



McKinney Community Development Corporation Agenda

Tuesday, September 25, 2018

8:00 AM

Council Chambers
222 N. Tennessee Street
McKinney, TX 75069

AMENDED

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

REPORTS

18-805 [Financial Reports](#)

Attachments: [August Financial Report](#)
[August Transmittal Letter](#)
[August Checks Issued](#)

18-806 [Board Liaison Updates](#)

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

18-807 [President's Report](#)

Attachments: [Prospective Projects](#)
[Grants Awarded](#)
[Smiles Charity Concert Final Report.pdf](#)
[Place Matters: The Role of Placemaking in
Economic Development](#)

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.

18-808 [Minutes of the MCDC Meeting of August 23, 2018](#)

Attachments: [Minutes](#)

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 #17-01 McKinney StarCenter

Project #17-04 Craig Ranch Resort Hotel and Conference Center

ACTION ON EXECUTIVE SESSION

ADJOURN

Posted in accordance with the Texas Government Code, Chapter 551, on the 21st day of September, 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. 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>.



18-805

TITLE: Financial Reports

SUPPORTING MATERIALS:

[August Financial Report](#)

[August Transmittal Letter](#)

[August Checks Issued](#)

McKinney Community Development Corporation
Summary Operating Statement
August (92% 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 Receipts	\$ 13,482,272	\$ 1,306,035	\$ 12,263,817	\$ 1,218,455	91.0%	\$ 1,123,523	\$ 182,513	\$ 12,358,749	\$ (94,932)
Interest Income	320,000	76,357	676,003	(356,003)	211.3%	26,667	49,690	293,333	382,670
Miscellaneous Revenue	-	-	-	-	-	-	-	-	-
Total Revenues	\$ 13,802,272	\$ 1,382,392	\$ 12,939,820	\$ 862,452	93.8%	\$ 1,150,189	\$ 232,203	\$ 12,652,083	\$ 287,737

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	\$ 190,810	\$ 81,173	70.2%	\$ 22,665	\$ 8,714	\$ 249,318	\$ 58,508
Supplies Expense	15,110	384	2,272	12,838	15.0%	1,259	875	13,851	11,578
Maintenance Expense	3,000	-	-	3,000	0.0%	250	250	2,750	2,750
Services/Sundry	332,517	2,939	143,030	189,487	43.0%	27,710	24,771	304,807	161,777
Total Administrative	\$ 622,610	\$ 17,274	\$ 336,113	\$ 286,497	54.0%	\$ 51,884	\$ 34,610	\$ 570,726	\$ 234,613

Projects									
Community Grants & Projects	\$ 3,597,788	63,216	\$ 1,258,658	\$ 2,339,130	35.0%	\$ 299,816	\$ 236,600	\$ 3,297,972	\$ 2,039,314
Airport FBO/Terminal	4,000,000	-	4,000,000	-	100.0%	333,333	333,333	3,666,667	(333,333)
Star Center Expansion	3,500,000	-	-	3,500,000	0.0%	291,667	291,667	3,208,333	3,208,333
Other Project Expenses	28,000	280	1,756	26,244	6.3%	2,333	2,053	25,667	23,911
Total Projects	\$ 11,125,788	\$ 63,496	\$ 5,260,414	\$ 5,865,374	47.3%	\$ 927,149	\$ 863,653	\$ 10,198,639	\$ 4,938,225

Non-Departmental									
Administrative Fee to GF	\$ 170,000	\$ 14,167	\$ 155,833	\$ 14,167	91.7%	\$ 14,167	\$ (0)	28,333	\$ (127,500)
Insurance & Risk Fund	565	47	518	47	91.7%	47	0	94	(424)
Park Construction Fund	14,195,407	23,222	534,938	13,660,469	3.8%	1,182,951	1,159,729	13,012,456	12,477,518
Aquatic Center - Neutrality	775,270	-	-	775,270	0.0%	64,606	64,606	710,664	710,664
MPAC	375,000	31,250	343,750	31,250	91.7%	31,250	-	343,750	-
MCDC Debt Service Payments	975,000	975,000	975,000	-	100.0%	81,250	(893,750)	893,750	(81,250)
MCDC Debt Service I & S	745,876	372,938	745,876	1	100.0%	62,156	(310,781)	683,720	(62,156)
Paying Agent	1,000	200	400	600	40.0%	83	(117)	917	517
Capital Equipment-Aquatic Center	75,267	-	91,319	(16,052)	121.3%	6,272	6,272	68,995	(22,324)
Capital Equip/Construction-Aquatic Center	117,346	-	70,052	47,294	59.7%	9,779	9,779	107,567	37,515
Total Non-Departmental	\$ 17,430,731	\$ 1,416,823	\$ 2,917,686	\$ 14,513,045	16.7%	\$ 1,452,561	\$ 35,738	\$ 15,850,246	\$ 12,932,561

Total Expenses	\$ 29,179,129	\$ 1,497,593	\$ 8,514,213	\$ 20,664,916	29.2%	\$ 2,431,594	\$ 934,001	\$ 26,619,611	\$ 18,105,398
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Net	\$ (15,376,857)	\$ (115,201)	\$ 4,425,607			\$ (1,281,405)	\$ 1,166,203	\$ (13,967,529)	\$ 18,393,135
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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 - August 2018

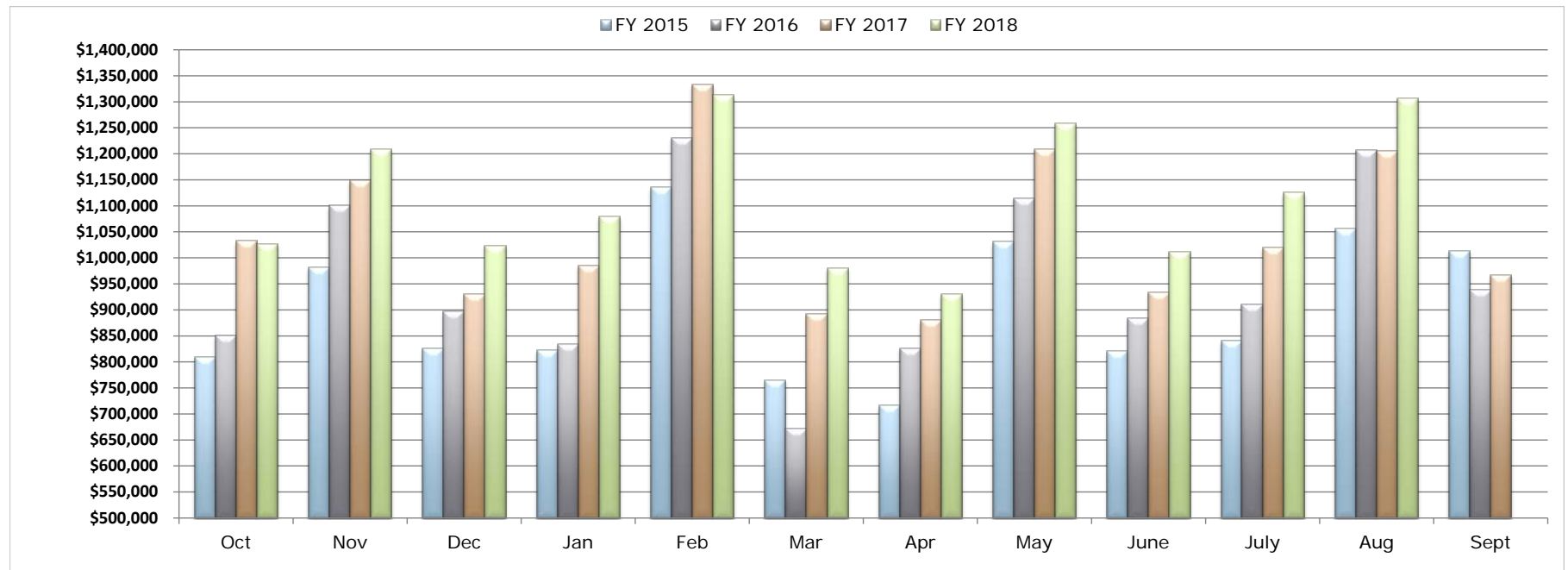
Community 4B Projects	FY Board Approved	Project Code	Budget FY18	Monthly Actual	YTD Actual	Budget Balance
Armed Services Memorial Board	2015-2016	4B1603	\$ 165,000	\$ -	\$ -	\$ 165,000
McKinney Rotary Foundation (Special Abilities Playground)	2015-2016	4B1606	275,000	-	217,000	58,000
Collin County Historical Society	2015-2016	4B1611	86	-	-	86
North Collin County Habitat for Humanity	2015-2016	4B1612	137,460	-	137,460	-
Collin County Historical S&M	2016-2017	4B1703	7,062	-	7,062	-
North Collin County Habitat for Humanity (MSD/North Texas Job Cc	2016-2017	4B1706	331,072	32,708	315,633	15,439
McKinney Housing Authority (Merritt McGowan Manor)	2016-2017	4B1707	500,000	-	325,000	175,000
Heritage Guild of Collin County (Chestnut Square)	2016-2017	4B1708	65,000	-	54,052	10,948
Collin County History Museum (McKinney Then and Now)	2017-2018	4B1801	11,550	-	-	11,550
Boys and Girls Club of Collin County (Reimbursement)	2017-2018	4B1802	40,000	-	40,000	-
Boys and Girls Club of Collin County (Repair)	2017-2018	4B1803	30,000	-	-	30,000
Collin County History Museum (Windows)	2017-2018	4B1804	3,900	-	-	3,900
HUB 121	2017-2018	4B1805	200,000	-	-	200,000
Habitat for Humanity of Collin County (Cotton Groves)	2017-2018	4B1806	877,521	19,087	48,787	828,734
McKinney Main Street	2017-2018	4B1809	35,000	-	-	35,000
Heritage Guild of Collin County	2017-2018	4B1810	75,000	-	-	75,000
Undesignated FY 2018 Budget			635,448	-	-	635,448
Total Community 4B Projects			\$ 3,389,099	\$ 51,795	\$ 1,144,994	\$ 2,244,105
Promotional and Event Grants	FY Board Approved	Project Code	Budget FY18	Monthly Actual	YTD Actual	Budget Balance
Collin Cty Historical Society & Museum WWI	2016-2017	PC1702	\$ 1,025	\$ -	\$ 1,025	\$ -
Tour de Coop, Ice Cream Crank-off	2016-2017	PC1704	5,260	-	5,195	65
DEAR Texas (Drop Everything and Read)	2016-2017	PC1707	2,404	-	-	2,404
Santa on the Square	2016-2017	PC1708	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	-
Farmers Market	2016-2017	PC1711	9,000	-	9,000	-
McKinney Artists Studio Tour	2016-2017	PC1712	5,000	-	5,000	-
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	-	5,700	2,832
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	2,500	2,500	250
ManeGait - Countrv 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	3,653	11,104	3,896
Smiles Charity Concert	2017-2018	PC1810	7,500	-	6,000	1,500
Star-Spanaled Salsa Fest - Community Garden Kitchen	2017-2018	PC1812	5,268	5,268	5,268	-
McKinney Holiday Light Display - Apex	2017-2018	PC1813	5,450	-	-	5,450
Collin County Master Gardeners	2017-2018	PC1814	9,000	-	-	9,000
Heard Craig Center for the Arts/Schon Everwhere	2017-2018	PC1815	5,150	-	-	5,150
Crape Myrtle Trails Foundation of McKinney	2017-2018	PC1816	8,000	-	-	8,000
SBG Hospitality	2017-2018	PC1817	13,350	-	-	13,350
McKinney Main Street	2017-2018	PC1818	15,000	-	-	15,000
McKinney Rotary Club Foundation	2017-2018	PC1819	5,000	-	-	5,000
Heard Wildlife Museum	2017-2018	PC1821	2,500	-	-	2,500
Heritage Guild of Collin County	2017-2018	PC1822	12,000	-	-	12,000
Undesignated FY 2018 Budget			5,000	-	-	5,000
Total Promotional & Event Grants			\$ 208,689	\$ 11,421	\$ 113,665	\$ 95,024
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	-
Total Special Projects			\$ 7,500,000	\$ -	\$ 4,000,000	\$ 3,500,000
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	-	4,438	2,292,403
Gabe Nesbitt Community Park Improvements	2017-2018	PK1806	1,250,000	21,946	80,039	1,169,961
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	-	68,818	18,477
Parks Accessibility	2016-2017	PK4325	500,000	-	-	500,000
Comegy's Creek Hike & Bike Trail	2016-2017	PK4326	90,000	-	56,468	33,532
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	1,275	129,898	1,370,102
Gabe Nesbitt Tennis CTR Expansion	2015-2016	PK4396	2,698,768	-	-	2,698,768
Rowlett CK H&B	2016-2017	PK4413	179,658	-	147,375	32,283
Wilson Creek Hike & Bike Trail	2016-2017	PK8062	72,845	-	47,903	24,942
Erwin Park Development - Phase I	2016-2017	PK9143	200,000	-	-	200,000
Total Parks Construction Projects			\$ 14,195,407	\$ 23,222	\$ 534,938	\$ 13,660,469
Aquatic Center Finishout	2014-2015	4B1800	\$ 192,613	\$ -	\$ 161,370	\$ 31,243
* Other City of McKinney Projects in Eco/Comm Project Allocations						

McKinney Community Development Corporation

Sales Tax Revenue

August 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	1,125,759	\$106,350	10.4%	8.3%
August	951,437	980,251	1,055,774	1,207,558	1,206,441	1,306,035	\$99,595	8.3%	9.7%
September	725,552	928,323	1,013,186	938,767	967,150			0.0%	0.0%
Total	\$9,700,659	\$10,075,479	\$10,818,246	\$11,468,033	\$12,536,690	\$12,263,817	\$694,277	6.0%	91.0%

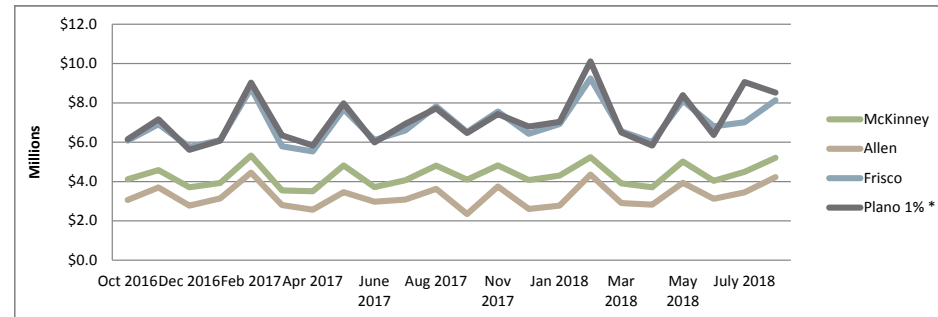


TOTAL SALES TAX COLLECTED

Sister City Comparison

August 2018	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	\$398,277	\$590,265	\$314,809	\$811,440
Var to LY	8.3%	16.3%	4.0%	10.5%

Year To Date	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	\$2,777,738	\$635,361	\$6,166,865	\$7,675,353
Var to LY	6.0%	1.8%	8.4%	10.3%



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
July 2017	4,061,949	3,080,214	6,592,074	6,937,820
Aug 2017	4,810,060	3,630,499	7,824,132	7,716,042
FY 2017 Total	\$46,107,972	\$35,637,595	\$73,134,807	\$74,842,331

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
June 2018	4,031,313	3,119,123	6,808,910	6,364,601
July 2018	4,487,248	3,448,476	7,009,090	9,057,538
Aug 2018	5,208,337	4,220,764	8,138,941	8,527,482
FY 2018 Total	\$48,885,710	\$36,272,956	\$79,301,672	\$82,517,684

* 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
August 2018

	MCDC Operations	MCDC Long Term Debt	General Fixed Assets	Consolidated
Assets				
Cash and Cash Equivalents	\$ 172,888	\$ -	\$ -	\$ 172,888
Investments	45,680,308	-	-	45,680,308
Interest Receivable - Investments	34,110	-	-	34,110
Accounts Receivable	2,231,360	-	-	2,231,360
Security Deposits	4,852	-	-	4,852
Prepaid Items	4,420	-	-	4,420
Discounts on Investments	(8,992)	-	-	(8,992)
Capital/Land	-	-	4,970,062	4,970,062
Capital/Land Improvements (Net of Depreciation)	-	-	1,865,780	1,865,780
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
Total Assets	\$ 48,118,946	\$ 22,592,465	\$ 6,835,841	\$ 77,547,253
Liabilities				
Vouchers Payable	\$ 33,708	\$ -	\$ -	\$ 33,708
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
Total Liabilities	\$ 33,708	\$ 22,583,751	\$ -	\$ 22,617,460
Fund Equity				
Unreserved Fund Balance *	\$ 48,018,011	8,714	\$ -	\$ 48,026,725
Reserved for Encumbrances	61,700	-	-	61,700
Reserved for Prepalds	5,527	-	-	5,527
Investment in Capital Assets	-	-	6,835,841	6,835,841
Total Fund Equity	\$ 48,085,238	\$ 8,714	\$ 6,835,841	\$ 54,929,793
Total Liabilities and Equity	\$ 48,118,946	\$ 22,592,465	\$ 6,835,841	\$ 77,547,253
Unreserved Fund Balance *				
	\$ 48,018,011			
Committed Projects Reserve:				
Community Projects	\$ 1,608,657			
Discretionary Prom & Comm Grants	90,024			
Special Projects	3,500,000			
Parks Construction Projects	13,660,469			
Craig Ranch Loan Resort Hotel/Conf. Cntr	5,000,000			
Craig Ranch Grant Resort Hotel/Conf. Cntr	3,000,000			
Aquatic Center Finishout	31,243			
Total Committed Projects	\$ 26,890,392			
Unreserved Fund Balance after Project Commit.	\$ 21,127,619			
Undesignated Reserve:				
Community Projects (FY18)	635,448			
Discretionary Prom & Comm Grants (FY18)	5,000			
Total Undesignated Allocations	\$ 640,448			
Final Unreserved Fund Balance	\$ 20,487,171			

August Monthly Financial Report

September 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 August. The following is a brief analysis of each section of the corporation's financials.

August Analysis

MCDC Revenue-

Revenue of the McKinney Community Development Corporation is under budget YTD by 0.77%. Sales tax figures came in 6.00% above last year's collection through August. Below is a link to the current year-to-date revenue of the MCDC:

[MCDC Revenues - YTD through August](#)

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 - August](#)

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

MCDC Expenditures-

Expenditures of the McKinney Community Development Corporation for the month of August were \$1.5M with approximately 90% attributed to debt service. Below is a link to the current year-to-date expenditures of the MCDC:

[MCDC Expenditures - YTD through August](#)

Checks Issued-

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

[MCDC August Checks Issued](#)

Project Details-

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

- North Collin County Habitat for Humanity (MISD/North Texas Job Corp), \$32,708
- Habitat for Humanity of Collin County (Cotton Grove), \$19,087
- Kiwanis Club - Historic McKinney Triathlon, \$2,500
- Heritage Guild - Tour de Coop, Farmers Market, Ice Cream, \$3,653
- Star-Spangled Salsa Fest - Community Garden Kitchen, \$5,268
- Various Park Projects, \$23,222

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

INVOICES PROCESSED - AUGUST 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 Community Development Corp"

Date	Vendor Name	Transaction Amount	Description	Project #	FPO/PO
8/31/2018	JPMORGAN CHASE BANK (PCARD)	\$ 51.68	FEDEX - MCDC SHIPPING		
8/31/2018	JPMORGAN CHASE BANK (PCARD)	\$ 83.44	LUNCH		
8/31/2018	JPMORGAN CHASE BANK (PCARD)	\$ 3.98	TARGET - OFFICE SUPPLIES		
8/31/2018	HERITAGE GUILD OF COLLIN COUNTY	\$ 3,652.50	GRANT REIMBURSEMENT - FARMERS MARKET/TOUR DE COOP	PC1808	F36673
8/31/2018	NCC HABITAT FOR HUMANITY INC	\$ 19,087.00	GRANT REIMBURSEMENT - HABITAT FOR HUMANITY	4B1806	F36671
8/31/2018	REDNEWS	\$ 250.00	AUGUST 2108 RETAIL AD		F36573
8/31/2018	NOVATECH INC	\$ 213.50	RENTAL/LEASE EQUIPMENT		PO180392
8/24/2018	SCHNEIBLE, CINDY	\$ 237.60	KUEHN/DOAK/CLARKE 8/23/18 - BISNOW TICKETS		F36572
8/24/2018	COMMUNITY GARDEN KITCHEN	\$ 5,268.00	GRANT REIMBURSEMENT 2018 SALSA FEST	PC1812	
8/24/2018	TIME WARNER CABLE	\$ 161.15	MCDC 7/16/18 - 8/15/18		F36592
8/24/2018	NOVATECH INC	\$ 213.50	RENTAL/LEASE EQUIPMENT		PO180392
8/24/2018	BROWN & HOFMEISTER LLP	\$ 620.00	MCDC GENERAL LEGAL		F36571
8/24/2018	BROWN & HOFMEISTER LLP	\$ 280.00	HUB 121	4B1805	F36571
8/24/2018	TEXAS ECONOMIC DEV COUNCIL	\$ 1,500.00	SPONSORSHIP - TEDC ANNUAL CONF 10/17-19/18		F36466
8/17/2018	KIWANIS CLUB OF MCKINNEY	\$ 2,500.00	GRANT REIMBURSEMENT 2018 KIWANIS HISTORIC TRIATHALON	PC1805	F36519
8/17/2018	STATE COMPTROLLER OF PUBLIC ACCOUNT	\$ (3,951.14)	JULY 2018 SALES TAX		
8/10/2018	SCHNEIBLE, CINDY	\$ 368.00	RETAIL SOUTH EVENT 9/11/18		F36518
8/10/2018	SCHNEIBLE, CINDY	\$ 79.00	BISNOW TICKET \$5BIL. MLE 10/4/18		F36518
8/10/2018	SCHNEIBLE, CINDY	\$ 86.59	ICSC DALLAS TRADE SHOW - INTERNET SERVICE 11/9/17		F36518
8/10/2018	SCHNEIBLE, CINDY	\$ 86.59	ICSC DALLAS TRADE SHOW - INTERNET SERVICE 11/9/17		F36518
8/10/2018	SCHNEIBLE, CINDY	\$ 17.95	FOOD BOARD MTG		F36518
8/10/2018	SCHNEIBLE, CINDY	\$ 11.99	FOOD BOARD MTG		F36518
8/10/2018	SCHNEIBLE, CINDY	\$ 27.55	FOOD BOARD MTG		F36518
8/10/2018	SCHNEIBLE, CINDY	\$ 9.98	FOOD BOARD MTG		F36518
8/10/2018	SCHNEIBLE, CINDY	\$ 16.67	FOOD BOARD MEETING	4B1708	F36518
8/10/2018	SCHNEIBLE, CINDY	\$ 38.42	LUNCH - MORT KRAMER/PSA		F36518
8/10/2018	SCHNEIBLE, CINDY	\$ 20.57	LUNCH - JAYMIE PEDIGO		F36518
8/10/2018	SCHNEIBLE, CINDY	\$ 30.98	LUNCH - MICHAEL PUHL		F36518
8/10/2018	SCHNEIBLE, CINDY	\$ 26.91	LUNCH - DAVID MYERS		F36518
8/10/2018	SCHNEIBLE, CINDY	\$ 44.00	MAGNETIC SIGNS-TOKAR, BARNES-TILLEY		F36518
8/10/2018	SCHNEIBLE, CINDY	\$ 126.69	GOLF SHIRTS - BOARD MEMBERS		F36518
8/10/2018	SCHNEIBLE, CINDY	\$ 35.00	SURVEY MONKEY		F36518
8/10/2018	SCHNEIBLE, CINDY	\$ 80.00	EMBROIDERY-GOLF SHIRTS -		F36518
8/7/2018	BANK OF TEXAS CORPORATE TRUST(BOKF)	\$ 975,000.00	MCDC TXBLE REV BONDS 2015		F36476
8/7/2018	BANK OF TEXAS CORPORATE TRUST(BOKF)	\$ 372,937.75	MCDC TXBLE REV BONDS 2015		F35111
8/7/2018	BANK OF TEXAS CORPORATE TRUST(BOKF)	\$ 200.00	MCDC TXBLE REV BONDS 2015		F35111
8/3/2018	LAKE FOREST MCKINNEY INVESTORS LTD	\$ 3,189.37	AUGUST RENT		PO180671
8/3/2018	LAKE FOREST MCKINNEY INVESTORS LTD	\$ 259.99	JUNE UTILITIES		PO180671
8/3/2018	SAMARITAN INN	\$ 1,500.00	SPONSORSHIP ROCK THE INN 2018		F36352
8/3/2018	REDNEWS	\$ 2,850.00	RETAIL AD TEXAS AUG. 2018		F36349

18-806



TITLE: Board Liaison Updates

SUPPORTING MATERIALS:

[MCVB Report](#)

[MEDC Report](#)



Talking Points September 2018 for August 2018

I. MCVB Room Nights Generated: TTL Room Nights 491; TTL Revenue \$ 55,251

WEDDINGS COMPLETED in August 2018 - TTL Room Nights: 207 TTL Rev: \$ 28,061

- Krueger/Hamm Wedding, Sheraton. TTL rooms: 56, TTL rev: \$ 6328
- Allyssa Chavez – Comfort Suites, TTL rooms: 17, TTL rev; \$1,445
- Waychoff/Lonzanida Wedding – Grand Hotel: TTL rooms: 68 (one comp), TTL rev: \$10,923
- Alvarado Wedding – Grand Hotel: TTL rooms: 1, TTL rev: \$118
- Stene/Olsen Wedding – Grand Hotel: TTL rooms 56, TTL rev: \$8365
- Samantha Guerra Wedding – Holiday Inn, TTL rooms: 9, TTL rev: \$ 882

No Pick-ups on the following weddings:

- Samantha Guerra – August 2018, The Springs
- Shannon Owens – August 2018, D'Vine Grace
- Lannie Robinson- August 2018, D' Vine Grace
- Chelsea Parsons Wedding – August 2018, the Springs
- Katie Nelson Wedding, August 2018 – Stone Crest

ASSOCIATION/CORPORATE/SMERF COMPLETED in 2018: TTL Room nights: 284; TTL Revenue: \$ 27,190

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

Corporate: TTL Rooms: 269; TTL Revenue: \$ 25,555

- Torchmark-AIL201-Sheraton: 8/13-15/18, TTL room nights: 78; TTYL Rev. \$7,410
- Torchmark-AIL 401-Sheraton: 8/13-15/18, TTL room nights: 34 ; TTYL Rev. \$3,230
- Torchmark-AIL-SGA-Sheraton: 8/13-15/18, TTL room nights: 15; TTYL Rev. \$1,425
- Torchmark-LNL 104-Sheraton: 8/20-22/18, TTL room nights: 26 ; TTYL Rev. \$2,470
- Torchmark-Sheraton: 8/26-29/18, TTL room nights: 116; TTYL Rev. \$11,020

SMERF: TTL Rooms: 15; TTL Rev: \$ 1,635

- Just Crop – Holiday Inn. TTL rooms: 15, TTL rev: \$1635

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

- Big Time Hoops/MAYB – PSA no pick up
- Martial Arts – PSA – no pick up



II. Visitors: FYTD Total (October '17-August '18): 4,587

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

- Out of State: 83
- Out of Country: 38
- Texas Residents: 15
- McKinney Residents: 12
- Register Total: 148
- Ticker Counter: 420

III. RFP's: 9 (0-Association, 3-Corporate, 5-Weddings, 1-Social: 0-Religious, 0 -Sports, 0-Day Trips)

Association: 0

Corporate: 3

- Children's Health System of Texas. Meeting space only. April 5, 2019. 300 Attendees. Contact: Michael Herrington/Denise Gomez. Provided information to Sheraton, Piazza on The Green, Cotton Mill, Grand Hotel, and El Dorado Country Club. Decision will be made sometime in September/October 2018.
- Choctaw Nation of Oklahoma. Meeting space only. August 28, 2018, approximately 400 attendees. Contact: Valarie Robison. Gave to Sheraton
- AFLAC – Contact: Amanda Risner. Date: Sept 8th. Provided Amanda with venue information for location to hold an open enrollment for AFLAC. They selected First Baptist Church McKinney.

Social: 1

- Merry Melles – Provided information to her for venue/hotel location for a Christening

SMERF: 5 (Weddings)

- Josh Zamora Wedding, Sept 2018 – River Rd. Chateau
- Eriq ? – Sept 2018 - Springs
- Arent/Bishop Wedding, January 2019 – MPAC
- Lauren Stene, August 2018 – FUM/Gather
- Amanda Mink. Assisting with location for bridal shower
- Lourdes Vasquez, August 2019, Springs
- McClesky Wedding, December 2018, The Grand Ivory
- Arent/Bishop Wedding, January 2019, MPAC
- Morrison Wedding, December 2019, Rustic Grace



IV. Site Visits: 1

- Kim Cotton, Jack Henry & Associates, scheduled another follow up meeting to take place in September with additional meeting planner from Jack Henry.

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

Blogs on our website:

- VisitMcKinney Receives Awards: 9
- McKinney Dining: 238
- Second Saturday Blog: 35

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

- Welcome Summer: 12
- Oktoberfest: 30
- Weekend Update page: 170
- McKinney Shop: 27
- Tourism Grants: 33

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

- **Materials Submitted**
 - Submitted content for TSAE Directory
 - Submitted advertorial text for Bus Tours Magazine
 - Submitted new ads to the high school programs
 - Submitted ad to County Line Magazine
 - Submitted ad to USA Today
 - Wrote/submitted script to Texas Lifestyle Magazine
 - Major revisions to MCVB Marketing Plan for 2018-19

VIII. Advertising- Website & Publication ROI Tracking:

- Meeting-Planners-Guide: 18
- Event-Planning (new page): 56
- Go-MNHS-Bulldogs: 1
- Go-MHS-Lions: 4
- Go-Boyd-High-Broncos: 2
- VisitMcKinneyFun: 45
- Splash-in-McKinney: 20
- Hunt-in-McKinney: 19
- Explore-in-McKinney: 19
- Welcome-Polka-News-Readers: 18
- Welcome-Texas-Highways-Readers: 6
- Welcome-New-Orleans-Magazine-Readers: 2



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
JUN.18	82	6961	70,764	453,651	2,675,163
Jul-18	134	7095	76,466	376,731	2,595,425
Aug. 18	208	7303	155,779	1,010,418	4,436,783
TOTALS	1132	N/A	932,592	6,789,489	39,680,353



OTHER SOCIAL MEDIA TRACKING – AUGUST 2018

Type	Number	Increase #
<i>TWITTER</i>		
Followers	4788	-36
Tweets	6484	32
Tweet Impressions	16.8K	-22%
Profile Visits	290	+67.3%
Mentions by other users	9	-18.2%
<i>YOUTUBE</i>	Views	Subscribers
YouTube views	5954	31
<i>INSTAGRAM- NEW!!</i>	Views	Followers
Instagram Posts	5954	662



Web Analytics –AUGUST 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
Jun-18	3,554	8,483	2,986
Jul-18	3,439	7,892	2,934
Aug-18	3,257	6,956	2,837
FY 17-18	36,927	87,113	30,897



AUGUST TOP 25 WEB PAGES

Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,295	997	0:01:18	941	43.04%	43.32%
Calendar	632	505	0:01:05	402	50.25%	45.89%
McK Dining Blog	233	219	0:03:23	212	93.40%	90.13%
Shopping Centers	191	177	0:01:33	163	88.34%	84.82%
Weekend Update	170	144	0:01:50	76	72.37%	53.53%
Events	123	104	0:00:18	20	25.00%	11.38%
McK Dining Blog	114	106	0:01:44	15	73.33%	50.00%
Dining	106	64	0:00:27	10	60.00%	17.92%
Mo. / Ann. Events	105	89	0:01:19	54	81.48%	70.48%
Explore	95	78	0:01:06	7	100.00%	20.00%
NTTA Toll Blog	95	74	0:03:06	74	82.43%	77.89%
Staff Directory	78	59	0:00:44	25	68.00%	44.87%
About McKinney	77	66	0:01:17	11	72.73%	31.17%
Shopping	58	52	0:00:46	34	50.00%	44.83%
Accommodations	57	52	0:00:22	16	43.75%	15.79%
Event Planning	56	39	0:00:30	11	54.55%	16.07%
Hotels & Motels	49	44	0:02:47	5	60.00%	40.82%
Dining / Nightlife	46	42	0:00:47	31	64.52%	58.70%
Visit McKinney Fun	45	40	0:01:37	20	60.00%	46.67%
Bus. Directory	45	34	0:00:53	3	100.00%	24.44%



Calendar	44	34	0:00:58	2	50.00%	20.45%
Towne Lake Rec.	42	39	0:00:27	30	83.33%	69.05%
Blog Module	42	29	0:00:34	9	55.56%	23.81%
Wedd. Rec. Venues	41	32	0:00:31	14	64.29%	34.15%
Calendar	40	31	0:01:01	1	100.00%	32.50%

Country Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs/Sess.	Avg. sess. Duration
United States	2,603	2,468	3,013	65.25%	2.18	0:01:27
France	84	83	84	57.14%	1.43	0:02:15
(not set)	34	34	34	97.06%	1.09	0:00:02
Canada	17	16	18	44.44%	2.61	0:00:31
India	17	17	17	88.24%	1.47	0:00:19
China	16	16	16	100.00%	1	0:00:00
South Korea	10	10	10	100.00%	1	0:00:00
United Kingdom	8	8	9	55.56%	4.89	0:02:26
Philippines	7	7	7	71.43%	1.71	0:04:05
Peru	6	6	6	100.00%	1	0:00:00

State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs. /Sess.	Avg. Sess. Duration
Texas	1,839	1,721	2,167	62.11%	2.3	0:01:34
Oregon	310	310	311	99.68%	1.01	<00:00:01
California	62	58	66	48.48%	2.83	0:02:27
Illinois	36	35	43	62.79%	2.09	0:02:06



Florida	26	25	34	52.94%	2.09	0:02:23
New York	25	25	29	68.97%	1.59	0:00:39
Oklahoma	24	21	27	29.63%	3.63	0:02:14
Louisiana	19	19	22	45.45%	2.95	0:01:23
Kansas	18	15	22	72.73%	2.18	0:01:51
Pennsylvania	18	17	20	60.00%	1.8	0:00:21

City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs. /Sess.	Avg. Visit Duration
McKinney	630	550	797	62.48%	2.34	0:01:54
Dallas	458	430	503	69.38%	1.93	0:00:56
Plano	86	82	96	55.21%	2.49	0:01:25
Allen	64	62	69	76.81%	1.52	0:01:04
Frisco	63	60	70	64.29%	2.17	0:00:51
Houston	44	42	45	68.89%	1.89	0:00:34
Fort Worth	38	36	40	42.50%	3.1	0:01:29
Prosper	36	35	38	63.16%	1.95	0:01:05
Austin	32	31	35	54.29%	3.91	0:02:21
Richardson	23	21	25	52.00%	2.2	0:02:02

Mobile Traffic	Users	Percent of Total
Desktop	1,450	51.11%
Mobile Traffic	1,196	42.16%
Tablet	191	6.73%



August 2018					
	Users	Sessions	Page Views	Pages/Session	Bounce Rate
Widget	68	78	207	2.65	65%
iOS App	38	54	372	10	N/A
Android App	13	16	210	16	N/A
Total/AVG	119	148	789	9.55	N/A

VIII. Free Publicity:

Publicity:

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

- Does not include \$20,000 for Grants



AUGUST 2018- MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions/Reach
BubbleLife Collin Co.	Shared Blog/website updates (4 times)	\$ -	\$6,000	\$18,000	650,000
County Line Magazine	Dinosaurs Live (full page)	\$1,935	\$500	\$7,305	76,000
WFAA GMT (July)	Heard Museum butterflies	8000	5000	39000	1,500,000
WFAA GMT (Aug.)	Éclair Bistro (pitched by board member)	8000	5000	39000	1,500,000
TOTALS		\$17,935	\$16,500	\$103,305	3,726,000
FY 17-18 Totals		\$43,228	\$144,380	\$1,158,175	19,571,384

X. Lost Business-2

- Choctaw Nation Cultural Community, August 2018. Planner pulled RFP. This RFP was for meeting space only. Attendees: 400
- 2021 Healthy County Boot Camp. Conference awarded to The Renaissance in Addison. (Attendees: 200-225, with expected 350 room nights total)



McKinney Economic Development Corporation

President's Report

Peter Tokar, President

September 2018

MEDC Board of Directors,

We have made forward progress in the past month with two projects that we hope to be announcing in the next couple weeks. From an organizational perspective, I have identified some areas where we can make some needed improvements for operational efficiencies. I am happy to report that we have identified opportunities for improving our overall financial health that should help free up more funds to reinvest back into business recruitment. The end of this month will close out the fiscal year and I am in the process of completing our employee evaluations which should be complete by the end of the month.

First 60 days report:

A. Meet with key community stakeholders

- I have met with the McKinney Chamber President as well as held a Q&A with the Chamber Ambassadors committee. Both resulting in very positive outcomes.
- In addition to the chamber, I have participated in the McKinney CVB Board Meeting as well as engaged with several local property owners to talk about development plans for the future.
- I was given a tour of the Cotton Mill and talked to Mr. Casey about the opportunity for development on the site and future plans. I toured the new Playful HQ building and met with Paul and Katy to talk about expansion of the gaming industry in McKinney.
- As an "add-on" to the BISNOW event, we hosted a lunch for brokers following the bus tour in which I was able to meet many local brokers and developers in McKinney.

B. Start a strategic process to evaluate existing programs and identify new opportunities:

- I have identified several areas we can improve operational efficiency and am in the process of writing a plan of action to address them. The areas



of focus are, operations, policies and procedures and technology to streamline our processes.

- I am currently about half way through analyzing the recently completed strategic plan for the MEDC. I have already identified several areas within the current strategy such as the communications and marketing strategy that can be updated to a more aggressive and targeted strategy. I have engaged a creative firm to start looking at our branding and strategic messaging that will help promote our goals of bringing more strategic development to key focus areas around the city. More to come on this.

C. Evaluate communication channels and current communications strategy

- This point was referenced in the above comment. More specifically, I found that we have tools at our disposal that we are currently not using. For example, we have an account with MailChimp, which allows us to easily create a newsletter and communications documents that we can send out, but we are not using it. We also pay for Salesforce software, that I have not seen in use as of yet. I am looking at the contracts for these tools to see if these are needed or relevant to our current strategy, and if so, why we are not utilizing them.

D. Identify priority areas of focus and mission critical tools for the MEDC.

- The areas I believe are priority for the MEDC are:
 - Marketing and Branding – it comes as no surprise that I am focused on delivering a new marketing and brand for the MEDC. We will continue to stay in concert with the brand and image that the City of McKinney has developed focusing on the “Unique by Nature”, but will modernize it to our purposes. I have a creative agency working on concept material and strategy for this item.
 - MEDC Land Strategy – We will be calling a meeting of the land acquisition subcommittee to start the conversation on the strategy for marketing our recently purchased property to developers. We have already received numerous calls on what the plans for this land are.
 - Infrastructure Development – I held an initial meeting with Fiber providers to talk about plans for infrastructure deployment and 5G feasibility. A second conversation is being scheduled to have a



more comprehensive look at strategic areas of the city as well as the MEDC owned land for initial development and deployment.

Organizational Initiatives & Updates:

- The recent BISNOW event that the MEDC sponsored at the Sheraton was an overwhelming success. We set the new record attendance with nearly 500 attendees at the event. The breakfast meeting was followed up with a FAM tour of brokers and developers interested in McKinney.
- We participated in the NTCAR real estate event in downtown Dallas. Staff did a great job representing the MEDC and we had one of the business booth at the event.
- Bruce had a successful smaller FAM tour with two site selectors early in the month.
- We have identified over \$3.5M of unclaimed incentive funds from projects dating back to 2001. In the next 30 days we will be sending out letters to notify these companies of the unclaimed incentives and then reclaiming what is not accounted for back into the budget.

18-807



TITLE: President's Report

SUPPORTING MATERIALS:

[Prospective Projects](#)

[Grants Awarded](#)

[Smiles Charity Concert Final Report.pdf](#)

[Place Matters: The Role of Placemaking in Economic Development](#)

Potential Projects for MCDC Funding

Prospective Project	Description	Request	Timeframe
Aimbridge Hospitality	Craig Ranch Resort Hotel & Conf Center	\$8,000,000	Q4 2018
City of McKinney	Signage	?	?
City of McKinney Parks & Rec	Bike Share Program	\$60,000	Q2 2019
City of McKinney Parks & Rec	Signage Project - Digital, Park, Building	?	?
Southgate	Quality of Life Site Amenities	\$1,500,000	?

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

Category	Grant/Transfer	Amount
Promotional & Community Events	MCDC Discretionary	\$ 150,000.00
	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)
	Collin County Master Gardeners - 2019 Garden Show	\$ (9,000.00)
	Heard Craig Center for the Arts - Schon Everywhere	\$ (5,150.00)
	Crape Myrtle Trails Foundation - Crape Myrtle Trail Run	\$ (8,000.00)
	SBG Hospitality - McKinney Wine and Music Festival	\$ (13,350.00)
	McKinney Main Street - Home for the Holidays	\$ (15,000.00)
	McKinney Rotary Club Foundation - Parade of Lights	\$ (5,000.00)
	Heard Wildlife Museum - Heard After-Hours	\$ (2,500.00)
	Heritage Guild of Collin County - Farmers Market, Ghost Walk, Holiday Home Tour	\$ (12,000.00)
	Balance	\$ 5,000.00
Community Projects	MCDC Discretionary	\$ 1,259,745.00
	18-01 Collin County Historical Museum - McKinney Then and Now Exhibit	\$ (11,550.00)
	18-02 Boys and Girls Club of Collin County - Partial Reimbursement of Costs for Roof Repair at McKinney Club	\$ (40,000.00)
	18-03 Boys and Girls Club of Collin County - Renovation and Repairs, Equipment Replacement at McKinney Club	\$ (30,000.00)
	18-04 Collin County History Museum - UV and Solar Glass Window Coatings to Protect Museum Assets	\$ (3,900.00)
	18-05 McKinney HUB 121, LLC - Privately Owned, Public Acces Pavilion with Landscaping, Shade Structures, Amphitheater, Electrical System, Sound System and Seating for Entertainment, Retail, Restaurant Mixed Use Developmet in Craig Ranch*	\$ (200,000.00)
	18-06 Habitat for Humanity of Collin County - Infrastructure, Building Demo and Lot Preparation, Professional Services - Design, Architectural, Structural, Mechanical, Electrical, Plumbing at Cotton Groves Low Income Housing Project	\$ (877,521.00)
	18-09 McKinney Main Street - wireless speakers for downtown	\$ (35,000.00)
	18-10 Heritage Guild of Collin County - Wrought Iron Fencing and Monument Signage at Chestnut Square	\$ (75,000.00)
	Balance**	\$ (13,226.00)
Projects - Parks & Recreation	Project #17-04	\$ 5,500,000.00
	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 Nesbit 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)
	Balance	\$ -
City of McKinney Administrative Fee		\$ 170,000.00
		\$ (170,000.00)
	Balance	\$ -
MPAC Operations		\$ 375,000.00
		\$ (375,000.00)
	Balance	\$ -
MAFC Operations		\$ 775,270.00
	Balance	\$ 775,270.00
Community/Partnership Projects	Fund Balance	\$ 20,519,734.00
	Balance	\$ 20,519,734.00

* McKinney HUB 121 - \$200,000 grant for partial reimbursement of costs to construct Pavilion when CO is issued. \$200,000 will be granted from sales tax reveune generated from the project over a period of four years and budgeted accordingly.

* *A balance of \$10,948 remained on Project 17-08 when closed out; and \$58,000 remained on Project 16-06 when completed earlier in FY18. These funds are to be applied to the shortfall of \$13,226 in Discretionary Projects.

MCDC final report- 2018 SMILES CHARITY

My name is Dr. Jennifer Buchanan and my orthodontics practice has been in McKinney for over 22 years. Over the past 11 years with the help of my dental colleagues, MCDC, area businesses, corporations, and McKinney citizens Smiles Charity has built 13 homes for deserving families. Our 14th home will be completed in 2019. Smiles Charity has provided 11 family concerts with top-notch entertainment for our McKinney citizens! Everyone raves about the grand finale Fireworks.

These goals have been achieved thanks to MCDC support:

- A. To build homes for wounded veterans and their families
- B. Increase media exposure to promote McKinney
- C. Develop leisure activities
- D. Develop community wide focal point
- E. Promote safe and attractive image of McKinney
- F. Create a Nationwide Charity that can boast its roots in McKinney, Texas
- G. Increase attendance
- H. Promote giving back to others
- I. Pay tribute to our American military heroes

METRICS

We had 8,000 fans attend the 2018 Smiles Charity Concert

Our marketing included:

- a. 4,000 t-shirts promoting the event with the MCDC logo
- b. Event related stories in print media including the McKinney Courier Gazette and Living Magazine
- c. Email blasts to our fans and supporters
- d. Our website, Facebook, Twitter, Instagram
- e. Jumbotron featuring our top sponsors at the Smiles Concert
- f. Banners for top sponsors
- g. 40,000 glossy booklets listing Smiles Charity history, sponsors, and activities

The 2018 Smiles Charity Concert and Family Festival was a success by meeting and exceeding the benchmarks outlined above.

We were excited to read about the mission and goals of the MCDC because Smiles Charity fits every mission, goal and qualification of MCDC. We could not imagine a better fit by any project!!!! We can

think of no other event that creates a WIN-WIN like Smiles Charity. Our event involves all facets of the community- students, local companies, corporations, citizens, families, and the City of McKinney.

The 2018 Smiles Charity Concert and Festival reflected positively on the city of McKinney since it demonstrated that **McKinney is unique by its nature of generosity. Your support of Smiles Charity helps to add to why McKinney is Unique by Nature.**

SMILES CHARITY CELEBRATES 11 YEARS OF BUILDING HOMES FOR DESERVING FAMILIES



Thank you to our sponsors for making our 2018 Smiles Charity Concert a great success!! Both of our wounded veteran recipient families are truly grateful! Please Save the date Sunday May 26, 2019 for our next Smiles Charity concert!

For more information, go to SmilesCharity.org

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 EQUINOX GOLD MEDAL POOLS, IMAGINATION SIGNWORKS, LANE CONSTRUCTION, MARKET STREET, MCKINNEY COURIER-GAZETTE, MADONI MEDIA

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2018 CrestCars.com Smiles Charity

CONCERT ENTERTAINS THOUSANDS!



Our 11th Annual Smiles Charity Concert was a great success thanks to the support of the community! Over 8,000 fans attended the event and made donations to help two wounded veteran families this year. A new handicap accessible home will be built for Sgt. Coe Coker and his family. Sgt. Colt Floyd and his family will have a special remodel of their home to accommodate for Colt's PTSD. The event began with a WWII airplane flyover. Music was provided by the Keith Owens Band and the Maylee Thomas Band. Country sensation Joe Nichols headlined the 2018 Smiles Charity Concert. A spectacular fireworks display closed out the event.

A Special Thanks to Our Sponsors!

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Place Matters:

The Role of Placemaking in Economic Development

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Introduction

The membership of the International Economic Development Council (IEDC) has expressed interest in learning more about the connections between placemaking and economic development. Consequently, IEDC's Economic Development Research Partners (EDRP) program commissioned the following paper, *Place Matters: The Role of Placemaking in Economic Development*. Its aim is threefold: to explain how placemaking is increasingly relevant to the field of economic development, to identify the role of the economic developer in placemaking activities, and to share examples of how creative, successful, and cutting-edge placemaking initiatives are used to enhance traditional economic development efforts.

What is Placemaking?

“The rules of placemaking haven’t changed since ancient times...What attracted wayfarers to the main boulevards of ancient cities were entertainment, comfort, variety, walkability, sustenance, convenience, people-watching, safety and security, commons areas, and natural elements, such as trees, gardens, and water features. A successful place was enhanced by evocative or triumphal entrances, signage, iconic wayfinders, memorable architecture, and beautiful landscapes.” – Landscape architect Trent Noll¹

To most economic development professionals, the concept of placemaking is older than the term. While definitions vary among different groups, the most widely understood definition of placemaking is *the practice of creating or enhancing a community’s assets to improve its overall attractiveness and livability*. This includes large-scale projects such as the creation of public spaces and alternative transportation infrastructure, but also small-scale efforts such as pop-up retail and downtown beautification.

In Minneapolis, the city used placemaking principles to transform an abandoned railroad corridor into the Midtown Greenway, a 5.5-mile bicycle corridor connecting several of

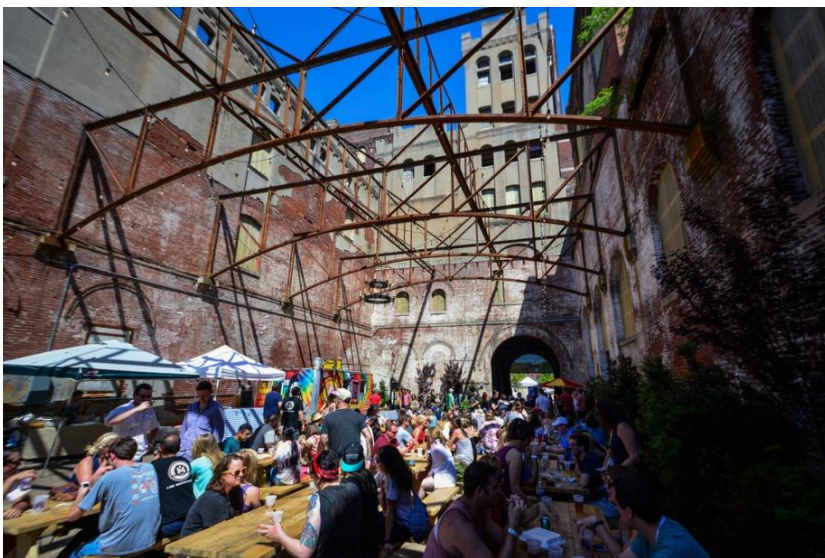


the city's neighborhoods and commercial nodes. Since the corridor's opening in 2000, more than \$750 million in building permit activity and more than 2,700 housing units have been constructed within a quarter-mile of the trail.² Creative, adaptive, and authentic amenities like the Midtown Greenway contribute to Minneapolis's high quality of life, and help the state attract top talent to feed its creative and research industries.



Minneapolis's Midtown Greenway

In Memphis, a placemaking project helped the long-vacant Tennessee Brewery Building find new life. The 1870s-era building at the edge of downtown was at risk of demolition in 2014, when a group of private citizens partnered with local government to intervene. The group transformed the brewery's open-air courtyard into a pop-up beer garden and opened it to the public. The beer garden was designed as a "pre-vitalization" experiment, showcasing how the building could be repurposed for future use.³ Branded as the



Tennessee Brewery Untapped

"Tennessee Brewery Untapped," the pop-up attracted thousands of people during its six-week run. As a result, the property subsequently was acquired and redeveloped into a mixed-use project with offices, housing, and ground-floor retail.⁴

These projects and countless others illustrate the variety of forms placemaking can take.

According to Mark Wyckoff of the Land Policy Institute at Michigan State University, “placemaking is not a single new tool; it is a set of best practices for improving the effectiveness and outcomes long-targeted by community and economic development professionals.”⁵

Traditionally, placemaking has been associated with the planning profession. The concept first originated in the 1960s, when urban planners Jane Jacobs and William H. Whyte posited that inviting public spaces helped create healthy neighborhoods and cities. In recent years, however, as the U.S. economy has become increasingly dependent upon the growth of knowledge industries, placemaking has begun to complement traditional economic development functions such as business retention and expansion, marketing and attraction, real estate development, and entrepreneurship.⁶

Wyckoff refers to places that people care about and want to be in as *quality places*: “They are active, unique locations, interesting, visually attractive, often with public art and creative activities. They are people-friendly, safe, and walkable with mixed uses; they have good building dimensions relative to the street, and quality façades; they are often alluring with pizzazz.” Below are the key elements, forms, and effects of quality places as defined by Wyckoff.⁷

Elements of Quality Places	
<ul style="list-style-type: none"> • Mixed uses • Quality public spaces • Broadband-enabled • Multiple transportation options • Multiple housing options 	<ul style="list-style-type: none"> • Preservation of historic structures • Community heritage • Arts, culture, and creativity • Recreation • Green spaces
Characteristics of Good Form	
<ul style="list-style-type: none"> • Mass, density, and scale appropriate to place • Human scale – designed for people • Walkable – pedestrian-oriented and bikeable 	

Elements and Forms Combine to Create Quality Places That Are:

- Safe
- Connected
- Welcoming
- Accessible – ability to easily circulate within, along, and between public places
- Comfortable – address perceptions about cleanliness, character, and charm
- Quiet – unless they are designed to be otherwise
- Sociable – have a physical fabric where people can connect with one another
- Promote and facilitate civic engagement
- Allow authentic experiences

Why Placemaking is Relevant to Economic Development

In the New Economy, knowledge-sector jobs are faster-growing and more lucrative than professions with more routine functions. Consequently, communities are changing the way they approach economic development. Instead of differentiating themselves primarily by transportation access, low costs, proximity to natural resources, or other traditional competitive advantages, many communities today are attracting multi-generational talent by becoming desirable places to live.⁸

Michigan Governor Rick Snyder has embraced this model by incorporating placemaking into the state's economic development approach. In 2011, Governor Snyder appointed a special advisor for city placemaking to help communities across the state become more vibrant and inviting by enhancing their existing assets. In a special message sent to the Michigan Legislature in 2011, Snyder stated:

Neighborhoods, cities, and regions are awakening to the importance of 'place' in economic development. They are planning for a future that recognizes the critical importance of quality of life to attracting talent, entrepreneurship, and encouraging local businesses. Competing for success in a global marketplace means creating places where workers, entrepreneurs, and businesses want to locate, invest, and

expand... A community without place amenities will have a difficult time attracting and retaining talented workers and entrepreneurs, or being attractive to business.⁹



Public Space in Downtown Buffalo

New York Governor Andrew Cuomo has also utilized placemaking as a tool to achieve long-term economic development goals. In 2017, the governor announced a \$500 million economic development initiative aimed at improving quality of life factors for the residents of western New York. The initiative includes targeted placemaking investments to improve connectivity between Buffalo's East Side and downtown, and to expand

light rail service from downtown to the State University of New York at Buffalo's North Campus. Further, the legislation appropriates funding for a placemaking competitive grant program designed to revitalize the downtown areas of small suburban cities, villages, and towns in the greater Buffalo/Niagara region.¹⁰

In Broken Arrow, Oklahoma, a group of community leaders from the chamber of commerce, economic development corporation, schools, city, and business sector collaborated on a vision to breathe new life into the city's declining downtown core. A \$4 million streetscape renovation brought wider sidewalks, mid-block crossings, planters, and outdoor dining areas to create a pedestrian- and business-friendly atmosphere. The result of those efforts is the Rose District, a thriving arts and entertainment area that is home to retail, restaurants, entertainment, and more. More than \$10 million in private dollars was invested in the district in less than two years following the renovation, and tax revenues in the district doubled over a one-year period.

These examples provide a small sampling of how states and localities across the country have incorporated placemaking into their economic development strategies. Economic Development Organizations (EDOs) have realized that in order to attract high-wage, high-

growth industries, their communities must offer quality amenities that are attractive to talented knowledge workers.

The Rise of the Knowledge Worker

Since the beginning of the 1980s, the United States economy has added an average of just over 1.5 million new jobs per year.¹¹ Despite periodic recessions, the long-term outlook for domestic economic growth has been promising. Advancements in communication and other technologies have resulted in significant employment growth in the knowledge sector – occupations that rely on intellectual capital and its application.¹² Over the last 35 years, the number of knowledge workers in the United States has grown by an average of 1.9 million per year. Meanwhile, occupations with more routine functions, be they manual or cognitive, have grown at much slower rates, ranging between 100,000 and 250,000 per year.¹³

Figure 1: The Rise of the Knowledge Worker¹⁴

Workers are classified by whether their occupation is primarily cognitive or manual, and whether the tasks are routine. Knowledge work is non-routine cognitive work.

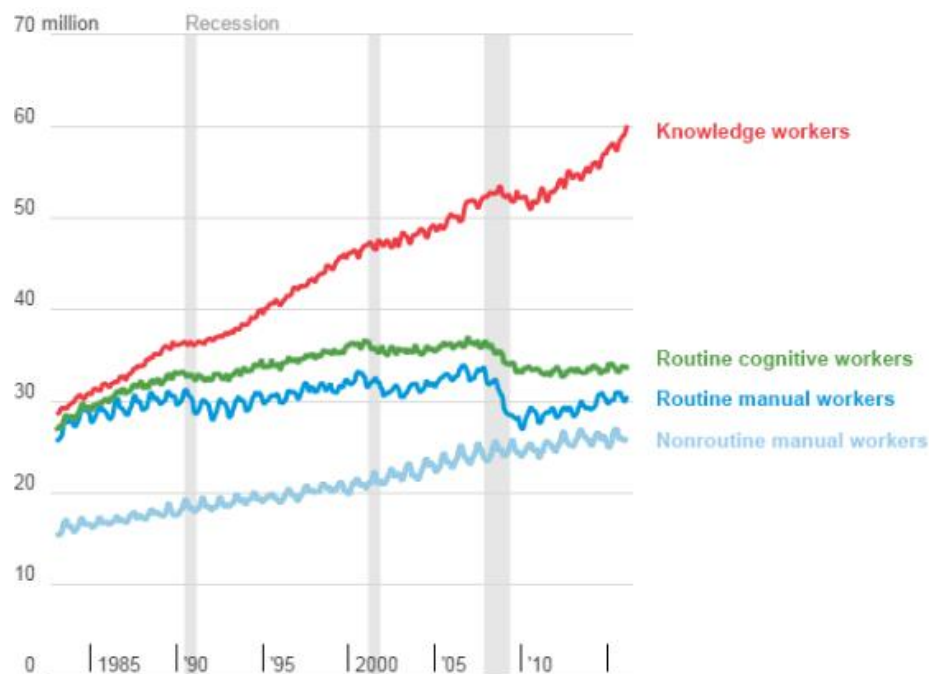
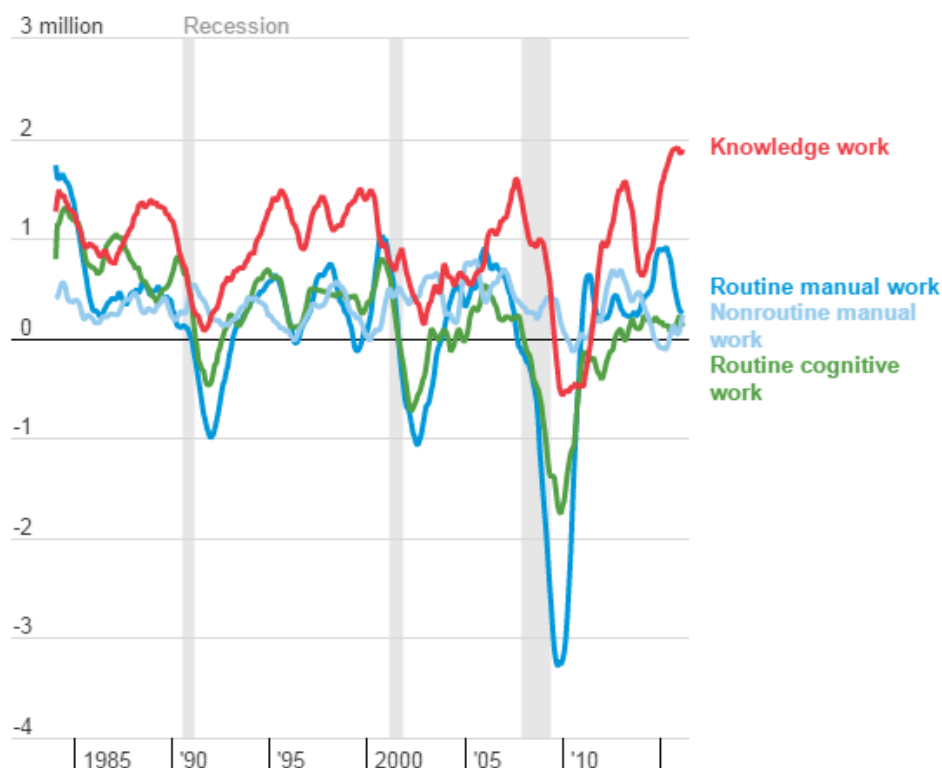


Figure 2: Knowledge Work Accelerating¹⁵

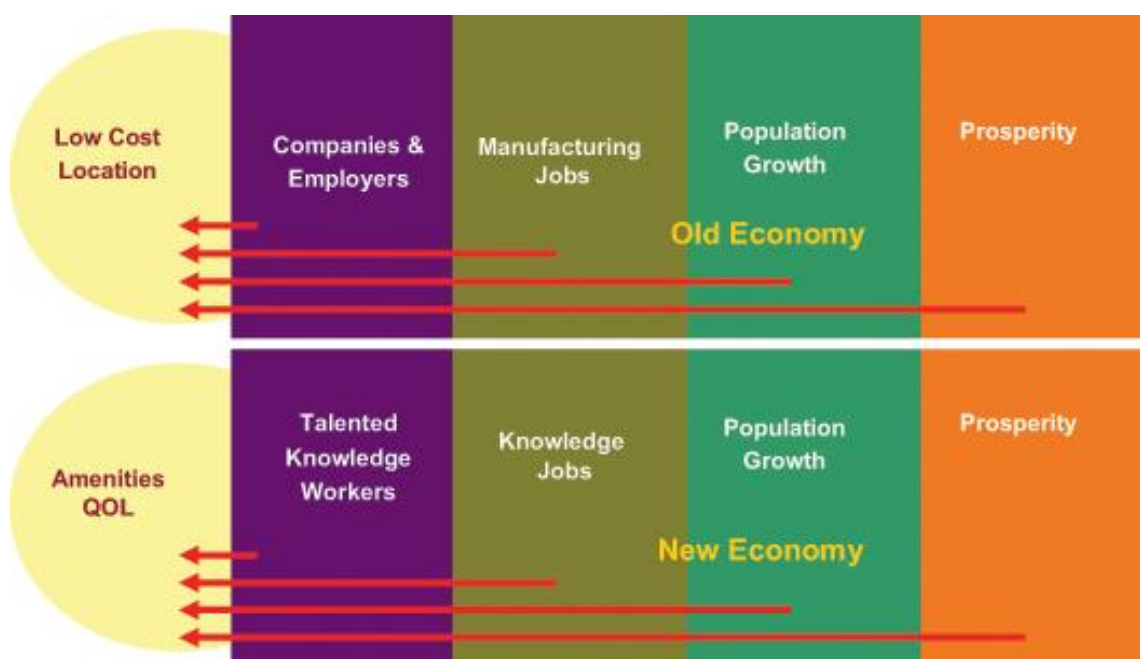
Year-over-year change in total number of jobs



As businesses increasingly rely on knowledge workers, they find themselves with different workforce challenges than they previously faced. According to a 2013 survey of 150 founders of the nation's fastest-growing companies, access to talent was the most frequently cited factor in determining where to locate their companies.¹⁶

Because talented workers are mobile and in high demand, they often decide to live and work in communities with a high quality of place. Among 25- to 34-year-olds with college degrees, two-thirds look for a job *after* they choose the community where they want to live.¹⁷ Consequently, communities that incorporate placemaking initiatives into their economic growth strategies often manage to attract high-quality talent, leading to population growth, employment growth, and an expanding tax base.¹⁸

Figure 3: Structural Change in Sources of Prosperity and Place Success¹⁹



Changing Demographics, Changing Preferences

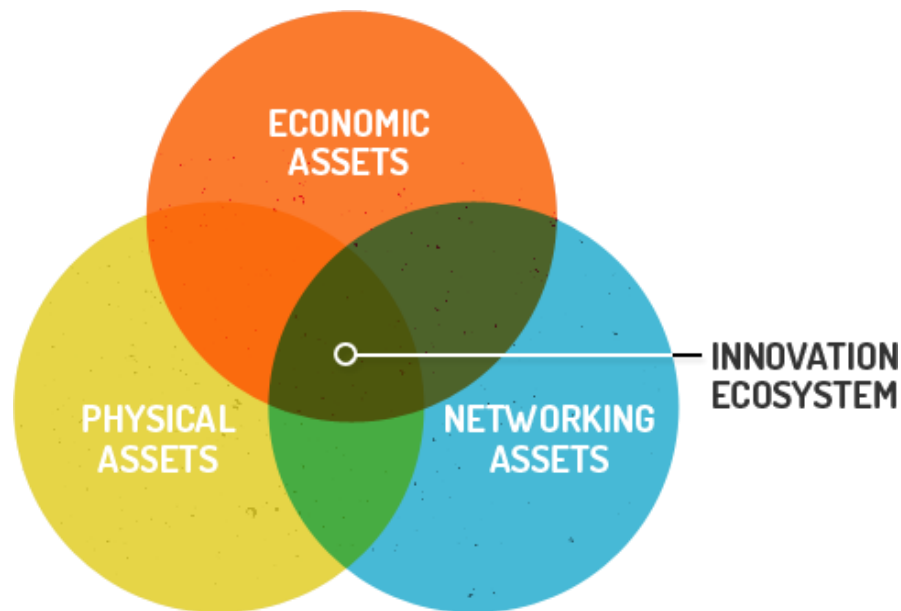
Companies of all sizes now factor quality-of-life variables into their location decisions. Increasingly, talented workers expect to live in communities that have recreational and cultural amenities, are safe, accessible, attractive, and vibrant. It becomes a virtuous circle: Firms seek talented workers, who seek quality places, and quality places continue to attract new residents, jobs, and investment.²⁰ Furthermore, evidence shows that in communities where residents have developed a strong attachment to place, local GDP growth exceeds the national average.²¹

Businesses across the country are moving to walkable downtown locations with increasing frequency. As companies see more and more employees leave the suburbs for city jobs, many are deciding to endure the expense and inconvenience of moving downtown in order to recruit and retain talent.²² A 2015 study of nearly 500 companies that chose to move to downtown locations between 2010 and 2015 revealed six common themes explaining this trend. Indicated in all of these themes is the importance of place for companies and employees in the New Economy:²³

1. **To attract and retain talented workers:** Knowledge workers want to be surrounded by restaurants, cultural amenities, and the offerings of urban environments.
2. **To build brand identity and company culture:** Companies located in downtowns convey innovation, authenticity, and a sense of connectedness with neighboring businesses. This can help set them apart from their competition and further enhance corporate culture.
3. **To support creative collaboration:** Companies in highly creative industries want their employees to feel inspired by their environment. Urban settings can offer stimulation through street activity and diversity of uses.
4. **To be closer to customers and business partners:** Businesses located in urban environments are physically closer to one another, making it easier to call on customers or meet with partners.
5. **To centralize operations:** Because downtown is usually the most centrally located area of a city, businesses looking for consolidated office space often choose to locate in downtown settings.
6. **To support triple-bottom-line business outcomes:** Many companies decide to locate downtown because they view it as a tangible sign of commitment to the community. By investing in downtown office space, companies are supporting the center of the city and also helping to elevate the community's brand.

As more knowledge-sector employers find value in relocating to urban environments, centers of innovation are shifting to cities as well. Fewer companies are choosing suburban corporate campuses, where transportation options and amenities are usually more limited. Instead, they are gravitating toward areas where economic, networking, and physical assets are easily accessible and abundant.²⁴ These 'innovation districts' are most often anchored by institutions such as universities or medical centers, and typically have ecosystems comprised of startups, capital providers, and co-working spaces.²⁵

Figure 4: The Overlapping Assets of Innovation Districts²⁶



The rise of innovation districts has created dense concentrations of economic activity where innovation, entrepreneurship, creativity, and placemaking overlap. In several innovation districts, public spaces are used as placemaking pilot projects where breakthroughs in digital technologies and public infrastructure systems are prototyped and tested.²⁷ In Boston's innovation district, for example, the city installed smart parking sensors (which detect parking spaces' occupancy status) and time-to-destination signs to better manage traffic. These efforts have minimized the negative effects of car congestion and helped the innovation district become more accessible and user-friendly.²⁸

Changing Expectations of Economic Development

The objective of most economic development organizations is to increase employment opportunities and capital investment in the communities they serve. However, the ways in which EDOs accomplish these goals has changed in recent years. As the public's expectations of place has changed, so too has its expectations of economic development. According to a 2014 American Planning Association poll of millennials and baby boomers:

- Sixty-eight percent believe the best way to make economic improvements over the next five years is through local investments that make cities, suburbs, small towns, and rural areas desirable places to live.
- Sixty-five percent believe investing in schools, transportation, and walkable areas is a better way to grow the economy than investing in recruiting companies to the area.
- Seventy-six percent said affordable and convenient transportation options other than cars are at least somewhat important when deciding where to live and work.²⁹

Because millennials and baby boomers comprise 48 percent of the American population,³⁰ their preference for place-based economic development initiatives is an important consideration for EDOs to acknowledge and incorporate into long-term planning.

In Pittsburgh, city officials took note of changing preferences and demographics by forming a public-private partnership designed to increase economic competitiveness through investments in place. Branded as “Envision Downtown,” the initiative is a partnership between the Pittsburgh Mayor’s Office and the Pittsburgh Downtown Partnership to advance connectivity and livability within the city’s central neighborhoods. Like so many other communities, Pittsburgh is experiencing renewed interest and growth in its downtown and adjacent core neighborhoods.³¹ According to Jeremy Waldrup, president and CEO of the Pittsburgh Downtown Partnership, “Envision Downtown creates an opportunity to better align the physical infrastructure of downtown with the demands placed upon it by growing business and residential populations.”

Since its inception in 2011, Envision Downtown has leveraged private philanthropy, public authority, and nonprofit community engagement to complete a variety of physical improvement projects centered on neighborhood connectivity, convenience, safety, and appearance. One example of this collaboration was the expansion of the Smithfield at Sixth Avenue bus stop. With more than 6,500 people using this bus stop each weekday, the narrow sidewalk width, lack of seating and shelter, and limited wayfinding resulted in a pedestrian experience misaligned with downtown Pittsburgh’s desired image. To address

the issue, Envision Downtown devised and implemented a plan to expand the sidewalk width, construct a bus shelter with seating, and install new signage that provided real-time bus arrival information.

The Pittsburgh Downtown Partnership worked with the city's permitting office and department of public works to obtain the approvals needed to move the project forward. Additionally, the Pittsburgh Downtown Partnership worked with the private sector to help secure two local corporate sponsors for the project. Upon completion of the improvements, an on-the-street survey found that three-quarters of bus stop users considered it better and safer than before.³²



Bus Stop at Smithfield and Sixth Street in Downtown Pittsburgh: Before and After

What Is the Role of the Economic Developer in Placemaking?

Given that placemaking aims to create or enhance a community's assets to improve its attractiveness and livability – and economic development seeks to create and retain jobs and investment – placemaking is clearly a vital tool for EDOs to deliver their missions. But what, exactly, does this entail? This section identifies roles economic development

professionals can assume in placemaking activities, and provides examples of communities where placemaking has been successfully used as a tool for economic development.

Providing Leadership

Economic development professionals use their time and skills to build on the strengths of their communities while working to minimize weaknesses. In most communities, economic developers accomplish these goals by working with multiple partners. Increasingly, as quality of place becomes a key differentiator among communities, economic developers are assuming placemaking leadership roles.

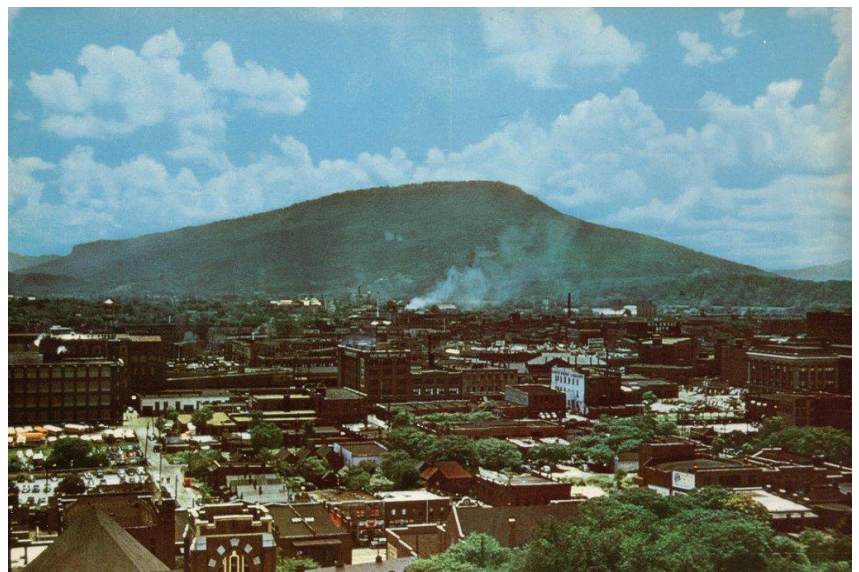
Chattanooga, Tennessee

In the case of Chattanooga, strong leadership helped the city evolve from a southern manufacturing town in the 1970s to an attractive, thriving community with a diversified economy. Through much of the 20th century, Chattanooga's economy was fueled largely by heavy industry. Smokestacks permeated the city, and little attention was given to economic diversification.

By the 1970s, however, the industrial sector was waning and the city was left looking for ways to maintain its tax base.

According to Charles Wood, vice president for economic development at the Chattanooga Area Chamber of Commerce, the city began implementing placemaking policies to encourage residential growth.

City officials maintained that if people wanted to call Chattanooga home, visitors would want to spend time there as well. But first, the city had to improve its image.



Chattanooga in the 1950s

Ranked by the U.S. Environmental Protection Agency in 1969 as the most polluted city in America, Chattanooga was not a place that attracted many new residents, much less visitors. Surrounded by the hills and valleys of the Cumberland Plateau, Chattanooga officials decided economic resiliency could best be achieved by improving the city's air quality, leveraging its natural setting, and revitalizing its downtown.



Chattanooga in the 2010s

Beginning in the 1980s, Chattanooga's civic leaders created Chattanooga Venture, a public-private partnership designed to lay out a vision for the city and solve community problems. The resulting Vision 2000 plan detailed a variety of initiatives to improve the city's quality of life, including

construction of a downtown aquarium, the creation of a park along the Tennessee River, and the development of more affordable housing. The River City Company, a private, nonprofit organization that partnered with local government, the private sector, and local philanthropies, implemented the first two of these initiatives. Funding was provided by eight local foundations and seven financial institutions.³³

In 1992, the Tennessee Aquarium opened as the world's largest freshwater aquarium, and the first phase of the Riverpark was completed.³⁴ That same year, the city introduced free, all-electric shuttle bus service downtown, reducing car traffic and air pollution, while providing transit to more than one million riders per year. Twenty years later, in 2012, the city launched "Bike Chattanooga," a bike-sharing system with 33 stations that provides a zero-emission transportation alternative to Chattanooga residents and visitors.³⁵ In 2016, Bike Chattanooga had more than 25,000 riders.³⁶

As a partner and supporter of placemaking initiatives in Chattanooga, the Chattanooga Area Chamber of Commerce leverages its leadership position to improve the city's overall quality of life. The chamber works with the River City Company on talent recruitment and key industry development within the downtown market, and as such, understands the importance quality of place has on employment and population growth. Additionally, for the last three years, the chamber has helped secure corporate sponsorship for Ironman Triathlons in Chattanooga. The placemaking efforts of the Chattanooga Area Chamber of Commerce, civic leaders, and local government officials helped transform Chattanooga's image and increased its population by 14 percent since the beginning of the 1990s.³⁷



A 'Bike Chattanooga' Bike in Downtown Chattanooga

Placemaking in Fort Worth: An Interview with Robert Sturns

Robert Sturns, director of economic development for the City of Fort Worth, spoke to IEDC about placemaking tools, incentives, and the city's role. This interview has been edited for clarity.

IEDC: What tools has Fort Worth used to facilitate placemaking? Specifically, what has the city done to remove parking as a barrier to people coming downtown?

Sturns: The city has used TIF [tax increment financing] to facilitate free parking downtown, which has been very beneficial to our overall growth and development. Essentially, we have enabled free parking at the garages by entering into lease agreements with the developers to provide public spaces, with the cost offset by TIF revenues. We have agreements on five garages totaling over 3,500 spaces on nights/weekends for our patrons.

Since its establishment, the Downtown TIF has had property values soar by over 229 percent, with the value of taxable property within the district increasing to over \$2.6 million per acre from a base value of \$792,237 per acre. That growth has allowed the

TIF district to finance over \$73 million in additional public improvements.

In the medical district, we used TIF to create a context-sensitive environment for redeveloping a neighborhood. The redevelopment of Near Southside is another example of using a TIF district to foster a clear sense of neighborhood and a vibrant, walkable community just south of downtown. Some examples of these efforts can be found at <https://www.nearsouthsidefw.org/southside-guide>.

As for other tools that we use, we often look to have specific placemaking efforts (e.g., walkability, public trails, bike lanes, etc.) lined up when we use Chapter 380 economic development program grants.*

IEDC: How has Forth Worth taken a leadership role in placemaking efforts?

Sturns: The city (especially economic development, as well as planning & development departments) coordinates its efforts closely with our development partners such as Near Southside Inc. and Downtown Fort Worth Inc. to establish design guidelines for specific districts that drive our redevelopment efforts.

We also have instituted several studies of specific areas of the city that go beyond a comprehensive planning/zoning effort to really gauge what types of developments our residents want to see. In the Evans & Rosedale area, for example – a historic African-American community – we redeveloped a street and public plaza to highlight the history of the area and the accomplishments of the former residents. You can essentially do a walking tour along Evans Avenue and read about the specific contributions of notable African-Americans in the district.

IEDC: Does Forth Worth tie the awarding of incentives to any placemaking efforts?

Sturns: In certain instances, we do tie the incentive to the development of specific placemaking initiatives. This is not always the case, as it has to make sense from the standpoint of covering the gap on a project; the city is not serving the public well if the request for placemaking creates an even larger gap on the project that must then be covered by incentives.

However, in instances where it does make sense, we encourage the developer to get feedback from the surrounding neighborhoods, focus on adherence to the design guidelines for a specific area, and review the impacts on walkability, pedestrian access, and potential for public art and open spaces. Also, if there is an opportunity to extend our existing hike/bike trail as part of a new development, we also look to include those types of efforts as necessary for city consideration of a project.

IEDC: How does Fort Worth make the economic case for placemaking capital

investments? How does it sell placemaking efforts to the public?

Sturns: Selling it to the public has really not been a challenge for us. Increasingly, our residents are looking for developments that engage the context of the neighborhood and enhance overall livability. We have been successful in walking a fine line between having those elements in place without putting significant financial hindrance on a project. As mentioned, there are times that it just does not make sense from a strictly financial analysis. But by having strong community engagement and seeking input on the types of projects and developments neighborhoods want to see, we have been able to deal with this without too many issues. It is helpful that we have a city council that understands the importance of the process and a mayor who is actively engaged in initiatives like bike sharing and Blue Zones [a community health improvement initiative] as a way of enhancing the livability of our community.

* For more information on Chapter 380 grants, see <http://fortworthtexas.gov/EcoDev/chapter-380/>.

Evansville and Southwest Indiana³⁸

The Indiana Regional Cities Initiative was developed to address the reality that for the state's economy to continue to expand, Indiana must increase its population. To retain existing residents and attract new ones, the Regional Cities Initiative provides funding to help communities transform their regions into more attractive places to live.

The Economic Development Coalition of Southwest Indiana, based in Evansville and serving four counties (Gibson, Posey, Vanderburgh, and Warrick), took the lead on developing the region's application for the Regional Cities Initiative. In December 2015, the state chose Southwest Indiana as one of the three regions to receive \$42 million in state matching funds geared toward talent attraction projects.

Southwest Indiana's strategy focuses on a mixture of new, targeted, and transformational projects that address talent, livability, and connectivity. The region's goals are, by 2025, to:

- Grow the population by 70,000 people.
- Retain 80 percent of the physician residents graduating from the Indiana University School of Medicine – Evansville.
- Expand the region's employment in key sectors by 20 percent, with an emphasis on innovation and research and development.

- Reinforce Evansville's role as a regional city and increase its downtown population by 2,500 residents through a focus on urban renewal and mixed-use development.
- Transform Evansville's downtown area into a vibrant 24/7 center with a variety of choices for dining, nightlife, entertainment, housing, and unique experiences.
- Reinvigorate the network of historic places and enclaves of unique character throughout the region by enhancing and connecting them via integrated urban design and intermodal systems.
- Become the Midwestern city of choice for people desiring mid-size city living.

Many projects are integrated in the plan; selected projects related to placemaking include:

New Harmony Arts & Food Project: During the early part of the 19th century, New Harmony was the site of two attempts to establish a Utopian community. Today, the town is an important component of the southwest Indiana region's artistic and cultural portfolio; as its reputation continues to grow, the community will help attract individuals and families to the region. The New Harmony Arts and Food Project seeks to capitalize on the uniqueness of the community by converting a vacant high school into an educational center for the production of local food and arts; renovating a historic building to serve as a storefront and children's museum; creating a covered outdoor market; and repurposing an old bridge into a

bike/pedestrian trail and park.

Regional Connector

Trails: Trail connectivity is considered an important community resource to attract young professionals.

The Regional Connector Trails project will create a network of trails that connect downtown

Evansville with multiple

cultural districts. It also includes trails in neighboring Warrick County and the town of



Trail along the Ohio River in Evansville, Indiana

Mount Vernon to allow walking, running and bicycling through the region's most scenic areas, while connecting schools, parks, sports fields, and gathering spots.

Housing in Downtown Evansville: The downtown YMCA is being redeveloped into Central Lofts, a 60-unit affordable housing development. Additionally, the Market Project is planned as a market-rate, mixed-use residential and commercial development. These projects will complement other new housing being developed by the private sector, such as the McCurdy Building. Built in 1917, the building has been renovated to house 100 apartments along the Ohio River.

Strengthening a Community's Brand

In today's increasingly competitive, knowledge-based economy, economic development organizations often develop and promote compelling community brands to lure workers and employers. Effective community brands convey messaging that resonates with prospective employees and targeted industry clusters, thus serving as a valuable business attraction tool. In recent years, EDOs have begun using placemaking as a tool to further enhance their community brands and grow their local economies.

Las Vegas, Nevada

The City of Las Vegas took this approach when it sought to expand its industry cluster of autonomous and connected vehicles. For nearly 40 years, Las Vegas has benefitted from hosting the Consumer Electronics Show, which in recent years has become a showcase event for the emerging transportation technology industry. Realizing an opportunity to market Las Vegas as a desirable place to locate a transportation technology business, the Las Vegas City Council passed a resolution in February 2017 designating the city's downtown as an innovation district. This gave the city's director of public works the



The Navya Arma Autonomous Vehicle

authority to develop guidelines necessary for companies to test innovative technologies in Las Vegas' highly-visible downtown.³⁹

In the short time since its inception, the innovation district has already experienced high levels of interest from its intended audience. Earlier this year, the French company Navya conducted a test run of its autonomous electric shuttle along the Las Vegas Strip, and Delphi Automotive outfitted six downtown intersections with hardware that lets traffic signals communicate directly with smart cars.⁴⁰

Innovations such as these do not happen in isolation, but rather as a result of synergies made possible by place. As EDOs focus on business marketing and attraction efforts, they can think strategically about how their community brand can leverage high-quality places to link people, ideas, and opportunities.

Buffalo, New York

Like most industrial cities, Buffalo sprawled outward in the later decades of the 20th century. Many major manufacturers closed their doors, and those that remained headed for the suburbs. Buffalo's downtown emptied out, and the city's inner harbor waterfront became a severely underutilized eyesore until placemaking efforts organized around Buffalo's greatest natural resource – its water.

Governor Andrew Cuomo, the Erie Canal Harbor Development Corporation, and other economic development organizations have led the charge for waterfront revitalization. The inner harbor was rebranded as Canalside, with a complementary logo and website. In May 2012, ground broke on a renovation of the Erie Canal, creating a four-season destination for tourists. The project cost \$20 million, including renovation, three new bridges, tow paths, and room for future development. In the summertime, people eat lunch at nearby tables and ride paddle boats on the water. During the winter, ice skating, ice biking, and curling are available. The area prides itself on hosting events every day in downtown Buffalo.

The revitalization spurred private investment of roughly \$500 million, including the \$30 million renovation of a state office building into the home to one of Buffalo's largest law firms, a new hotel, and a restaurant. Much of that private investment was the

HARBORCENTER project. The HARBORCENTER was built using tax incentives, with street-level retail, a bar and restaurant, a 750-spot parking garage, two hockey rinks, and a 20-story Marriott Hotel. The private financing came from Buffalo Sabres and Buffalo Bills owner Terry Pegula, attaching the complex to the neighboring Sabres stadium.



Buffalo's Revitalized Canalside Area

Aesthetic changes were made to the entire 21 waterfront acres of Canalside. Green grass, a children's sand beach, lounge chairs, ping pong tables, and public art are scattered next to the newly lengthened boating dock, and progress is still being made. Explore and More Children's Museum broke ground next to the new canal, with completion expected in 2018. An antique carousel building is also in planning stages. Today, the waterfront is a bustling destination for both locals and tourists; as many as 1.5 million visitors are expected in 2017.

Facilitating or Initiating Real Estate Development Projects

The ways in which buildings, sidewalks, parks, or empty lots engage with their surroundings affect how useful they are and how inviting they feel. When property is neglected, abandoned, or underutilized, it negatively impacts the physical space around it and results in unrealized economic potential. Consequently, economic development organizations often work to improve a community's quality of place by initiating real estate development and redevelopment projects. In a facilitation role, public agencies and nonprofit development organizations frequently perform the following functions:⁴¹

- Facilitating regulatory approvals
- Providing partial financing
- Providing infrastructure
- Improving streetscapes
- Implementing a façade loan or grant program
- Becoming a tenant in a project

Performed individually or in combination, these functions can have a significant impact on a community's physical environment and enhance its quality of place.

Ogden, Utah

In Ogden, Utah, real estate redevelopment efforts have infused new life into the city's downtown, creating an environment where people want to be. The western railroad town of approximately 80,000 once boasted a vibrant downtown with a commercial corridor that ran along 25th Street. However, as rail service declined in the 1950s and 1960s, so too did many 25th Street businesses. By the late 1970s, many of these once-thriving businesses had either moved or closed, and the street sat largely vacant.⁴²

In response to growing disinvestment, Ogden residents voted to establish a redevelopment agency (RDA) in 1969. Ten years later, the RDA created the 25th Street Redevelopment Project Area. Realizing that 25th Street's historic character and central location provided optimal



25th Street in Downtown Ogden, Utah

conditions for reuse and renewed economic activity, the RDA adopted a plan to guide redevelopment and investment activities along the corridor.

The redevelopment plan enabled the RDA to partner with the private sector to buy, sell, or develop property, leveraging private funds for economic development purposes without relinquishing public control of the redevelopment process.⁴³

According to Ogden’s Director of Community and Economic Development Tom Christopulos, the city “was trying to draw people into an old town that most people had abandoned. To be successful, we had to identify characteristics and amenities that would be attractive to people and then weave those into the historic assets of downtown. Fundamentally, we viewed real estate redevelopment as the art and science of placemaking.”

In the four decades since its creation, the 25th Street Redevelopment Project Area has helped transform one of Utah’s most historic streets from a state of disrepair and vacancy into a thriving, mixed-use corridor that the American Planning Association designated as one of the 10 Great Streets in America in 2014.⁴⁴

Johnson City, Tennessee



Founder’s Park, Downtown Johnson City

In 2010, the 105-year-old CC&O depot building, located in a blighted, underutilized area of downtown Johnson City, was purchased by the Johnson City Development Authority. The goal was to preserve the iconic structure – a key part of the town’s history – by finding a tenant that could anchor the area and spur growth.

It took nearly two years, but the development authority finally found a buyer for the property. During that time, popular Asheville, N.C.-based restaurant Tupelo Honey Cafe announced it was looking for a new city to locate its fourth restaurant. A social media campaign, along with public investment

commitments from economic development leaders and city officials, convinced Tupelo Honey to commit to the project.

With the restaurant's commitment in place, the Washington County Economic Development Council and the City of Johnson City took the lead on improvements to the depot area. A new five-acre green space, Founder's Park, serves the dual purpose of flood mitigation. Other projects included a new open-air structure to house the Johnson City farmers market; the installation of bike racks, public art, and historically appropriate light fixtures; landscaping; a segment of a 10-mile recreational trail that runs directly in front of the CC&O depot; and roadway and pedestrian safety improvements.

The projects were followed by a wave of private investment that transformed downtown into the most active real estate area in Johnson City. New residential, commercial, recreational, and educational projects changed the formerly struggling downtown into a center of activity with amenities the whole community enjoys.

Fostering Equitable Growth

Economic developers can use placemaking practices to further equitable growth and neighborhood development. In many cases, placemaking is a process in which community members define their own priorities. When used as such, placemaking offers an opportunity to bring people of different backgrounds together to create or improve shared public assets. The improvement, be it public art, a bike lane, or a public market, results in a public amenity the community collectively values. Oftentimes, placemaking initiatives spark a renewed sense of community engagement and interaction among people from different neighborhoods.⁴⁵

Pittsburgh

In Pittsburgh, Mayor Bill Peduto has repeatedly advocated for inclusive public policies, often using the mantra, “If it’s not for everyone, it’s not for us.” These words have proven particularly timely as the city works to ensure its recent economic resurgence is felt across all socio-economic segments of the population. After struggling for decades following the



Current (left) and Proposed (right) Conditions within Pittsburgh’s Ecoinnovation District

decline of the steel industry, Pittsburgh now benefits from an array of high-tech companies, financial services firms, and startup businesses that call the city home. Despite the city’s recent economic boom, however, more than half of Pittsburgh’s neighborhoods still have poverty rates in excess of 20 percent.⁴⁶

Recognizing this disparity, the city is devising ways it can increase economic opportunity across all segments of the population. In 2015, Mayor Peduto and his administration began laying the groundwork to develop an EcoInnovation District in two of Pittsburgh’s underinvested neighborhoods, Uptown and West Oakland. The EcoInnovation District concept is the first of its kind in the United States and aims to marry redevelopment efforts with environmental improvements that support the needs of existing residents and expand entrepreneurship and job growth. This bottom-up, place-based approach to economic development seeks to bring neighborhood residents and city leaders together to outline a strategy for how best to improve the area.⁴⁷

Corona Plaza, Queens, New York

Corona is a lower-middle class, ethnically diverse neighborhood in the Queens borough of New York City. Densely populated, the neighborhood is nearly three-quarters Latino, including many new arrivals to the United States. The neighborhood has long lacked open space, thus making it a candidate for the New York City Department of Transportation's Plaza Program. (The program was started in 2008 as a way to increase access to open space through the transformation of underutilized streets and pedestrian islands.) The shadow of the #7 subway line's elevated tracks, near the busy commercial thoroughfare of Roosevelt Avenue, ended up being the perfect spot for a new public space for the neighborhood.



Cultural Festival in Corona Plaza

The Queens Economic Development Corporation and the Queens Museum partnered with NYC DOT to develop the project. The plaza initially was constructed with temporary materials, including an epoxied gravel surface, moveable seating and tables, planters, and granite blocks to keep cars out. It was instantly popular as a place to eat, socialize, relax, and play, even more so during special events and cultural programming offered by the museum.

In addition to being well-used by residents, the plaza has been good for surrounding businesses. Previously, businesses on this former side street had less visibility due to low pedestrian and vehicle traffic and the parking of large delivery trucks directly in front of shops.

The initial, temporary nature of the plaza was intentional, both to get it in place quickly and to allow flexibility of use in order to learn what worked. Today, the plaza is set to undergo a major renovation with permanent materials, including a performance space, new

landscaping and seating, lighting, a pay toilet, and water fountain. The Queens EDC will maintain the space with the help of the Neighborhood Plaza Program.

“Corona Plaza is much more than a public plaza,” Councilwoman Julissa Ferreras-Copeland told QNS News. “Here we see families engaging in civic life and small businesses expanding their reach. It’s a vibrant example of all our community has to offer.”

Placemaking Tools

Communities across the country often use the same tools to facilitate both economic development and placemaking projects. Placemaking tools frequently used by economic development professionals include:

- **Façade Loan and Grant Programs** – The appearance of building façades contributes to the quality of the built environment, and can either inhibit or advance an area’s growth. Façade loan and grant programs are a common tool to incentivize businesses to improve their appearance from the street. These investments are usually low-cost improvements, but they can go a long way toward improving aesthetics and helping attract new economic interest and investment. In Noblesville, Indiana, a façade improvement grant program was developed in 2007 to stimulate downtown investment, promote architectural appreciation of historical structures, and initiate aesthetic improvements. Using a 50/50 grant match, the city has appropriated \$50,000 per year to fund the program using revenue generated from the local food and beverage tax.⁴⁸
- **Property Tax Moratoriums** – Often designed as a mechanism to incentivize preservation, local property tax moratorium programs have been widely used in downtowns and historic districts to maintain high-quality places and advance economic development initiatives. In 2008, the City of Hopkinsville, Kentucky, adopted a program called “Preservation in Lieu of Taxes” in conjunction with its Inner-City Residential Enterprise Zone and the Downtown Renaissance District. The initiative encourages commercial and residential redevelopment projects by freezing property taxes at the predevelopment level for a five-year period. As a

result, the city is able to maintain its historical character while also facilitating growth.⁴⁹

- **Revolving Loan Funds** – Many EDOs are accustomed to helping businesses close financial gaps through the use of revolving loan funds – self-replenishing pools of money that often offer below-market interest rates and favorable repayment terms. In recent years, however, revolving loan funds have been used to advance placemaking initiatives as well. For example, New Jersey Community Capital, a nonprofit community development financial institution, raised \$5 million to launch a creative placemaking fund. The fund deploys capital to arts- and culture-based enterprises and neighborhood development efforts that celebrate the character, diversity, and livability of New Jersey communities.⁵⁰
- **Local Option Sales Tax** – Generally approved by state legislatures and adopted at the municipal level, local option sales taxes are self-imposed for the purpose of funding specific initiatives. In communities that use this tool, proceeds may fund infrastructure projects, sports facilities, and quality-of-life improvements.

In Oklahoma City, a local option tax called the Metropolitan Area Projects (MAPS) program was adopted in 1993. In the nearly 25 years since, the city has used the added revenue stream to deliver projects chosen by the community. These projects include the Chickasaw Bricktown Ballpark, Bricktown Canal, Cox Convention Center, Chesapeake Energy Arena, Civic Center Music Hall, state fairgrounds improvements, a downtown library, and the creation of the Oklahoma River. Totalling more than \$350 million, the pay-as-you-go MAPS program empowers Oklahoma City residents to create a place they are proud to call home.

Other common tools include tax credits, infrastructure improvements, and tax increment financing districts.

Conclusion

For many economic development organizations, focused efforts to create active, attractive places is not a new activity. What *is* new is wider recognition that such efforts are closely linked to a community's economic success, and not mere window dressing. Also new are many of the opinions on what makes a place attractive, and the ever more creative, grassroots ways of accomplishing placemaking goals.

For EDOs charged primarily with marketing and business attraction, there is a greater recognition that quality-of-place assets are now, often, essential in attracting both companies and the workforce they need. As such, they have both the necessity and the opportunity to add placemaking efforts to their toolboxes.

And of course, economic developers cannot, and should not, try to accomplish placemaking goals alone. Creating quality places requires public input, partnerships, creative thinking, and a willingness to look honestly at both the assets and shortcomings of a community.

As the knowledge economy continues to grow, the talented workers who fuel it will continue to seek towns and cities that offer transportation and housing choices, recreational and cultural opportunities, vibrancy, and authenticity as places to call home. The communities that are best able to meet these needs are likely to be the ones that will thrive in the 21st century.

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Chattanooga in the 2010s : Chattanooga Area Chamber of Commerce
A “Bike Chattanooga” Bike in Downtown Chattanooga: Chattanooga Area Chamber of Commerce
Trail Along the Ohio River in Evansville, Indiana: The Economic Development Coalition of Southwest Indiana
The Navya Arma Autonomous Vehicle: NAVYA
Buffalo’s Revitalized Canalside Area: Invest Buffalo Niagara
25th Street in Downtown Ogden, Utah: American Planning Association
Founder’s Park, Downtown Johnson City: The Washington County Economic Development Corporation
Current (left) and Proposed (right) Conditions within Pittsburgh’s Ecoinnovation District: City of Pittsburgh – Department of City Planning
Corona Plaza: Queen Economic Development Corporation

18-808



TITLE: Minutes of the MCDL Meeting of August 23, 2018

SUPPORTING MATERIALS:

[Minutes](#)

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

AUGUST 23, 2018

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Thursday, August 23, 2018 at 7:30 a.m.

Board members Present: Chairman Kurt Kuehn, Vice Chairman David Clarke, Secretary Hamilton Doak, Jackie Brewer, and Mary Barnes-Tilley

Absent: Board members Rick Glew and Michelle Gamble

Staff Present: President Cindy Schneible; Assistant City Manager Steve Tilton; Director of Parks and Recreation Michael Kowski; Assistant Director of Parks and Recreation Ryan Mullins; Director of Main Street/MPAC Amy Rosenthal; MCVB Sales Manager Vanessa Rhodes; and MEDC Administrative Assistant Deana Smithee.

There was one guest present.

Chairman Kuehn called the meeting to order at 7:30 a.m. after determining a quorum was present.

- 18-686** Minutes of the MCDC Meeting of June 26, 2018. Board members unanimously approved the motion by Secretary Doak, seconded by Board member Barnes-Tilley, to approve the June 26, 2018 minutes
- 18-687** Minutes of the MCDC Meeting of July 26, 2018. Board members unanimously approved the motion by Secretary Doak, seconded by Board member Barnes-Tilley, to approve the July 26, 2018 minutes.
- 18-688** Chairman Kuehn called for the July Financial Report. Ms. Schneible reported that sales tax revenue for July 2018 was 10.4% above July of 2017 and, for the year, is 5.4% ahead of sales tax collections for 2017. Total revenue for the year is slightly above budget and expenditures for the year are currently below budget. No large project grant reimbursements were issued during July. No questions or comments were raised regarding checks issued in July 2017.

18-689 City of McKinney – Assistant City Manager Steve Tilton reported on behalf of the city. He provided an update on the budget process that included sharing the proposed tax rate for FY 19 is 1.5 cents below the current year which will continue the city's annual trend to reduce the city property tax rate. The first public hearing on the budget will take place on September 4. The second public hearing on the FY 19 budget and a vote for approval will be scheduled for September 17.

McKinney Convention and Visitors Bureau. Vanessa Rhodes, MCVB Sales Manager, shared several items with board members: MCVB staff just returned from the Texas Association of Convention and Visitors Bureaus where the McKinney organization received three awards – Judge's Choice Award for best Co-Op Marketing which was with MPAC promoting The Dash; Judge's Choice Award for Best Convention Promotion; and People's Choice Award. MCVB is working with television producers for a pilot program to be filmed at Gather featuring artists and chefs. Ms. Rhodes referred board members to the MCVB written report, included in the agenda packet, for additional information.

McKinney Economic Development Corporation. Ms. Schneible referred board members to the written report, provided by MEDC President Peter Tokar, in the meeting packet.

McKinney Main Street and McKinney Performing Arts Center. Director Amy Rosenthal provided an update on several items: Polish the Gem – improvements made to the exterior of MPAC – is underway and has made a significant difference in the appearance of the building; an application for McKinney to receive a Cultural District designation was submitted to the Texas Arts Commission in June, a panel has reviewed the application and recommended that McKinney receive the designation. Texas Commission on the Arts Commissioners will vote on the recommendation on September 6. The Texas Tenors performance on September 21 is sold out. McKinney Oktoberfest will take place

September 28-30 and tickets will be available for advance purchase on mckinneyoktoberfest.com.

McKinney Parks and Recreation. Director Michael Kowski provided an update to the board that included the following information: first sketch plans for renovation of Cottonwood Park are in hand, construction is expected to begin in the fall; City Council approved two design contracts at the August 21 meeting for Prestwyck Park located at Coit and Highway 380 and for a refresh of Finch Park; Parks and Rec is going to submit Finch Park for a TRAPS (Texas Recreation and Parks Society) Legacy Parks Award to recognize Finch Park's great history in the city and how it is so tightly woven into the fabric of the community; and APEX Centre is at capacity with 18,000 unique card holders and a wait list for new members is likely to become necessary as of September 1.

18-690 President's Report. President Schneible referred board members to the reports in the meeting packet that included an update on prospective projects; summary of grants awarded to date; final reports on Salsa Fest and the 2018 Garden and Home Tour.

18-691 Consider/Discuss/Act on a Request for Funding Project #18-09, Submitted by McKinney Main Street in an Amount Not to Exceed Thirty-five Thousand Dollars (\$35,000) for a Wireless Speaker System for Historic Downtown McKinney. Amount requested represents 100% of project cost. Chairman Kuehn asked for a timeframe for installation of the speakers. Director Rosenthal indicated the goal was to have them in place by Oktoberfest. Phase I would include poles that already have a power source. Phase II will include poles that will need to be upgraded with power. Board members unanimously approved the motion by Board member Barnes-Tilley, seconded by Secretary Doak, to approve an amount not to exceed \$35,000.00 for a wireless speaker system for Historic Downtown McKinney.

18-692 Consider/Discuss/Act on a Request for Funding Project #18-10, Submitted by The Heritage Guild of Collin County, in the Amount of Seventy-five Thousand Dollars (\$75,000) for Iron Fencing and Monument Signage at Chestnut Square. The amount requested represents 89% of the total project cost. Chairman Kuehn asked Jaymie Pedigo, Executive Director of the Heritage Guild of Collin County to share information about the improvements Robert Shaw/Davis at the Square committed to make at Chestnut Square. She indicated they include a widening and re-grade of the wheelchair/stroller entrance to Chestnut Square, restructuring of the entrance way to include reinstallation of brick pavers and landscape improvements that may be needed following installation of the fencing. Board member Mary Barnes-Tilley asked if the goal for completion of the fencing project was Spring of 2019. Ms. Pedigo confirmed that timeframe. Secretary Doak inquired about a component of the project that included a sign spanning the width of the street. Ms. Pedigo indicated that telescoping poles and banners would be used, rather than permanent signage, to promote events and Chestnut Square. That component of the project does not impact the request presented to MCDC. Board members unanimously approved the motion by Vice Chairman Clarke, seconded by Board member Brewer, to approve \$75,000.00 for fencing and monument signage at Chestnut Square.

Chairman Kuehn called for citizen comments and there were none.

Chairman Kuehn called for Board member comments. Chairman Kuehn asked that those in attendance recognize Vice Chairman Clarke on the occasion of his 60th birthday so all joined in signing Happy Birthday. There were no additional comments.

Board members unanimously approved the motion by Secretary Doak, seconded by Vice Chairman Clarke, to adjourn the meeting. Chairman Kuehn adjourned the meeting at 7:51 a.m.

KURT KUEHN
Chairman