



McKinney Economic Development Corporation Agenda

Tuesday, June 18, 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.

19-0497 [Minutes of the McKinney Economic Development Corporation Meeting of May 21, 2019.](#)

Attachments: [Minutes](#)

REPORTS

19-0498 [Board and Liaison Updates](#)
 [Board Chairman](#)
 [City of McKinney](#)
 [Chamber of Commerce](#)
 [Community Development Corporation](#)
 [Convention and Visitors Bureau](#)

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

19-0499 [Consider/Discuss MEDC Monthly Organizational Report](#)

Attachments: [Organizational Report](#)

CITIZEN COMMENTS

BOARD COMMENTS

Board 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 551.074 Personnel Matters Section 551.074 Personnel Matters

- MEDC President—Performance Review Criteria & Process

C. Section 551.087. Deliberation Regarding Economic Development Matters

- Project Apollo
- Project Road Runner
- Project Elsa
- Popular Ink

ACTION ON EXECUTIVE SESSION

ADJOURN

Posted in accordance with the Texas Government Code, Chapter 551, on the 13th day of June, 2019 at or before 5:00 p.m.

Peter Tokar III, MBA
President

In accordance with the Americans with Disabilities Act, it is the policy of the City of McKinney to offer its public programs, services, and meetings in a manner that is readily accessible to everyone, including individuals with disabilities. If you are a person with a disability and require information or materials in an appropriate alternative format; or if you require any other accommodation, please contact the ADA Coordinator at least 48 hours in advance of the event. Phone 972-547-2694 or email contact-adacompliance@mckinneytexas.org. Advance notification within this guideline will enable the City to make reasonable arrangements to ensure accessibility. ADA grievances may also be directed to the ADA Coordinator or filed online at <http://www.mckinneytexas.org/ada>.

19-0497



TITLE: Minutes of the McKinney Economic Development Corporation Meeting of May 21, 2019.

SUPPORTING MATERIALS:

[Minutes](#)

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

MAY 21, 2019

The McKinney Economic Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on May 21, 2019 at 8:00 am.

Board members Present: Chairman Kenneth Sipiora, Secretary/Treasurer Brian Loughmiller, Joe Minissale, Michael Jones, Patrick Cloutier, and Gere' Feltus.

Absent: Vice Chairman Paul Merritt

Staff Present: 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, Office Supervisor Deana Smithee, Administrative Assistant Joanne Isom, Social Media Specialist Kristen Ridout, Councilman Scott Elliott, Mayor George C. Fuller, City Manager Paul Grimes, Chief Financial Officer Mark Holloway, MCVB Executive Director Dee-dee Guerra, MEDC Attorney Mark Houser, and Assistant to the City Manager Trevor Minyard.

Absent: MEDC President Peter Tokar

There was 1 guest present.

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

Chairman Sipiora took an opportunity to thank Vice Chairman Merritt for his service on the board. Chairman Sipiora then called for a nomination for the Vice Chair position. Board members unanimously approved the motion by Secretary/Treasurer Loughmiller, seconded by Board member Cloutier, to approve Michael Jones for Vice Chairman.

Chairman Sipiora called for the Minutes of the McKinney Economic Development Corporation Work session of April 10, 2019. Board members unanimously approved the motion by Board member Cloutier, seconded by Board member Feltus, to approve the minutes.

Chairman Sipiora called for the Minutes of the McKinney Economic Development Corporation Meeting of April 16, 2019. Board members unanimously approved the motion by Board member Minissale, seconded by Vice Chairman Jones, to approve the minutes.

19-0424 Chairman Sipiora called for Board and Liaison Updates.

City of McKinney - City Manager Paul Grimes announced the Gold Star Families on Saturday, May 25th at 10:00 am will lay a wreath for those who have given their life in the line of duty at Veterans Park in Craig Ranch. City Manager Grimes reminded the board the City offices will be closed Monday, May 27th for Memorial Day. Information about city services schedule due to the closures can be found on the website. City Manager Grimes reported two new Council members will be sworn in on June 4th, however, they will begin orientation later this week with a series of three to four sessions covering all aspects of City operations and City government. City Manager Grimes continued, at the City Council work session tonight, a representative from The National Research Center will present the findings from the citizen survey. City Manager Grimes also announced Cirrus Aircraft will locate their service center to the McKinney National Airport.

Chamber of Commerce – President Lisa Hermes reported on the final days of the legislative session. The 312 Authorization Agreements have been approved. She also noted the bill that would not allow tax payer dollars to fund a lobbyist was declined during session. President Hermes announced the 31st Leadership McKinney class graduated and they are taking applications for the next class. President Hermes noted the Chamber Golf Tournament will be on June 3rd. Secretary/Treasurer Loughmiller took an opportunity to thank the Chamber for all the hard work they did during the recent bond elections.

Convention and Visitors Bureau - Executive Director Dee-dee Guerra announced they are losing board member, Julia Baublis. Her replacement will be announced at the June 4th City Council meeting. Vanesa Rhodes attended DFW AE visiting with account executives and meeting planners in order to drive business to McKinney. Director

Guerra noted they are already working on and meeting about NCAA Division II Football for December 2019. They have applied for funds from the Event Trust that is from the office of the Governor. Before they can receive those funds they have to do an Economic Impact Study. Director Guerra reported on the marketing and advertising efforts noting they are working with the City Communications Department to create the "Ask a Local" campaign. This campaign will feature three different families from McKinney. The campaign will launch June 1st. Director Guerra shared an article from the Community Impact Newspaper. Our team worked on trying to get the designation of wedding capital of North Texas. Unfortunately, that title is not available at the regional level but McKinney did receive great advertisement.

19-0425 Chairman Sipiora called for the Consideration/Discussion of the MEDC Monthly Organizational Report. Executive Vice President Abby Liu announced the new Senior Vice President, Danny Chavez, will start on Tuesday, May 28th.

19-0426 Chairman Sipiora called for the Consideration/Discussion/Action on

19-0427 March and April, 2019 Financials. Chief Financial Officer Mark Holloway presented the March and April Financials and gave a brief synopsis of the April financials. The monthly actuals for April were about 1 million with expenses a little over \$600,000 leaving the net gain for the month of April right at \$400,000. For the year we have a net gain of almost 2 million. Chief Financial Officer Holloway noted sales tax continues to be strong this year. 4.4% growth was forecasted and we are at 5%. Board members unanimously approved the motion by Board member Feltus, seconded by Secretary/Treasurer Loughmiller, to approve the following consent items: March 2019 Financials and April 2019 Financials.

Chairman Sipiora called for Citizen Comments and there were none.

Chairman Sipiora called for Board comments. Secretary/Treasurer Loughmiller congratulated Vice Chairman Jones on his newly elected position. Vice Chairman

MEDC MINUTES

May 21, 2019

PAGE 4

Jones congratulated Madison Clark on graduating the Leadership McKinney Program.

Chairman Sipiora recessed the meeting into Executive Session at 8:20 am.

Chairman Sipiora reconvened the meeting to open session at 10:40 am.

Board members unanimously approved the motion by Board member Cloutier, seconded by Board member Feltus, to approve Project Tahiti as discussed in Executive Session.

Board members unanimously approved the motion by Board member Minissale, seconded by Board member Cloutier, to approve Project Lotus as discussed in Executive Session.

Board members unanimously approved the motion by Vice Chairman Jones, seconded by Board member Feltus, to approve Project Foam IV as discussed in Executive Session.

Board members unanimously approved the motion by Board member Feltus, seconded by Board member Cloutier, to approve Project 3 Leaf as discussed in Executive Session.

Chairman Sipiora noted Project Handle is tabled until the next meeting.

Board members unanimously approved the motion by Secretary/Treasurer Loughmiller, seconded by Board member Feltus, to approve Project Rose Garden as discussed in Executive Session.

Board members unanimously approved the motion by Board member Minissale, seconded by Board member Cloutier, to adjourn. Chairman Sipiora adjourned the meeting at 10:44 am.

Kenneth T. Sipiora
Chairman



19-0498

TITLE: Board and Liaison Updates

Board Chairman

City of McKinney

Chamber of Commerce

Community Development Corporation

Convention and Visitors Bureau

SUPPORTING MATERIALS:

[MCDC Report](#)

[MCVB Report](#)

June 11, 2019

TO: MCVB
FROM: Cindy Schneible, MCDC President
RE: MCDC Update

Project Grant Funding

The MCDC board approved the following project grant applications at the meeting on May 23, 2019.

Project Grant Applications – Cycle II – FY 19

#19-06	Salvation Army-McKinney Corps Community Center	Replacement of gymnasium floor in Community Center	\$33,917.90
#19-07	Heritage Guild of Collin County	Multiple projects at Chestnut Square	\$59,500.00
#19-08	North Texas Family Health Foundation	Horizontal infrastructure for Federally Qualified Health Center	\$800,000.00
#19-09	City of McKinney, Department of Housing and Community Development	Property maintenance and repair for low income families	\$150,000.00

\$1,043,418

Promotional and Community Event Grants

The application period for the second and final cycle of this year's Promotional grants closed May 31, 2019. Information regarding applications received is provided below. Grant requests will be presented to the MCDC board at the June 27, 2019 meeting. Board action will be scheduled for July.

Promotional and Community Event Grant Applicants - Cycle II - FY 19

P&C 19-09	Heritage Guild	Farmers Market, Ghost Walk (Oct), Murder Mystery (Aug), Holiday Tour (Dec)	\$ 12,500.00
P&C 19-10	Chuck's Auto Repair	Car Show - May 16, 2020	\$ 10,000.00
P&C 19-11	Crape Myrtle Trails Foundation	CMT 5K & 10K - Sept 28, 2019	\$ 15,000.00
P&C 19-12	Direction 61:3	Christmas Mosaix Concert - Dec 21, 2019	\$ 5,000.00
P&C 19-13	McKinney Rotary Club	Parade of Lights --Dec 14, 2019	\$ 7,500.00

P&C 19-14	SBG Hospitality	McKinney Wine & Music Festival	\$ 15,000.00
P&C 19-15	McKinney Main Street	Home for the Holidays/Small Business Sat -- Nov 29-Dec 1, 2019	\$ 15,000.00
P&C 19-16	McKinney Lacrosse	Fall Tournament -- Oct, 2019	\$ 9,400.00
P&C 19-17	MISD	NCAA D2 Championship -- Dec 21, 2019	\$ 15,000.00
			\$ 104,400.00

Joint Meeting with Parks and Recreation Advisory Board

The MCDC and Parks and Recreation Advisory boards participated in a joint meeting on May 9th. Upcoming Parks projects were reviewed with members of both boards providing input on prioritization of the projects. A report on the outcome of the priority discussion will be prepared by Parks Director Michael Kowski.

SERVE McKinney

MCDC sponsored the annual SERVE McKinney event, hosted by McKinney Chamber and Leadership McKinney Alumni Network on June 6th at the Collin College Conference Center. Representatives from McKinney Boards and Commissions, County Boards and area nonprofit organizations were on hand to provide information about volunteer opportunities and board service to interested McKinney residents.

Strategic Priorities for Project Grant Funding

The board discussed priorities for project funding at the April 25th meeting. Below is the list of categories identified. These are not ranked – all were viewed as important:

- Destination park to include performance area/venue in close proximity to cultural arts district
- Low income housing – construction and/or repairs
- Hike and bike trail development to facilitate connectivity (with other parks, downtown, retail, etc.)
- Development/construction of network of parks and park facilities
- Destination retail/dining/entertainment
- Public transportation (state law permits facilities and equipment only)
- Restore/refurbish/update existing parks
- Redevelopment of Cotton Mill and Flour Mill
- East McKinney amenities
- Large scale/destination entertainment theme park or attraction
- Medical facility to serve the underserved community
- Community projects/facilities to support youth organizations and activities
- Signage – wayfinding, promotional, parks – including directional, historical, educational and environmental messaging
- Downtown improvements – to enhance cultural district

Marketing/Promotion/Advertising

The City of McKinney was represented at ICSC's RECon in Las Vegas May 19-22 by Assistant CM Barry Shelton and Cindy Schneible. Booth space was provided by the city's consultant The Retail Coach for meetings with a variety of developers interested in exploring opportunities in McKinney. In addition to a presence at the show – the RECon Program directory included a full-page ad promoting retail opportunity in McKinney. Follow-up meetings with prospects are scheduled for this month.

MCDC continues to place print ads, with a buy local/investment in quality of life – 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. MCDC is partnering with the city to fund an ad promoting McKinney in the May issue of the Plano/Frisco edition of *Modern Luxury* magazine.



May 2019

I. MCVB Room Nights Generated: Total Room nights: 571; TTL Rev: \$ 62,341

WEDDINGS COMPLETED- May 2019 - TTL Room nights: 173; TTL Rev: \$21,967

- Sumner Sparks/Short-Sheraton: TTL Room nights: 27; TTL Rev.: \$ 3,240
- Jocelyn Hubbell/Azaria-Sheraton: TTL Room nights: 62; TTL Rev.: \$ 8,063
- Ashley Mitchel/Lamb -Sheraton: TTL Room nights 5; TTL Rev.: \$ 655
- Mattei/Begala-Holiday Inn: TTL Room nights: 25; TTL Rev. \$ 3,145
- Champman/Wise-Hampton Inn: TTL Room nights: 9; TTL Rev.: \$ 1,071
- Bachmen/Penn-Hampton Inn: TTL Room nights 4; TTL Rev.: \$ 516
- Dement/Hamilton-Hampton Inn: TTL Room nights: 24; TTL Rev.: \$ 3,096
- Blanchard Wedding-Hampton Inn: TTL Room nights: 6; TTL Rev.: \$ 642
- Martinez-Grand: TTL Room nights: 9; TTL Rev.: \$ 1,281

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

- Megan Harrison – May 2019, Rosemary Barn - no rooms picked up

ASSOCIATION/CORPORATE/SMERF COMPLETED in May 2019: TTL Room nights: 398; TTL Rev.: \$ 40,374

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

- N/A

Corporate: TTL Rooms: 300; TTL Rev.: \$ 29,100

- Torchmark-LNL 101-Sheraton 5/5-9/19: TTL Room nights: 300; TTL Rev. \$ 29,100

SMERF: TTL Room nights: 3 TTL Rev: \$ 477

- Ingal 50th Wedding Anniversary-Grand Hotel: TTL Room nights: 3; TTL Rev.: \$ 477

SPORTS: TTL Room nights: 95 TTL Rev.: \$10,797

- TSHLL- Sheraton: TTL Room nights: 87; TTL Rev., \$10,005
- Big Z Golf Classic-Towne Place Suites: TTL Room nights: 7; TTL Rev.: \$ 792

II. Visitors: FYTD Total (October '18-September '19): 3,220

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

Visitors: FYTD Total (Oct. '18– Sept. '19): 3,220

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

- Out of State: 67
- Out of Country: 20
- Texas Residents: 19



- McKinney Residents: 8
- Register Total: 114
- Ticker Counter: 361

III. RFP's: 8 (0-Association, 2-Corporate, 6-Weddings, 0-Social, 0-Religious, 0-Sports, 0-Day Trips)

Association: 0

Corporate: 2

1. HelmsBriscoe for PFS. Room nights only: 21, June 10-13, 2019. Sent to Grand Hotel, Sheraton, Holiday Inn Express, Hampton Inn, and Holiday Inn and Suites.
2. Zumiez -2019 Best Foot Forward Finals. Worked with McKinney Parks Department for this event, 2019 Best Foot Forward Finals- September 7, 2019. They ended up choosing 4DWN Skate Park in Dallas

SMERF: 6 (6-Weddings, 0-Social, 0-Sport, 0-Religious)

1. Angela Plikas-March 2020, Rustic Grace
2. Alyssa Wasilewski-April 2020, Stonecrest
3. Mayer Wedding-December 2019, Avalon Legacy
4. Sara Lessard-December 2019, Rosemary Barn
5. Kay Pethick -November 2019, River Rd. Chateau
6. Morgan Berigan -March 2020, Rosemary Barn

IV. Site Visits: 2

1. Morgan Berigan-Visited Hotels: Sheraton, Grand Hotel, and Holiday Inn & Suites wedding guest block.
2. Bridal Party from OKC & Louisiana

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

Blogs: 316

Mother's Day- 128

Blog Home Page- 41

McKinney Coffee Guide- 40

Summer Camps - 36

NTTA- 59

Ice Cream Museum at Chestnut- 12

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

Weekend Update page- 172

Summer Camps in McKinney- 24

Tours in McKinney- 50

Then & Now exhibit p- 33



MPAC Events- 45
 Event-Planning Pages/Meeting Planners Guide- 261
 Visitors Guide- 199
 KPIs- 11
 Tourism Grants- 13
 National Travel & Tourism Week- 345

Special Client Pages:

TAAF State Gymnastics Meet- 11
 Lacrosse- 232

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

- Submitted Fall 2019 events to Texas Events Calendar
- Submitted changes to Texas State Travel Guide text
- Set up June historic walking tours
- Secured new contracts:
 - Naylor (TSAE)
 - Bus Tours Magazine
 - Historic Calendar

VIII. Advertising- Website & Publication ROI Tracking:

- Oxford American- 1
- Convention South Readers- 5

SOCIAL MEDIA TRACKING

MAY 2019 SOCIAL MEDIA NUMBERS

FACEBOOK – 2018-19					
FY 18-19	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct. '18	97	7,491	92,814	378,097	2,678,708
Nov. '18	65	7,556	88,311	449,685	2,860,148
Dec. '18	63	7,619	159,866	1,042,216	4,343,739
Jan. '19	76	7,695	135,200	1,022,782	4,626,660
Feb. '19	146	7,845	129,516	831,301	4,108,790
Mar. '19	106	7,951	194,190	1,322,497	5,951,768



Apr. '19	144	8,095	135,964	812,985	5,175,251
May '19	144	8,239	108,763	901,480	4,185,610
TOTALS	841	N/A	1,044,624	6,761,043	33,930,674

TWITTER	
Followers	5,127
Tweets	6,704
Tweet Impressions	16,400
Profile Visits	303
Mentions by other users	48

Google Business Pg.	Page Views	Website visits
Oct. '18	1,960	27
Nov. '18	1,970	30
Dec. '18	1,195	40
Jan. '19	1,850	34
Feb. '19	1,970	29
Mar. '19	2,240	31
Apr. ,19	2,150	56
May '19	2,060	45
TOTAL	15,395	292



YOUTUBE	Views	Subscribers
Historical numbers	6,699	30
Oct. '18	217	0
Nov. '18	222	4
Dec. '18	232	3
Jan. '19	124	1
Feb. '19	155	1
Mar. '19	142	3
Apr. '19	141	0
May '19	135	0
TOTAL	8,067	42

MAY 2019 WEBSITE NUMBERS

Month	Sessions	Pageviews	Users
Oct. '18	3,061	7,459	2,496
Nov. '18	3,565	7,585	3,140
Dec. '18	3,043	6,689	2,640
Jan. '19	2,880	7,381	2,383
Feb. '19	2,632	6,433	2,200
Mar. '19	2,900	6,705	2,440
Apr. '19	3,591	8387	2937
May '19	9,272	17,251	7,837
FY 18-19	30,944	67,890	26,073



MAY 2019 - TOP 25 WEB PAGES

Page	Pageviews	Unique Page Views	Entrances
Home	3,048	2,504	2,400
Calendar	2,079	1,735	1,508
Featured Event	1,207	1,075	1,064
Mem. Day Wknd	462	419	415
Calendar Preview	458	401	397
Festivals	449	357	350
Monthly/Annual Events	339	301	268
NTTW 2019	156	144	132
Dining	281	191	99
Events	261	211	62
THSLL Championship	229	180	176
Shopping Centers	206	177	155
Visitors Guide	199	164	18
Explore	195	138	7
Calendar Event	182	161	14
Weekend Update	166	145	6
Tours	153	120	65
Event Planning	142	132	89
Dining/Nightlife	128	110	99
Calendar	114	89	9
Shopping	110	100	80
Calendar Entry	110	63	12
Wine Country Tour	98	80	6



History of McKinney	96	80	58
Accommodations	95	82	31

MAY 2019 Traffic by Device	Users
Mobile	5,276
Desktop	1,973
Tablet	495

TOP COUNTRIES

Country Breakdown	Users	New Users	Sessions
United States	7,495	7,188	3,591
Canada	122	121	56
India	30	30	22
(Not Set)	22	21	16
United Kingdom	18	18	14
France	13	13	13
Germany	11	11	11
Nigeria	11	11	12
Denmark	10	10	10
South Korea	8	8	8

TOP STATES

State Breakdown	Users	New Users	Sessions
Texas	6,022	5,817	7,327
California	146	138	166
Oklahoma	106	105	117
Virginia	87	85	89



Illinois	80	78	89
New York	73	73	78
Florida	68	67	78
Georgia	63	62	69
Pennsylvania	49	47	53
Missouri	47	46	53

TOP CITIES

City Breakdown	Users	New Users	Sessions
Dallas	2,057	1,912	2,321
McKinney	1,956	1,766	2,463
Plano	207	198	233
Frisco	193	184	216
(not set)	162	156	181
Allen	162	144	184
Austin	129	120	142
Houston	115	108	128
Prosper	113	104	131
Fort Worth	92	87	95



VISIT WIDGET-MAY 2019				
	Users	Sessions	Pg. Views	Downloads
Widget	190	180	1,135	
-Desktop	36	39	214	
-Mobile	143	130	892	
iOS	109	102	789	43
Android	34	28	103	7
TOTAL	322	299	1,998	50

CROWDRIFT GALLERY ACCESS -MAY 2019		
Gallery	Interactions	Views
Summer Fun	17	27
Explore	17	168
Dining	30	271
History (Downtown)	24	186
Events	36	242
Home Gallery	228	1,300
TOTAL	352	2,194

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

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



MAY 2019 FREE MEDIA					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
Bubble Life	Shared Blog/web updates	\$0	\$10,000	\$30,000	720,000
Community Impact	Wedding article (2 full pages)	\$7,500	\$9,500	\$51,000	550,000
Community Impact	Wedding follow-up web article	\$0	\$9,500	\$28,500	550,000
Community Impact	National Travel/Tourism Week	\$0	\$6,000	\$18,000	470,000
Collin Co. DFW Mag.	Lacrosse Championship	\$0	\$5,000	\$15,000	350,000
TOTALS		\$7,500	\$40,000	\$142,500	2,640,000
FY 18-19 Totals		\$36,864	\$193,515	\$855,233	12,301,000

X. Lost Business- 2

1. Zumiez -2019 Best Foot Forward Finals. Worked with McKinney Parks Department for this event, 2019 Best Foot Forward Finals- September 7, 2019. They ended up choosing 4DWN Skate Park in Dallas.
2. Slowinski Wedding - May 2019, Grand Ivory -(went to Allen because blocks were at new hotels which did not open)



19-0499

TITLE: Consider/Discuss MEDC Monthly Organizational Report

SUPPORTING MATERIALS:

[Organizational Report](#)

McKinney Economic Development Corporation

June 2019 Organizational Report

Peter Tokar
MEDC President

MEDC Board of Directors,

I would like to start with welcoming our new board member, former Mayor Pro Tem, Tracy Rath to the Board of Directors. Tracy is a true public servant having served on many board in the city of McKinney as well as City Council. She brings a wealth of knowledge and expertise to the board and I am very happy to have her join our ranks. Welcome Tracy!

We are very close on to some project announcements and I believe this summer will be the start of something very special in McKinney from a development perspective. I want to take moment to congratulate Independent Bank on the Grand opening of their new building. They had a wonderful celebration where they announced their new branding of becoming Independent Financial. They created a truly spectacular building in McKinney.

-Peter

President's Report:

A. Organizational Updates

- Danny Chavez, Senior Vice President, started on May 28th and is taking leadership on our Projects team and targeted email marketing strategy.
- We completed our board room renovations adding in interactive displays and large screen displays to modernize our presentation software for clients and prospects. The new board room can now seat up to 6 additional people which adds to its function ability.
- In efforts to continue supporting our City Initiative of being a High Performance Organization (HPO), myself and all staff are reading through the HPO Organization book and have bi-weekly subject matter reviews of elements of an HPO organization.
- 5G Specialist Position – We will complete interviews for the 5G Specialist position this week and hopefully have an offer letter out to a qualified candidate by next week. This will be a key position for moving forward the MEDC and City of McKinney 5G strategic plan. This position will be the lead liaison between the MEDC's efforts in deploying a 5G network in the development community as well as work with the City on city-wide deployment of smart city initiatives. Given that this is a position that will interact with both the City and MEDC on the 5G strategic committee, the interview panel for the position consists of both MEDC executive staff and city executive leadership.

B. New Business Attraction – Projects

- RFPs received: 5
- RFPs responded to: 4
- A New Project – Continued working with a Global America Headquarters relocation project and attended a meeting on May 29. The company's global headquarters is located overseas.
- A New Project – Have been working with a new project interested in a relocating its US Headquarters location since May 2018. Visited the company, attended a meeting with Chairman/Executives and had a company operation tour on May 30. McKinney is one of the final site selection cities.
- A New Project – Led a meeting to attract a new Global America headquarters relocation prospect at McKinney Economic Development Corporation (MEDC) on May 30. The company's global headquarters is located overseas.

C. Marketing / Communications

- We are trying to plan the physical launch of the new brand at the next chamber quarterly member's luncheon. We are going to do a road show of the new brand at all the chamber events for the rest of the year and invite developers and brokers to attend.
- Social Media Metrics: See the attached report.
- BISNOW – Continued to work with BISNOW executives to conduct program evaluation for Year 2019 after the productive partnership in 2016, 2018 and 2019. Commencing the discussion of the planning for the potential engagement(s) in 2020.

D. Business Retention & Expansion

- BRE Visits: 3 | Businesses Assisted: 11
- BRE Program
 - New "enhanced, relevant" BRE program is almost complete and will go live after the board presentation.
- StatLab
 - We continuing to work with the Executive Team there. It looks like they have decided to move their admin staff only and not the fulfillment area.
 - We have located a nearby site the Exec Team is considering.
- Watson and Chalin
 - We are continuing to search for dates to conduct a facilities tour.
- Tech Culture McKinney
 - Our marketing firm is going to be filming a virtual reality tour video of TCM to post to our website. This is all part of the new marketing initiative.
 - TCM is up to 9 new tenets and becoming more popular day by day.
- Playful Corporation – Hosted a lunch with Playful executive staff at Harvest on May 16.
- Tenant Tracker – Assisted Tenant Tracker referred business partner with staff's recommendation of business network opportunities in McKinney, Dallas Metroplex and Asian Community on June 5.

E. Emerging Technology / Tech Ecosystem

- The emerging tech program is being re-evaluated to expand the scope of operations and offerings.

F. Development Updates

- We are continuing to talk to developers about opportunities on the MEDC Owned land. There is significant interest out in the development community and we are getting more and more request about the future of those lands every month.
- You can see dirt moving on the Hub 121 mixed-use development site. We are hopeful that the recently announced SRS Headquarter building will be breaking ground by the end of the summer as well as more potential development activity.
- Cotton Mill: Terry Casey is working with a new “startup” enterprise, Millhouse McKinney, a non-profit designed to connect women, build community, share resources, and create social and economic impact by fostering FEMpreneurship. A master plan is underway to develop the entire site. Plans to bring more of the property to grade to add some water features are being considered.

G. Networking / Business Development

- Assisted in resolution of utility issue for Project Tahiti per board’s direction.
- Incentive agreement was fully executed for development of large new business park in McKinney. Development currently underway.
- Participated at NAIOP (National Association of Industrial and Office Park) networking meeting in Dallas.
- Participated at SMART Manufacturing evening networking event in Frisco.
- Participated at Industrial Asset Management Council (IAMC) Spring Forum in California. Worked with site selector on potential project.
- Hosted California Tech Company on full day visit to McKinney.
- Participated at 3 business leads group meetings in Dallas.
- Participated at real estate financial group networking meeting in Dallas.
- Contacted and re-contacted 57 office/industrial tenant brokers, office-industrial-mixed use developers, site selectors, architects, development engineers, construction companies, capital firms, real estate attorneys, title companies and other “multipliers” during the reporting period to present McKinney.
- Participated at Urban Land Institute evening event in Dallas.
- Made 63 new and follow up calls to end user companies/business leads during the reporting period.
- Contacted broker for large industrial development project in McKinney and they indicated that they would start grading of first phase in late summer.
- Made presentation to Dallas architectural firm.
- Participated at open house networking and celebratory events at Independent Bank (Independent Financial)
- Assisted company in California to obtain info on Texas tax matters as they consider relocation opportunities in McKinney.
- Met with 3 construction companies during reporting period to update them on McKinney.

- Re-contacted European company to keep McKinney in their “radar screen” as they consider DFW expansion opportunities.
- Contacted 3 site selection firms referenced in an article in the *Wall Street Journal* to present McKinney.
- Re-connected with developer of planned large hotel project and to discuss future Class A office opportunities in McKinney.
- Re-connected with property owner/large developer regarding any plans for Class A office project.
- Re-contacted New York-based capital firm about office and other development opportunities.
- Arranged meetings with office/mixed use developer met at Urban Land Institute networking meeting in Dallas.
- Re-contacted industrial park development firm about their recently acquired property in McKinney.
- Made presentation to Managing Partner of large commercial brokerage firm.
- Assisted various developers to connect with City Development Services Department regarding potential projects (business assistance).
- Based on *Dallas Business Journal* article, made numerous phone calls to company and brokers regarding large business considering development of Dallas area headquarters.
- Responded to inquiry from broker regarding larger industrial project. Provided sites information.
- Based on article in *D CEO Magazine*, contacted 6 CEO’s who recently relocated to DFW to introduce McKinney and see if they knew of other companies that might consider such a move.
- Followed up with out-of-state site selector who visited McKinney regarding his client company. Company decided not to select area.
- Made presentation to office and industrial tenant brokers
- Participated at manufacturing industry meeting in Irving.
- Worked in collaboration with BREP Director to provide information on office space to an existing McKinney company seeking to expand. Company reported that there are no office locations in McKinney which will meet their needs.
- Worked in cooperation with BREP Director regarding expansion opportunities for existing McKinney industrial company. Worked closely with their broker on potential locations.

H. Administration and Operations

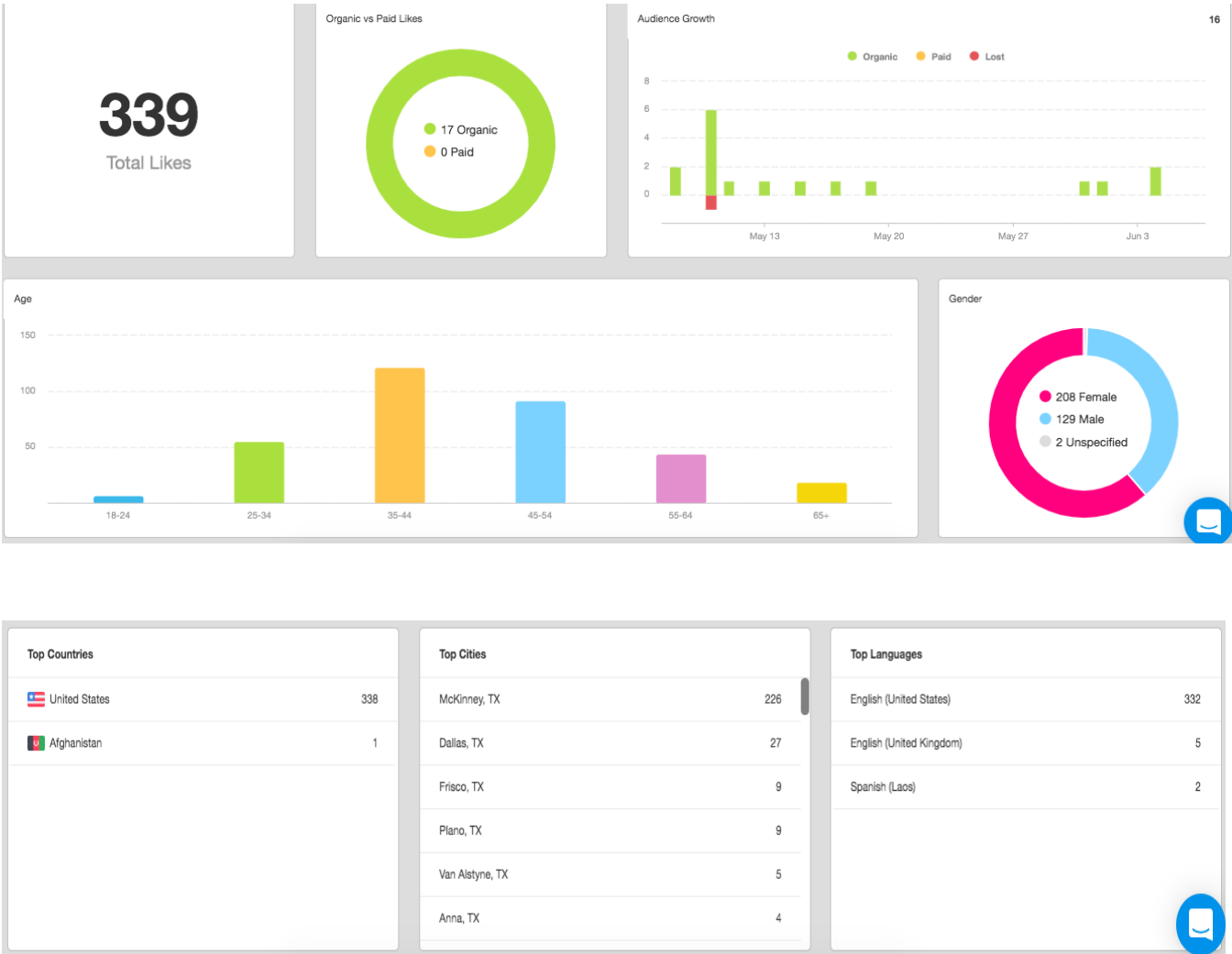
- We are in Budget planning mode. We have met with finance to develop our baseline projections for the coming budget year. The executive team is currently working on a draft proposal for our new budget and will be holding a meeting with the finance committee once the draft has been completed.

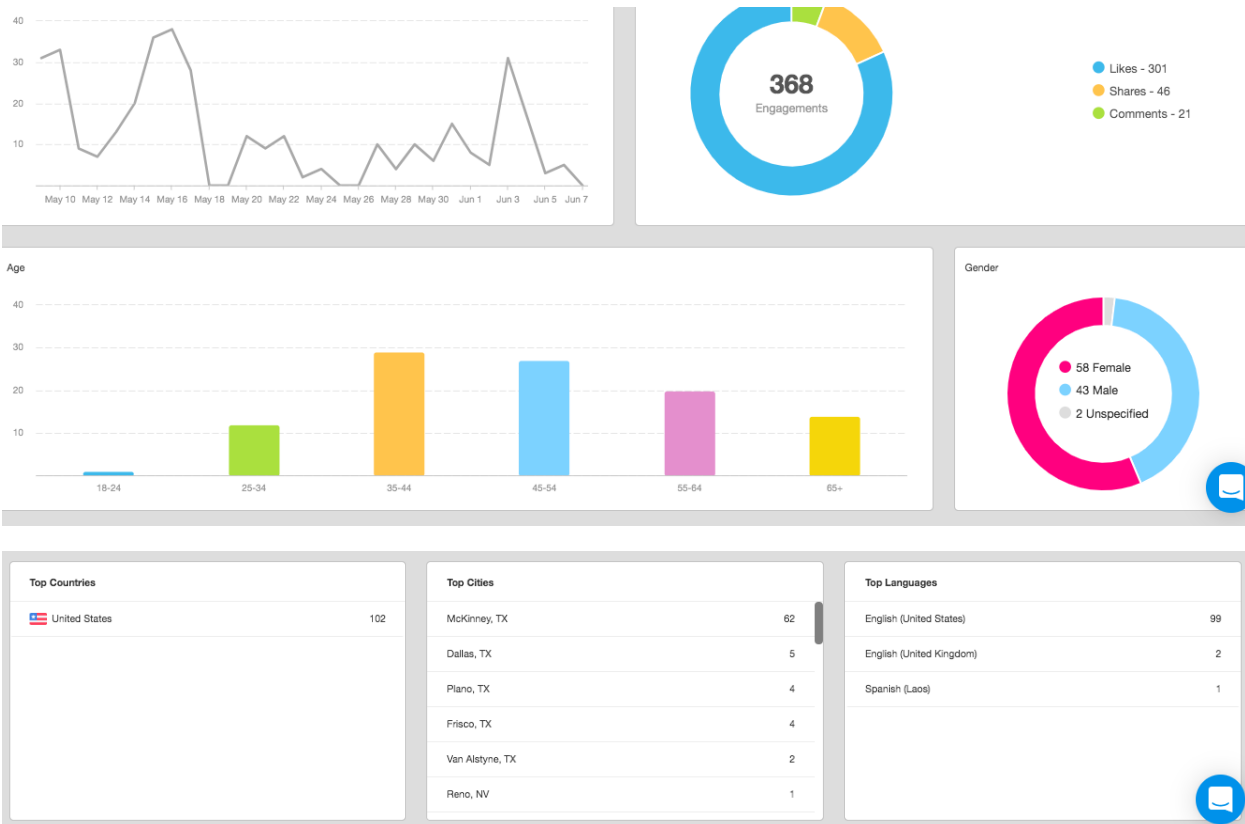
McKinney Economic Development Corporation

30 Day Social Media Insights Report

Facebook

Likes - 339





Your 5 Most Recent Posts

Create Post

Reach: Organic / Paid

Post Clicks




Reactions, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
06/06/2019 10:56 AM	"5G is the future of technology infrastructure that will help enable			93 	1 5 	Boost Post
06/04/2019 10:11 AM	The McKinney Chamber of Commerce Golf Classic was			101 	27 5 	Boost Post
05/31/2019 9:40 AM	The beautiful new corporate headquarters for Independent			363 	102 33 	Boost Post
05/30/2019 6:00 AM	It was a pleasure getting to know the Craig Ranch Leadership vision			70 	3 2 	Boost Post
05/29/2019 5:30 AM	The Souths Rapid Growth according to New Population Data.			83 	1 7 	Boost Post

See All Posts

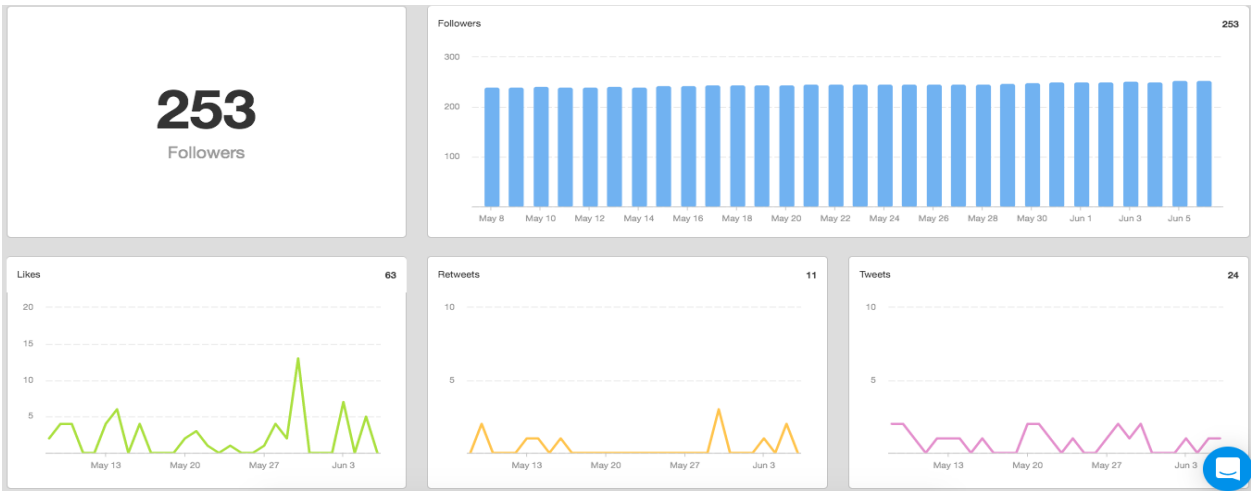
Show All Posts ▾

Reach Post Clicks Reactions, Comments & Shares ⓘ

Type	Average Reach		Average Engagement	
 Link	178	<div><div></div></div>	10 8	<div><div></div><div></div></div>
 Photo	101	<div><div></div></div>	10 8	<div><div></div><div></div></div>
 Video	87	<div><div></div></div>	7 4	<div><div></div><div></div></div>

Twitter

Followers - 253



28 day summary with change over previous period



Jun 2019 • 6 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 330 impressions

The McKinney Chamber Golf Classic
[@McKinneyChamber](#)

[#MondayMorning](#) [#MorningGolf](#) [#Golf](#)
[#NewWeek](#) [pic.twitter.com/vekb0BmRtp](#)



Top mention earned 38 engagements

Danny Chavez
[@DannyChavezTX](#) · Jun 5

It was a pleasure to be interviewed by [@Consultant_CNCT](#) on their [#JobsTeamPodcast](#) I talk about how authenticity is imperative in trust-building for teams & more. [@McKinneyTxEDC](#) [@DRChamber](#) [#Econdev](#) [#Dallas](#) [#McKinney](#) [#podcast](#) [#leadership](#) Check it out here: [bit.ly/022AJT](#)

ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

Get started

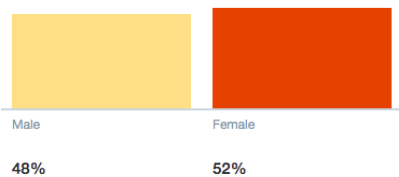
JUN 2019 SUMMARY

Tweets 2 Tweet impressions 1,929

Interests

Interest name	% of audience
Dogs	99%
Weather	98%
Technology	94%
Tech news	94%
Science news	92%
Sports news	91%
Music festivals and concerts	91%
Sporting events	90%
Government	88%
Space and astronomy	85%

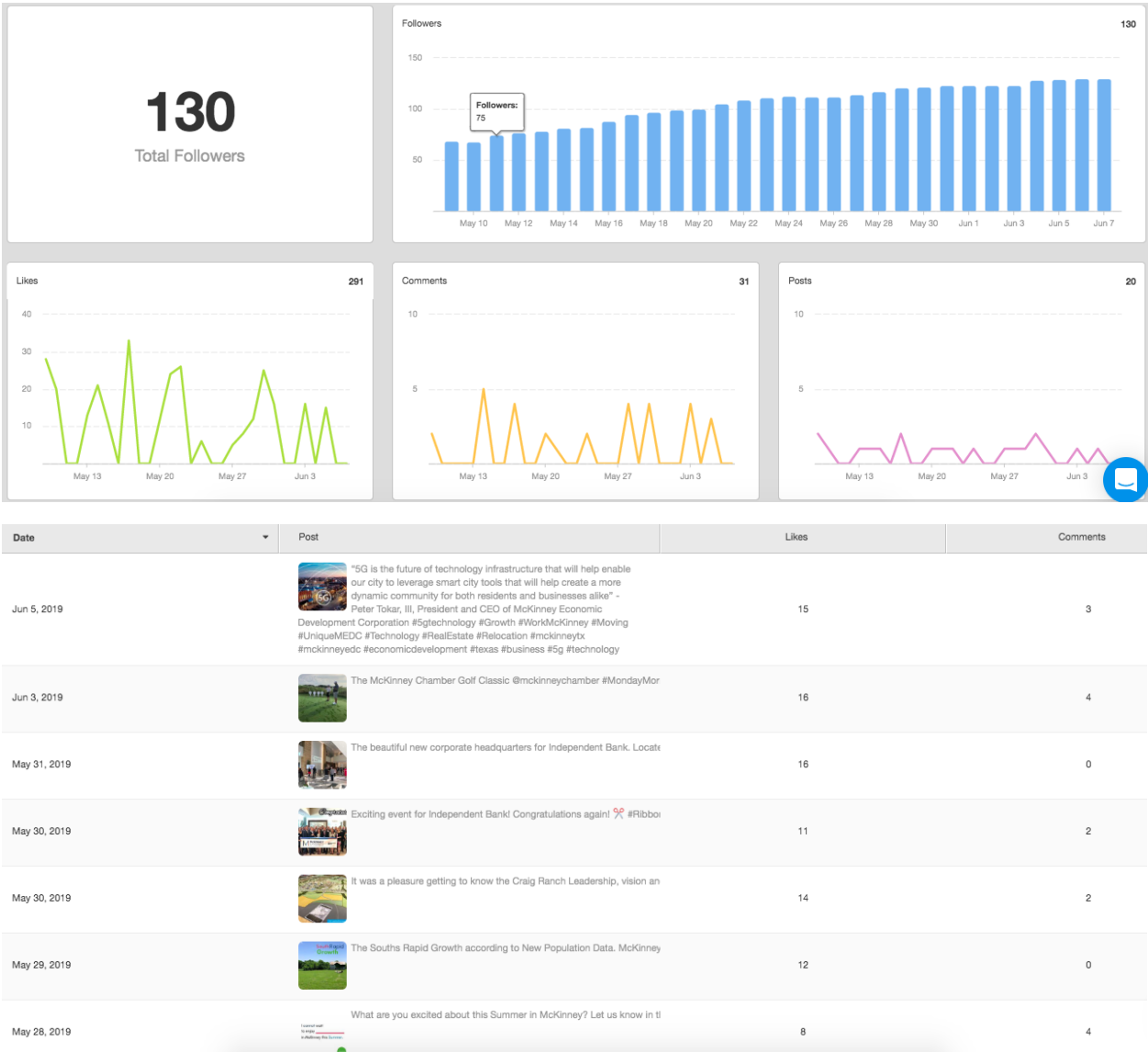
Gender



- I have been getting to know our Twitter followers based on my Tweets. Change and more ideas are coming to change our engagement.

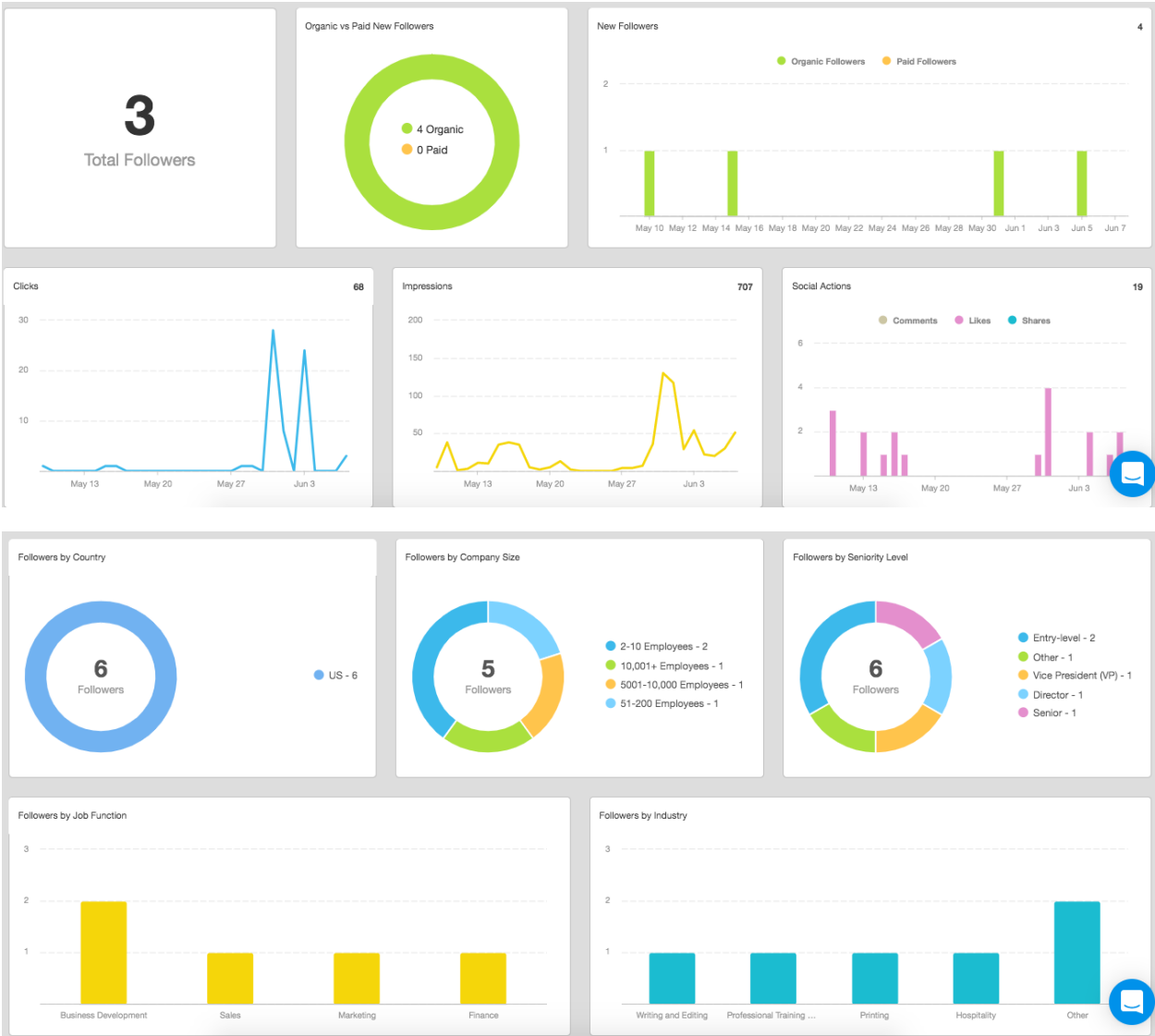
Instagram

Followers: 130



LinkedIn

Followers: 3



- Working on getting our new page out.