently has 71 employees and the other 60, of which 30 are here in McKinney. It will be exciting to follow them and hopefully assist them in their growth plans
- On May 18th I toured the company with 71 employees and had a great meeting as well. Discussions continue and we'll stay close.
- On May 31st met with the other company of 30 local here and learned they consolidated two of their out of state sites into just one. Continue to have interest in bringing some of their manufacturing. . UPDATE: July 10, 2018 - This is one of the two companies we brought together with Project Napkin for the Mini Industrial Park idea.

Other:



McKinney Economic Development Corporation

Bruce Coleman – Director of Business Development

July 2018

Strategic Plan Management & Communicating Results:

A. Business Retention & Expansion

B. Business Attraction

- Continued to work pro-actively with Project Tahiti as a follow-up on the meeting with this company in Southern California to assist them to prepare their application for economic development assistance. Discussed potential sites in McKinney for this industrial relocation opportunity from California. No application has been submitted by this company for the July Board meeting. Will continue to work with them.
- Had discussion with NAI Robert Lynn industrial broker regarding potential McKinney sites for a 75,000 SF industrial end-user company. Staff had previously provided the broker with information on various sites in McKinney.
- Staff met with Project Eagle developer. Project Eagle is a large industrial end-user company with jobs. Discussed site plan and John and Bruce worked to arrange a meeting with the developer and the Development Services staff to discuss fast-tracking the project.
- Staff is currently assisting Taiwan-based computer tech company regarding inquiry on opportunities in McKinney. This is a follow up from the Post Select USA event in Dallas in June. Provided them with Global Soft Landing Program information.
- Bruce and John met with the Chairman of a Vietnam-based industrial company as a follow-up on Bruce's visit with the company during the MEDC Business Mission to Southern California. This included a tour and discussion on opportunities in McKinney. Due to the international nature of the business, staff invited the Chairman of the North Texas District Export Council and their Southern California business connection to join the discussion to facilitate the discussion.
- As a follow up on the MEDC Business Mission to Southern California, provided information on McKinney to a site selector working with various client companies.
- Continued to assist brokers working with a large engineering company considering locating a regional office in McKinney.
- Re-contacted CBRE brokers regarding status of leasing at Hunt Southwest project.
- Followed up with Murrieta, California manufacturing company to provide them with additional information on opportunities in McKinney. Had met this company during MEDC Business Mission to Southern California.



- Contacted a new co-working company looking to expand in DFW about opportunities to locate in Craig Ranch Corporate Center and/or Southgate McKinney
- As a follow-up on the MEDC Business Mission to Southern California which included a meeting with an aviation services company, re-contacted the company to encourage them to consider opportunities at McKinney National Airport.
- Met with Dallas broker regarding healthcare services company seeking to expand in DFW and provided him with information on potential existing buildings in McKinney for their back-office operation.
- Re-contacted Dallas broker regarding overseas end-user company considering a location in DFW region to remind him of McKinney's interest and provide information on Global Soft Landing Program and McKinney opportunities.

C. Entrepreneurship

D. Competitiveness

- Worked with City Attorney to prepare the Conditional Offer Letter to Project West. Project West approved the Conditional Offer Letter and the City Attorney to work on the loan documents.
- Project Trafalgar is working with the City Attorney to review the draft loan documents.
- At their request, connected Project Trafalgar with 8 capital investment firm contacts in Dallas to help them explore additional financing for their McKinney project. Their broker has informed staff that Project Trafalgar recently closed escrow on the site.
- Contacted and had conference call with the developer of the Cypress Waters office campus project near Irving to discuss opportunities for master planned office development in McKinney.
- Contacted North Texas Municipal Water District regarding the status of the sale of their industrial sites to an industrial developer along the new FM 546 alignment. They indicated that they are working through the due diligence process with a prospective developer.
- Contacted developer of major Plano mixed use/office development to encourage them to look at opportunities in McKinney as well as the developer of a major office campus in Frisco to request their consideration of McKinney.
- Spoke with broker representing NEC of 121/Alma to discuss their plans for the sale of a portion of the property for office/mixed use development.
- Made a presentation to an investment group looking to purchase a key existing McKinney office building. At their request, I described opportunities in McKinney and encouraged them to consider developing a second office building on the site in the future to help meet the office needs in McKinney.

Marketing/Promotion/Connection Activities:



- Made 160 new Cold Calls and Follow-Up Calls during the reporting month (including meetings and tours) with Dallas Metroplex area commercial brokers/office-industrial tenant representatives, site selectors, commercial developers, development engineering/architectural/construction firms, investment capital firms/banks, and others with strong business connections. This included reviewing the *Dallas Business Journal*, *Bisnow Real Estate News* and *Dallas Morning News* commercial real estate announcements and contacting those brokers/developers/end-user companies named in the articles to introduce McKinney.
- Made one-on-one presentations to numerous CBRE commercial/industrial brokers (including tenant rep brokers) at MEDC-hosted informal “taco breakfast” at CBRE in Uptown Dallas.
- Participated with staff at the Post Select USA reception and networking events in Dallas. Followed up with each contact from Taiwan, India, and Abu Dhabi.
- Attended the BISNOW Data Center Conference and Expo in Dallas and networked with data center developers, brokers, REITs, and service companies. Sent follow up emails to each contact from the event to further introduce McKinney.
- Prepared draft Data Center Recruitment Action Plan and provided to Interim President.
- Held discussion with long-time Southern California contact/developer of commercial/mixed use projects about opportunities in McKinney. Developer had stopped in at MEDC office during his recent visit to the Dallas Metroplex to find out about opportunities.
- Participated at Industrial Facilities Management Association (IFMA) networking event in Dallas to introduce McKinney to real estate officers of end-user companies.
- Met with a leading Dallas architectural firm to present opportunities for office and industrial development in McKinney for their client companies.
- Participated in evening networking event with developers and brokers in Dallas.
- Contacted the President of the Dallas chapter of a national IT business networking group to encourage their members to look at growing their companies in McKinney.
- Called and sent information on McKinney to a healthcare services company which the *Dallas Business Journal* indicated is expanding their office presence in the DFW Metroplex.
- Bruce and John provided a tour to a major title company to introduce them to opportunities for industrial and office development and to encourage their end-user companies to consider McKinney.
- Contacted Dallas Regional Chamber for information on the Army Futures Command site selection process and how McKinney could be considered. This was based on an article in the *Dallas Business Journal* that indicated they were considering the city of Dallas at the time.
- Participated with MEDC staff at Chamber of Commerce golf event with McKinney exhibit booth.
- Made presentation to a large architectural company regarding opportunities to work with their Japanese end-use client companies to consider locating in McKinney. This was a follow-up on a meeting with a representative of the Japan America Society of Dallas during the MEDC participation at a Dallas Regional Chamber event.

Other:





McKinney Economic Development Corporation

Marketing and Research Activity

Abby Liu, Interim President—Marketing

Madison Clark, Business Development Specialist—Social Media Posting

July 2018

Highlights:

MEDC marketing and research projects in June 2018:

- MEDC staff and city marketing staff continue to update collateral marketing materials, promotional items and RFP templates.
- MEDC staff along with city marketing staff have been working on upcoming events including BizNow, NTCAR and CoreNet Golf Tournament.
- MEDC staff participated in the McKinney Chamber Golf Classic on June 4 and made connections and continued outreach with local employers.
- MEDC staff and city marketing staff continue to evaluate print and digital advertising opportunities.
- Staff created an overview of MEDC incentives awarded from 2011 to 2017 to be used as reference in response to RFIs seeking information on incentives available. Staff worked with legal counsel to create the document in a way which does not disclose company names, yet shows business type, capital investment, maximum eligible amount of the MEDC incentive, employee count, and square feet added or consumed.

Upcoming Events:

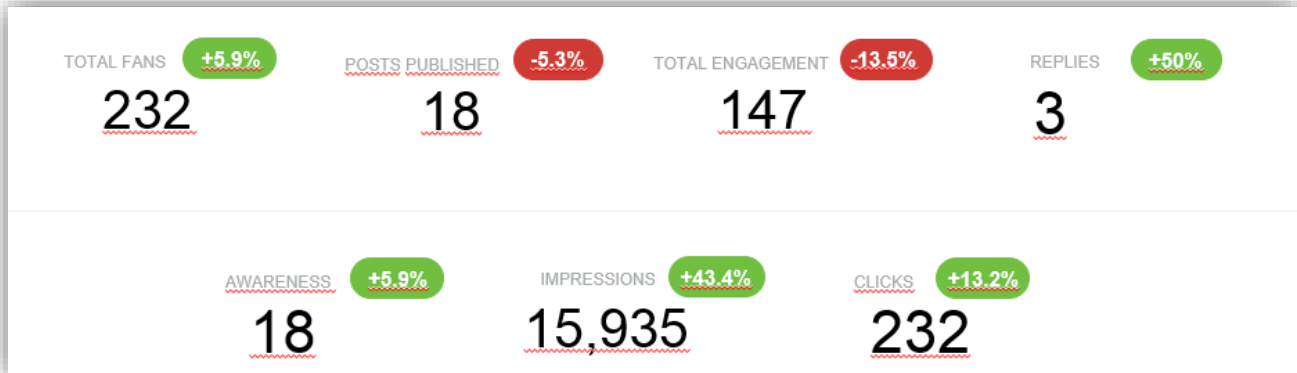
- Bisnow 121 Corridor Event: MEDC is the “Raw Space Sponsor” and the event will be held at the Sheraton McKinney Hotel on August 23, 2018 at 7:30 AM.
- NTCAR Commercial Real Estate Expo: MEDC is a “Platinum Booth Sponsor” and the event will be on August 29, 2018 at the Sheraton Dallas Hotel at 3:00 PM.
- Corenet Golf Tournament: MEDC will be a hole sponsor and have a foursome spot at the tournament on October 29, 2018.

Facebook Insights:

Facebook and Twitter screenname: McKinneyTxEDC.

Reporting Period: June 1, 2018- June 30, 2018

The dashboard below represents key metrics month-over-month.



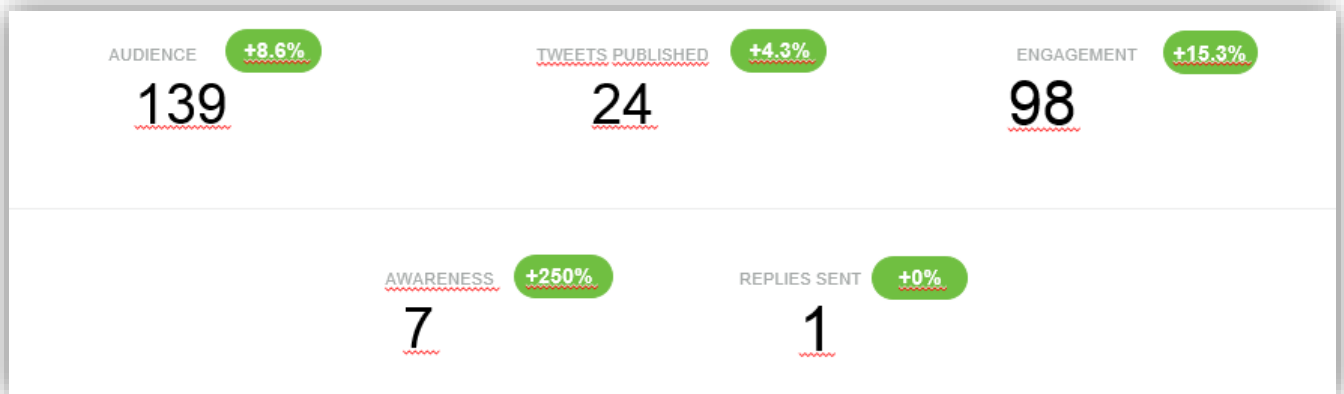
Top Facebook post by reach and engagement:





Twitter:

The dashboard below represents key metrics month-over-month.



Top Tweet earned 1,755 impressions

Check out [#DowntownMcKinney](#) from the 3rd floor in the new [@PlayfulLucky](#) building! [#McKinneyTX](#)
pic.twitter.com/7NJ9MSXfF4



1 1 6

Top media Tweet earned 1,717 impressions

[#Youth](#) are the [#future](#). That is why [@CityOfMcKinney](#) & [@mckinneyisd](#) are working with [@Toyota](#) & [@GiveWisely](#) at events such as the 2018 Cause-Minded Conversation: Putting Stem to Work to introduce programs like our "STEM is for Girls" program.

Read more: mckinneyisd.net/news-events/ar... pic.twitter.com/ilnyymCKpi



4 4



18-594

TITLE: Consider/Discuss/Act on June Financials

SUPPORTING MATERIALS:

[Transmittal Letter](#)

[Financials](#)

[Invoices Processed](#)

June Monthly Financial Report

July 9, 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 June. The following is a brief analysis of each section of the corporation's financials.

June Analysis

MEDC Revenue -

Revenue of the McKinney Economic Development Corporation is 1.78% under the budgeted revenue amount. Sales tax figures came in 5.25% above last year's collections through June. Below is a link to the current year-to-date revenue of the MEDC:

[MEDC Revenues - June](#)

MEDC Expenditures -

Expenditures of the McKinney Economic Development Corporation are over budget due to various land acquisitions throughout the year. During the month of June, land was purchased for \$204,463.13, \$510,000 economic incentive payment was made to Blount Fine Foods, and \$221,000 economic incentive payment was made to Independent Bank.

[MEDC Expenditures - June](#)

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: June](#)

[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 June:

[MEDC June 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
June 2018

	MEDC Operations	Interest and Sinking	Reserve Fund	Long-Term Debt	General Fixed Assets	Total
Assets						
Cash and Cash Equivalents	\$ 171,233	\$ 37,899	\$ 31,161	\$ -	\$ -	\$ 240,293
Investment Pools	5,910,270	1,676,999	1,527,595	-	-	9,114,864
Accounts Receivable/Other Taxes & Franchise Fees	2,237,805	-	-	-	-	2,237,805
Deposits/Security Deposits	5,528	-	-	-	-	5,528
Deferred Charges/Prepaid Items	2,931	-	-	-	-	2,931
Land	-	-	-	-	46,916,687	46,916,687
Land Improvements (Net of Depreciation)	-	-	-	-	2,148	2,148
Machinery & Equipment (Net of Depreciation)	-	-	-	-	-	-
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	\$ 8,327,767	\$ 1,714,897	\$ 1,558,756	\$ 167,658	\$ 46,918,835	\$ 58,687,914
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	\$ 8,327,767	\$ 1,714,897	\$ 1,558,756	\$ 12,801,502	\$ 46,918,835	\$ 71,321,758
Liabilities						
Vouchers Payable	\$ 533,301	\$ -	\$ -	\$ -	\$ -	\$ 533,301
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	\$ 533,301	\$ -	\$ -	\$ 12,801,502	\$ -	\$ 13,334,803
Fund Balances/Equity						
Reserve for Encumbrances	\$ 286,029	\$ -	\$ -	\$ -	\$ -	\$ 286,029
Reserve for Prepaids	26,668	-	-	-	-	26,668
Unreserved Fund Balance	7,481,769	1,714,897	1,558,756	-	-	10,755,423
Investment in Capital Assets	-	-	-	-	46,918,835	46,918,835
Total Fund Balances/Equity	\$ 7,794,467	\$ 1,714,897	\$ 1,558,756	\$ -	\$ 46,918,835	\$ 57,986,955
Total Liabilities and Fund Balances	\$ 8,327,767	\$ 1,714,897	\$ 1,558,756	\$ 12,801,502	\$ 46,918,835	\$ 71,321,758

McKinney Economic Development Corporation
Summary Operating Statement
June 2018 (75% 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	\$ 1,011,758	\$ 9,832,023	\$ 3,650,249	72.9%	\$ 1,123,523	\$ (111,765)	\$ 10,111,704	\$ (279,681)
Interest Income	275,000	10,584	304,956	(29,956)	110.9%	22,917	(12,333)	206,250	98,706
Prior Year Expense	-	-	500	(500)		-	-	-	500
Total Revenues	\$ 13,757,272	\$ 1,022,342	\$ 10,137,479	\$ 3,619,793	73.7%	\$ 1,146,439	\$ (124,098)	\$ 10,317,954	\$ (180,475)
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	\$ 84,535	\$ 965,023	\$ 368,247	72.4%	\$ 111,106	\$ 26,571	\$ 999,953	\$ 34,929
Supplies	33,700	1,448	28,905	4,795	85.8%	2,808	1,361	25,275	(3,630)
Maintenance	29,000	-	8,956	20,044	30.9%	2,417	2,417	21,750	12,794
Services/Sundry	900,519	38,510	409,985	490,534	45.5%	75,043	36,534	675,389	265,405
Total MEDC Operational Exp.	\$ 2,296,489	\$ 124,492	\$ 1,412,868	\$ 883,621	61.5%	\$ 191,374	\$ 66,882	\$ 1,722,367	\$ 309,498
Projects									
Committed Projects	\$ 10,891,934	\$ 731,000	\$ 4,963,298	\$ 5,928,636	45.6%	\$ 907,661	\$ 176,661	\$ 8,168,951	\$ 3,205,652
Other Project Expenses	150,000	-	-	150,000	0.0%	12,500	12,500	112,500	112,500
Land Acquisition	32,127,275	204,463	32,331,737	(204,462)	0.0%	2,677,273	2,472,810	24,095,456	(8,236,281)
Total Project Expenses	\$ 43,169,209	\$ 935,463	\$ 37,295,036	\$ 5,874,173	86.4%	\$ 3,597,434	\$ 189,161	\$ 32,376,907	\$ (4,918,129)
Non-Departmental									
Other - Adm Fee	\$ 269,000	\$ 22,417	\$ 201,750	\$ 67,250	75.0%	\$ 22,417	\$ -	\$ 201,750	\$ -
Insurance & Risk Fund	1,708	142	1,281	427	75.0%	142	-	1,281	-
MEDC I & S Fund	2,307,118	192,260	1,730,339	576,779	75.0%	192,260	-	1,730,339	-
Total Non-Departmental Expenses	\$ 2,577,826	\$ 214,819	\$ 1,933,370	\$ 644,456	75.0%	\$ 214,819	\$ -	\$ 1,933,370	\$ -
Total Expenses	\$ 48,043,524	\$ 1,274,774	\$ 40,641,274	\$ 7,402,250	84.6%	\$ 4,003,627	\$ 256,043	\$ 36,032,643	\$ (4,608,631)
Net	\$ (34,286,252)	\$ (252,432)	\$ (30,503,795)			\$ (2,857,188)	\$ 2,604,755	\$ (25,714,689)	\$ (4,789,106)
FY18 Beginning Fund Balance	\$ 38,298,262								
Add FY18 Budgeted Revenue	13,757,272								
Less FY18 Budgeted Expense	(48,043,524)								
FY18 Proj. End Fund Balance	\$ 4,012,010								

MEDC Project Details

June 2018

Committed Projects		FY18 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	YTD Budget Disbursed	Remaining Commitments
Statlab	E13007	\$ 157,500	\$ -	\$ -	\$ 157,500	0.0%	\$ 157,500
Hisun	E13011	126,000	-	-	126,000	0.0%	126,000
Wistron II	E14002	240,000	-	-	240,000	0.0%	240,000
O'Hara Flying Service	E14003	96,000	-	-	96,000	0.0%	96,000
Ag-Power, Inc	E14004	160,000	-	-	160,000	0.0%	160,000
Headington Energy	E14010	180,000	-	-	180,000	0.0%	180,000
Encore Wire	E14017	930,000	-	-	930,000	0.0%	930,000
AIM	E14021	69,000	-	-	69,000	0.0%	69,000
Popular Ink II	E15005	24,000	-	-	24,000	0.0%	24,000
Wright IMC	E15007	108,000	-	-	108,000	0.0%	108,000
Accent Care	E15008	169,020	-	-	169,020	0.0%	169,020
Horizon Data Center	E15010	-	-	-	-	0.0%	51,000
Blount Fine Food Corp	E16001	510,000	510,000	510,000	-	100.0%	-
Cookies-N-Milk	E16002	44,480	-	-	44,480	0.0%	44,480
Werx (Grant Match)	E17001	54,048	-	54,048	-	100.0%	54,048
SFMC	E17002	768,000	-	-	768,000	0.0%	768,000
TPUSA	E17003	-	-	-	-	0.0%	610,000
Paccar	E17004	-	-	-	-	0.0%	2,200,000
Cotiviti USA	E17005	792,000	-	-	792,000	0.0%	792,000
Simpson Strong Tie	E17006	467,000	-	-	467,000	0.0%	467,000
Playful	E17007	-	-	-	-	0.0%	2,334,400
3-TAB Beacon	E17008	248,500	-	171,500	77,000	69.0%	77,000
Lone Star Reel	E17009	224,982	-	-	224,982	0.0%	224,982
Independent Bank	E17010	221,000	221,000	221,000	-	100.0%	5,160,000
Airport FBO Term/Hangar	E18001	4,000,000	-	4,000,000	-	100.0%	-
Undesignated FY 18		1,288,904	-	-	1,288,904	0.0%	-
Total Committed Projects		\$ 10,878,434	\$ 731,000	\$ 4,956,548	\$ 5,921,886	45.6%	\$ 15,042,430

Emerging Technologies		FY18 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	YTD Budget Disbursed	Remaining Commitments
Volunteer Mobilization	E18002	\$ 13,500	\$ -	\$ 6,750	\$ 6,750	50.0%	\$ 6,750
Undesignated FY 18		-	-	-	-	0.0%	-
Total Emerging Technologies		\$ 13,500	\$ -	\$ 6,750	\$ 6,750	50.0%	\$ 6,750

Total Projects		\$ 10,891,934	\$ 731,000	\$ 4,963,298	\$ 5,928,636	45.6%	\$ 15,049,180
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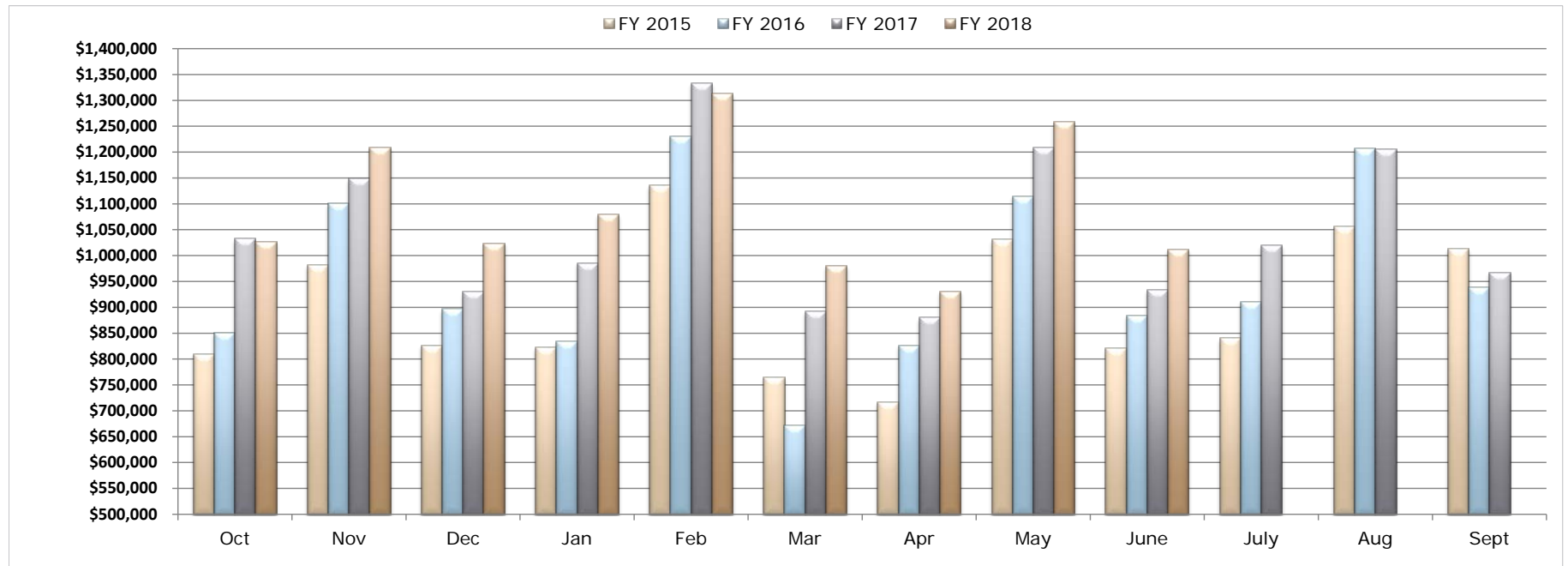
Unaudited

McKinney Economic Development Corporation

Sales Tax Revenue

June 2018

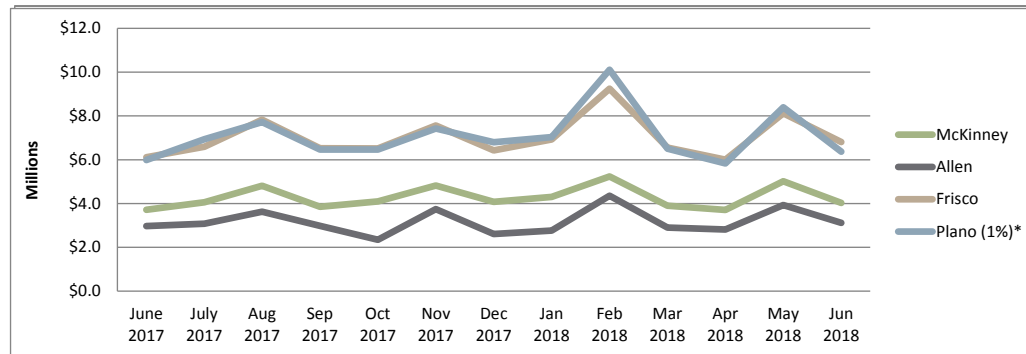
Month Received	FY 2013 Received	FY 2014 Received	FY 2015 Received	FY 2016 Received	FY 2017 Received	FY 2018 Received	Difference to FY 2017	Variance to FY 2017	% of Budget
October	\$716,718	\$780,694	\$809,613	\$851,178	\$1,032,847	\$ 1,026,985	\$ (5,862)	-0.6%	7.6%
November	1,039,163	938,090	982,351	1,101,106	1,148,939	1,208,295	59,356	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	980,238	88,588	9.9%	7.3%
April	676,334	677,086	716,258	825,953	880,093	930,962	50,870	5.8%	6.9%
May	903,002	978,399	1,031,572	1,114,575	1,208,091	1,258,169	50,078	4.1%	9.3%
June	703,897	765,309	820,908	884,501	932,936	1,011,758	78,822	8.4%	7.5%
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	\$ 9,832,023	\$ 488,332	5.0%	72.9%



TOTAL SALES TAX COLLECTED

Sister City Comparison

Jun 2018	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	\$315,243	\$147,837	\$694,406	\$376,393
Var to LY	8.5%	5.0%	11.4%	6.3%
Year To Date	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	\$1,954,162	-\$323,167	\$5,435,040	\$4,744,195
Var to LY	5.25%	-1.1%	9.3%	7.9%



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
Mar 2017	\$3,551,101	\$2,809,013	\$5,794,852	\$6,352,638
Apr 2017	\$3,504,877	\$2,564,044	\$5,530,571	\$5,834,092
May 2017	\$4,816,789	\$3,455,179	\$7,678,904	\$7,979,585
June 2017	\$3,716,070	\$2,971,286	\$6,114,504	\$5,988,208
FY 2017 Total	\$37,235,964	\$28,926,883	\$58,718,601	\$60,188,469

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
Mar 2018	\$3,905,255	\$2,906,383	\$6,553,487	\$6,502,224
Apr 2018	\$3,708,130	\$2,819,091	\$6,003,234	\$5,831,763
May 2018	\$5,016,937	\$3,934,449	\$8,118,437	\$8,396,951
Jun 2018	\$4,031,313	\$3,119,123	\$6,808,910	\$6,364,601
FY 2018 Total	\$39,190,125	\$28,603,716	\$64,153,641	\$64,932,664

* 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 - JUNE 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"

<u>Date</u>	<u>Vendor Name</u>	<u>Amount</u>	<u>Description 1</u>	<u>Description 2</u>
6/1/2018	STANDARD COFFEE SERVICE CO	\$135.32	FOODS: STAPLE GROCERY	
6/1/2018	CREW DALLAS	\$2,500.00	CREW DALLAS SPONSORSHIP	
6/1/2018	BEACON SALES ACQUISITION, INC.	\$171,500.00	GRANT 2018	
6/1/2018	NOVATECH INC	\$213.49	RENTAL/LEASE EQUIPMENT	
6/8/2018	VALENCIA, JOHN	\$162.36	MAY MILEAGE 5/1 - 5/31	
6/8/2018	RED MEDIA GROUP	\$1,883.50	CONSULTING SERVICES	
6/8/2018	LAKE FOREST MCKINNEY INVESTORS LTD	\$7,441.88	JUNE RENT	
6/8/2018	LAKE FOREST MCKINNEY INVESTORS LTD	\$464.23	APRIL UTILITIES	
6/8/2018	SUPERIOR FIBER & DATA SERVICES INC	\$410.00	COMPUTER HARDWARE-MAIN FR	
6/15/2018	INDEPENDENT BANK	\$221,000.00	RETAINED JOBS GRANT	
6/15/2018	D MAGAZINE	\$1,527.50	COMMUNICATIONS/MEDIA SERV	
6/22/2018	TIME WARNER CABLE	\$107.94	8260 13 100 0001447	MEDC 5/16/18 - 6/15/18
6/22/2018	FOLIAGE DESIGN SYSTEM DFW	\$130.00	BUILDING MAINT/REPAIR SRV	
6/29/2018	COSTAR REALTY INFORMATION INC	\$793.00	NON-BIDDABLE MISC ITEMS	4/9/18 - 5/31/18
6/29/2018	COSTAR REALTY INFORMATION INC	\$4,117.51	NON-BIDDABLE MISC ITEMS	6/1/18 - 8/31/18
6/29/2018	LAND ACQUISITION/ROW	\$204,463.13	IMPACT FEE LAND RIGHTS	26 ACRS ACQUIRED 5/23
6/29/2018	VIANCO ENTERPRISES	\$50.00	AMUSEMENT/DECORATIONS	
6/29/2018	VIANCO ENTERPRISES	\$40.00	SHIPPING AND HANDLING	
6/29/2018	VIANCO ENTERPRISES	\$1,035.00	AMUSEMENT/DECORATIONS	