



McKinney Economic Development Corporation Agenda

Tuesday, February 19, 2019

8:00 AM

Council Chambers
222 N. Tennessee Street
McKinney, TX 75069

PURSUANT TO TEXAS GOVERNMENT CODE SECTION 551.002, A QUORUM OF THE CITY COUNCIL MAY BE PRESENT. NO CITY COUNCIL ACTION WILL BE TAKEN.

CALL TO ORDER

CONSENT ITEMS

This portion of the agenda consists of non-controversial or housekeeping items required by law. Items may be considered individually by the Board or Commission member making such request prior to a motion and vote on the Consent Items.

19-0144 [Minutes of the McKinney Economic Development Corporation Meeting of January 15, 2019](#)

Attachments: [Minutes](#)

REPORTS

19-0145 [Board and Liaison Updates](#)
 [Board Chairman](#)
 [City of McKinney](#)
 [Chamber of Commerce](#)
 [Community Development Corporation](#)
 [Convention and Visitors Bureau](#)

Attachments: [MCDC Report](#)
 [MCDC Report Attachment](#)
 [MCVB Report January 2019](#)
 [MCVB Report December 2018](#)
 [MCVB Report November 2018](#)

19-0146 [Consider/Discuss MEDC Staff Monthly Report](#)

Attachments: [Organizational Report](#)

REGULAR AGENDA

19-0147 [Consider/Discuss/Act on December 2018 Financials](#)

Attachments: [December 2018 Transmittal Letter](#)
[December 2018 Financials](#)
[December 2018 Invoices Processed](#)

CITIZEN COMMENTS

BOARD OR COMMISSIONER COMMENTS

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

EXECUTIVE SESSION

In Accordance with the Texas Government Code:

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

B. Section 551.087. Deliberation Regarding Economic Development Matters

- Project Parrot
- Project Elsa
- Project Empire
- Project Cloud
- Project Todd
- Project Globe
- Project Spark II
- Accent Care

ACTION ON EXECUTIVE SESSION

ADJOURN

Posted in accordance with the Texas Government Code, Chapter 551, on the 15th day of February, 2019 at or before 5:00 p.m.

Peter Tokar III, MBA
President & CEO

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>.

19-0144



TITLE: Minutes of the McKinney Economic Development Corporation Meeting of
January 15, 2019

SUPPORTING MATERIALS:

[Minutes](#)

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

JANUARY 15, 2019

The McKinney Economic Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on January 15, 2019 at 8:00 am.

Board members Present: Chairman Jason Burress, Vice Chairman Paul Merritt, Secretary/Treasurer Brian Loughmiller, Patrick Cloutier, Kenneth Sipiora, and Michael Jones.

Absent: Joe Minissale

Staff Present: President Peter Tokar, Executive Vice President Abby Liu, Director of Business Retention & Expansion and Emerging Technology John Valencia, Director of Business Development Bruce Coleman, Business Development Specialist Madison Clark, Administrative Assistant Deana Smithee, MEDC Temporary Administrative Assistant Joanne Isom, MCDC President Cindy Schneible, Councilman Scott Elliott, Mayor George C. Fuller, Mayor Pro Tem Tracy Rath, City Manager Paul Grimes, Chief Financial Officer Mark Holloway, MCVB Executive Director Dee-dee Guerra, and MEDC Attorney Mark Houser

There was 1 guest present.

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

Chairman Burress called for the Minutes of the McKinney Economic Development Corporation Meetings of December 18, 2018 and Joint Meeting of November 5, 2018. Board members unanimously approved the motion by Secretary/Treasurer Loughmiller, seconded by Vice Chairman Merritt, to approve the following consent items:

- 19-0021** Minutes of the McKinney Economic Development Corporation Meeting of December 18, 2018
- 19-0022** Minutes of the McKinney Economic Development Corporation Joint Meeting of November 5, 2018
- 19-0023** Chairman Burress called for Board and Liaison Updates.

City of McKinney: City Manager Paul Grimes announced that beginning on January 15th, City Council meetings will no longer follow the format of a work session held on Monday and Council Meeting held on Tuesday. The new format will have the work session and Council meeting on same day. The last Bond Committee meeting was held on January 9, 2019. Brian Loughmiller serves on this committee and will present a summary of the Bond Committee work tonight at the City Council meeting. The item will be on the February 5th agenda to act on whether or not to call an election for May 2019. City Council is working closely with Jennifer Pope, the Regional Census Bureau Representative, to ensure every citizen in McKinney is counted for in the 2020 Census. The Census is mandated by the US Constitution and plays an important role in allocating representation as well as financial and other resources.

Chamber of Commerce: President Lisa Hermes announced the Annual Business meeting is coming up on January 31, 2019. The topic will be Transformational Leadership. The next Leadership class will be held on January 24th. The class will be an exercise on a Simulated Society. The next Business Development Update will be on February 12, 2019. Paul Bettner and Lance Black will be on the panel and Peter Tokar will be the moderator. Ms. Hermes also announced the Community Award's Celebration will take place on February 22, 2019.

Convention & Visitors Bureau: Executive Director Dee-dee Guerra reported on November and December, 2018. In November, McKinney received great advertising for the Day Tripper. This was a Co Op done with the MCVB, City Communications, MCDC, and Main Street. Influencers with Texas Travel Talk visited in November. In December, McKinney ISD, MCVB and the McKinney Chamber all came together to host the Division II football game and it was a great success. We are working on tracking the hotel stays from the event and will have final numbers next month.

Community Development Corporation: President Cindy Schneible reported that the Pilot Grant Program for Retail Development Infrastructure opened January 1st, 2019. The grants will primarily help downtown land mark retail in an area that coincides with the cultural district designation. The grants will support infrastructure developments exterior to a building (utilities, water, drainage and sewer improvements) of up to 50% of the project cost, with a max of \$25,000 per grant and a match from the property/ business owner.

19-0024 Chairman Burress called for the Consideration/Discussion of the MEDC Staff Monthly Report.

19-0025 Chairman Burress called for the Consideration/Discussion/Action on November Financials. Chief Financial Officer Mark Holloway reported on the November Financials. He stated they are a month behind due to audit and next month you will have the December and January financials to approve as well. November financials of note reports revenue up \$1.35 million against expenses of about \$625K which consisted of normal expenses and monthly debt payment that is aggregated over the year. The sales tax is up .9% for November which is September's collections. This put us at about 2.9% for the year. When you see the December report you will see about a 10% decrease year over year, but the February financials will be the key indicator of how the year ended. Board members unanimously approved the motion by Vice Chairman Merritt, seconded by Board member Jones, to approve November Financials.

19-0026 Chairman Burress called for Consideration/Discussion/Action on New Key Performance Indicators. President Tokar presented a draft copy of the Key Performance Indicators for the upcoming year. The 3 goals for the MEDC set forth by City Council are incorporated into the draft which include: 1. Implement local employer newsletter by September 2019. 2. Develop Business Retention and Expansion networking program by September 2019. 3. Assemble core leadership team of local executives

in order to host events. Mr. Tokar reviewed the broad strategic objectives within the plan and will work with the Board to define the metrics that will go with each objective.

19-0027 Chairman Burress called for the Consideration/Discussion/Action on the Incentive Process. President Tokar presented a proposal that will allow the MEDC to present businesses interested in moving to McKinney a conditional set of incentives without requiring an application up front. This process will keep us competitive with the neighboring cities. Once a business has decided to move forward with McKinney, we will require them to complete the application and present a proposal to the Board for final approval. Board members unanimously approved the motion by Board member Cloutier, seconded by Secretary/Treasurer Loughmiller, to approve the Incentive Process.

19-0028 Chairman Burress called for the Consideration/Discussion/Action of the Annual McKinney Chamber of Commerce Community Awards. Criteria for the awards and eligible applicants were provided. President Tokar invited the Board to nominate any candidates that were not included. The Board requested adjusting criteria for the awards in 2020. President Tokar will draft new language and criteria for the awards for the Board's consideration. With a vote of 5-0-1, Board members approved the motion by Secretary/Treasurer Loughmiller, seconded by Board member Cloutier, to approve Moss Construction as the winner of the MEDC Corporate Performance Award. Board members unanimously approved the motion by Vice Chairman Merritt, seconded by Secretary/Treasurer Loughmiller, to approve Playful Corp as the winner of the Encore Wire Award.

Chairman Burress called for Citizen Comments and there were none.

Chairman Burress called for Board comments and there were none.

Chairman Burress recessed the meeting into Executive Session at 9:16 am.

In Accordance with the Texas Government Code: A. Section 551.071 (2). Consultation with General Counsel on any Work Session, Special or Regular Session agenda item requiring confidential, attorney/client advice necessitated by the deliberation or discussion of said items (as needed) and legal consultation on the following item(s), if any: B. Section 551.087. Deliberation Regarding Economic Development Matters • Project Parrot • Project Elsa • Project Trumpet • Project Empire • Project Kingdom • Project Sim • Project Fife • Project Window • Hisun Motors Corp., U.S.A. C. Section 551.072. Deliberations about Real Property • Master Development Agreement by and among The City of McKinney, McKinney Economic Development Corporation, McKinney Community Development Corporation, KDC Real Estate Development & Investments, LLC, Columbus Realty Partners, LTD, and M & R Investors, LLC. I do anticipate that we will be taking action on one or more items once we return from Executive Session.

Chairman Burress reconvened the meeting to open session at 11:14am.

Board members unanimously approved the motion by Vice Chairman Merritt, seconded by Board member Cloutier, to approve Project Parrott as discussed in executive session.

Board members unanimously approved the motion by Vice Chairman Merritt, seconded by Board member Cloutier, to approve Project Trumpet as discussed in executive session.

Board members unanimously approved the motion by Board member Jones, seconded by Vice Chairman Merritt, to approve Project Sim as discussed in executive session.

Board members unanimously approved the motion by Secretary/Treasurer Loughmiller, seconded by Board member Cloutier, to approve the Master Development Agreement as discussed in executive session.

MEDC Attorney Mark Houser informed the Board they will see an agenda posted for the Playful Corp tour taking place on Friday. Everyone is to meet here to call the meeting to order and will adjourn the meeting at Playful Corp.

Board members unanimously approved the motion by Board member Cloutier, seconded by Vice Chairman Merritt, to adjourn. Chairman Burress adjourned the meeting at 11:17 am.

JASON BURRESS
Chairman



19-0145

TITLE: Consider/Discuss MEDC Staff Monthly Report

SUPPORTING MATERIALS:

[MCDC Report](#)

[MCDC Report Attachment](#)

[MCVB Report Janaury 2019](#)

[MCVB Report December 2018](#)

[MCVB Report November 2018](#)



February 14, 2019

TO: MEDC Board

FROM: Cindy Schneible, MCDC President

RE: MCDC Update

Promotional Grant Funding

The MCDC board approved eight Promotional and Community Event Grant requests at the board meeting on January 24. The awards totaling \$73,875, are outlined below

Promotional and Community Event Grant Applications Cycle I -FY 19

P&C 19-01	Heritage Guild	Farmers Market, Tour de Coop, Ice Cream Crank-off	\$ 7,500.00
P&C 19-02	Collin Co History Museum	McKinney Then and Now Exhibit	\$ 11,675.00
P&C 19-03	St. Peters Episcopal	Empty Bowls	\$ 7,500.00
P&C 19-04	Main Street	Cultural District Events	\$ 15,000.00
P&C 19-05	Game Day Foods	Community Garden Kitchen Star Spangled Salsa Fest	\$ 6,700.00
P&C 19-06	Kiwanis Club of McKinney	Kiwanis Triathlon	\$ 2,500.00
P&C 19-07	ManeGait	Country Fair	\$ 8,000.00
P&C 19-08	SBG Hospitality	St. Patrick's Day Festival and 5K Shamrock Run	\$ 15,000.00
			\$ 73,875.00

Promotional and Community grants funds may only be used for advertising, marketing and promotion of events.

Project Grant Funding

The MCDC board held public hearings on five project grant applications received at the January 24 meeting. Board action will be scheduled for the February 28 meeting. Below is a recap of the requests:

Project Grant Applications – Cycle I – FY 19

#19-01	Collin County Habitat for Humanity	Critical home repair for low income families in McKinney	\$80,000
#19-02	City of McKinney – Apex Centre	Funds to hire and architect to conduct needs assessment and develop expansion plan for Apes	\$200,000
#19-03	McKinney Parks Foundation	Funds to purchase and install 10 picnic tables and 2 benches along the nature trail by the Community Center	\$2,000
#19-04	Collin County History Museum	Photo boards for the foyer and gallery of the Museum	\$4,007
#19-05	Heard Craig House	Upgrades to Carriage House	\$12,790

\$298,797

Park Project Funds Reallocation

A public hearing was held and the board approved reallocation of \$2.3 million in park project funds to the Old Settlers Recreation Center renovation project. Funds were reallocated from land acquisition, accessibility and the parks umbrella fund approved by the MCDC board in 2016-2018.

Additional Board Action

At the January 24 meeting, the MCDC board approved an amended Loan Agreement between Raytheon Company, the McKinney Community Development Corporation and the McKinney Economic Development Corporation. MEDC approved the amended agreement at their November meeting.

The board also approved the first amendment to the Southgate Master Development Agreement – approved by City Council and the MEDC board earlier in January.

Retail Development Infrastructure Grants

On application was received for consideration under the newly-created pilot program. Local Yocal applied for support for exterior infrastructure improvements made, in connection with establishment of Local Yocal BBQ and Grill located on E. Louisiana Street. A public hearing will be held on the request at the February 28th board meeting.

The Retail Development Infrastructure Grants will fund infrastructure improvements that are **exterior** to a property, **necessary to promote or develop new or expanded business enterprises**, and include:

- Sewer
- Water
- Electric Utilities

- Gas Utilities
- Drainage

Up to 50% of project cost is eligible – with a maximum of \$25,000 possible. Additionally, the property owner/business owner must match the amount that is requested from MCDC.

Marketing/Promotion/Advertising

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

MCDC also participates in collaborative advertising initiatives with the city, MCVB, Main Street and MEDC to promote McKinney for a work, visit, shop, dine experience. Most recent collaborations include a partnership with the city's communications and marketing team on an ad promoting McKinney in *Modern Luxury* magazine.

MCDC funded and staffed a booth at ICSC's Red River States Conference and Deal Making Conference January 9-11, 2019 in Ft. Worth – to promote retail opportunities in McKinney. Additionally, MCDC purchased the cover of the January issue of REDNews – which featured HUB 121 and retail trade area demos.

Retail Trade Area Demographics

The 2019 data provided by The Retail Coach is attached.



TheRetailCoach®

RETAIL TRADE AREA DEMOGRAPHIC PROFILE

McKinney, Texas

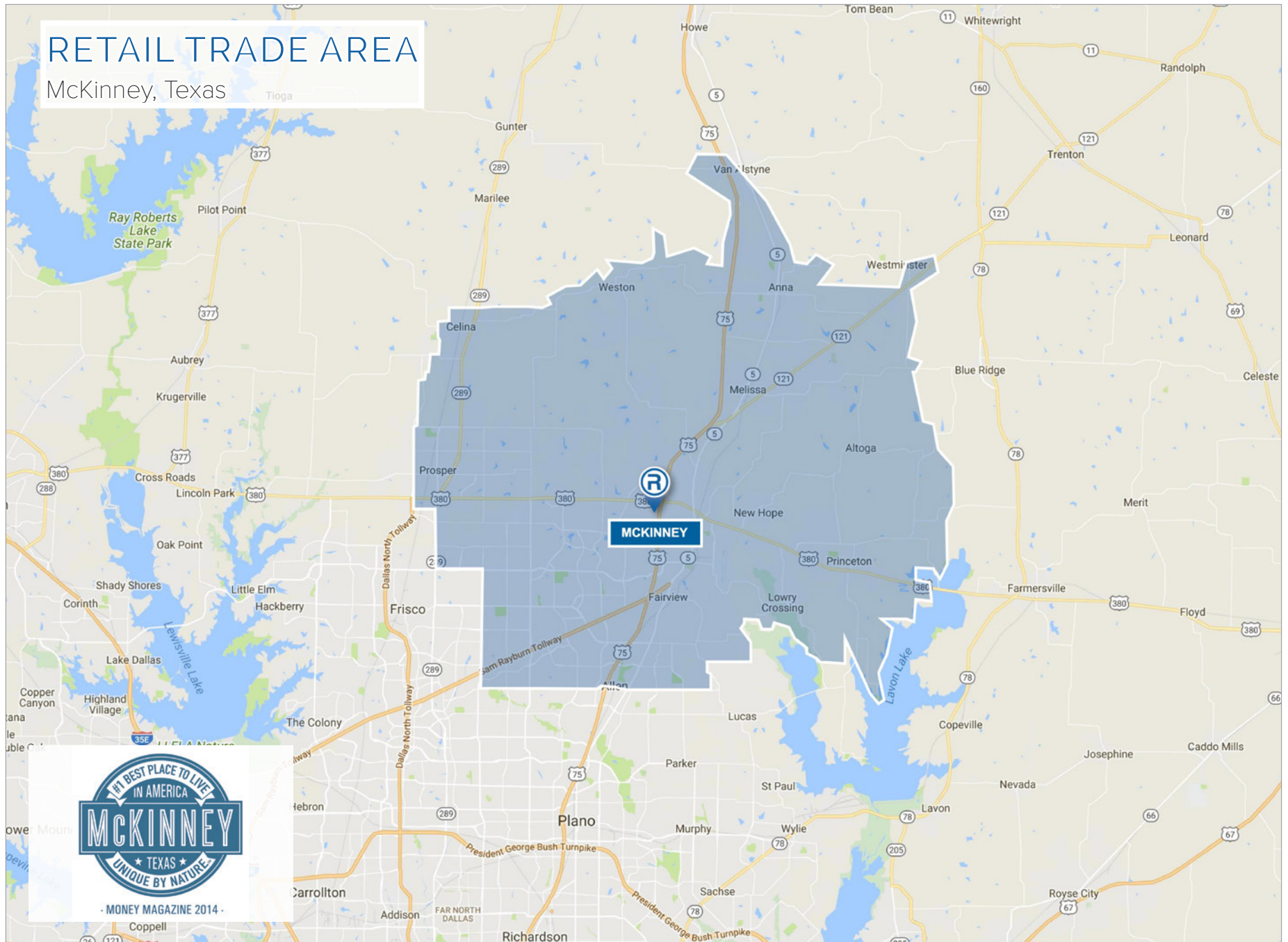
Prepared for
McKinney Community Development Corporation
November 2018



- MONEY MAGAZINE 2014 -

RETAIL TRADE AREA

McKinney, Texas



CONTACT CINDY SCHNEIBLE, EXECUTIVE DIRECTOR

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cschneible@mckinneycdc.org | www.mckinneycdc.org

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

McKinney, Texas

DESCRIPTION	DATA	%
Population		
2024 Projection	434,862	
2019 Estimate	393,768	
2010 Census	270,624	
2000 Census	113,551	
Growth 2019 - 2024		10.44%
Growth 2010 - 2019		45.50%
Growth 2000 - 2010		138.33%
2019 Est. Population by Single-Classification Race	393,768	
White Alone	270,908	68.80%
Black or African American Alone	41,718	10.60%
Amer. Indian and Alaska Native Alone	2,592	0.66%
Asian Alone	44,226	11.23%
Native Hawaiian and Other Pacific Island Alone	324	0.08%
Some Other Race Alone	19,812	5.03%
Two or More Races	14,188	3.60%
2019 Est. Population by Hispanic or Latino Origin	393,768	
Not Hispanic or Latino	332,341	84.40%
Hispanic or Latino	61,426	15.60%
Mexican	46,242	75.28%
Puerto Rican	2,455	4.00%
Cuban	846	1.38%
All Other Hispanic or Latino	11,883	19.35%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	61,426	
White Alone	36,461	59.36%
Black or African American Alone	937	1.53%
American Indian and Alaska Native Alone	730	1.19%
Asian Alone	287	0.47%
Native Hawaiian and Other Pacific Islander Alone	33	0.05%
Some Other Race Alone	19,220	31.29%
Two or More Races	3,759	6.12%
2019 Est. Pop by Race, Asian Alone, by Category	44,226	
Chinese, except Taiwanese	7,561	17.10%
Filipino	4,653	10.52%
Japanese	629	1.42%
Asian Indian	18,236	41.23%
Korean	3,515	7.95%
Vietnamese	4,009	9.07%
Cambodian	322	0.73%
Hmong	2	0.01%
Laotian	320	0.72%
Thai	567	1.28%
All Other Asian Races Including 2+ Category	4,411	9.97%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

McKinney, Texas

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	393,768	
Arab	2,073	0.53%
Czech	988	0.25%
Danish	678	0.17%
Dutch	2,197	0.56%
English	24,679	6.27%
French (except Basque)	6,498	1.65%
French Canadian	652	0.17%
German	41,580	10.56%
Greek	710	0.18%
Hungarian	707	0.18%
Irish	24,835	6.31%
Italian	9,584	2.43%
Lithuanian	181	0.05%
United States or American	37,705	9.58%
Norwegian	2,394	0.61%
Polish	3,305	0.84%
Portuguese	514	0.13%
Russian	1,849	0.47%
Scottish	7,007	1.78%
Scotch-Irish	4,430	1.13%
Slovak	120	0.03%
Subsaharan African	6,940	1.76%
Swedish	2,412	0.61%
Swiss	494	0.13%
Ukrainian	387	0.10%
Welsh	1,454	0.37%
West Indian (except Hisp. groups)	1,458	0.37%
Other ancestries	152,276	38.67%
Ancestry Unclassified	55,661	14.14%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	287,054	78.55%
Speak Asian/Pacific Island Language at Home	19,699	5.39%
Speak IndoEuropean Language at Home	13,780	3.77%
Speak Spanish at Home	38,681	10.58%
Speak Other Language at Home	6,243	1.71%
2019 Est. Population by Age	393,768	
Age 0 - 4	28,311	7.19%
Age 5 - 9	30,408	7.72%
Age 10 - 14	32,892	8.35%
Age 15 - 17	19,812	5.03%
Age 18 - 20	17,026	4.32%
Age 21 - 24	20,217	5.13%
Age 25 - 34	42,340	10.75%
Age 35 - 44	61,830	15.70%
Age 45 - 54	60,716	15.42%
Age 55 - 64	40,618	10.32%
Age 65 - 74	25,136	6.38%
Age 75 - 84	11,150	2.83%
Age 85 and over	3,312	0.84%
Age 16 and over	295,656	75.08%
Age 18 and over	282,344	71.70%
Age 21 and over	265,318	67.38%
Age 65 and over	39,598	10.06%
2019 Est. Median Age		36.06
2019 Est. Average Age		35.48

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

McKinney, Texas

DESCRIPTION	DATA	%
2019 Est. Population by Sex	393,768	
Male	193,856	49.23%
Female	199,912	50.77%
2019 Est. Male Population by Age	193,856	
Age 0 - 4	14,519	7.49%
Age 5 - 9	15,660	8.08%
Age 10 - 14	16,798	8.67%
Age 15 - 17	10,149	5.24%
Age 18 - 20	8,855	4.57%
Age 21 - 24	10,437	5.38%
Age 25 - 34	20,339	10.49%
Age 35 - 44	29,456	15.20%
Age 45 - 54	30,235	15.60%
Age 55 - 64	20,164	10.40%
Age 65 - 74	11,336	5.85%
Age 75 - 84	4,794	2.47%
Age 85 and over	1,113	0.57%
2019 Est. Median Age, Male		35.07
2019 Est. Average Age, Male		34.69

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	199,912	
Age 0 - 4	13,792	6.90%
Age 5 - 9	14,748	7.38%
Age 10 - 14	16,094	8.05%
Age 15 - 17	9,663	4.83%
Age 18 - 20	8,170	4.09%
Age 21 - 24	9,780	4.89%
Age 25 - 34	22,001	11.01%
Age 35 - 44	32,374	16.19%
Age 45 - 54	30,481	15.25%
Age 55 - 64	20,453	10.23%
Age 65 - 74	13,800	6.90%
Age 75 - 84	6,355	3.18%
Age 85 and over	2,199	1.10%
2019 Est. Median Age, Female		36.93
2019 Est. Average Age, Female		36.25
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	75,641	25.03%
Males, Never Married	39,753	13.16%
Females, Never Married	35,889	11.88%
Married, Spouse present	182,046	60.25%
Married, Spouse absent	10,197	3.38%
Widowed	9,887	3.27%
Males Widowed	1,509	0.50%
Females Widowed	8,378	2.77%
Divorced	24,385	8.07%
Males Divorced	8,634	2.86%
Females Divorced	15,750	5.21%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

McKinney, Texas

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	8,544	3.5%
Some High School, no diploma	7,107	2.9%
High School Graduate (or GED)	38,355	15.6%
Some College, no degree	49,344	20.1%
Associate Degree	20,733	8.5%
Bachelor's Degree	80,327	32.8%
Master's Degree	31,540	12.9%
Professional School Degree	5,917	2.4%
Doctorate Degree	3,234	1.3%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	8,423	26.92%
High School Graduate	7,851	25.09%
Some College or Associate's Degree	7,777	24.85%
Bachelor's Degree or Higher	7,239	23.13%
Households		
2024 Projection	143,626	
2019 Estimate	130,474	
2010 Census	91,059	
2000 Census	38,653	
Growth 2019 - 2024		10.08%
Growth 2010 - 2019		43.29%
Growth 2000 - 2010		135.58%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	130,474	
Family Households	102,948	78.90%
Nonfamily Households	27,526	21.10%
2019 Est. Group Quarters Population	3,083	
2019 Households by Ethnicity, Hispanic/Latino	15,227	
2019 Est. Households by Household Income	130,474	
Income < \$15,000	5,670	4.35%
Income \$15,000 - \$24,999	5,185	3.97%
Income \$25,000 - \$34,999	5,145	3.94%
Income \$35,000 - \$49,999	10,543	8.08%
Income \$50,000 - \$74,999	19,370	14.85%
Income \$75,000 - \$99,999	16,992	13.02%
Income \$100,000 - \$124,999	15,237	11.68%
Income \$125,000 - \$149,999	12,973	9.94%
Income \$150,000 - \$199,999	16,847	12.91%
Income \$200,000 - \$249,999	8,786	6.73%
Income \$250,000 - \$499,999	9,197	7.05%
Income \$500,000+	4,528	3.47%
2019 Est. Average Household Income		\$134,813
2019 Est. Median Household Income		\$103,631

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

McKinney, Texas

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$105,535
Black or African American Alone		\$88,571
American Indian and Alaska Native Alone		\$108,965
Asian Alone		\$135,568
Native Hawaiian and Other Pacific Islander Alone		\$77,466
Some Other Race Alone		\$53,964
Two or More Races		\$74,970
Hispanic or Latino		\$67,188
Not Hispanic or Latino		\$109,314
2019 Est. Family HH Type by Presence of Own Child.	102,948	
Married-Couple Family, own children	50,257	48.82%
Married-Couple Family, no own children	35,456	34.44%
Male Householder, own children	2,986	2.90%
Male Householder, no own children	1,942	1.89%
Female Householder, own children	8,058	7.83%
Female Householder, no own children	4,249	4.13%
2019 Est. Households by Household Size	130,474	
1-person	21,889	16.78%
2-person	37,401	28.67%
3-person	24,215	18.56%
4-person	26,385	20.22%
5-person	12,981	9.95%
6-person	4,941	3.79%
7-or-more-person	2,662	2.04%
2019 Est. Average Household Size		2.99

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	130,474	
Households with 1 or More People under Age 18:	64,676	49.57%
Married-Couple Family	51,894	80.24%
Other Family, Male Householder	3,367	5.21%
Other Family, Female Householder	9,050	13.99%
Nonfamily, Male Householder	284	0.44%
Nonfamily, Female Householder	82	0.13%
Households with No People under Age 18:	65,797	50.43%
Married-Couple Family	33,808	51.38%
Other Family, Male Householder	1,561	2.37%
Other Family, Female Householder	3,270	4.97%
Nonfamily, Male Householder	12,224	18.58%
Nonfamily, Female Householder	14,934	22.70%
2019 Est. Households by Number of Vehicles	130,474	
No Vehicles	2,829	2.17%
1 Vehicle	31,407	24.07%
2 Vehicles	64,550	49.47%
3 Vehicles	22,281	17.08%
4 Vehicles	7,383	5.66%
5 or more Vehicles	2,024	1.55%
2019 Est. Average Number of Vehicles		2.07

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

McKinney, Texas

DESCRIPTION	DATA	%
Family Households		
2024 Projection	113,305	
2019 Estimate	102,948	
2010 Census	71,585	
2000 Census	30,628	
Growth 2019 - 2024		10.06%
Growth 2010 - 2019		43.81%
Growth 2000 - 2010		133.72%
2019 Est. Families by Poverty Status	102,948	
2019 Families at or Above Poverty	97,902	95.10%
2019 Families at or Above Poverty with Children	58,517	56.84%
2019 Families Below Poverty	5,046	4.90%
2019 Families Below Poverty with Children	3,930	3.82%
2019 Est. Pop 16+ by Employment Status	295,656	
Civilian Labor Force, Employed	199,609	67.51%
Civilian Labor Force, Unemployed	6,997	2.37%
Armed Forces	187	0.06%
Not in Labor Force	88,863	30.06%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	200,853	
For-Profit Private Workers	151,489	75.42%
Non-Profit Private Workers	10,183	5.07%
Local Government Workers	2,302	1.15%
State Government Workers	4,741	2.36%
Federal Government Workers	12,736	6.34%
Self-Employed Workers	19,028	9.47%
Unpaid Family Workers	373	0.19%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	200,853	
Architect/Engineer	6,885	3.43%
Arts/Entertainment/Sports	3,901	1.94%
Building Grounds Maintenance	4,458	2.22%
Business/Financial Operations	15,376	7.66%
Community/Social Services	2,257	1.12%
Computer/Mathematical	13,057	6.50%
Construction/Extraction	5,606	2.79%
Education/Training/Library	14,031	6.99%
Farming/Fishing/Forestry	301	0.15%
Food Prep/Serving	7,819	3.89%
Health Practitioner/Technician	13,558	6.75%
Healthcare Support	2,756	1.37%
Maintenance Repair	4,494	2.24%
Legal	1,807	0.90%
Life/Physical/Social Science	889	0.44%
Management	32,934	16.40%
Office/Admin. Support	21,778	10.84%
Production	5,062	2.52%
Protective Services	3,423	1.70%
Sales/Related	27,671	13.78%
Personal Care/Service	5,659	2.82%
Transportation/Moving	7,131	3.55%
2019 Est. Pop 16+ by Occupation Classification	200,853	
White Collar	154,143	76.74%
Blue Collar	22,294	11.10%
Service and Farm	24,416	12.16%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

McKinney, Texas

DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	198,264	
Drove Alone	162,940	82.18%
Car Pooled	12,289	6.20%
Public Transportation	1,392	0.70%
Walked	1,235	0.62%
Bicycle	76	0.04%
Other Means	2,355	1.19%
Worked at Home	17,977	9.07%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	33,912	
15 - 29 Minutes	58,499	
30 - 44 Minutes	42,866	
45 - 59 Minutes	24,281	
60 or more Minutes	21,120	
2019 Est. Avg Travel Time to Work in Minutes		33.62
2019 Est. Occupied Housing Units by Tenure	130,474	
Owner Occupied	98,545	75.53%
Renter Occupied	31,929	24.47%
2019 Owner Occ. HUs: Avg. Length of Residence		9.72
2019 Renter Occ. HUs: Avg. Length of Residence		4.76

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	130,474	
Value Less than \$20,000	924	0.94%
Value \$20,000 - \$39,999	671	0.68%
Value \$40,000 - \$59,999	591	0.60%
Value \$60,000 - \$79,999	1,145	1.16%
Value \$80,000 - \$99,999	1,026	1.04%
Value \$100,000 - \$149,999	3,706	3.76%
Value \$150,000 - \$199,999	9,752	9.90%
Value \$200,000 - \$299,999	23,140	23.48%
Value \$300,000 - \$399,999	21,802	22.12%
Value \$400,000 - \$499,999	16,248	16.49%
Value \$500,000 - \$749,999	12,960	13.15%
Value \$750,000 - \$999,999	4,614	4.68%
Value \$1,000,000 or \$1,499,999	1,136	1.15%
Value \$1,500,000 or \$1,999,999	381	0.39%
Value \$2,000,000+	447	0.45%
2019 Est. Median All Owner-Occupied Housing Value		\$336,512
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	107,991	78.43%
1 Unit Detached	2,972	2.16%
2 Units	955	0.69%
3 or 4 Units	1,649	1.20%
5 to 19 Units	13,141	9.54%
20 to 49 Units	3,684	2.68%
50 or More Units	4,647	3.38%
Mobile Home or Trailer	2,630	1.91%
Boat, RV, Van, etc.	18	0.01%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

McKinney, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	31,209	22.67%
Housing Units Built 2010 to 2014	11,873	8.62%
Housing Units Built 2000 to 2009	52,932	38.44%
Housing Units Built 1990 to 1999	22,015	15.99%
Housing Units Built 1980 to 1989	9,168	6.66%
Housing Units Built 1970 to 1979	4,296	3.12%
Housing Units Built 1960 to 1969	2,020	1.47%
Housing Units Built 1950 to 1959	1,617	1.17%
Housing Units Built 1940 to 1949	971	0.71%
Housing Unit Built 1939 or Earlier	1,586	1.15%
2019 Est. Median Year Structure Built		2005

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients' communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach –

“It's not about data. It's about your success.”



ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics 2019, ESRI 2018, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.



January 2019

I. MCVB Room Nights Generated: TTL Room Nights: 435; TTL Revenue: \$42,550

WEDDINGS COMPLETED- January 2019 - TTL Room Nights 11; TTL Rev: \$1419

- Curry Wedding – Hampton Inn: 11 room night,, TTL Rev.: \$ 1,419

Assisted following wedding parties with hotel quotes/info, however, no hotel room blocks made or welcome bags provided.

- Arent/Bishop Wedding – January 2019, MPAC
- Ryan Taylor – January 2019, The Springs

ASSOCIATION/CORPORATE/SMERF COMPLETED in January 2019: TTL Room nights: 424; TTL Revenue: \$41,131

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

Corporate: TTL Rooms: 424; TTL Revenue: \$41,131

- Torchmark-AIL 101-Sheraton:TTL room nights: 290; TTYL Rev. \$ 28,130
- Torchmark-AIL 301-Sheraton: TTL room nights: 22; TTYL Rev. \$ 2,137
- Torchmark-FHL 101-Sheraton:TTL room nights: 112 ; TTYL Rev. \$ 10,864

SMERF: TTL Room nights: 0; TTL rev: \$ 0

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

II. Visitors: FYTD Total (October '18-September'19): 1,746

Total: January 2019 (includes all individuals that have come through the visitor's center)

- Out of State: 27
- Out of Country: 8
- Texas Residents: 15
- McKinney Residents: 13
- Register Total: 63
- Ticker Counter: 324

III. RFP's: 8 (2-Association, 1-Corporate, 5 -Weddings, 0-Social: -Religious, 0-Sports, 0-Day Trips)

Association:

- Texas Lake Trails – Annual Board Meeting, August 2019, 40-50 attendees. Meeting space only



- Texas Volunteer Management Conference – June 27-28, 2019. Attendees: 200, hotel room block: 12

Corporate: 1

- Baylor Scott & White McKinney-June/July 2019-Regional Echo Training. Need room nights. Working with Vickie Barney to secure them.

SMERF: (5-Weddings, 0-Sport, -Religious)

- Stutzman Wedding – October 2019, Stone Crest
- Lavender Blue Weddings & Events – Wedding Planner – April 2019, Rosemary
- Sauter Wedding –July 2019, River Road
- Carrie & Zach Hood – September 2019, Bella Donna
- Christy Skertchly – October 2019, Stone Crest

IV. Site Visits: 1

- Odysseus Chamber Orchestra- Jason Lim & Fred Fink. Weekend events in McKinney for February 23, April 6, & May 4.

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

Blogs: 222

McKinney Wine Merchant - 118
Night of Chefs and Artists – 52
Tourism Grants - 52

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

Weekend Update page - 72
Upcoming MPAC Events – 57
Meeting Planner's Guide pages (venues/event planning/venue videos) – 152
Visitors Guide – 144
Accommodations - 92

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

Ribbon Cutting for Red Gate Inn – photos for social media
Photos at Night of Artists and Chefs – posted on social media
Submitted web banner ad to ConventionSouth
Submitted materials for See Texas First Spring issue
Submitted ad to Texas Highways (April issue)

VIII. Advertising- Website & Publication ROI Tracking:

McKinney Foodie scene – 37
McKinney Arts/music scene – 30



SOCIAL MEDIA TRACKING

FACEBOOK - 2018-19					
FY 18-19	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct. 18	97	7491	92,814	378,097	2,678,708
Nov. 18	65	7556	88,311	449,685	2,860,148
Dec. 18	63	7619	159,866	1,042,216	4,343,739
Jan.18	76	7695	135,200	1,022,782	4,626,660
TOTALS	301	N/A	476,191	2,892,780	14,509,255

JAN 2019	Number
TWITTER	
Followers	4971
Tweets	6581
Tweet Impressions	7,143
Profile Visits	123
Mentions by other users	17

INSTAGRAM	Followers
Historical	761
Oct. 2018	126
Nov. 2018	164
Dec. 2018	94
Jan. 2019	56
TOTAL	1201



Google Business Pg.	Page Views	Website visits
Oct. 2018	1960	27
Nov. 2018	1970	30
Dec. 2018	1195	40
Jan. 2019	1850	34
TOTAL	6975	131

YOUTUBE	Views	Subscribers
Historical numbers	6699	30
Oct. 2018	217	0
Nov. 2018	222	4
Dec. 2018	232	3
Jan. 2019	124	1
TOTAL	7494	38

Web Analytics – JANUARY 2019

Month	Sessions	Pageviews	Users
Oct. 18	3,061	7,459	2,496
Nov. 2018	3,565	7,585	3,140
Dec. 2018	3,043	6,689	2,640
Jan. 2018	2,880	7,381	2,383
FY 18-19	12,549	29,114	10,659



JANUARY TOP WEB PAGES

Top 10 Countries	Users	New Users	Sessions	Bounce Rate	Pgs./ session
United State	2,272	2,132	2,753	51.18%	2.61
Canada	25	25	27	55.56%	1.59
India	15	15	15	60.00%	1.47
Germany	14	14	15	73.33%	1.2
South Korea	7	7	7	100.00%	1
Philippines	7	7	8	50.00%	2.88
United Kingdom	5	5	7	42.86%	2.71
China	4	4	4	100.00%	1
Mexico	4	4	4	75.00%	1.75
(not set)	3	3	4	25.00%	1.75

Top 10 States	Users	New Users	Sessions	Bounce Rate	Pgs./ session
Texas	1,632	1,508	2,046	51.66%	10.5
Virginia	118	117	123	56.10%	7
California	72	65	77	44.16%	5.33
New York	43	43	45	64.44%	5.33
Illinois	32	31	36	41.67%	5
(not set)	31	31	34	61.76%	4.9
Oklahoma	31	30	35	37.14%	4.5
Oregon	27	27	28	82.14%	4.17
Florida	23	20	25	44.00%	3.9
Arizona	17	17	20	45.00%	3.8



Top 10 Cities	Users	New Users	Sessions	Bounce Rate	Pgs./ session
McKinney	564	478	796	51.38%	2.72
Dallas	380	354	430	56.28%	2.21
Ashburn	107	107	107	62.62%	1.36
(not set)	76	74	88	69.32%	1.28
Plano	70	67	77	46.75%	2.49
Frisco	60	54	68	60.29%	2.53
Allen	53	49	60	53.33%	3.2
Houston	40	33	47	46.81%	3.36
New York	29	29	31	70.97%	1.74
Austin	27	25	29	44.83%	3.76

Technology Breakdown – Jan. 2019

Device	Users	New Users	Sessions	Bounce Rate	Pgs./ session
Desktop	1195	1120	1489	46.68%	2.9
Mobile	985	933	1151	59.86%	2.11
Tablet	203	188	240	62.62%	2.63



VISIT WIDGET - January 2019				
	Users	Sessions	Page Views	New Downloads
Widget	51	52	223	
Desktop	31	32	148	
Mobile	20	20	75	
iOS	72	62	446	11
Android	18	12	37	2
TOTAL	192	178	929	13

CROWDRIFT ACCESS- January 2019		
Gallery	Interactions	Views
Summer Fun	15	24
Explore	13	111
Dining	26	118
History (Downtown)	14	80
Events	28	163
Home Gallery	58	463
TOTAL	154	959



IX. Free Publicity:

Publicity: *Does not include \$30,000 for Grants*

FY 18-19	Budgeted Amount
Adv. & Promo TTL	\$ 141,470

JANUARY 2019- MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
BubbleLife	Shared Blog/website updates	\$0	\$5,000	\$13,000	610,000
GuideLive (DMN)	Artists & Chefs pre-event	\$4,100	\$1,200	\$15,900	1,900,000
MeetingsNet.com	Article included McKinney	\$0	\$2,995	\$8,985	100,000
TOTALS		\$4,100	\$9,195	\$37,885	2,610,000
FY18-19 Totals		\$14,454	\$38,615	\$191,128	6,115,000

X. Lost Business- 9

1. LCMS Texas District Early Childhood Educators Conference – Rooms Only, Contact: Cecil Burdick January 24, 2019 – This was a Cvent RFP
2. Level Up Training Center, Contact: Falisha McGee – Dates (multiple) Dec 8-9 (so this one is past date – did you all have it) Feb 9-10, 2019 and Feb 15-16, 2019.
3. Children’s Health System of Texas – Contact: Michael Herrington. April 5, 2019 – I don’t think this one had rooms attached, it was for meeting space only.
4. International Boxing Federation (IBF) – Contact: Louis Priluker for May or June of 2020 and 2021
5. Council on Occupational Education – Contact: Tami Maynard. For various conferences in 2020 (February, June, July, August, September, and November)
6. Veterans of Underage Military Service – Contact: Allan Stover, April 29-May 2, 2019
7. Texas Association of Counties Health & Employee Benefits Pool – Contact: Amy Lawson, Feb 10-12, 2021
8. TACVB Marketing Symposium – Contact: Kim Phillips, April or May was the preferred date.
9. Texas Chamber of Commerce Executives – Contact: Camilla Rodriguez, June 15-19, 2020



December 2018

I. MCVB Room Nights Generated: TTL Room Nights: 424; TTL Revenue: \$ 52,712

WEDDINGS COMPLETED- December 2018 - TTL Room Nights: 238; TTL Rev: \$26,516

- Tellez/Wilhite Wedding – Comfort Suites – TTL rooms: 18, TTL rev: \$1,530
- Joyce Spisak – Sheraton – TTL rooms: 51, TTL rev: \$5151
- Melton Wedding – Sheraton – TTL rooms: 29, TTL rev: \$3538
- Tong Wedding – Sheraton – TTL rooms: 94, TTL rev: \$11,145
- Sheppard Wedding – Sheraton – TTL rooms: 46, TTL rev: \$5152

Assisted following wedding parties with hotel quotes/info, however, no hotel room blocks made or welcome bags provided.

- McClesky Wedding – December 2018, The Grand Ivory
- Bridget Tong – December 2018, Springs
- Priscilla Arriaga – December 2018, The Springs

ASSOCIATION/CORPORATE/SMERF COMPLETED in October 2018: TTL Room nights: 186; TTL Revenue: \$ 26,196

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

Corporate: TTL Rooms: 17; TTL Revenue: \$ 2,193

- Emerson-1100-Holiday Inn: TTL room nights: 17; TTYL Rev. \$ 2,193

SMERF: TTL Room nights: 0 TTL rev: \$ 0

Sports: TTL Rooms: 169; TTL Rev: \$ 24,003

- The Dallas Stars/ Mission AZ Hockey-Hampton Inn TTL Room nights: 18; TTL Room Rev: \$6027
- NCAA- Sheraton 12/12-16/18-TTL room nights: 82 ; TTYL Rev. \$ 9,696
- ESPN- TTL room nights: 69; TTYL Rev. \$ 8,280



II. Visitors: FYTD Total (Oct. '18– Sept. '19): 1,422

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

- Out of State: 28
- Out of Country: 10
- Texas Residents: 7
- McKinney Residents: 13
- Register Total: 53
- Ticker Counter: 548

Top Five States requesting information:

- Texas
- Florida
- California
- Oklahoma
- Louisiana

III. RFP's: 8 (3-Association, 2 -Corporate, 2-Weddings, 0-Social: 1-Religious, 0-Sports, 0-Day Trips)

Association: 3

- Floor Covering Installation Contractors Association (FCICA) – Contact: Lizzie Taylor. Received RFP for October 2020. 200 peak room nights. Sheraton has RFP.
- Texas Public Purchasing Association – Contact: Craig Rowley. Craig provided an RFP for Hilda. This is for the TxPPA Fall Conference. Potential date: November 2019, 120 rooms, 280 total room nights.
- Claims Prevention & Procedure Council – Contact: Allan Jobe. Received RFP for 2019 CPPC Convention. Date Sept or Oct 2019. 75-90 peak room nights, 225 total room nights. The Sheraton is working on this RFP

Corporate: 2

- Junto Group (Bill & Pam Crumrine) – April 23, 2019 – TTL 5 @ the Grand
- Event Prep – Contact: Jason Horowitz (3rd Party Planner). Jason stated he would send an RFP via Cvent, Hilda is following up with him. He is looking for a location for a Franchise Meeting Group that he works with. 75 rooms on peak, 225 total room nights

SMERF: 3 (2-Weddings, 0-Sport, 1-Religious)

- Amber & Andrew Hampton Wedding – June 2019, Springs
- KC Fox Wedding – September 28, 2019, Rustic Grace
- DZS Luxury Meetings & Events- Contact: Stephanie Watson (3rd Party Planner). If we have a FAM Trip organized, she is interested in attending. She plans both association and destination weddings. Potential conference: God Said Glow -October 2019 – she is open to Texas. 150 rooms, 450 on peak. Sheraton is working on RFP



IV. Site Visits: 1

- Terri Yanke, Meeting Planner (met with McKinney Food Tours/We Ate Well, and Landon's winery)

V. Advertising: Ads/materials created and submitted:

Blogs: 3

- New to McKinney – 2
- Showcasing Your McKinney Experiences - 1

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

- Weekend Update page - 112
- NCAA – 56
- McKinney Shop – 22
- Event-Planning – 66
- Santa on the Square – 23
- Plan Your Visit – 10

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

- Took photos at NCAA weekend events
- Mailed grant recipient letters to be returned signed
- Submitted Chamber Map ad
- Submitted Houston House & Home ad for January (historic getaway towns issue)

VIII. Advertising- Website & Publication ROI Tracking:

- MHS-Lions: 3
- Boyd-High-Broncos: 4
- MNHS Bulldogs - 1
- McKinney Foodie scene – 35
- McKinney Music scene – 21
- NCAA – 7
- Sports Destination Marketers - 2



SOCIAL MEDIA TRACKING

FACEBOOK - 2018-19					
FY 18-19	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct. 18	97	7491	92,814	378,097	2,678,708
Nov. 18	65	7556	88,311	449,685	2,860,148
Dec. 18	63	7619	159,866	1,042,216	4,343,739
TOTALS	225	N/A	340,991	1,869,998	9,882,595

Type	Number
TWITTER	
Followers	4961
Tweets	6581
Tweet Impressions	14,000
Profile Visits	292
Mentions by other users	17

INSTAGRAM	Followers
Historical	761
Oct. 2018	126
Nov. 2018	164
Dec. 2018	94
TOTAL	1145



Web Analytics – DECEMBER 2018

Month	Sessions	Pageviews	Users
Oct. 18	3,061	7,459	2,496
Nov. 2018	3,565	7,585	3,140
Dec. 2018	3,043	6,689	2,640
FY 18-19	9,669	21,733	8,276

YOUTUBE	Views	Subscribers
Historical numbers	6699	30
Oct. 2018	217	0
Nov. 2018	222	4
Dec. 2018	232	3
TOTAL	7370	37

Google Business Pg.	Page Views	Website visits
Oct. 2018	1960	27
Nov. 2018	1970	30
Dec. 2018	1195	40
TOTAL	5125	97

Mobile Traffic	Users	Percent of Total
Mobile	1,387	52.54%
Desktop	1,062	40.23%
Tablet	191	8.23%



DECEMBER TOP WEB PAGES

Page	Page views	Unique Pg. Views	Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,437	1,106	0:01:20	1,067	33.40%	46.28%
Calendar	882	729	0:01:01	438	43.61%	42.68%
Shopping Centers	242	221	0:02:49	203	88.67%	84.71%
Visitors Guide	138	116	0:02:31	17	58.82%	42.75%
Dining	119	84	0:00:52	13	21.43%	23.53%
Wknd Up. Jan.3	110	86	0:01:37	3	100.00%	30.91%
Events	107	89	0:00:19	10	0.00%	10.28%
Explore	98	74	0:00:23	13	14.29%	16.33%
Shopping	88	79	0:00:39	47	61.70%	43.18%
NTTA Blog	85	74	0:02:33	73	89.04%	87.06%
About McKinney	72	64	0:00:43	13	69.23%	33.33%
Benji Blog	69	60	0:01:36	59	86.44%	85.51%
Accommodations	67	62	0:00:13	16	93.75%	23.88%
Mo. / Ann. Events	66	59	0:02:51	28	85.71%	66.67%
Calendar	56	34	0:01:13	6	33.33%	32.14%
No data	56	44	0:00:24	3	66.67%	26.79%
Hotels & Motels	49	45	0:02:31	3	100.00%	51.02%
Artists/Chefs Blog	48	41	0:01:56	3	33.33%	39.58%
Cal. Preview	47	44	0:02:25	44	90.91%	91.49%
Staff Directory	44	39	0:03:33	16	75.00%	63.64%
Dining & Nightlife	43	33	0:00:27	17	47.06%	41.86%



History - McKinney	43	36	0:01:23	7	28.57%	25.58%
Wedd./Rec. Venues	42	31	0:01:52	19	42.11%	30.95%
Event Planning	41	33	0:01:24	11	90.91%	36.59%

Country	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. sess.
United States	2,404	2,290	2,800	56.93%	2.28	0:01:35
Canada	48	47	48	60.42%	1.02	0:00:01
France	33	33	33	48.48%	1	0:00:01
Spain	21	21	21	61.90%	1.38	0:03:59
Latvia	20	20	20	55.00%	1.45	0:05:31
Brazil	19	19	19	94.74%	1.11	0:00:03
China	14	14	14	100.00%	1	0:00:00
South Korea	13	13	13	100.00%	1	0:00:00
Germany	12	12	12	83.33%	1.25	0:00:22
India	11	11	11	72.73%	1.73	0:00:50

State	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Sess. Duration
Texas	1,777	1,675	2,100	58.67%	2.16	0:01:32
Michigan	81	81	85	30.59%	3.22	0:01:32
California	66	64	73	56.16%	1.84	0:00:35
Oregon	52	52	53	84.91%	1.42	0:00:22
Georgia	36	36	45	40.00%	3.2	0:02:24
New York	36	35	39	61.54%	1.79	0:01:25



Illinois	28	26	30	46.67%	4.4	0:02:01
Florida	27	25	31	35.48%	4.26	0:04:04
Oklahoma	25	25	25	44.00%	2.52	0:01:58
(not set)	23	23	33	66.67%	1.3	0:03:40

City	Users	New Users	Sessions	Bounce Rate	Pgs/Sess.	Avg. Visit Duration
Dallas	536	483	584	66.95%	1.79	0:01:06
McKinney	525	475	651	55.45%	2.48	0:01:53
Plano	82	77	87	54.02%	2.15	0:01:53
Frisco	66	63	69	47.83%	2.42	0:01:09
Allen	65	57	80	65.00%	1.88	0:01:58
Prosper	45	44	47	57.45%	1.85	0:01:09
Houston	31	29	33	57.58%	2.03	0:02:11
Irving	31	30	41	70.73%	2.02	0:01:03
Austin	24	23	24	62.50%	1.75	0:00:26
Wylie	24	24	26	57.69%	2.12	0:01:04



VISIT WIDGET - DECEMBER 2018					
	Users	Sessions	Page Views	Avg. Session in Min.	New Downloads
Widget	54	55	224	1:20	
Desktop	29	29	147	1:26	
Mobile	75	81	431	3:06	
iOS	63	67	376	3:25	19
Android	12	14	55	1:29	7
TOTAL	158	165	802		26

CROWDRIFT ACCESS- December 2018		
Gallery	Interactions	Views
Summer Fun	38	27
Explore	1	85
Dining	13	129
History (Downtown)	3	100
Events	14	103
Home Gallery	62	525
TOTAL (Engagement rate: 13.5%)	131	969



IX. Free Publicity:

Publicity: *Does not include \$30,000 for Grants*

FY 18-19	Budgeted Amount
Adv. & Promo TTL	\$ 141,470

DECEMBER 2018- MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
BubbleLife	Shared Blog/website updates (3times)	\$0	\$4,000	\$12,000	600,000
Courier Gazette	Artists & Chefs pre-event	\$1,638	\$950	\$7,764	275,000
County Line Magazine	Best of East Texas article including several McK businesses	\$1,200	\$800	\$6,000	70,000
Courier Gazette	NCAA Game wrap-up	\$1,911	\$950	\$8,583	300,000
N. TX E-News Website	Article about NCAA Fan fest	\$0	\$600	\$1,800	25,000
TOTALS		\$4,749	\$7,300	\$36,147	1,270,000
FY 18-19 Totals		\$10,354	\$11,300	\$48,147	1,870,000

X. Lost Business-0



November 2018

I. MCVB Room Nights Generated: TTL Room Nights: 355; TTL Revenue: \$ 41,375

WEDDINGS COMPLETED- November 2018 - TTL Room Nights: 83 TTL Rev: \$11,741

- Westlake/Ross Wedding – Sheraton Hotel, TTL rooms: 14, TTL rev: \$ 1484
- Abbott/Fowler Wedding – Grand Hotel, TTL rooms: 9, TTL rev: \$1431
- Courtney Lavey – Grand Hotel: TTL rooms: 2, TTL rev: \$358, The Neathery Estates: TTL rooms: 4 (entire house), TTL rev: \$1853
- Britt Morgan Wedding – Hampton Inn: TTL rooms: 13, TTL rev: \$1,482, Grand Hotel: TTL rooms: 23, TTL rev: \$3517
- Phares Wedding – Comfort Suites: TTL rooms: 6, TTL rev: \$ 468
- Strobel Wedding – Comfort Suites: TTL rooms: 8, TTL rev: \$792
- Sutton Wedding – Comfort Suites: TTL rooms: 4, TTL rev; \$356

Assisted following wedding parties with hotel quotes/info, however, no hotel room blocks made or welcome bags provided.

- Beaubien Wedding – Springs
- Ringo/Carter Wedding – River RD

ASSOCIATION/CORPORATE/SMERF COMPLETED in October 2018: TTL Room nights: 272; TTL Revenue: \$29,634

Associaton: TTL Rooms: 23 ; TTL Rev: \$ 2,445

- Women's Health Network Association, Holiday Inn – Total rooms: 23 TTL rev: \$2,445

Corporate: TTL Rooms: 47; TTL Revenue: \$ 6,063

- Emerson-1100-Holiday Inn: TTL room nights: 0; TTYL Rev. \$ 0
- Emerson-1106-Holiday Inn: TTL room nights: 9; TTYL Rev. \$ 1,161
- Emerson-IV 1106-Holiday Inn: TTL room nights: 38; TTYL Rev. \$ 4,902

SMERF: TTL Room nights: 202 TTL rev: \$21,164

- Toast Masters , Sheraton – TTL rooms: 57, TTL rev: \$5,472
- Delta Theta Chi , Sheraton – TTL rooms: 75, TTL rev: \$9,150
- Lodge Family Block, La Quinta – TTL rooms: 18, TTL rev: \$1,602
- Vintage Market Days, Hampton Inn- TTL rooms: 52, TTL rev: \$ 4,940

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



II. Visitors: FYTD Total (October '18-September'19): 874

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

- Out of State: 29
- Out of Country: 21
- Texas Residents: 39
- McKinney Residents: 15
- Register Total: 104
- Ticker Counter: 448

III. RFP's: 33 (0-Association, 29-Corporate, 4-Weddings, 0-Social: 0-Religious, 0-Sports, 0-Day Trips)

Association:

- N/A

Corporate: 29

- Room Nights: 1365 attendees: 1465

<u>Month</u>	<u>Group</u>	<u>Venue</u>	<u>Room Nights</u>	<u>Attendees</u>
January	-	-	-	-
01/13 - 01/16/19	Torchmark AIL 101	Sheraton	100	100
01/21 - 01/23/19	Torchmark AIL SGA Improvement Seminar	Sheraton	15	15
01/27 - 01/30/19	Torchmark LNL 201	Sheraton	30	30
February				
02/11 - 02/13/2019	Torchmark AIL 201	Sheraton	80	80
02/17 - 02/20/2019	Torchmark FHL 201	Sheraton	15	30
02/19 - 02/22/2019	Torchmark FHL 101	Sheraton	22	44



02/24 - 02/28/2019	Torchmark LNL 101	Sheraton	100	100
March				
03/04 - 03/06/2019	Torchmark AIL 301	Sheraton	50	50
03/18 - 03/20/2019	Torchmark LNL 401	Sheraton	20	20
03/24 - 03/27/2019	Torchmark LNL 301	Sheraton	20	20
April/May				
04/28 - 05/01/2019	Torchmark AIL 101	Sheraton	100	100
05/05 - 05/09/2019	Torchmark LNL 101	Sheraton	100	100
June				
06/16 - 06/19/2019	Torchmark AIL 101	Sheraton	100	100
06/23 - 06/26/2019	Torchmark LNL 201	Sheraton	30	30
July				
07/15 - 07/17/2019	Torchmark AIL SGA Improvement Seminar	Sheraton	15	15
07/21 - 07/25/2019	Torchmark FHL 101	Sheraton	22	44
07/24 - 07/26/2019	Torchmark FHL 301	Sheraton	9	18
August				
08/05 - 08/08/2019	Torchmark LNL 401	Sheraton	20	20



08/12 - 08/14/2019	Torchmark AIL 201	Sheraton	80	80
08/25 - 08/28/2019	Torchmark LNL 301	Sheraton	20	20
September				
09/15 - 09/19/2019	Torchmark LNL 101	Sheraton	100	100
09/23 - 09/25/2019	Torchmark AIL 301	Sheraton	50	50
October				
10/20 - 10/23/2019	Torchmark LNL 201	Sheraton	30	30
10/22 - 10/23/2019	Torchmark FHL 101	Sheraton	22	44
10/27 - 10/29/2019	Torchmark FHL 201	Sheraton	15	30
10/27 - 10/30/2019	Torchmark AIL 101	Sheraton	100	100
November				
11/03 - 11/07/2019	Torchmark LNL 101	Sheraton	100	100
Total			1365	1470

Social: 0

- N/A

SMERF: 4 (4-Weddings, 0-Sport)

- Westlake/Ross Wedding – November 2018
- Courtney Lavey Wedding – November 2018, The Gather
- Claudia Martinez Wedding – May 2019, The Springs
- Senkel/Basile Wedding – June 2019, The Gather



IV. Site Visits: 1

- Megan Neth

V. Advertising: Ads/materials created and submitted: Created/submitted materials (photos and text) **Blogs: 28**

Second Saturday Blog (Nov.) - 27

New to McKinney – 1

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

Weekend Update page - 99

NCAA – 36

McKinney Shop – 11

Event-Planning – 54

Santa on the Square – 22

Plan Your Visit – 6

MAST (McK Art Studio Tour) – 16

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

- Submitted info Texas Events Calendar
- Wrote November feature and submitted photos to Texas Hotel Assoc. (Al DeBerry)
- Took photos at Home for the Holidays
- Created artwork for promotional items
- Submitted Nov. events to TACVB for the newsletter
- Emailed grant confirmation letters to recipients

VIII. Advertising- Website & Publication ROI Tracking:

- MHS-Lions: 1
- Boyd-High-Broncos: 3
- MNHS Bulldogs - 1
- Daytripper – Home for the Holidays – 4
- McKinney Foodie scene – 27
- McKinney Music scene – 19
- NCAA – 1
- Sports Destination Marketers - 1

IX. Free Publicity:

Publicity: *Does not include \$30,000 for Grants*



FY 18-19	Budgeted Amount
Adv. & Promo TTL	\$ 141,470

NOVEMBER 2018- MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
BubbleLife	Shared Blog/website updates (2 times)	\$0	\$2,500	\$9,000	575,000
Courier Gazette	Economic Impact of NCAA game - D2 Quoted	\$1,120	\$800	\$5,760	225,000
County Line Magazine	New Year's Eve listing	\$750	\$500	\$3,600	60,000
Community Impact	Economic Impact of NCAA game - D2 Quoted	\$1,800	\$900	\$8,100	250,000
TSAE Newsletter	Free article		\$570	\$1,375	10,000
Texas Standard web/NPR radio	Piece by Marika Flatt		\$6,000	\$18,000	210,000
TTIA Newsletter	Shared article from Texas Standard	\$0	\$450	\$1,500	40,000
TOTALS		\$3,670	\$11,720	\$47,335	1,370,000
FY 18-19 Totals		\$5,605	\$22,120	\$78,535	\$2,235,000

X. Lost Business-0



19-0146

TITLE: Consider/Discuss MEDC Staff Monthly Report

SUPPORTING MATERIALS:

[Organizational Report](#)



McKinney Economic Development Corporation February 2019 Organizational Report

Peter Tokar
MEDC President

MEDC Board of Directors,

We are picking up a lot of momentum on development projects. We have seen an increase in the amount of RFP's coming into the organization. With that increase is an improvement in the quality of the projects as well. I believe that our marketing efforts are starting to pay off as we continue to brand McKinney as an executive destination.

Development interest continues to be strong and our efforts to start master planning the sites that we control are helping shape the narrative that we are positioning ourselves for top quality development. Each month we are making forward progress in reshaping what the MEDC is and has to offer. I am very pleased with our progress.

-Peter

President's Report:

A. Organizational Updates

- Master Development Architect Interview – Co-planned and attended MEDC-owned land Master Development Architect Interviewed with MEDC Land Subcommittee Board Members and City Manager Grimes on February 6.
- MEDC Incentives Guideline – Continued working with President Tokar for MEDC Incentive Guideline including company prospects with jobs and capital investment, build-to-suit or speculative industrial building, build-to-suit or speculative office building and McKinney National Airport projects.
- MEDC held a meeting with McKinney's representatives from the Workforce Solutions for North Central Texas.
- We will be sending out a poll to find a good time to hold a KPI workshop so we can finalize this for the year.
- We will be posting soon for two position for the MEDC. A Senior Vice President for the projects team, and a contract position focused on technology development. I am currently writing the details if the contract position, but it will be largely focused on 5G and the rollout of that initiative.

B. New Business Attraction – Projects

- RFPs received: 9
- RFPs responded to: 6
- Project Pine – initial response due December 14. Second request for information due January 2. Third request for information due January 29. Site visit to McKinney on February 11. We are currently working to structure incentive offering that was incorporated into the final proposal submitted on January 29.
- Project Wheels Up - details in the works, not timeline at this time.
- Project Slide - Meeting with them on February 21 to discuss.
- Project FPS – Working on putting the project team together for a potential public private partnership.
- Project Tahiti - City Attorney is preparing the Purchase and Sale Agreement. Developer is working with end-user company on lease agreement for proposed new building.
- Project Trafalgar - Sentinel Capital has started grading of 37 acre site west of McKinney National Airport.
- Project Saint – Currently working to structure Project Saint incentive offering that was incorporated into the proposal submitted on February 11.
- Project Sixty-Six – MEDC hosted a meeting in office on February 1 to meet an international prospect from Taiwan that is interested in establishing its first company operation in the US.
- Project Switzerland – Continued to coordinate with Project Switzerland staff and City/MEDC staff to plan the company's first visit to McKinney on February 20.
- Project Parrot – We have prepared the second request from the developer for an Executive Session item on February Board Meeting. Prepared the Executive Session Item packet that was loaded for MEDC Board's review on February 12.

C. Marketing / Communications

- We will be scheduling a marketing update from Centipede Digital for Early March with the Marketing Committee. There we will look at our progress thus far on the new website, branding and overall campaign for 2019.
- Held meeting with Development Services, Communications and Marketing, Centipede Digital to discuss the best source for data. More work is to be done on this, but efforts are focused with the intent to have the best data shared, and consistent data shared city-wide.
- Completed the Economic Development Corporation Report for Fiscal Year 2018-2019. The City's Finance Department provided great assistance in verifying the financial information requested in the report.

D. Business Retention & Expansion

- BRE Visits January: 5
- BRE Program



- Presented and discussed the proposed 2019 BRE with MEDC President on Feb 5th and will proceed with follow-up.
- Playful Corporation Status
 - They are beginning public and “group” tours on Fridays by reservation only. They are also opening the bottom floor café area as meeting space, again by reservation and business permitting. Most recently they hosted a Chamber Executive Breakfast – Development Update titled: Technology’s Impact on Business Expansion in McKinney.
 - Formal “Grand Opening/Ribbon Cutting” is now being scheduled as a “summer activity”.
- Toured StatLab alongside the McKinney Chamber of Commerce as part of the retention and expansion program of the MEDC.
- Tong Yang Group (TYG) – Planned and attended a private TYG Tour led by TYG President Chen. TYG is celebrating 20 years in McKinney in 2019.
- Wisdom LED – Planned and attended a business lunch with President Zhu on February 11 to discuss the progress of construction of US headquarters in McKinney.
- TYG, Wistron, Toyoshima GreenTech, Wisdom LED & Hisun – Planned and attended Mayor-hosted Chinese New Year lunch at Rick’s Chophouse on February 13. Mayor Fuller, Chairman Burrell, City Manager Grimes, President Tokar and Staff attended the lunch as well as joined by the executives from five McKinney businesses global headquartered in Taiwan and/or China. It was a successful event.

BRE Project Updates:

- Project Arizona – Facing possible delays due to construction availability.
- Perfectly Green Corporation - former McKinney company that is interested in returning to McKinney.

E. Emerging Technology / Tech Ecosystem

- Tech Culture McKinney - (formerly the McKinney Technology Center)
 - The official Ribbon Cutting and Open House is scheduled for February 27th at 4:00 in the afternoon.
 - Currently has 4 tenants with 2 others negotiating contracts for space.
 - The WERX Maker Space is operational on site
 - Hosted visit from Collin College on Feb. 12
- Emerging Tech Program has 2 new prospects. They are looking at both Tech Culture and the Cotton Mill as potential locations.
- New Emerging Technology Program Applicants: Project Globe - Project Spark II.

F. Development Updates

- Flour Mill
 - All the “legal and litigation” that has entangled the Flour Mill over the past year was finally resolved in the Courts.

G. Networking / Business Development

- Participated at Dallas Regional Chamber DFW Marketing Team trip to Atlanta and Greenville SC to meet with corporate site selectors.
- Made plans for participation at the Advanced Manufacturing Trade Show/MD+M (Medical Device and Manufacturing) in Anaheim, CA in February. Sent out over 200 letters to California companies and 120 emails to New York/New Jersey and Illinois companies participating at the trade show to present McKinney and request appointments. Participating with Team Texas and Oncor.
- Attended Dallas Regional Chamber annual meeting.
- Participated at NTCAR commercial real estate networking meeting at Frontiers of Flight Museum in Dallas to market McKinney.
- Made presentation to ESRP commercial broker/site selector in Dallas.
- Participated at Dallas Business Leads Group meeting.
- Contacted brokers and others regarding 41 Business Leads. Business leads were for office and industrial companies seeking space in DFW (See last page for list*).
- Met with two architectural firms to present McKinney.
- Participated at CREW (Commercial Real Estate Women) networking event in Dallas.
- Made presentation to Site Selection Group in Dallas.
- Contacted 9 of top ten office tenant brokers in Dallas requesting opportunities to work business projects with them.
- Met two corporate relocation firms to present opportunities in McKinney
- Connected John Valencia and Tech Culture McKinney (McKinney Technology Center/MIC) with emerging tech company met through US India Chamber of Commerce... which is currently working on lease with MIC.
- Attended the McKinney Chamber Annual Luncheon with guests interested in hosting a major event in McKinney.
- Dallas Regional Chamber Event – Attended Dallas Regional Chamber DFW Marketing Team meeting in downtown Dallas on February 8 and interacted with Governor’s Office Economic Development & Tourism Team, MEDC partner for lead generation and projects from the State level.
- McKinney Chamber Event – Attended McKinney Chamber hosted “Technology’s impact on Business Expansion in McKinney” breakfast at Playful Corporation on February 12.

Upcoming Events:

- MEDC Staff will be participating in the Dallas Regional Chamber trade missions to the West Coast in February.
- February 22 – [2019 Community Awards Celebration](#) – 6:00–9:00 pm Sheraton McKinney Hotel and Conference Center
- March 7 - [Bisnow: North 121 Corridor & 380 Boom](#) - 7:30 am – Sheraton McKinney Hotel and Conference Center
- March 8th the MEDC staff will hold their weekly staff meeting at Playful that will include a tour and lite lunch.

***List of Business Leads**

	<u>Brokerage Firm</u>	<u>Space Requirements</u>	<u>Office/Industrial</u>
1	JLL	25,000 SF	Office
2	JLL	25,000 SF	Office
3	JLL	50,000 SF	Office
4	JLL	60,000 SF	Office
5	JLL	50,000 SF	Office
6	JLL	250,000 SF	Project Bluewater
7	Cushman/Wakefield	55,000 SF	Office
8	Cushman/Wakefield	150,000 SF	Pharma
9	Cushman/Wakefield	Unknown	Project Oak
10	Call to End User Company	Unknown	Aerospace
11	JLL	Unknown	Medtech
12	CBRE	30,000 SF	Office
13	CBRE	130,000 SF	Office
14	CBRE	400,000 SF	Unknown
15	CBRE	100,000 SF	Unknown
16	CBRE	50,000 SF	Office
17	CBRE	20,000 SF	Unknown
18	Citadel	50,000 SF	Unknown
19	CBRE	Unknown	Data Center
20	JLL	200,000 SF	Office
21	CBRE	25,000 SF	Office
22	Call to End-User Company	Unknown	Tech Office
23	Call to End-User Company	115,000 SF	Industrial
24	Avison Young	50,000 SF	Office
25	Transwestern	125,000 SF	Unknown
26	Transwestern	50,000 SF	Unknown
27	CBRE	150,000 SF	Unknown
28	Altschuler CRE	100,000 SF	Unknown
29	Younger	300,000 SF	Unknown
30	Call to End-User Company	Unknown	Aircraft-related
31	TIG CRE	30,000 SF	Office
32	Call to End-User Company	30,000 SF	Office
33	Call to End-User Company	Unknown	Office
34	Call to End-User Company	Unknown	Office
35	CBRE	Unknown	Project Sparta
36	Call to End-User Company	Unknown	Office
37	Architectural Firm	100,000 SF	Tech Company
38	Unnamed Broker	Unknown	Pharma
39	Call to End-User Company	Unknown	Tech Company
40	Unnamed Broker	Unknown	2 California Comp
41	CBRE	Unknown	Industrial

19-0147



TITLE: Consider/Discuss/Act on December 2018 Financials

SUPPORTING MATERIALS:

[December 2018 Transmittal Letter](#)

[December 2018 Financials](#)

[December 2018 Invoices Processed](#)

December Monthly Financial Report

January 23, 2019

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

December Analysis

MEDC Revenue -

Revenue of the McKinney Economic Development Corporation is 11.93% above the budgeted revenue. Sales tax figures are 5.08% above last year's collections through December. Below is a link to the current year-to-date revenue of the MEDC:

[MEDC Revenues - December](#)

MEDC Expenditures -

Expenditures of the McKinney Economic Development Corporation are 37.50% under budget due to project milestones becoming due later in the year. During the month of December, a \$762,631 economic incentive payment was made to Playful.

[MEDC Expenditures - December](#)

Sales Tax Analysis -

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

[FY 2019 Monthly Sales Tax Comparison](#)

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

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

Project Details-

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

Checks Issued-

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

[MEDC December Checks Issued](#)

Conclusion-

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

Sincerely,

Mark Holloway

Chief Financial Officer

City of McKinney

McKinney Economic Development Corporation

Balance Sheet
December 2018

	MEDC Operations	Interest and Sinking	Reserve Fund	Long-Term Debt	General Fixed Assets	Total
Assets						
Cash and Cash Equivalents	\$ 117,363	\$ 110,676	\$ 51,345	\$ -	\$ -	\$ 279,383
Investment Pools	8,495,613	1,235,080	1,525,472	-	-	11,256,166
Accounts Receivable/Other Taxes & Franchise Fees	2,303,353	-	-	-	-	2,303,353
Deposits/Security Deposits	5,528	-	-	-	-	5,528
Deferred Charges/Prepaid Items	-	-	-	-	-	-
Land	-	-	-	-	67,043,105	67,043,105
Land Improvements (Net of Depreciation)	-	-	-	-	-	-
Machinery & Equipment (Net of Depreciation)	-	-	-	-	-	-
GASB 68 TMRS/Actuarial	-	-	-	38,017	-	38,017
GASB 68 TMRS/Investment	-	-	-	62,848	-	62,848
GASB 68 TMRS/Contributions	-	-	-	102,660	-	102,660
GASB 75 OPEB/Actuarial	-	-	-	36	-	36
GASB 75 OPEB/Assumption Change	-	-	-	8,747	-	8,747
GASB 75 OPEB/Contributions	-	-	-	455	-	455
Total Assets	\$ 10,921,857	\$ 1,345,756	\$ 1,576,817	\$ 212,763	\$ 67,043,105	\$ 81,100,298
Other Debits						
Deferred Charges/Unamortized Advance Refunding	\$ -	\$ -	\$ -	\$ 81,509	\$ -	\$ 81,509
Amount Available for Debt Service	-	-	-	1,721,796	-	1,721,796
Amount Provided for Retirement of Long-term Debt	-	-	-	29,332,512	-	29,332,512
Total Other Debits	\$ -	\$ -	\$ -	\$ 31,135,818	\$ -	\$ 31,135,818
Total Assets and Other Debits	\$ 10,921,857	\$ 1,345,756	\$ 1,576,817	\$ 31,348,581	\$ 67,043,105	\$ 112,236,115
Liabilities						
Vouchers Payable	\$ 36,818	\$ -	\$ -	\$ -	\$ -	\$ 36,818
Accrued Payroll	-	-	-	-	-	-
Compensated Absences Payable	-	-	-	84,562	-	84,562
Accrued Interest Payable	-	-	-	93,550	-	93,550
Note Payable to Primary Government	-	-	-	815,999	-	815,999
Bonds Payable	-	-	-	29,590,000	-	29,590,000
TMRS Pension Liability	-	-	-	415,043	-	415,043
OPEB Liability	-	-	-	199,511	-	199,511
TMRS Actuarial Experience	-	-	-	9,846	-	9,846
TMRS Investment Experience	-	-	-	140,070	-	140,070
Total Liabilities	\$ 36,818	\$ -	\$ -	\$ 31,348,581	\$ -	\$ 31,385,398
Fund Balances/Equity						
Reserve for Encumbrances	\$ 491,412	\$ -	\$ -	\$ -	\$ -	\$ 491,412
Reserve for Prepaids	44,174	-	-	-	-	44,174
Unreserved Fund Balance	10,349,454	1,345,756	1,576,817	-	-	13,272,026
Investment in Capital Assets	-	-	-	-	67,043,105	67,043,105
Total Fund Balances/Equity	\$ 10,885,040	\$ 1,345,756	\$ 1,576,817	\$ -	\$ 67,043,105	\$ 80,850,717
Total Liabilities and Fund Balances	\$ 10,921,857	\$ 1,345,756	\$ 1,576,817	\$ 31,348,581	\$ 67,043,105	\$ 112,236,115

McKinney Economic Development Corporation
Summary Operating Statement
December 2018 (25% of FY Complete)

Revenues	FY19 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Received	Monthly Comparison		YTD Comparison	
						Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
Sales Tax	\$ 14,255,971	\$ 1,123,713	\$ 3,424,455	\$ 10,831,516	24.0%	\$ 1,187,998	\$ (64,284)	\$ 3,563,993	\$ (139,538)
Interest Income	120,000	15,508	163,850	(43,850)	136.5%	10,000	5,508	30,000	133,850
Sale of Land	-	434,295	434,295	(434,295)	100.0%	-	434,295	-	434,295
Total Revenues	\$ 14,375,971	\$ 1,573,516	\$ 4,022,599	\$ 10,353,372	28.0%	\$ 1,197,998	\$ 375,518	\$ 3,593,993	\$ 428,607
Expenditures	FY19 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Spent	Monthly Comparison		YTD Comparison	
						Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
MEDC Operations									
Personnel	\$ 1,493,162	\$ 75,044	\$ 257,392	\$ 1,235,770	17.2%	\$ 124,430	\$ 49,386	\$ 373,291	\$ 115,898
Supplies	42,000	5,129	10,595	31,405	25.2%	3,500	(1,629)	10,500	(95)
Maintenance	5,000	-	649	4,351	13.0%	417	417	1,250	601
Services/Sundry	970,410	107,514	262,432	707,978	27.0%	80,868	(26,646)	242,603	(19,830)
Total MEDC Operational Exp.	\$ 2,510,572	\$ 187,687	\$ 531,069	\$ 1,979,503	21.2%	\$ 209,214	\$ 21,527	\$ 627,643	\$ 96,574
Projects									
Committed Projects	\$ 11,735,580	\$ 821,271	\$ 1,233,444	\$ 10,502,136	10.5%	\$ 977,965	\$ 156,694	\$ 2,933,895	\$ 1,700,451
Other Project Expenses	180,000	-	-	180,000	0.0%	15,000	15,000	45,000	45,000
Total Project Expenses	\$ 11,915,580	\$ 821,271	\$ 1,233,444	\$ 10,682,136	10.4%	\$ 992,965	\$ 171,694	\$ 2,978,895	\$ 1,745,451
Non-Departmental									
Other - Adm Fee	\$ 450,000	\$ 37,500	\$ 112,500	\$ 337,500	25.0%	\$ 37,500	\$ -	\$ 112,500	\$ -
Insurance & Risk Fund	10,211	851	2,553	7,658	25.0%	851	-	2,553	-
MEDC I & S Fund	4,761,145	396,762	1,190,286	3,570,859	25.0%	396,762	-	1,190,286	-
Total Non-Departmental Expenses	\$ 5,221,356	\$ 435,113	\$ 1,305,339	\$ 3,916,017	25.0%	\$ 435,113	\$ -	\$ 1,305,339	\$ -
Total Expenses	\$ 19,647,508	\$ 1,444,071	\$ 3,069,851	\$ 16,577,657	15.6%	\$ 1,637,292	\$ 193,222	\$ 4,911,877	\$ 1,842,026
Net	\$ (5,271,537)	\$ 129,445	\$ 952,748			\$ (439,295)	\$ 568,740	\$ (1,317,884)	\$ 2,270,632
FY19 Prelim Beginning Fund Balance	\$ 10,013,576								
Add FY19 Budgeted Revenue	14,375,971								
Less FY19 Budgeted Expense	(19,647,508)								
FY19 Proj. End Fund Balance	\$ 4,742,039								

MEDC Project Detail/Cash Flow

December 2018

All active MEDC projects are listed below, with the future cash flows based on a conservative estimate of the timing of incentive payments.

Projects	Project Number	Approved Project Amount	Project Expenses to date	Remaining Commitments	FY19	FY20	FY21	FY22
Encore Wire - 2011	E11023	\$ 700,000	\$ 700,000	\$ -	\$ -			
Statlab	E13007	157,500	-	157,500	157,500			
Hisun	E13011	240,000	114,000	126,000	126,000			
O'Hara Flying Service	E14003	144,000	48,000	96,000	96,000			
UPS	E14009	900,000	810,000	-	-			
Encore Wire	E14017	930,000	-	930,000	930,000			
AIM	E14021	144,900	75,900	69,000	69,000			
Popular Ink II	E15005	40,000	16,000	24,000	24,000			
Wright IMC	E15007	108,000	-	108,000	108,000			
Accent Care	E15008	460,110	291,090	169,020	169,020			
Horizon Data Center	E15010	256,000	205,000	51,000				51,000
Cookies-N-Milk	E16002	100,080	94,520	5,560	5,560			
Werx (Grant Match)	E17001	162,145	108,097	54,048	54,048			
SFMC	E17002	768,000	-	768,000	768,000			
TPUSA	E17003	610,000	-	610,000	610,000			
PACCAR 2017	E17004	3,300,000	1,100,000	2,200,000		2,200,000		
Cotiviti USA	E17005	792,000	-	792,000	792,000			
Simpson Strong Tie	E17006	467,000	-	467,000	467,000			
Playful	E17007	2,514,400	1,540,000	974,400	974,400			
3-TAB Beacon	E17008	248,500	171,500	77,000	77,000			
Lone Star Reel	E17009	224,982	-	224,982	224,982			
Independent Bank	E17010	5,381,000	221,000	5,160,000	4,160,000	1,000,000		
Volunteer Mobilization	E18002	55,111	22,207	32,904	32,904			
BlockIt	E19001	34,965	13,253	21,713	21,713			
Toyoshima Greentech	E19002	50,000	-	50,000	50,000			
McKinney Industrial Center	E19003	165,793	-	165,793	-	165,793		
Intelledox	E19004	20,547	8,064	12,482	12,482			
PACCAR 2018	E19005	360,000	-	360,000	360,000			
Dalfen	E19006	268,000	-	268,000	268,000			
Virtuwave Loan	E19007	699,189	-	699,189	699,189			
Virtuwave Grant	E19008	250,000	-	250,000	250,000			
Moss	E19009	245,000	-	245,000	245,000			
Totals		\$ 20,797,222	\$ 5,538,630	\$ 15,168,591	\$ 11,751,798	\$ 3,365,793	\$ -	\$ 51,000

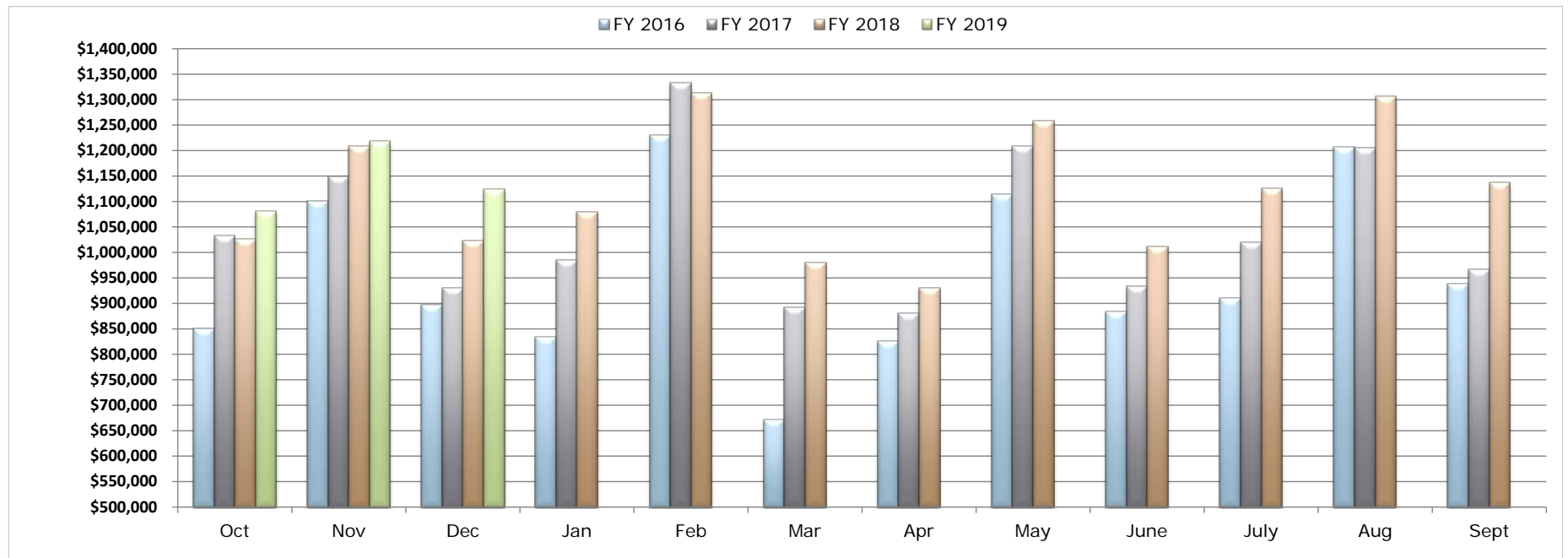
Unaudited

McKinney Economic Development Corporation

Sales Tax Revenue

December 2018 (25% of FY Complete)

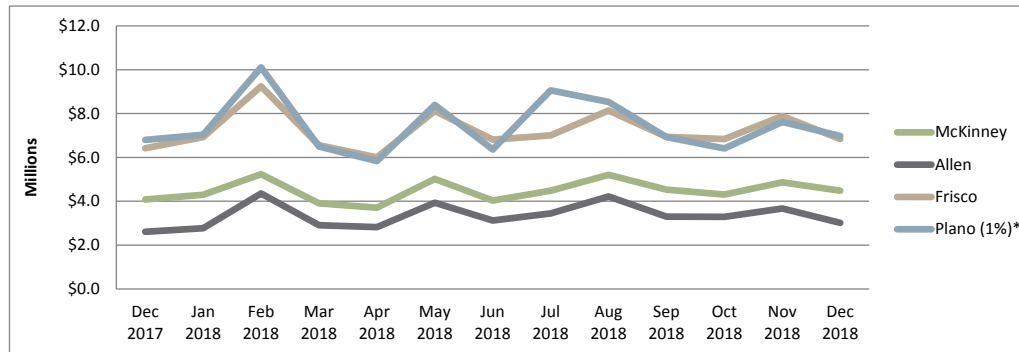
Month Received	FY 2014 Received	FY 2015 Received	FY 2016 Received	FY 2017 Received	FY 2018 Received	FY 2019 Received	Difference to FY 2018	Variance to FY 2018	% of Budget
October	\$780,694	\$809,613	\$851,178	\$1,032,847	\$1,026,985	\$ 1,081,713	\$ 54,728	5.3%	7.6%
November	938,090	982,351	1,101,106	1,148,939	1,208,295	1,219,028	10,733	0.9%	8.6%
December	770,221	826,009	897,304	929,699	1,023,356	1,123,713	100,357	9.8%	7.9%
January	744,988	821,731	833,503	985,393	1,079,316				
February	1,043,205	1,136,044	1,231,183	1,334,043	1,312,944				
March	681,914	764,445	671,518	891,649	980,238				
April	677,086	716,258	825,953	880,093	930,962				
May	978,399	1,031,572	1,114,575	1,208,091	1,258,169				
June	765,309	820,908	884,501	932,936	1,011,758				
July	787,000	840,355	910,886	1,019,409	1,125,759				
August	980,251	1,055,774	1,207,558	1,207,441	1,306,035				
September	928,323	1,013,186	938,767	967,150	1,136,996				
Total	\$10,075,479	\$10,818,246	\$11,468,033	\$12,536,690	\$13,400,813	\$ 3,424,454	\$ 165,819	5.1%	24.0%



TOTAL SALES TAX COLLECTED

Sister City Comparison

Dec 2018	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	\$400,704	\$404,072	\$420,926	\$179,025
Var to LY	9.8%	15.5%	6.6%	2.6%
Year To Date	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	\$658,168	\$1,275,365	\$1,072,924	\$321,361
Var to LY	5.1%	14.7%	5.2%	1.6%



Year-to-Date Collections

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
FY 2018 Total	\$12,990,924	\$8,698,670	\$20,500,189	\$20,692,367

FY 2019	McKinney	Allen	Frisco	Plano 1% *
Oct 2018	\$4,310,922	\$3,290,122	\$6,841,118	\$6,413,690
Nov 2018	4,859,750	3,670,160	7,887,283	7,623,824
Dec 2018	4,478,421	3,013,753	6,844,712	6,976,214
FY 2019 Total	\$13,649,093	\$9,974,035	\$21,573,113	\$21,013,728

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

McKINNEY ECONOMIC DEVELOPMENT CORPORATION
INVOICES PROCESSED - December 2018

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Date	Vendor Name	Amount	Description 1	Description 2	Proj. #	Proj. Description
12/7/2018	PLANO CHAMBER OF COMMERCE	\$2,500.00	COLLIN COUNTY DAYS	3/26/19-3/27/19		
12/7/2018	LIU, WEI	\$120.48	MILEAGE 11/2018			
12/7/2018	CENTIPEDE DIGITAL	\$17,562.50	COMMUNICATIONS/MEDIA SERV			
12/7/2018	CIVICPLUS	\$137.50	COMMUNICATIONS/MEDIA SERV			
12/7/2018	CIVICPLUS	\$3,300.00	COMMUNICATIONS/MEDIA SERV			
12/7/2018	COOKIES-N-MILK INC	\$38,920.00	INCENTIVE PAYMENT		E16002	COOKIES-N-MILK, INC
12/7/2018	MCKINNEY CHAMBER OF COMMERCE	\$500.00	STATE OF THE CITY 11/1/18			
12/7/2018	OFFICETEAM	\$699.68	PERSONNEL,TEMP EMPL AGCY			
12/14/2018	TPC CRAIG RANCH	\$1,590.00	FAM TOUR HELD ON 8/23/18			
12/14/2018	COLEMAN, BRUCE	\$400.00	MILEAGE 11/2018			
12/14/2018	AMERICAN DIVERSITY BUSINESS SOL INC	\$3.25	BADGES & OTHER ID EQUIP.			
12/14/2018	AMERICAN DIVERSITY BUSINESS SOL INC	\$36.00	BADGES & OTHER ID EQUIP.			
12/14/2018	MASON, ELIZABETH KAY	\$200.00	12/6 HOLIDAY PARTY PERFOR			
12/14/2018	BROWN & HOFMEISTER LLP	\$380.00	MISC PROFESSIONAL SERVICE			
12/14/2018	BROWN & HOFMEISTER LLP	\$1,340.00	MISC PROFESSIONAL SERVICE			
12/14/2018	BROWN & HOFMEISTER LLP	\$1,980.00	MISC PROFESSIONAL SERVICE			
12/14/2018	BROWN & HOFMEISTER LLP	\$235.00	MISC PROFESSIONAL SERVICE			
12/14/2018	BROWN & HOFMEISTER LLP	\$320.00	MISC PROFESSIONAL SERVICE			
12/14/2018	BROWN & HOFMEISTER LLP	\$280.00	MISC PROFESSIONAL SERVICE			
12/14/2018	BROWN & HOFMEISTER LLP	\$430.00	MISC PROFESSIONAL SERVICE			
12/14/2018	BROWN & HOFMEISTER LLP	\$4,660.00	MISC PROFESSIONAL SERVICE			
12/14/2018	BROWN & HOFMEISTER LLP	\$260.00	MISC PROFESSIONAL SERVICE			
12/14/2018	BROWN & HOFMEISTER LLP	\$140.00	MISC PROFESSIONAL SERVICE			
12/14/2018	BROWN & HOFMEISTER LLP	\$320.00	MISC PROFESSIONAL SERVICE			
12/14/2018	BROWN & HOFMEISTER LLP	\$80.00	MISC PROFESSIONAL SERVICE			
12/14/2018	BROWN & HOFMEISTER LLP	\$40.00	MISC PROFESSIONAL SERVICE			
12/14/2018	BROWN & HOFMEISTER LLP	\$40.00	MISC PROFESSIONAL SERVICE			
12/14/2018	BROWN & HOFMEISTER LLP	\$3,850.00	MISC PROFESSIONAL SERVICE			
12/14/2018	BROWN & HOFMEISTER LLP	\$200.00	MISC PROFESSIONAL SERVICE			
12/14/2018	BROWN & HOFMEISTER LLP	\$1,780.00	MISC PROFESSIONAL SERVICE			
12/14/2018	BROWN & HOFMEISTER LLP	\$940.00	MISC PROFESSIONAL SERVICE			
12/14/2018	BROWN & HOFMEISTER LLP	\$40.00	MISC PROFESSIONAL SERVICE			
12/14/2018	BROWN & HOFMEISTER LLP	\$580.00	MISC PROFESSIONAL SERVICE			
12/14/2018	BROWN & HOFMEISTER LLP	\$380.00	MISC PROFESSIONAL SERVICE			

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12/14/2018	BROWN & HOFMEISTER LLP	\$340.00	MISC PROFESSIONAL SERVICE			
12/14/2018	BROWN & HOFMEISTER LLP	\$60.00	MISC PROFESSIONAL SERVICE			
12/14/2018	BLOCKIT INC	\$2,913.75	DEC RENT REIMBURSEMENT		E19001	BLOCKIT
12/14/2018	VOLUNTEER MOBILIZATION, LLC	\$2,913.75	OCT RENT REIMBURSEMENT		E18002	VOLUNTEER MOBILIZATION
12/14/2018	VOLUNTEER MOBILIZATION, LLC	\$2,913.75	NOV RENT REIMBURSEMENT		E18002	VOLUNTEER MOBILIZATION
12/14/2018	VOLUNTEER MOBILIZATION, LLC	\$2,913.75	DEC RENT REIMBURSEMENT		E18002	VOLUNTEER MOBILIZATION
12/14/2018	OFFICETEAM	\$694.11	PERSONNEL, TEMP EMPL AGCY			
12/21/2018	STATE COMPTROLLER OF PUBLIC ACCOU	-\$4,108.13	NOV 2018 SALES TAX			
12/21/2018	TOKAR, PETER	\$72.00	PARKING-SMART CITIES WORL			
12/21/2018	TOKAR, PETER	\$110.00	INTERNATIONAL DAY PASS			
12/21/2018	TIME WARNER CABLE	\$334.80	8260 13 100 0001447	MEDC 11/16-12/15		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$39.96	D J*WALL-ST-JOURNAL	MONTHLY		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$199.00	ADVANTAGE STORAGE CRAI	STAORAGE FEE		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$29.53	BENNYS CAFE	MARK COTTAM		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$39.00	HARVEST	BETH BECK		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$25.62	COTTON PATCH CAFE - MC	TOM THIBEAULT		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$49.56	LOCAL YOCAL	CURTIS RIPPEE, ASHLEY		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$19.96	DALLAS MORNING NEWS PA	MONTHLY		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	-\$6.54	THE GRAND HOTEL	BRENTON HARDEE		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	-\$6.54	THE GRAND HOTEL	JOHN WARASILLA		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	-\$6.54	THE GRAND HOTEL	MARCUS CROSS		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$277.38	GO RENTALS TKI	RENTAL CAR FOR		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$16.19	RACETRAC 34 00003400	GAS FOR RETAL CAR		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$123.17	THE GRAND HOTEL	BRENDON HARDEE		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$123.17	THE GRAND HOTEL	JOHN WARASILLA		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$132.55	SUGARBACON	BRENTON HARDEE, MARCUS		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$123.17	THE GRAND HOTEL	MARCUS CROSS		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$771.40	DELTA 00623352120112	MICHAEL LUNDMARK		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$771.40	DELTA 00623352120112	CHRIS SEDGWICK		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$474.60	DELTA 00623352120112	PETER TOKAR		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$33.13	BLACK WALNUT CAFE - AL	PAUL MERRITT		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$2,018.42	HOTEL DUQUESA CARDONA	P TOKAR 11/10-11/17		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$40.80	TAXI LIC 9114	TAXI 9114		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$51.33	RESTAURANTE LA FUSTA	TIM QUINN		

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12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$12.10	METRO BARCELONA	METRO CARD		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$212.88	EL ARCANO	SKIGNZ - S. BROWN		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$0.18	INTERNATIONAL TRANSACTION	TAXI		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$13.57	TAXIS ALSETO SL	TAXI		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$17.98	TAXI LLIC. 10242	TAXI		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$0.15	INTERNATIONAL TRANSACTION	TAXI		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$21.21	TAXI LLIC.4578	TAXI		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$14.79	TAXI PURROY	TAXI		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$0.40	INTERNATIONAL TRANSACTION	TAXI 1618		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$40.19	TAXI LLIC. 1618	TAXI		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$74.90	LAYERED	TERRY CASEY		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$16.74	FILTERED	GREG NELSON		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$60.00	URBAN LAND INSTITUTE	NON MEMBER		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$44.00	NEIGHBORHOOD SERVICES	ALEX COE / CRESA PARTNERS		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$18.57	ENTERPRISE RENTACAR TO	RENTAL CAR		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$29.88	HUTCHINS BBQ	JONATHAN CARRIER		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$37.30	PLANO SAMUI THAI CUISI	SHANTHI RAJARAM		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$7.50	DREAM CAFE	ALEXANDER SCOTT		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$43.00	IDA CLAIRE - ADDISON	DEAN BARBER BUSINESS		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$89.00	BISNOW	BISNOW NETWORKING		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$99.00	BISNOW	DALLAS CAPITAL MARKETS		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$27.99	SUSHI KOJI	LUNCH MEETING		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$16.35	FILTERED	KRISTI PRAYER AND KVP INC		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$40.00	CORENET GLOBAL INC	HOLIDAY NETWORKING		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$125.00	URBAN LAND INSTITUTE	ULI NORTH TEXAS		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$50.00	WIXEVENTS.COM	BUSINESS EXPO TO BE		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$38.00	FOUR SEASONS DALLAS FB	ALLEN BUCHANAN		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$10.00	1406 FOUR SEASONS DALL	PARKING AT THE		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$16.25	LA MADELEINE #136	SHANTHI RAJARAM		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$91.36	MAPLE LEAF DINER	ERNESTO MIRANDA		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$13.15	RACETRAC 34 00003400	GAS FOR		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$21.79	FILTERED	KVP INC		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$175.01	ENTERPRISE RENT-A-CAR	RENTAL CAR		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$150.00	BREAD WINNERS CAFE	MEET AND GREET		

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12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$34.96	SALTGRASS MCKINNEY	KRISTEN BILLINGS		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$8.23	MANTRA LEAF	ERNESTO MIRANDA		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$58.04	WM SUPERCENTER #5211	HOLIDAY DECOR		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$105.95	NNA SERVICES LLC	NOTARY SERVICES/		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$7,959.00	MARKETINGFX	HOLIDAY JACKETS FOR		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$38.37	HOBBY LOBBY #144	HOLIDAY DECOR		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$89.18	HOBBY-LOBBY #0213	HOLIDAY DECOR		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$21.65	KROGER #0567	SPARKLING WATER		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$41.05	WM SUPERCENTER #5211	DEOR FOR HOLIDAY		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$1,000.00	RICK'S CHOP HOUSE	DEPOSIT FOR FOOD		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$333.73	WM SUPERCENTER #5211	HOLIDAY GIFT BOXES		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$23.72	WM SUPERCENTER #3777	HOLIDAY CENTERPIECES		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$43.84	WM SUPERCENTER #3777	SNACKS AND KITCHEN		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$201.75	USPS.COM POSTAL STORE	STAMPS AND POSTAGE		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$3.88	SAMS	FOOD FOR THE		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$15.29	STAPLS0167290992000001	APPLIE CEWRTIFIED		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$28.44	AMAZON MKTPLACE PMTS	AVERY LASER		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$76.75	AMAZON MKTPLACE PMTS	DISHWASH SOAP, DRAWER		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$152.49	TWC*TIME WARNER CABLE	CABLE FOR		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	-\$16.25	AMAZON.COM	COAT RACK MADISON CLARK		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$16.71	AMAZON MKTPLACE PMTS	PAPER LINEN FOR		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$358.93	THE GALLERY COLLECTION	HOLIDAY CARDS		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$97.39	KROGER #0567	PROJECT EMPIRE		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$30.00	THE HERITAGE GUILD OF CC	HISTORICAL BOOK OF		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$131.33	STAPLS0167290992000001	HEATER FOR LINDA,		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$184.00	FEDEXOFFICE 00013433	PROJECT EMPIRE		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$100.11	OZARKA WATER	WATER DELIVERY		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$13.64	NATALIE BAKERY PASTRY	PROJECT EMPIRE		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$20.22	MICHAELS STORES 1243	GIFT WRAPPING		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$84.97	MARKET STREET	PROJEST EMPIRE		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$278.48	RICK'S CHOP HOUSE	PROJECT EMPIRE GEORGE		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$21.00	PAPERLESS POST	ADDING ADDITIONAL		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$30.17	CADILLAC PIZZA PUB	WHITNEY OESTREICH		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$19.96	AMAZON.COM	SOFT COVER NOTEBOOK		

McKINNEY ECONOMIC DEVELOPMENT CORPORATION
INVOICES PROCESSED - December 2018

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Date	Vendor Name	Amount	Description 1	Description 2	Proj. #	Proj. Description
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$96.00	ANIMOTO INC	VIDEO SERVICE TO		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$35.00	STAPLES 00118653	PLASTIC BROCHURE		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$7.50	LAYERED	MARTHE WITH		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$56.39	SUGARBACON	KELLY SMITH AND JOHN		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$5.58	KROGER #0567	SELTZER WATER FOR		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$13.18	LAYERED	MARTHE RENNELS		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$3.00	UBER TECHNOLOGIES INC	NEW ORLEANS IED SESSION		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$36.49	UBER TECHNOLOGIES INC	NEW ORLEANS EDI SESSION		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$5.00	UBER TECHNOLOGIES INC	NEW ORLEAND IED SESSION		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$22.50	UBER TECHNOLOGIES INC	NEW ORLEANS IED SESSION		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$1,018.00	MARRIOTT JW NEW ORLEAN	C MADISON 11/4-11/9		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$21.00	PAPERLESS POST	ADDING INVITATIONS		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$31.50	PAPERLESS POST	INVITATIONS FOR		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$147.00	PAPERLESS POST	INVITATIONS FOR		
12/21/2018	JPMORGAN CHASE BANK (PCARD)	\$2,284.00	AIRNAV	ONLINE AD LISTING		
12/21/2018	SHERATON MCKINNEY HOTEL	\$1,815.84	MISC PROFESSIONAL SERVICE			
12/21/2018	SHERATON MCKINNEY HOTEL	\$829.50	AUDIO VISUAL			
12/21/2018	D MAGAZINE	\$1,527.00	COMMUNICATIONS/MEDIA SERV			
12/21/2018	PETTY CASH-MEDC	\$26.34	MEDC BOARD MEETING			
12/21/2018	PETTY CASH-MEDC	\$5.40	COAT HANGER FOR DOOR			
12/21/2018	PETTY CASH-MEDC	\$7.00	BINDER FOR BOARD MEETING			
12/21/2018	PETTY CASH-MEDC	\$27.27	LUNCH J VALENCIA AND S. T			
12/21/2018	PETTY CASH-MEDC	\$16.24	PARKING NTCAR			
12/21/2018	PETTY CASH-MEDC	\$13.69	DISPLAY FOR NTCAR			
12/21/2018	PETTY CASH-MEDC	\$41.47	MILEAGE TO PICK UP AWARD			
12/21/2018	PETTY CASH-MEDC	\$24.88	LUNCJ J VALENCIA AND M HA			
12/21/2018	OFFICETEAM	\$375.45	PERSONNEL,TEMP EMPL AGCY			
12/28/2018	PITNEY BOWES	\$106.62	OFFICE MACHINES & ACCESS			
12/28/2018	RED MEDIA GROUP	\$1,666.67	CONSULTING SERVICES			
12/28/2018	PLAYFUL BUILDING ONE LLC	\$762,631.49	REIMB PER LOAN AGREEMENT		E17007	PLAYFUL CORP
12/28/2018	AMERICAN DIVERSITY BUSINESS SOL INC	\$3.25	BADGES & OTHER ID EQUIP.			
12/28/2018	AMERICAN DIVERSITY BUSINESS SOL INC	\$36.00	BADGES & OTHER ID EQUIP.			
12/28/2018	INTELLEDOX, INC	\$1,712.21	DEC RENT STE 930		E19004	Intelledox
12/28/2018	INTELLEDOX, INC	\$1,712.21	NOV RENT STE 930		E19004	Intelledox

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<u>Date</u>	<u>Vendor Name</u>	<u>Amount</u>	<u>Description 1</u>	<u>Description 2</u>	Proj. #	Proj. Description
12/28/2018	INTELLEDOX, INC	\$1,215.26	PRO SEP RENT		E19004	Intelledox
12/28/2018	INTELLEDOX, INC	\$1,712.21	OCT RENT STE 930		E19004	Intelledox
12/28/2018	INTELLEDOX, INC	\$1,712.21	DEP STE 930		E19004	Intelledox
12/28/2018	CENTIPEDE DIGITAL	\$17,562.50	COMMUNICATIONS/MEDIA SERV			
12/28/2018	COSTAR REALTY INFORMATION INC	\$4,117.51	12/1/18-2/28/19			
12/28/2018	STANDARD COFFEE SERVICE CO	\$19.96	FOODS: STAPLE GROCERY			
12/28/2018	DALLAS CHINESE NEWS	\$400.00	2019 CHINESE YELLOW PAGE			
12/28/2018	FOLIAGE DESIGN SYSTEM DFW	\$130.00	BUILDING MAINT/REPAIR SRV			
12/28/2018	FOLIAGE DESIGN SYSTEM DFW	\$1,185.00	BUILDING MAINT/REPAIR SRV			
12/28/2018	OFFICETEAM	\$542.52	PERSONNEL,TEMP EMPL AGCY			
12/28/2018	OFFICETEAM	\$692.51	PERSONNEL,TEMP EMPL AGCY			
12/28/2018	OFFICETEAM	\$718.25	PERSONNEL,TEMP EMPL AGCY			
TOTAL		\$918,345.73				