



McKinney Economic Development Corporation Agenda

Tuesday, July 16, 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

19-0556 [Overview of Chamber Technology for Council and Board Meetings](#)

Attachments: [Presentation](#)

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.

19-0557 [Minutes of the McKinney Economic Development Corporation Meeting of June 18, 2019](#)

Attachments: [Minutes](#)

REPORTS

19-0558 [Board and Liaison Updates](#)
 [Board Chairman](#)
 [City of McKinney](#)
 [Chamber of Commerce](#)
 [Community Development Corporation](#)
 [Convention and Visitors Bureau](#)

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

- 19-0559** [Consider/Discuss MEDC Monthly Organizational Report](#)
Attachments: [Organizational Report](#)

REGULAR AGENDA

- 19-0560** [Consider/Discuss/Act on May 2019 Financials](#)
Attachments: [May 2019 Transmittal letter](#)
 [May 2019 Financials](#)
 [May 2019 Invoices Processed](#)
- 19-0561** [Consider/Discuss/Act on MEDC FY20 Budget](#)
Attachments: [Budget](#)
- 19-0562** [Consider/Discuss/Act on MEDC Key Performance Indicators](#)
Attachments: [Key Performance Indicators](#)
 [Report](#)

DISCUSSION ITEMS

- 19-0563** [Consider/Discuss MEDC Marketing Campaign Update](#)
Attachments: [Presentation](#)
- 19-0564** [Consider/Discuss MEDC Business Retention and Expansion Program](#)
Attachments: [Presentation](#)
 [2019 BRE Strategic Plan](#)
- 19-0565** [Consider/Discuss MEDC Organizational Updates](#)
Attachments: [Organizational Updates](#)

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

- MEDC President – Performance Review Discussion

C. Section 551.072. Deliberations about Real Property

- McKinney Corporate Center at Craig Ranch
- MEDC – owned parcel development

D. Section 551.087. Deliberation Regarding Economic Development Matters

- Project Handle
- Project Lotus
- Project Roadrunner
- Project Kangaroo
- Project Switzerland
- Project FPS
- Encore Wire

ACTION ON EXECUTIVE SESSION

ADJOURN

Posted in accordance with the Texas Government Code, Chapter 551, on the 12th day of July, 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>.



19-0556

TITLE: Overview of Chamber Technology for Council and Board Meetings

COUNCIL GOAL: Operational Excellence

MEETING DATE: July 16, 2019

DEPARTMENT: City Secretary

CONTACT: Empress Drane, City Secretary

RECOMMENDED CITY COUNCIL ACTION:

- N/A

ITEM SUMMARY:

- Staff will present briefing to MEDC Board about operating software for meeting agendas and voting actions

BACKGROUND INFORMATION:

- N/A

FINANCIAL SUMMARY:

- N/A

BOARD OR COMMISSION RECOMMENDATION:

- N/A

SUPPORTING MATERIALS:

[Presentation](#)

Meeting Members

Agenda Viewing and Voting Actions

[Edit](#)

Agendas

McKinney Main Street Board on 2018-12-13 8:30 AM	12/13/18 8:30 AM
Board of Adjustment on 2018-12-12 5:30 PM	12/12/18 5:30 PM
Planning & Zoning Commission on 2018-12-11 6:00 PM	Join 12/11/18 6:00 PM
Building and Standards Commission on 2018-12-10 4:00 PM	12/10/18 4:00 PM
City Council Regular Meeting on 2018-12-04 6:00 PM	12/4/18 6:00 PM
City Council Work Session on 2018-12-03 5:30 PM	12/3/18 5:30 PM
Planning & Zoning Commission on 2018-11-27 6:00 PM	11/27/18 6:00 PM
McKinney Economic Development Corporation on 2018-11-20 8:00 AM	11/20/18 8:00 AM
City Council Special Meeting on 2018-11-19 5:30 PM	11/19/18 5:30 PM
Library Advisory Board on 2018-11-15 5:00 PM	11/15/18 5:00 PM
McKinney Community Development Corporation on 2018-11-15 8:00 AM	11/15/18 8:00 AM
McKinney Armed Services Memorial Board on 2018-11-14 6:00 PM	11/14/18 6:00 PM

After successful login,
press the JOIN button



Updated 12/10/18 12:12 AM

CALL TO ORDER

CONSENT ITEMS

18-1037 Minutes of the Planning and Zoning Commission Regular Meeting of November 27, 2018



END OF CONSENT

The current topic of discussion
will be highlighted

REGULAR AGENDA ITEMS AND PUBLIC HEARINGS

18-0134Z Conduct a Public Hearing to Consider/Discuss/Act on a Request to Rezone the Subject Property from "AG" - Agricultural District to "SF7.2" - Single Family Residential District, Located Approximately 1,300 Feet North of Virginia Parkway and on the West Side of St. Gabriel Way



18-0018SUP Conduct a Public Hearing to Consider/Discuss/Act on a Specific Use Permit Request for a Restaurant with Drive-Through Window (Virginia Heights), Located Approximately 200 Feet North of Virginia Parkway and on the East Side of Coit Road



18-0013SUP Conduct a Public Hearing to Consider/Discuss/Act on a Specific Use Permit Request for a Car Wash and Automotive Repair, Located Approximately 600 Feet South of Virginia Parkway and on the West Side of Custer Road



Motion

⌏ Current Item
CONSENT ITEMS

[View Speakers](#)

Second



Updated 12/10/18 12:14 AM



CALL TO ORDER

CONSENT ITEMS

18-1037 Minutes of the Planning and Zoning Commission Regular Meeting of November 27, 2018



END OF CONSENT

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Motion

Second

If you wish to speak on an item, press the
Request to Speak button

Request To Speak



Updated 12/10/18 12:35 AM



CALL TO ORDER

CONSENT ITEMS

18-1037 Minutes of the Planning and Zoning Commission Regular Meeting of November 27, 2018



END OF CONSENT

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Motion

Second

🕒 Current Item
CONSENT ITEMS

Chair Only

[View Speakers](#)



Updated 12/10/18 12:37 AM



CALL TO ORDER

CONSENT ITEMS

18-1037 Minutes of the Planning and Zoning Commission Regular Meeting of November 27, 2018



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Motion

Second

⌚ Current Item
CONSENT ITEMS

Chair Only

[View Speakers](#)

Updated 12/10/18 12:37 AM



CALL TO ORDER

CONSENT ITEMS

18-1037 Minutes of the Planni

END OF CONSENT

REGULAR AGENDA ITEMS AN

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Agricultural District to "SF7.2"
and on the West Side of St. Ga18-0018SUP Conduct a Public
Through Window (Virginia Hei
Road18-0013SUP Conduct a Public
Automotive Repair, Located A

Motion

Second



Updated 12/10/18 12:37 AM



Agendas



Bookmarks



Notes



Videos



Accounts

Speaker List

Done

No Speakers



View Speakers

CALL TO ORDER

CONSENT ITEMS

18-1037 Minutes of the Planni

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Motion

Second



Updated 12/10/18 12:37 AM



Agendas



Bookmarks



Notes



Videos



Accounts

Speaker List

[Done](#)

Hamilton Doak



Bill Cox



Rick Franklin

[View Speakers](#)

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Motion

Second

If you no longer wish to speak on an item,
press the WITHDRAW REQUEST button

Withdraw Request



Updated 12/10/18 12:36 AM



CALL TO ORDER

CONSENT ITEMS

18-1037 Minutes of the Planning and Zoning Commission Regular Meeting of November 27, 2018



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Motion

Second

All Members

🕒 Current Item
CONSENT ITEMS

[Request To Speak](#)

Updated 12/10/18 12:35 AM



CALL TO ORDER

CONSENT ITEMS

18-1037 Minutes of the Planning and Zoning Commission Regular Meeting of November 27, 2018



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Withdraw Motion

Second

All Members

🕒 Current Item
CONSENT ITEMS

[View Speakers](#)

Updated 12/10/18 12:17 AM



CALL TO ORDER

CONSENT ITEMS

18-1037 Minutes of the Planning and Zoning Commission Regular Meeting of November 27, 2018



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Motion

Second

All Members

⌚ Current Item
CONSENT ITEMS

[View Speakers](#)

Updated 12/10/18 12:17 AM



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Motion

Withdraw Second

All Members

⌚ Current Item
CONSENT ITEMS

[View Speakers](#)

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Motion

Withdraw Second



Updated 12/10/18 12:17 AM



Agendas



Bookmarks



Notes



Videos



Accounts

Item

CONSENT ITEMS

Motion

Approved

Wait to see your voting
options, then make a selection

Mover

Rick Franklin

Second

Empress Drane

YES

NO

ABSTAIN

View Speakers

CALL TO ORDER

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18-1037 Minutes of the Planni

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Motion

Withdraw Second



Updated 12/10/18 12:17 AM



Item

CONSENT ITEMS

Motion

Approved

Mover

Rick Franklin

Second

Empress Drane

YES

NO

ABSTAIN



View Speakers

CALL TO ORDER

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18-1037 Minutes of the Planni

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Motion

Withdraw Second



Updated 12/10/18 12:17 AM



Agendas



Bookmarks



Notes



Videos



Accounts

Item

CONSENT ITEMS

Motion

Approved

Mover

Rick Franklin

Second

Empress Drane

YES

NO

ABSTAIN

[View Speakers](#)

CALL TO ORDER

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Road18-0013SUP Conduct a Public
Automotive Repair, Located A

Motion

Withdraw Second



Updated 12/10/18 12:17 AM



Item

CONSENT ITEMS

Motion

Approved

Mover

Rick Franklin

Second

Empress Drane

YES

NO

ABSTAIN

After ALL votes are
cast, the results will
display on the monitors



19-0557

TITLE: Minutes of the McKinney Economic Development Corporation Meeting of June 18, 2019

SUPPORTING MATERIALS:

[Minutes](#)

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

JUNE 18, 2019

The McKinney Economic Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on June 18, 2019 at 8:00am.

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

Absent: None

Staff Present: President Peter Tokar, Executive Vice President Abby Liu, Senior Vice President Danny Chavez, Director of Business Retention & Expansion and Emerging Technology John Valencia, Project Manager Madison Clark, MEDC Office Supervisor Deana Smithee, MEDC Administrative Assistant Joanne Isom, Councilman Scott Elliott, Mayor George C. Fuller, City Manager Paul Grimes, MCVB Executive Director Dee-dee Guerra, City Secretary Empress Drane, and MEDC Attorney Mark Houser.

Absent: Director of Business Development Bruce Coleman

There were 2 guests present.

Chairman Sipiora called the meeting to order at 8:04 am after determining a quorum present. Chairman Sipiora welcomed the newest Board member Tracy Rath.

19-0497 Chairman Sipiora called for the Minutes of the McKinney Economic Development Corporation Meeting of May 21, 2019. Board members unanimously approved the motion by Board member Minissale, seconded by Board member Cloutier, to approve the minutes.

19-0498 Chairman Sipiora called for Board and Liaison Updates. Chairman Sipiora appointed Tracy Rath to serve on the McKinney EDC Finance Subcommittee.

City of McKinney – City Manager Paul Grimes reported the city hosted a tour of the McKinney National Airport. Some of the attendees included TxDOT Aviation, Senator Angela Paxton, and State Representative

Scott Sanford. City Manager Grimes announced McKinney received the Celebrating Leadership in Development Excellence Award from the North Central Texas Council of Governments for the ONE McKinney 2040 Comprehensive plan. City Manager Grimes also noted that the Communications and Marketing Department was recognized by the Texas Association of Municipal Information Officers at their 2019 conference for four different awards: The 2018 Annual Report, The MCVB Website, The Unique by Nature social media contest, and the McKinney Community Center Awareness Campaign. City Manager Grimes invited local officials to tour The North Texas Municipal Water District on what it takes to test and treat water. The tour will be held on August 15th and October 11th.

Chamber of Commerce - President Lisa Hermes noted the Chamber has been collaborating with the MEDC to partner better on certain Business Retention Expansion Projects. President Hermes added through the partnership they are starting a manufacturing round table. Randy Page at Emerson will host on July 22nd and the topic will be "Innovation and Global Manufacturing". Present Hermes announced the Chamber will be hosting a "Hail and Farewell" at the McKinney Performing Arts Center on June 27th from 4:30 pm to 6:30 pm. The Chamber Quarterly Membership Luncheon will be on July 9th at the Community Events Center at McKinney ISD stadium. President Hermes thanked Joe Minissale for donating his sponsorship to use the space. The speaker at the luncheon is Dr. Timothy Bray, Director of the Institute for Urban Policy Research. President Hermes reported they have received all the Leadership McKinney applications and the selection committee will begin to review them. President Hermes took a moment to recognize the membership sales person is the top sales person in new member sales in the nation. Chairman Sipiora took a moment to recognize President Hermes for being named one of the "40 under 40" by the Association of Chamber of

Commerce Executives. Chairman Sipiora thanked President Hermes for her leadership and partnership.

Convention and Visitors Bureau - Executive Director DeeDee Guerra thanked City Communications for working with the MCVB and submitting their website for a Telly Award. Executive Director Guerra submitted to the board an Economic Impact Study for the NCAA D2 football Championship. Executive Director Guerra reported they started a Search Engine Marketing campaign on May 1st. Director Guerra reported on June 1st they rolled out the "Ask a Local Campaign". This campaign is allowing everyone in McKinney to participate and share favorite places in McKinney. Executive Director Guerra reported Tx Dot has cleared the CVB to send twelve DVDs to the travel information centers. Executive Director Guerra also reported they had National and Travel Tourism week and one of the events was the Public Safety Appreciation Luncheon. Director Guerra noted Board Member Rath's attendance at the luncheon and reported they were able to feed 150 public safety officers.

- 19-0499** Chairman Sipiora called for the Consideration/Discussion of the MEDC Staff Monthly Report. President Tokar took an opportunity to introduce the Senior Vice President Danny Chavez. President Tokar noted he had an opportunity to have lunch and meet with the McKinney Rotary. President Tokar congratulated Independent Financial on their grand opening. Chairman Sipiora, President Tokar, and Social Media Specialist Kristen Ridout discussed the launch of the new MEDC logo and website. Social Media Specialist Ridout noted after the launch the social media traffic will increase.

Chairman Sipiora called for Citizen Comments and there were none.

Chairman Sipiora called for Board comments and there were none.

Chairman Sipiora recessed the meeting into Executive Session at 8:26 am.

MEDC MINUTES

June 18, 2019

PAGE 4

Chairman Sipiora reconvened the meeting to open session at 10:29 am.

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

Board members unanimously approved the motion by Secretary / Treasurer Loughmiller, seconded by Board member Feltus to approve the amendment to Popular Ink as discussed in Executive Session.

Board members unanimously approved the motion by Vice Chairman Jones, seconded by Board member Minissale, to adjourn. Chairman Sipiora adjourned the meeting at 10:32 am.

Kenneth T. Sipiora
Chairman

19-0558



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](#)



McKinney Community Development Corporation - July Update

Cindy Schneible
MCDC President

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 were presented to the MCDC board at the June 27, 2019 meeting. Board action will be scheduled for the meeting on July 25.

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
P&C 19-11	Crape Myrtle Trails Foundation	CMT 5K & 10K - Sept 28, 2019	\$ 15,000
P&C 19-12	Direction 61:3	Christmas Mosaic Concert - Dec 21, 2019	\$ 5,000
P&C 19-13	McKinney Rotary Club	Parade of Lights --Dec 14, 2019	\$ 7,500
P&C 19-14	SBG Hospitality	McKinney Wine & Music Festival	\$ 15,000
P&C 19-15	McKinney Main Street	Home for the Holidays/Small Business Sat -- Nov 29-Dec 1, 2019	\$ 15,000
P&C 19-16	McKinney Lacrosse	Fall Tournament -- Oct, Nov 2019	\$ 9,400
P&C 19-17	MISD	NCAA D2 Championship -- Dec 21, 2019	\$ 15,000

\$ 94,400

Project Grants

Applications were received from the organizations listed below for project grant funding in the final cycle for the current fiscal year.

Project Grants – Cycle III – FY 19

#19-11	McKinney Main Street	Neon Signs for Historic Cultural District	\$ 60,000
#19-12	Boys and Girls Club of Collin County	Replacement of gymnasium floor in McKinney Club	\$ 135,000
#19-13	City of McKinney Parks and Recreation Department	Parks Capital Projects - FY 20 request	\$ 5,500,000

Retail Development Infrastructure Grants

The final cycle for Retail Development Infrastructure Grants opened July 1, 2019. Applications will be accepted through July 31. Area of focus is landmark retail in the Historic Cultural District.

This is a matching grant program to 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
- Site work

The grant provides for up to 50% of eligible project costs with maximum of \$25,000 allowed. Match is required of property owner or tenant and may not include funds secured from other City sources (TIRZ, Community Grants, etc.)



June 2019

I. **ASSOCIATION/CORPORATE/SMERF COMPLETED in June 2019: TTL Room nights: 370; TTL Revenue: \$37,893**

WEDDINGS COMPLETED- June 2019 - TTL Room Nights: 35, TTL Rev: \$4,150

- Keil/Macready Wedding - The Grand Hotel: TTL room nights: xx, TTL rev: \$xx
- Bysani/Swift Wedding – Hampton Inn: TTL room nights: 8, TTL rev: \$992
- Megan Neth – June 2019, River Road Chateau: TTL room nights: xx, TTL rev: \$xx
- Lewin/Neal – Hampton Inn: TTL room nights: 12, TTL rev: \$1,428
- Caitlin Child Wedding – Hampton Inn: TTL room nights: 4, TTL rev: \$476
- Koester/Collier – Hampton Inn: TTL room nights: 11, TTL rev: \$1,254

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

- N/A

ASSOCIATION/CORPORATE/SMERF COMPLETED in June 2019: TTL Room nights: 335 ; TTL Revenue: \$33,743

ASSOCIATION – TTL Room Nights: 24 TTL Rev: \$2,856

- Texas Volunteer Management Conference: Hampton Inn: TTL room nights: 24, TTL rev: \$ 2,856; Grand Hotel: TTL room nights: xx, TTL Rev: \$XX

CORPORATE – TTL Room Nights: 302 TTL Rev: \$29,798

- Vittatoo Consulting, LLC – Grand Hotel: TTL room nights: 5, TTL rev: \$795
- Torchmark-6/16-19/19-AIL 101:TTL room nights: 190 ; TTL Rev. \$ 18,430
- Torchmark-6/23-26/19-LNL 201:TTL room nights: 107; TTL Rev. \$ 10,573

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

- Ingal 50th Wedding Anniversary – Grand Hotel: 3 room nights, TTL Rev: \$477

SPORTS: TTL Room nights: 6 TTL Rev: \$612

- Triple Creek Baseball Tournament – TTL Rooms: 6, TTL rev: \$612

II. **Visitors: FYTD Total (October '18-September '19): 3,821**

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

- Out of State: 49
- Out of Country: 21
- Texas Residents: 13
- McKinney Residents: 18
- Register Total: 101
- Ticker Counter: 601



III. RFP's: 11 (3-Association, 0-Corporate, 6-Weddings, 1-Social, 0-Religious, 1-Sports, 0-Day Trips)

Association: 3

1. TACVB 2020 Winter Education Conference – Approximate attendees: 120-150; Approximate total room nights: 259; Conference Pattern: Monday-Wednesday; Conference Proposed Dates: January 20-22, 2020. Meeting specs are too large for the Sheraton, unable to accommodate.
2. Texas Parks and Wildlife Department – Approximate attendees: 260; Approximate total room nights: 260; Conference Pattern: Sunday-Thursday; Conference Proposed Dates: February 9-12, 2020. The Sheraton was unable to accommodate this group, due to size.
3. Profoundly Gifted Retreat 2020 – The Sheraton received the RFP for consideration, it was declined due to lack of availability. Event dates: Week of July 4, 2020, 4 nights/5days. Room nights requested 95 for four days, total attendance; 250-300.

Corporate: 0

SMERF: 8 (6-Weddings, 1-Social, 1-Sport, 0-Religious)

1. McKinney Knittery – Contact: Ginger Hayes. September 13-22, 2019 Yarn Crawl. Expecting 50-60 people to participate in this event. Some coming from out of the area. Sent RFP to Grand Hotel, Towne Place Suites, and the Best Western.
2. Destination Planning Corporation – Contact: Anne Urban. October 2019 or November 2019. Attendees: 200, Friday-Friday Pattern. Peak dates: Monday-Thursday. Sent to Sheraton.
3. Paul Henfy, September 2019- Undecided
4. Tiffany Kane, December 2019-Rosemary Barn
5. Paige Wheeler/Byron Carman Wedding, December 2019-Magnolia Grace Ranch
6. Laura Driskell (Bride) & Mary Driskell (MOB) – December 14, 2019-Springs
7. Hannah Lewin/Brian Neal – June 29, 2019 -Springs
8. Alexandra Lee/Chase Cooper – July 6, 2019-The Grand Hotel

IV. Site Visits: 2

1. Morgan Berigan (bride) –Visited Hotels: Sheraton, Grand Hotel, and Holiday Inn & Suites wedding guest block.
2. Trudi Kane (mother of the bride) – Visited Hotels: Hampton Inn, Comfort Suites, Holiday Inn, and Towne Place Suites.

V. Day Trips: 1

1. Irving Senior Center – Visited Heard-Craig House 6/3/19.

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

Blogs: 143

NTTA - 61

Summer Camps – 54

McKinney Coffee Guide - 16

NCAA Economic Impact - 12

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

Weekend Update page – 154

Summer Camps in McKinney – 24

Tours in McKinney – 18



Then & Now exhibit – 28
 Ask a Local - 36
 Event-Planning Pages/Meeting Planners Guide – 215
 Visitors Guide – 211
 KPIs – 8

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

- Submitted Sept ad for Texas Highways
- Submitted Sept. ad for Polka Newsprint & digital
- Submitted Idea Fair entries
- Compiled information for SportsEvents magazine article
- Wrote/submitted article about TDA conference for consideration for meeting planner magazine
- Created Pygmy Goat PowerPoint presentation for Vanesa
- Submitted See Texas First materials for Fall
- SEM write-up for Board meeting
- Created/submitted Bus Tours Magazine web banner

IX. Advertising- Website & Publication ROI Tracking:

- Business 380 – 8
- Bus Tours Magazine – 3
- County Line Magazine – 2
- Polka News – 2
- Sports Destination Mgmt. – 2
- Stonebridge Ranch News – 2
- Texas Highways – 2
- Meet Texas - 1

JUNE 2019 SOCIAL MEDIA TRACKING

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
March.19	106	7,951	194,190	1,322,497	5,951,768
April.19	144	8,095	135,964	812,985	5,175,251
May.19	144	8,239	108,763	901,480	4,185,610



<i>June.19</i>	<i>110</i>	<i>8,349</i>	<i>94,367</i>	<i>511,199</i>	<i>3,682,075</i>
TOTALS	951	N/A	1,138,991	7,272,242	37,612,749

INSTAGRAM June 2019	New Followers
Historical	761
Oct. 2018	126
Nov. 2018	164
Dec. 2018	94
Jan. 2019	56
Feb. 2019	59
March.2019	75
April.2019	77
May.2019	61
June.2019	71
TOTAL	1,544

TWITTER - JUNE 2019	
Followers	5,165 (+30)
Tweets	6,726
Tweet Impressions	11,800
Profile Visits	121
Mentions by users	19



YOUTUBE	Views	Subscribers
Historical numbers	6,699	30
Oct. 2018	217	0
Nov. 2018	222	4
Dec. 2018	232	3
Jan. 2019	124	1
Feb. 2019	155	1
March.2019	142	3
April.2019	141	0
May.2019	135	0
June.2019	166	3
TOTAL	8,233	45

Google Bus. Pg.	Page Views	Web visits
Oct. 2018	1,960	27
Nov. 2018	1,970	30
Dec. 2018	1,195	40
Jan. 2019	1,850	34
Feb. 2019	1,970	29
March.2019	2,240	31
April.2019	2,150	56
May.2019	2,060	45
June.2019	2,144	29
TOTAL	17,539	321



JUNE 2019 Website Numbers

Month	Sessions	Pageviews	Users
Oct. 2018	3,061	7,459	2,496
Nov. 2018	3,565	7,585	3,140
Dec. 2018	3,043	6,689	2,640
Jan. 2019	2,880	7,381	2,383
Feb. 2019	2,632	6,433	2,200
Mar. 2019	2,900	6,705	2,440
April.2019	3,591	8,387	2,937
May.2019	9,272	17,251	7,837
June.2019	6,503	13,314	5,598
FY 18-19	37,447	81,204	31,671

JUNE 2019 - TOP 25 WEB PAGES

Page	Pageviews	Unique Page Views	Entrances
Calendar	3,001	2,502	2,378
Home Page	2,510	2,010	1,932
Shopping Centers	227	197	181
Visitors Guide	211	163	27
Explore	199	137	10
Events	172	134	17
Dining	166	101	26
Event Planning	160	144	108
Monthly/Ann. Events	160	151	81
Weekend Update	154	144	11
Calendar-June	139	99	9
Tours	126	89	44
Shopping	112	194	79



Parks/Trails/Maps	98	90	69
Blog – Summer Camps	98	84	54
History of McKinney	94	83	59
Staff Directory – Sabine	93	84	71
Dining/Nightlife	90	69	52
Accommodations	78	71	19
Staff Directory- main	78	51	12
About McKinney	77	64	4
Calendar-June 22	74	53	10
Weddings/Receptions	69	45	23
NTTA Blog	68	61	61
Cal.-Sanctuary concert	68	59	59

Top Countries – JUNE 2019

Country Breakdown	Users	New Users	Sessions
United States	5,300	5,132	6,192
Canada	172	172	180
(Not Set)	22	21	22
France	20	20	21
Germany	13	13	14
S. Korea	12	12	12
India	10	10	10
Australia	5	5	5
China	5	5	5
Denmark	5	5	5



Top States

State Breakdown	Users	New Users	Sessions
Texas	4,063	3,910	4,818
California	141	139	138
Illinois	96	94	103
Oklahoma	74	71	83
New York	67	67	70
Tennessee	54	51	56
Florida	50	49	51
Ohio	49	47	54
Pennsylvania	46	45	50
New Jersey	40	40	46

Top Cities

City Breakdown	Users	New Users	Sessions
Dallas	1,348	1,268	1,475
McKinney	1,080	982	1,402
Plano	164	158	180
Austin	116	113	132
Allen	114	107	128
Frisco	95	89	104
Houston	92	88	97
Prosper	69	64	75
Fort Worth	66	64	74
Chicago	50	49	52



VISIT WIDGET - JUNE 2019				
	Users	Sessions	Page Views	New Downloads
Widget	207	197	1,066	
Desktop	34	35	182	
Mobile	23	26	62	
App-iOS	150	136	822	23
App-Android	37	34	146	4
TOTAL	244	231	1,212	27

CROWDRIFT GALLERIES - JUNE 2019		
Gallery	Interactions	Views
Being Social	5	27
Explore	19	170
Dining	16	146
History (Downtown)	4	171
Events	4	138
Home Gallery	118	985
TOTAL	166	1,637

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

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



JUNE 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
Courier Gazette	2019 NCAA Economic Impact	\$1,680	\$1,000	\$16,500	100,000
Courier Gazette	Parade (print: pre-parade photo)	\$378	\$0	\$1,134	0
Community Impact	Wedding follow-up print article	\$625	\$0	\$1,875	0
Community Impact	2019 NCAA Economic Impact	\$0	\$9,500	\$28,500	550,000
MISD Website	2019 NCAA Economic Impact	\$0	\$2,000	\$6,000	60,000
N.TX E-News	2019 NCAA Economic Impact	\$0	\$500	\$1,500	40,000
Collin Co. DFW Mag	Shared a CVB Instagram photo/mounted patrol	\$0	\$3,000	\$9,000	350,000
TOTALS		\$2,683	\$26,000	\$94,509	1,820,000
FY 18-19 Totals		\$39,547	\$219,515	\$949,742	14,121,000

X. Lost Business- 6

1. Basile/Senkel – Residence Inn (block was at the Hilton Home 2)
2. Johnson/Arko – Home 2 in Fairview
3. Destination Planning RFP for Crunch Franchising, LLC. (This group was originally booked and confirmed in the Dominican Republic. Due to the travel advisory by the State Department, they chose to reschedule this conference.) The Sheraton received the RFP for consideration. Approximately 200 attendees; Approximate total room nights: 877; Conference Pattern: Friday-Friday, with peak days of Monday-Thursday. Conference Proposed Dates: October or November 2019. The Sheraton does not have the space to accommodate this group.
4. TACVB 2020 Winter Education Conference – Approximate attendees: 120-150; Approximate total room nights: 259; Conference Pattern: Monday-Wednesday; Conference Proposed Dates: January 20-22, 2020. Meeting specs are too large for the Sheraton, unable to accommodate.
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19-0559

TITLE: Consider/Discuss MEDC Monthly Organizational Report

SUPPORTING MATERIALS:

[Organizational Report](#)

McKinney Economic Development Corporation

July 2019 Organizational Report

Peter Tokar
MEDC President

MEDC Board of Directors,

June has been a very full month. We are coming to the close of the fiscal year, launching our new brand and finalizing many of the organizational updates that we have been working on for the past year. I want to recognize the staff of the MEDC as they have been working very hard and diligently to pull together the finishing touches on many of the items that are being presented this month. We have been talking about getting to the “tipping point” from an organizational perspective to start our aggressive campaign on the new strategy we have been working on and I am happy to say that we are there!

I knew that the first year was going to be one of the most challenging. We have made significant organizational changes in our strategy and operations that will continue to challenge us all. Our organization is not unlike economic development in general in that with change comes growing pains. However, the staff has embraced the tough road ahead of us and moving forward, we are now in the position to launch many of the new initiatives that we have been working on. I am proud of what we have all accomplished in the short year that it has been since I came to the organization and I believe that from this point on, the community is going to see the fruit of all that labor.

-Peter

President's Report:

A. Organizational Updates

- **5G Update:** Michael DePaola, 5G Technology Specialist, started on July 15th. I also had the opportunity this month to meet with two McKinney citizens (Tasha Escoto and Leigh Wilcox) on the strategic direction we are taking in regards to bringing 5G technology to McKinney. They provided valuable citizen feedback and research they have done on 5G technology that we will be evaluating as part of the entire 5G evaluation process. I appreciate them reaching out to our organization with their questions and concerns. We will remain committed to providing transparent information throughout this exploratory process to the public as we learn more about this technology and the impact it can have within the community.
- **High Performance Organization Training:** Following the cascade session by city manager Paul Grimes, the complete staff of the MEDC underwent a half day training with Joe Mazzola from the City through the HPO 101 training class. The class was well

received and we have had nothing but positive feedback on the training. A special thank you to Joe and his team for facilitating a wonderful training and to city leadership for providing this opportunity for employee growth and development.

- **Organizational Management Update:** In concert with being an HPO organization, we have established a new organizational management structure for the MEDC. I will be making a presentation at our July meeting on our new vertically integrated org chart and how it will impact the management and performance of the MEDC team.
- **Key Performance Indicators:** The final KPI's are being presented for board adoption. Following the adoption, we will report out on our year to date standing on the KPI metrics.
- **Board Onboarding Program:** As part of our continued organizational performance evaluations, we made some additional improvements to our board of directors' onboarding program. The program will be presented at the July meeting and will include a full program breakdown of how we intend to improve the process of welcoming in new board members to the MEDC.
- **Marketing Brand Launch:** We're officially LIVE with our new MEDC Logo and new Website UniqueMcKinney.com. We launched at the McKinney Chamber of Commerce quarterly luncheon with our new Logo and live website. We displayed our new trade show booth which was well received by all present. We will continue to make the rounds of displaying the new brand at chamber events through the next year. Our targeted marketing campaigns are kicking off starting July 15 on our social media channels and through targeted email marketing campaigns.
- **TAIWAN Trade Mission:** July 19, we will embark on a trade mission to Taiwan. While in country, we will be hosted by both Wistron and TYG (McKinney based companies) to talk about potential future growth need for both companies as well as visit 4 additional prospects. A full report of the trip will be made upon returning.
- **2019 Budget:** We will be presenting the 2019-2020 budget at this month meeting.

B. Organizational Activity Report

- RFPs received: 4
- RFPs responded to: 3
- New Pipeline Projects: 2
- New Project Leads: 3
- Networking Events: 2
- Planed Site Visits: 1

C. Marketing / Communications

- **Marketing Update:** Centipede Digital will be providing a full marketing update at the July board meeting. The focus of the presentation will be to showcase where we are in our current campaign and showcase what the next evolution of marketing for the MEDC will entail.
- **Industry Specific Social Media Campaigns:** As part of our official launch, we will be creating industry specific social media campaign that we will targeting to specific audiences on our available sites for development in McKinney. We will report the metrics of the campaigns as we launch.

- **UNIQUE MCKINNEY LAUNCH EVENT:** As stated above, we are officially live with our new website. We will continue to make updates as we further develop the brand. Starting in late July we will be launching our targeted social media campaigns promoting the new brand to the brokerage community and to targeted industries we are looking to attract to McKinney.
- **BISNOW (Allen Event):** We will be displaying our new Unique McKinney trade show booth at the upcoming Allen BISNOW event August 15th.
- **Community Partnership:** Met with the Chamber and CVB. We have the next 90-120 days planned out.

D. Business Retention & Expansion

- BRE Visits: 6
- Businesses Assisted: 25
- **New BRE Program Presentation:** Staff has been working diligently on a new and improved Business Retention and Expansion Program. A presentation of the full program will be made at the July board meeting but the new program will be much more comprehensive and aggressive program than the MEDC has even developed. The key components of the program will include increased community partnerships, expanded assistance opportunities and increased outreach opportunities within the community to expand the programs reach.

E. MEDC Committee Updates

- **Real Estate Committee:** The real estate committee met July 9 at the MEDC offices. We discuss development opportunities on both MEDC owned land as well as the status of Southgate development and how we can engage and support other developments underway in the City.
- **Marketing Committee:** The Marketing committee has a planned meeting on July 12th at the MEDC offices.
- **Finance Committee:** The finance committee held a meeting June 25th at the MEDC offices. During the meeting the committee reviewed a presentation of the proposed budget and reviewed allocations for the coming year.

F. Upcoming Events

- **BISNOW Event (Allen):** August 15th at the Delta Hotel in Watters Creek. MEDC will have a booth display at the event.
- **Chamber Development Lunch:** August 22nd – Location TBD (Proposed) The MEDC will again have a booth display and be inviting local brokers and developers to see the new branding and strategy for McKinney.
- **McKinney Manufacturing Roundtable:** Monday, July 22 – Emerson. This is the first of our new BRE events that we are co-hosting with the chamber of commerce. This event was created out of the new BRE program.

McKinney Economic Development Corporation

30 Day Social Media Insights Report

Table of Contents

Social Overview 3
Facebook 4-7
Instagram 8-10
Twitter 11-13
LinkedIn 14-15

**McKinney Economic Development Corporation - Social Media
Reporting Period: June 1, 2019- June 30, 2019**

Definition of Terms:

“Likes” – Favorable response to a post

“Shares” – A social media metric that shown how many users have promoted your content on their social media platform.

“Impression” – A social media metric that is used to show how many times our post has been shown in user feeds.

“Reach” – A social media metric that tells you how many people have read your post.

“Retweet” – A social media metric developed and exclusive to Twitter that tells how many times other users have shared your post. Similar to a share.

Highlights:

MEDC Social Media June 2019:

Total Number of Likes: 829 as of July 3, 2019

Twitter (Followers): 262

Instagram (Followers): 192

Facebook: 348

LinkedIn: 27

Number of Post: 238 as of July 3, 2019

Twitter: 62

Instagram: 53

Facebook: 81

LinkedIn: 42

Views:

Twitter: Reach- 194 40.6% Impressions- 14.6K 25.3%

Instagram: Reach- 186 Impressions- 549

Facebook: 26

LinkedIn: 101 461%

- Desktop: 32

- Mobile: 61

Shares:

Twitter (Retweet): 31

Instagram: N/A

Facebook: 48

LinkedIn: 2

Facebook: Social Media Performance

Total Number of Likes – 347

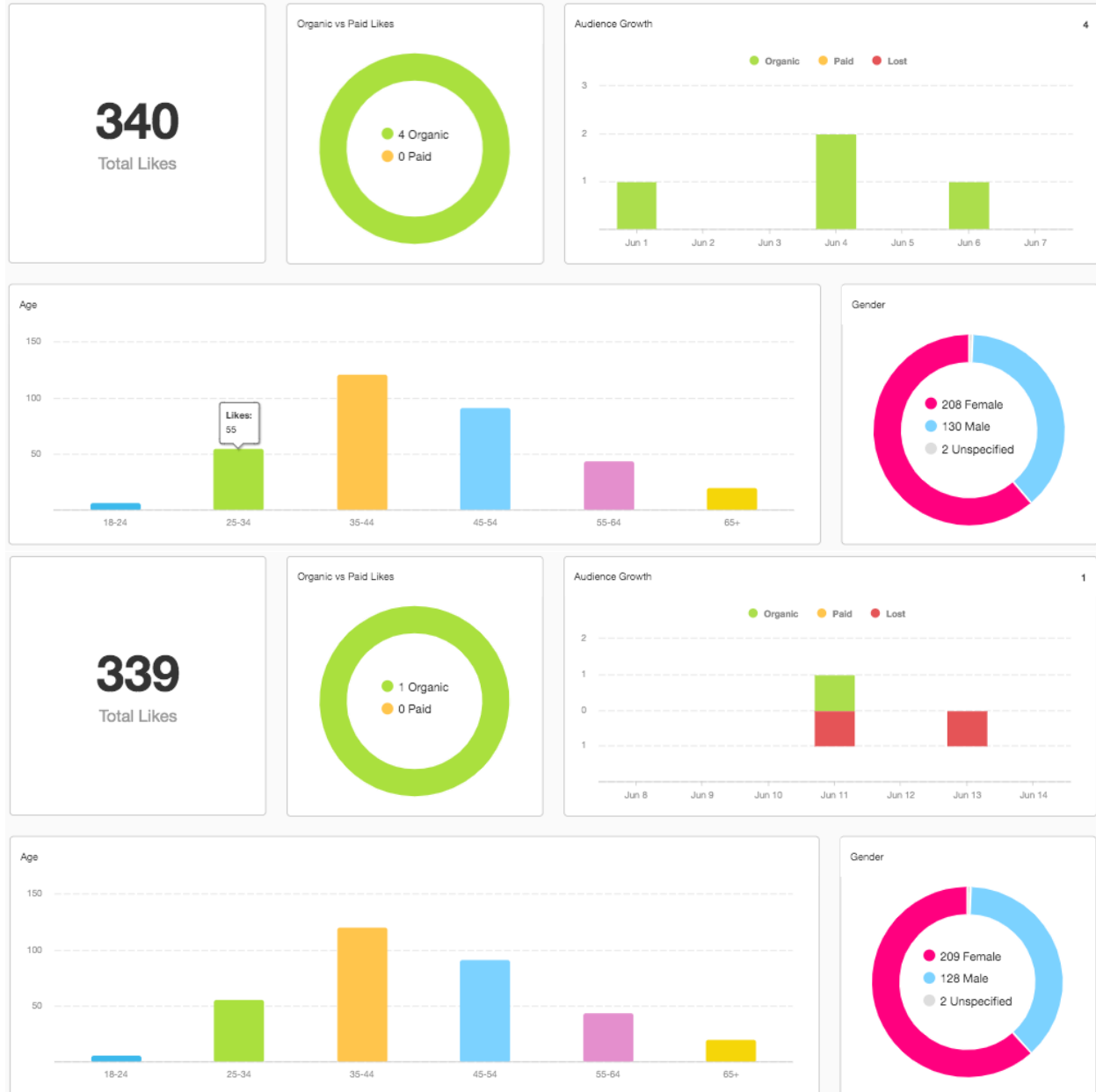
Key Definitions from Charts Below:

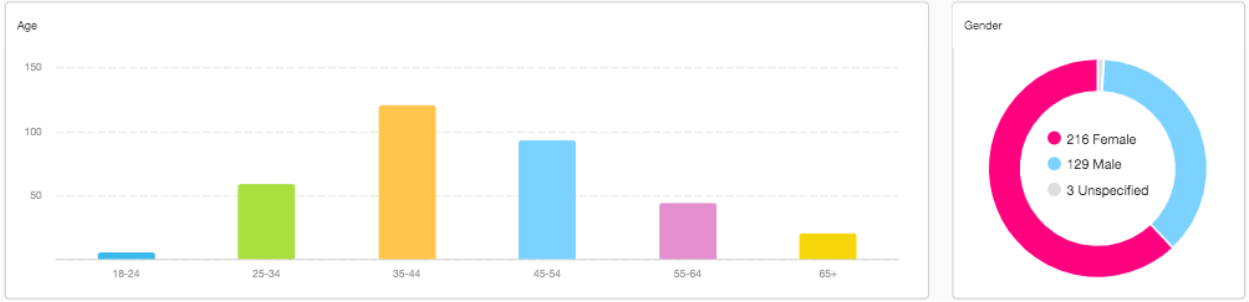
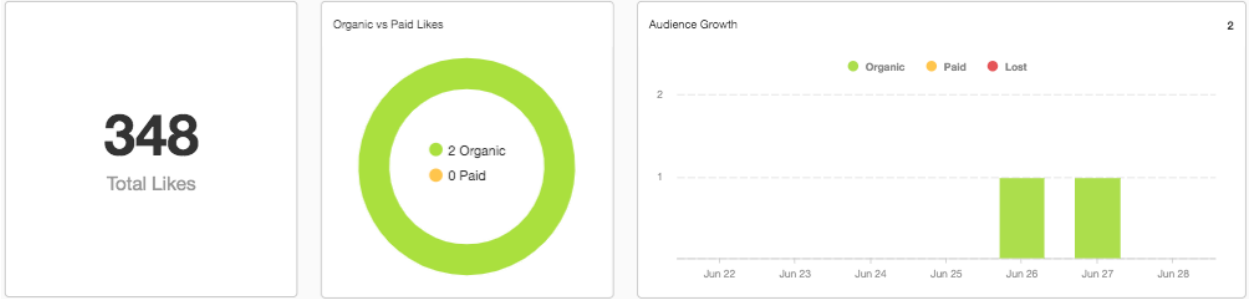
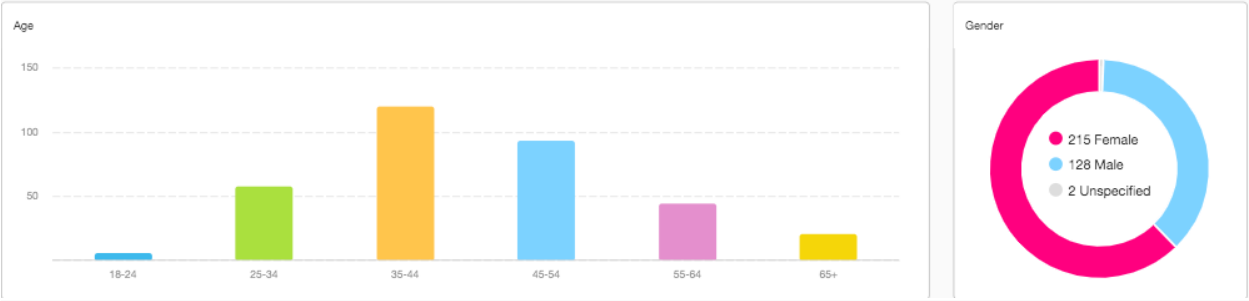
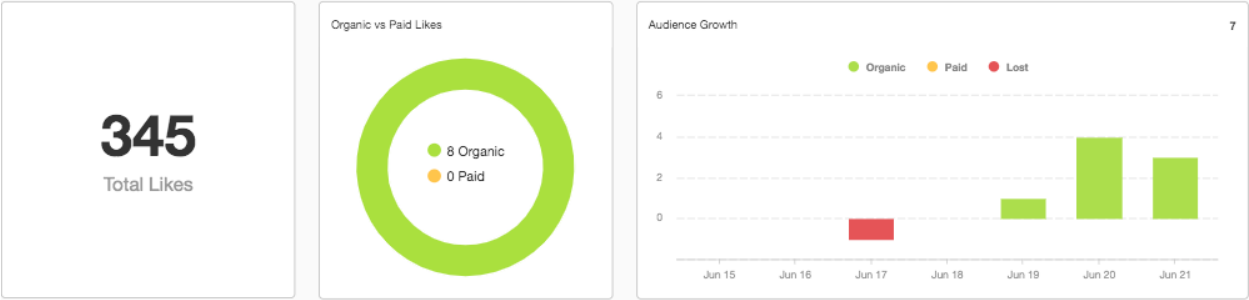
“Organic Reach (Like)” – The amount of likes generated from non-paid posting (Social Media paid advertising)

“Paid Reach (Likes)” – The amount of likes or reach that was achieved through paid posting (Social Media advertising)

Graphic: Likes based on Gender

The graphics below denote the “likes” received on Facebook relative to gender, Male and Female.





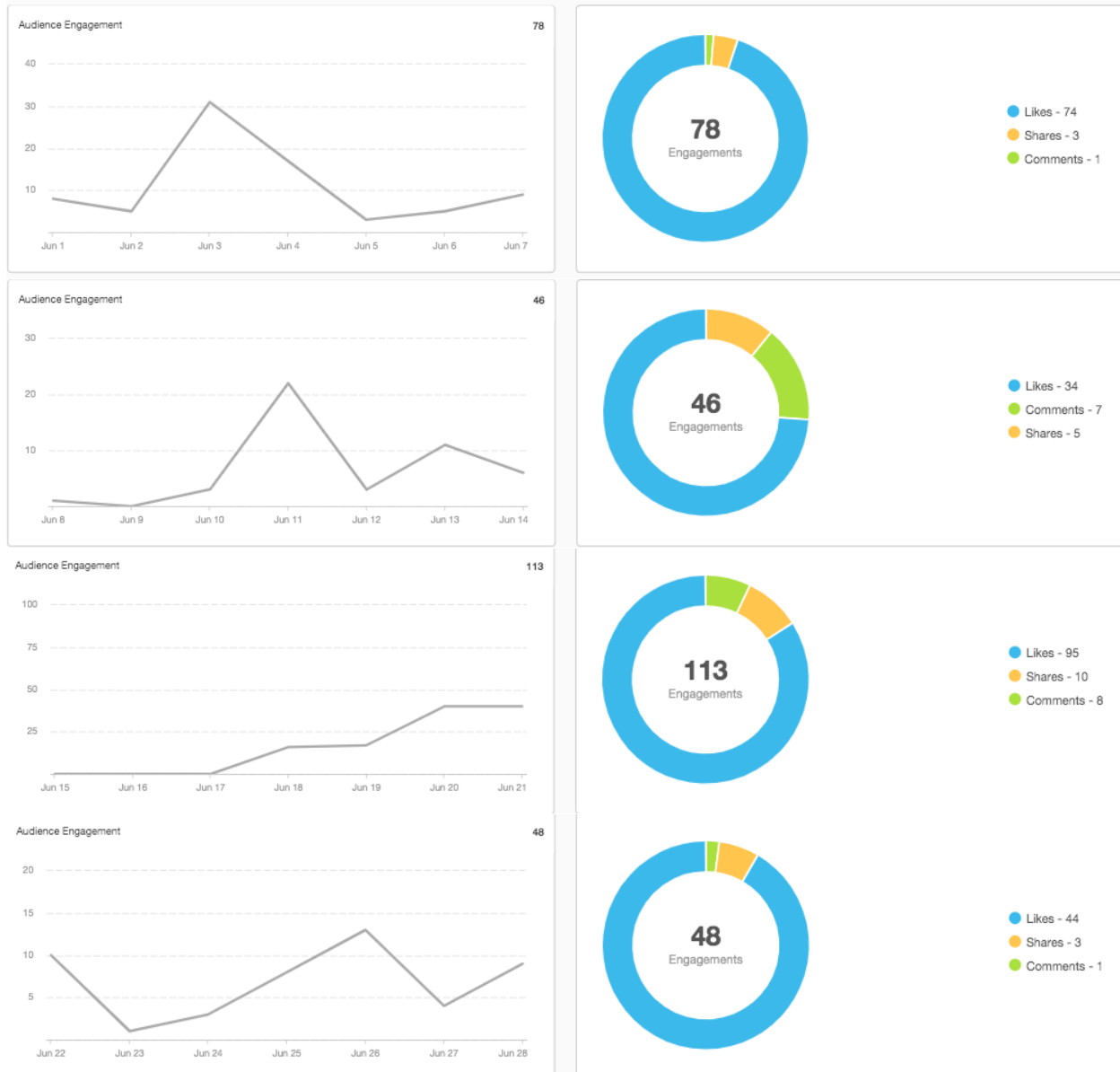
Facebook Metrics for Age Specific Audience

A large portion of our social media marketing is reaching our target age demographics as well as a host of other social demographic categories. Using our average age in the city, we want to target like audiences that have a higher probability of moving here.

AGE: 35-44 (Female – 216 / Male – 129 / Unspecified – 3)

Key Definitions:

“Audience Engagement” – Interactions and interest in our Brand by users



Facebook Posts: Audience Engagement

We seek to create more and more engagement with our targeted audiences. That is a key indicator that we are making progress with our social posts.

Key Definitions:

“Boost Post” – Paid Social Media Advertising. When you “boost” a post, you pay a nominal fee to guarantee that the post reached the target user or target user group. At any given time, you are only receiving at best 10% of the social media posts from just your friends. Social media tracks your interactions with other users, and based on the frequency of your interactions, prioritizes their posts to your social media feed. Paid boosting guarantees that your post hits their social media feed regardless of your interaction with them.

06/28/2019 10:53 AM		Danny Chavez speaking at the Dallas REAL Professionals			73		4 3		Boost Post
06/26/2019 4:09 PM		Team meeting this morning! Today we dove into High Performance			114		21 13		Boost Post
06/26/2019 1:14 PM		We look forward to having you all here in McKinney!			103		17 5		Boost Post
06/25/2019 2:39 PM		From Algona, Washington to McKinney, Texas a division of			120		6 9		Boost Post
06/21/2019 4:54 PM		Excited to introduce all of you to Danny Chavez our new Senior Vice			239		38 30		Boost Post
06/21/2019 3:31 PM		The History of McKinney, Texas. Neat learning about the history and			104		3 8		Boost Post
06/20/2019 12:18 PM		A beautiful day for a Ground Breaking for The Family Health			357		105 46		Boost Post
06/19/2019 2:03 PM		Western LLC "[Construction Update] Progress is being made on			87		6 6		Boost Post
06/18/2019 10:39 AM		Come visit anytime. #IndustrialPark #NewDevelopment #Moving			75		1 6		Boost Post
06/18/2019 9:27 AM		The Then and Now Exhibit is now open. McKinney is growing. We are			186		9 20		Boost Post
06/13/2019 11:56 AM		Tech Culture McKinney is a Hub for Technology, Ideas and Innovation.			110		6 15		Boost Post

Twitter – Key Social Media Metrics

Total number of Followers: 262

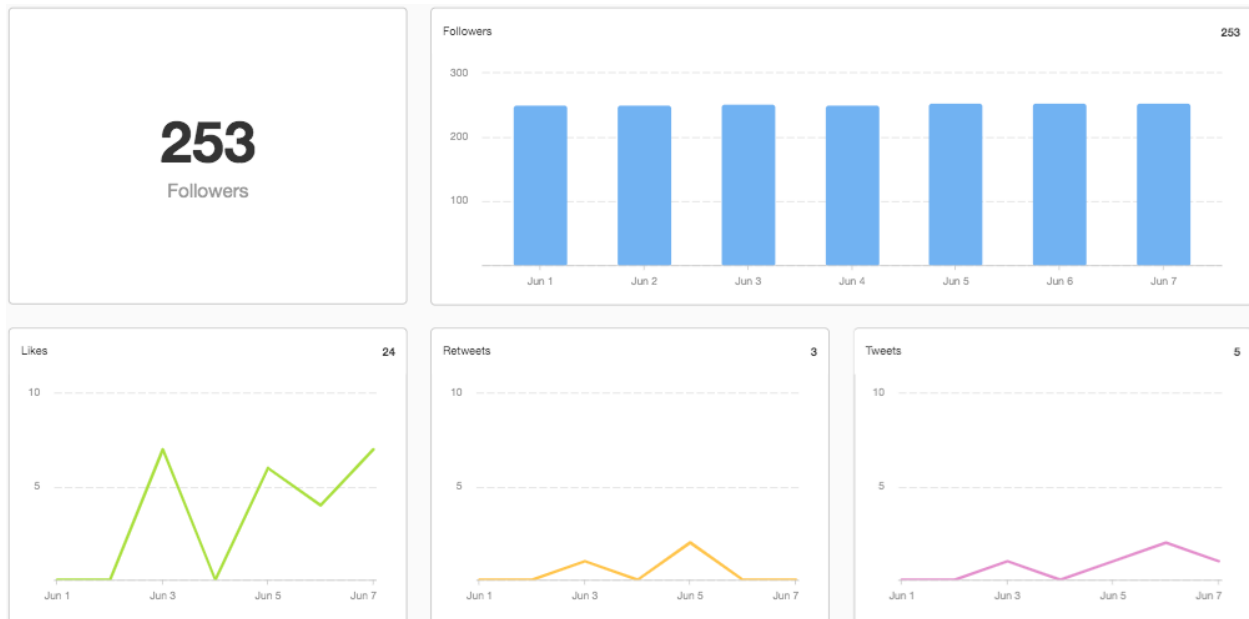
The reach of twitter depends on how many followers you have. Each month we seek to gain more followers. The more followers we obtain, the more successful our social media efforts are. Increases in followers also indicates that the information we are putting out is relevant and worth keeping up with.

Key Definitions:

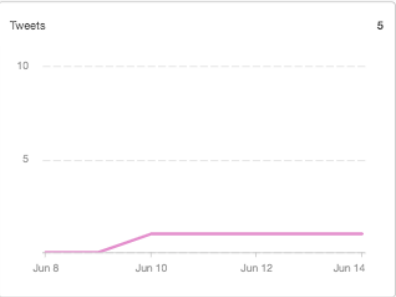
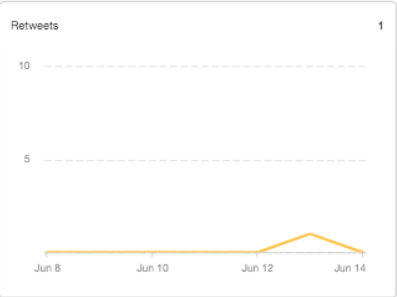
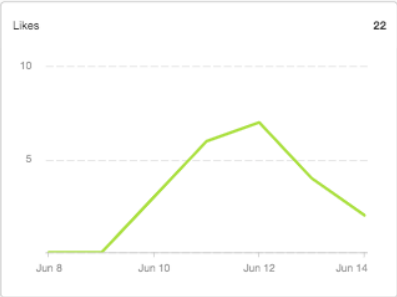
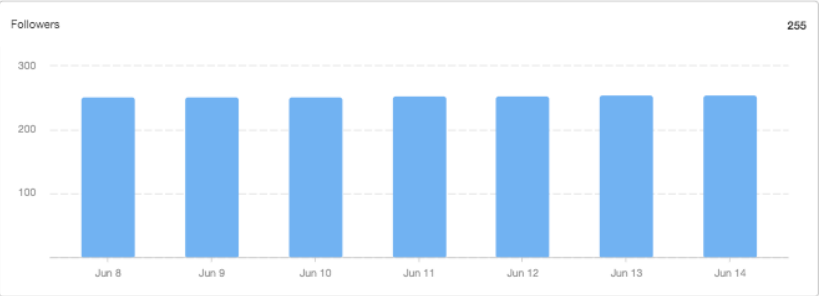
“Followers” - When you “Follow” a twitter user, you are subscribing to their twitter feed posts.

Meaning when that user makes a “tweet” you will be notified and can view their tweet on your Twitter feed.

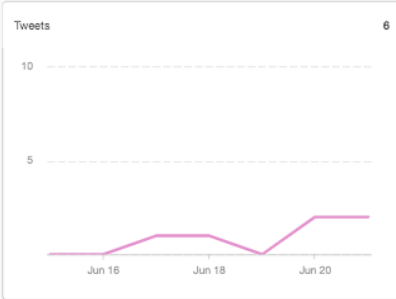
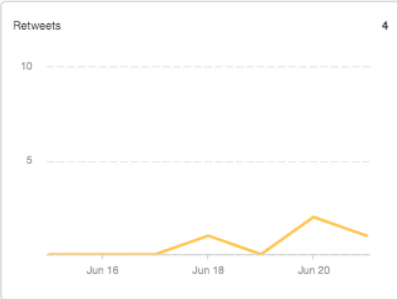
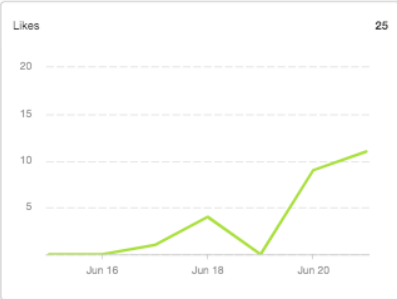
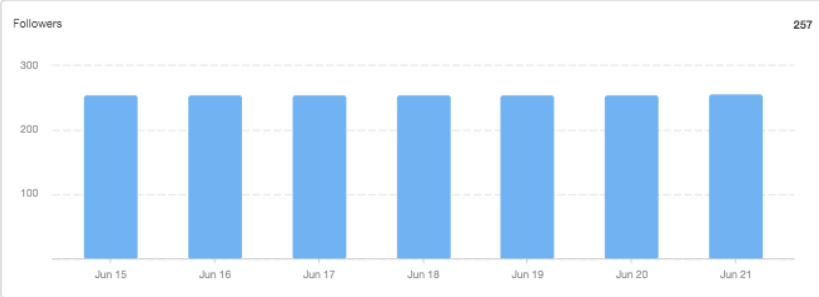
“Mentions” – Twitter “Mentions” are when another user references you or the organization in their personal tweet. This is indicated by posting the other users twitter handle that begins with “@”
(I just had a meeting with @johnDoe !)

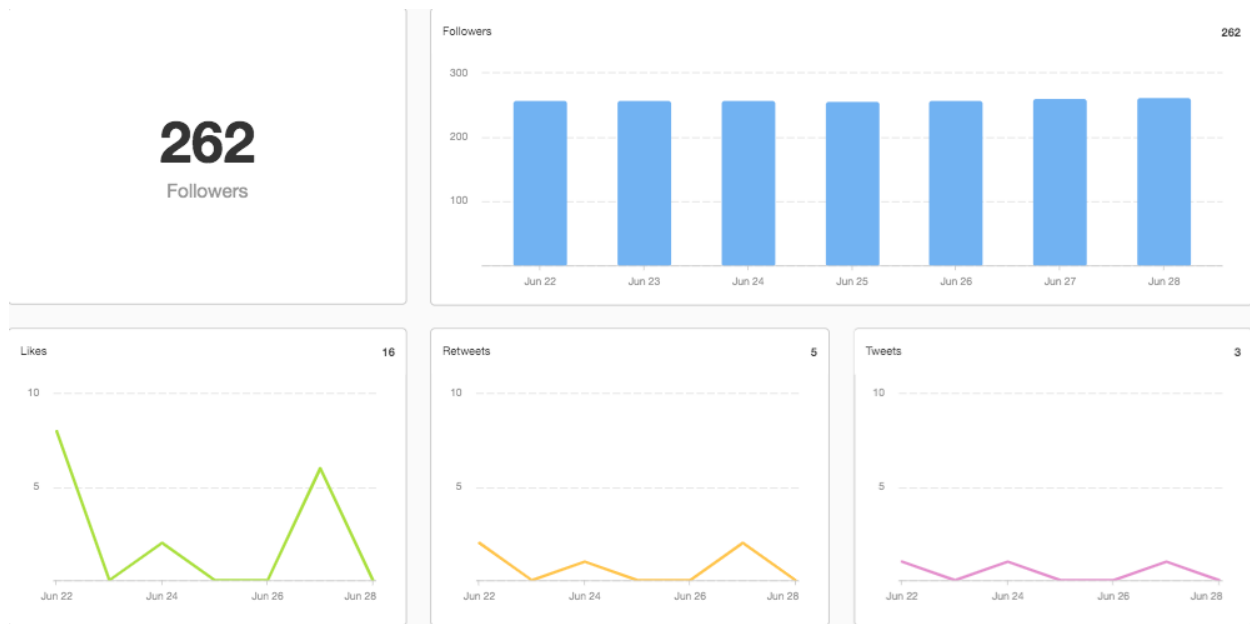


255
Followers



257
Followers





28 day summary with change over previous period



Top Twitter Post: Over the month of June 2019

Top Tweet earned 712 impressions

A Bachelor of Science in Technology and Cybersecurity has been approved at [@collincollege](#). Starting in 2020, students will be able to pursue a four-year degree.

[#UniqueMEDC](#) [#Unique_McKinney](#) [#TechEconDev](#) [#EconomicDevelopment](#) [#Technology](#) [#Cybersecurity](#)
pic.twitter.com/VWd0x1tH8d



5 3

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 115K people



Top mention earned 4 engagements



Danny Chavez

@DannyChavezTX · Jul 1

[#Global](#) powerhouses with name brands & mega-workforces: As much as they have different, these companies are in sync in a very literal way: They've opted to leave longtime [#headquarter](#) locations & head to [#Northtexas](#) [#dallas](#) [#mckinney](#) [#Texas](#) [@McKinneyTxEDC](#)
usnews.com/news/best-stat...

1

[View Tweet](#)

Top media Tweet earned 548 impressions

Ground work happening at HUB 121.

[#UniqueMEDC](#) [#Unique_McKinney](#) [#McKinneyTX](#) [#Relocation](#) [#HUB121](#) [#EconomicDevelopment](#) [#EconDev](#) [#Development](#) [#Investment](#) [#Broker](#) [#RealEstate](#) [#mixedusedevelopment](#)
pic.twitter.com/RMuTLI60ZB

Get your Tweets in front of more people

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

[Get started](#)

JUL 2019 SUMMARY

Tweets	6	Tweet Impressions	3,833
Profile visits	69	Mentions	1
New followers	0		

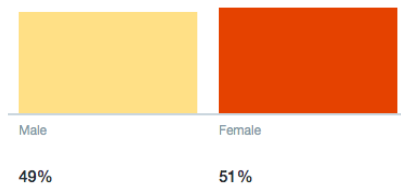
Interests

Interest name	% of audience
Dogs	98%
Science news	95%
Weather	94%
Technology	93%
Sports news	92%
Sporting events	89%
Politics	88%
Government	83%
Commentary	81%
Tech news	80%

Country

Country name	% of audience
United States	92%
Russia	2%
Canada	1%
United Kingdom	1%

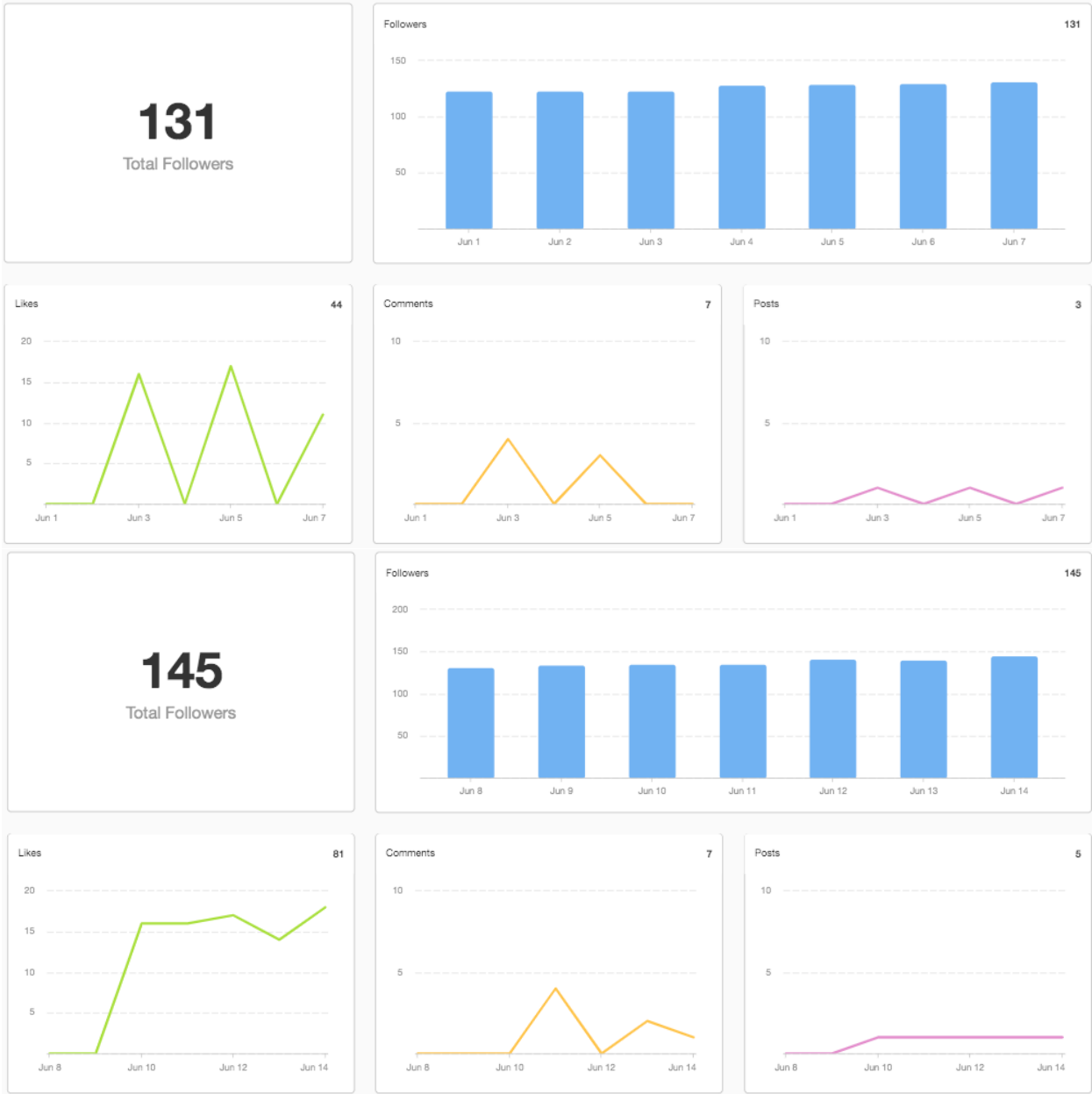
Gender

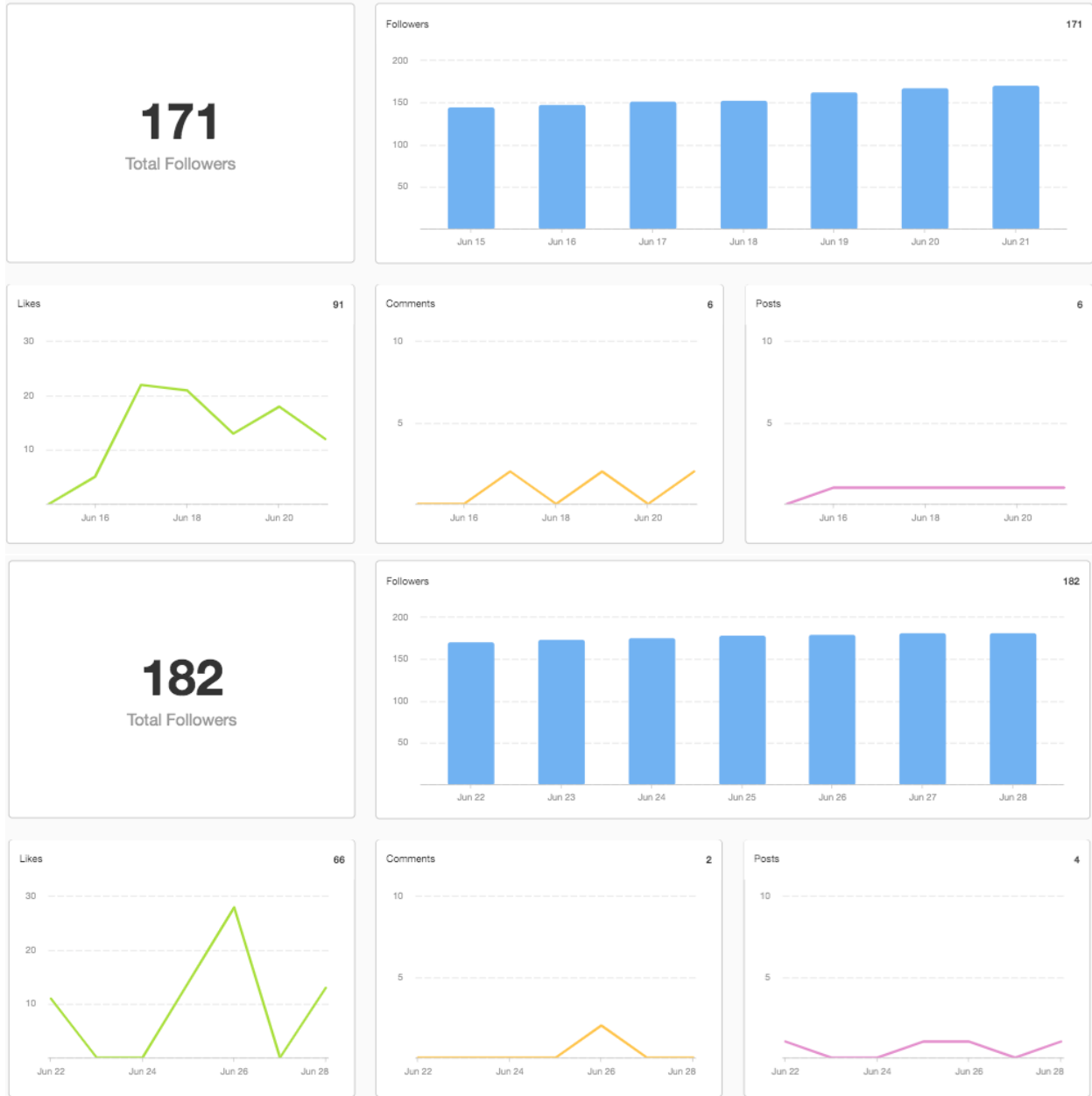


Instagram: Key Social Media Metrics




Total Number of Followers: 197






Like Twitter, we seek to gain more and more followers on Instagram. The platform is much different and is focused more on photography and short video of engagements than personal promotion. It is a great visual platform.















Instagram Post: Over the month of June 2019

Date	Post	Likes	Comments
Jun 7, 2019	 McKinney has over 16 Donut Shops. Tell us your favorite 🍩	11	0
Jun 5, 2019	 *5G is the future of technology infrastructure that will help	17	3
Jun 3, 2019	 The McKinney Chamber Golf Classic @mckinneychamber	16	4

Date	Post	Likes	Comments
Jun 14, 2019	 McKinney National Business Park a master-planned indus	18	1
Jun 13, 2019	 @techculturemckinney is a Hub for Technology, Ideas and	14	2
Jun 12, 2019	 60 acres of mixed-use development, Southgate is located	17	0
Jun 11, 2019	 Come visit anytime. #IndustrialPark #NewDevelopment #McKinney	16	4
Jun 10, 2019	 Our Second Place Winner from the Golf Classic Tourname	16	0

Date	Post	Likes	Comments
Jun 21, 2019	 We are excited to introduce you all to Danny Chavez our n	12	2
Jun 20, 2019	 A beautiful day for a Ground Breaking for The Family Heal	18	0
Jun 19, 2019	 Renters are looking to leave these cities to come to Texas.	13	2
Jun 18, 2019	 McKinney National Business Park a master-planned indus	21	0
Jun 17, 2019	 McKinney Monday! The Then and Now Exhibit is now ope	22	2
Jun 16, 2019	 Happy Father's Day! #FathersDay #UniqueMEDC #Sundae	5	0

Date	Post	Likes	Comments
Jun 28, 2019	 Thank you for the opportunity to tour #Dynacraft yesterda	13	0
Jun 26, 2019	 Ground work happening at HUB 121. Are you excited abo	28	2
Jun 25, 2019	 We learned a lot of interesting things at StatLab last week	14	0
Jun 22, 2019	 From Washington to McKinney, Texas a division of Dynacr	11	0

LinkedIn: Key Social Media Metrics

Total number of LinkedIn Followers: 27

LinkedIn is a new social media platform that we are utilizing. We just launched and it will be interesting to see how fast we can grow our follower base with the new marketing campaign we just launched. The platform is primarily used for business promotion rather than personal promotion.

Engagement is shown not only from an individual user perspective, but from an industry perspective as well. Based on the job type the user has, we can gauge which types of industries are interested in the MEDC.

105 ▲425%
Page views

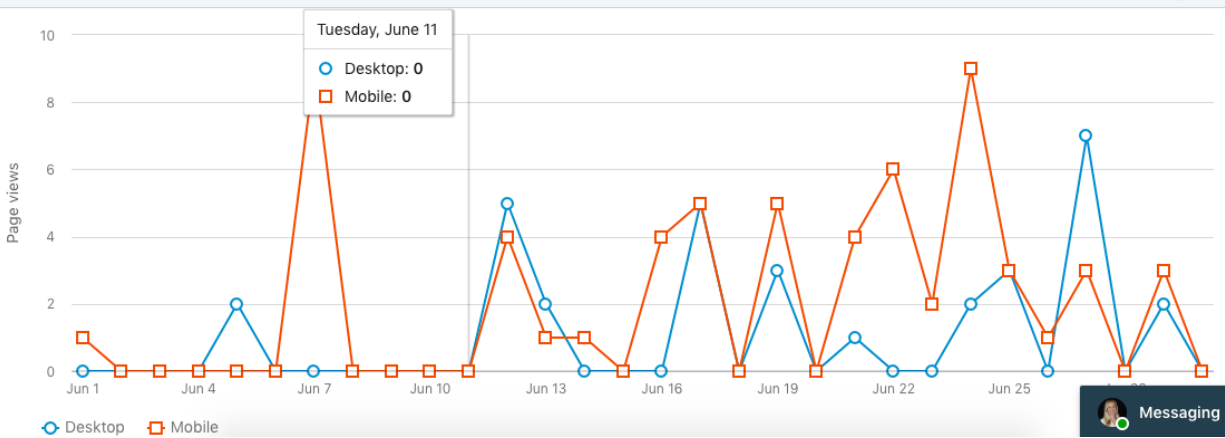
40 ▲300%
Unique visitors

7 ▲250%
Custom button clicks

Visitor metrics ⓘ

Time range: Jun 1, 2019 - Jun 30, 2019 ▼ Page: All Pages ▼ Metric: Page views ▼

Aggregate desktop and mobile traffic Off ☐




Visitor demographics ⓘ

Time range: Jun 22, 2019 - Jul 6, 2019 ▼ Data for: Job function ▼

Top job functions

	Visitors	% of Visitors
Business Development	15	30.61%
Information Technology	5	10.2%
Program and Project Management	5	10.2%
Media and Communication	4	8.16%
Support	4	8.16%
Accounting	3	6.12%
Legal	3	6.12%
Marketing	3	6.12%
Community and Social Services	2	4.08%
Human Resources	2	4.08%

Top Engagement in Industries.

A Bachelor of Science in Technology and Cybersecurity has been approved at... All followers	Kristen Ridout	7/8/2019	63	-	2	3.17%	4	0	0
A great tour at Dynacraft, a PACCAR Comapny on June 27, 2019 located at t... All followers	Kristen Ridout	7/1/2019	225	-	15	6.67%	5	0	0
Ground work happening at HUB 121. HUB 121 is the 22-acre mixed-use... All followers	Kristen Ridout	6/28/2019	186	-	5	2.69%	2	0	1
Please help us welcome LJA Engineering, Inc to McKinney! https://lnkd.in/e8AjxT... All followers	Kristen Ridout	6/26/2019	82	-	0	0%	1	0	0
From Algona, Washington to McKinney, Texas a division of Dynacraft a PACCAR... All followers	Kristen Ridout	6/25/2019	176	-	4	2.27%	5	0	0
5 things 5G will do that you didn't expect All followers	Kristen Ridout	6/24/2019	70	-	2	2.86%	2	0	0
Welcome Danny Chavez our new Senior Vice President of Business Developmen... All followers	Kristen Ridout	6/21/2019	1,978	-	75	3.79%	65	6	0
Family Health Center Ground Breaking. We are looking forward to this....	Kristen Ridout	6/21/2019	168	-	22	13.1%	5		



19-0560

TITLE: Consider/Discuss/Act on May 2019 Financials

SUPPORTING MATERIALS:

[May 2019 Transmittal letter](#)

[May 2019 Financials](#)

[May 2019 Invoices Processed](#)

May Monthly Financial Report

June 14, 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 May. The following is a brief analysis of each section of the corporation's financials.

May Analysis

MEDC Revenue -

Revenue of the McKinney Economic Development Corporation is 3.4% above the budgeted revenue. Sales tax figures are 4.7% above last year's collections through May. Below is a link to the current year-to-date revenue of the MEDC:

[MEDC Revenues - May](#)

MEDC Expenditures -

Expenditures of the McKinney Economic Development Corporation are 42.68% under budget due to project milestones becoming due later in the year. The only item outside of normal operations in the month of May was an \$112,000 payment to Project Moss.

[MEDC Expenditures - May](#)

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: May](#)

[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 May:

[MEDC May 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

May 2019

	MEDC Operations	Interest and Sinking	Reserve Fund	Long-Term Debt	General Fixed Assets	Total
Assets						
Cash and Cash Equivalents	\$ 94,836	\$ 67,201	\$ 67,824	\$ -	\$ -	\$ 229,861
Investment Pools	9,920,948	2,702,180	1,525,535	-	-	14,148,662
Accounts Receivable/Other Taxes & Franchise Fees	2,342,020	-	-	-	-	2,342,020
Deposits/Security Deposits	5,528	-	-	-	-	5,528
Deferred Charges/Prepaid Items	7,522	-	-	-	-	7,522
Land	-	-	-	-	67,010,737	67,010,737
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	\$ 12,370,854	\$ 2,769,381	\$ 1,593,359	\$ 212,763	\$ 67,010,737	\$ 83,957,093
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	\$ 12,370,854	\$ 2,769,381	\$ 1,593,359	\$ 31,348,581	\$ 67,010,737	\$ 115,092,911
Liabilities						
Vouchers Payable	\$ 27,095	\$ -	\$ -	\$ -	\$ -	\$ 27,095
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	\$ 27,095	\$ -	\$ -	\$ 31,348,581	\$ -	\$ 31,375,676
Fund Balances/Equity						
Reserve for Encumbrances	\$ 237,596	\$ -	\$ -	\$ -	\$ -	\$ 237,596
Reserve for Prepaids	44,174	-	-	-	-	44,174
Unreserved Fund Balance	12,061,988	2,769,381	1,593,359	-	-	16,424,728
Investment in Capital Assets	-	-	-	-	67,010,737	67,010,737
Total Fund Balances/Equity	\$ 12,343,758	\$ 2,769,381	\$ 1,593,359	\$ -	\$ 67,010,737	\$ 83,717,235
Total Liabilities and Fund Balances	\$ 12,370,854	\$ 2,769,381	\$ 1,593,359	\$ 31,348,581	\$ 67,010,737	\$ 115,092,911

McKinney Economic Development Corporation
 Summary Operating Statement
 May 2019 (67% 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	\$ 1,291,030	\$ 9,232,022	\$ 5,023,949	64.8%	\$ 1,187,998	\$ 103,033	\$ 9,503,981	\$ (271,959)
Interest Income	120,000	19,685	253,131	(133,131)	210.9%	10,000	9,685	80,000	173,131
Sale of Land	-	-	434,295	(434,295)	100.0%	-	-	-	434,295
Total Revenues	\$ 14,375,971	\$ 1,310,715	\$ 9,919,447	\$ 4,456,524	69.0%	\$ 1,197,998	\$ 112,718	\$ 9,583,981	\$ 335,467
Expenditures	FY19 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Spent	Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
MEDC Operations									
Personnel	\$ 1,493,162	\$ 110,066	\$ 730,063	\$ 763,099	48.9%	\$ 124,430	\$ 14,364	\$ 995,441	\$ 265,378
Supplies	101,000	9,618	47,385	53,615	46.9%	8,417	(1,202)	67,333	19,948
Maintenance	11,000	-	649	10,351	5.9%	917	917	7,333	6,684
Services/Sundry	1,047,410	98,137	710,146	337,264	67.8%	87,284	(10,853)	698,273	(11,872)
Total MEDC Operational Exp.	\$ 2,652,572	\$ 217,821	\$ 1,488,243	\$ 1,164,329	56.1%	\$ 221,048	\$ 3,226	\$ 1,768,381	\$ 280,138
Projects									
Committed Projects	\$ 11,663,580	\$ 126,160	\$ 2,538,699	\$ 9,124,881	21.8%	\$ 971,965	\$ 845,806	\$ 7,775,720	\$ 5,237,021
Other Project Expenses	110,000	-	134	109,866	0.1%	9,167	9,167	73,333	73,199
Total Project Expenses	\$ 11,773,580	\$ 126,160	\$ 2,538,833	\$ 9,234,747	21.6%	\$ 981,132	\$ 854,972	\$ 7,849,053	\$ 5,310,220
Non-Departmental									
Other - Adm Fee	\$ 450,000	\$ 37,500	\$ 300,000	\$ 150,000	66.7%	\$ 37,500	\$ -	\$ 300,000	\$ -
Insurance & Risk Fund	10,211	851	6,807	3,404	66.7%	851	-	6,807	-
MEDC I & S Fund	4,761,145	396,762	3,174,097	1,587,048	66.7%	396,762	-	3,174,097	-
Total Non-Departmental Expenses	\$ 5,221,356	\$ 435,113	\$ 3,480,904	\$ 1,740,452	66.7%	\$ 435,113	\$ -	\$ 3,480,904	\$ -
Total Expenses	\$ 19,647,508	\$ 779,094	\$ 7,507,981	\$ 12,139,527	38.2%	\$ 1,637,292	\$ 858,198	\$ 13,098,339	\$ 5,590,358
Net	\$ (5,271,537)	\$ 531,621	\$ 2,411,467			\$ (439,295)	\$ 970,916	\$ (3,514,358)	\$ 5,925,825
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

May 2019

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

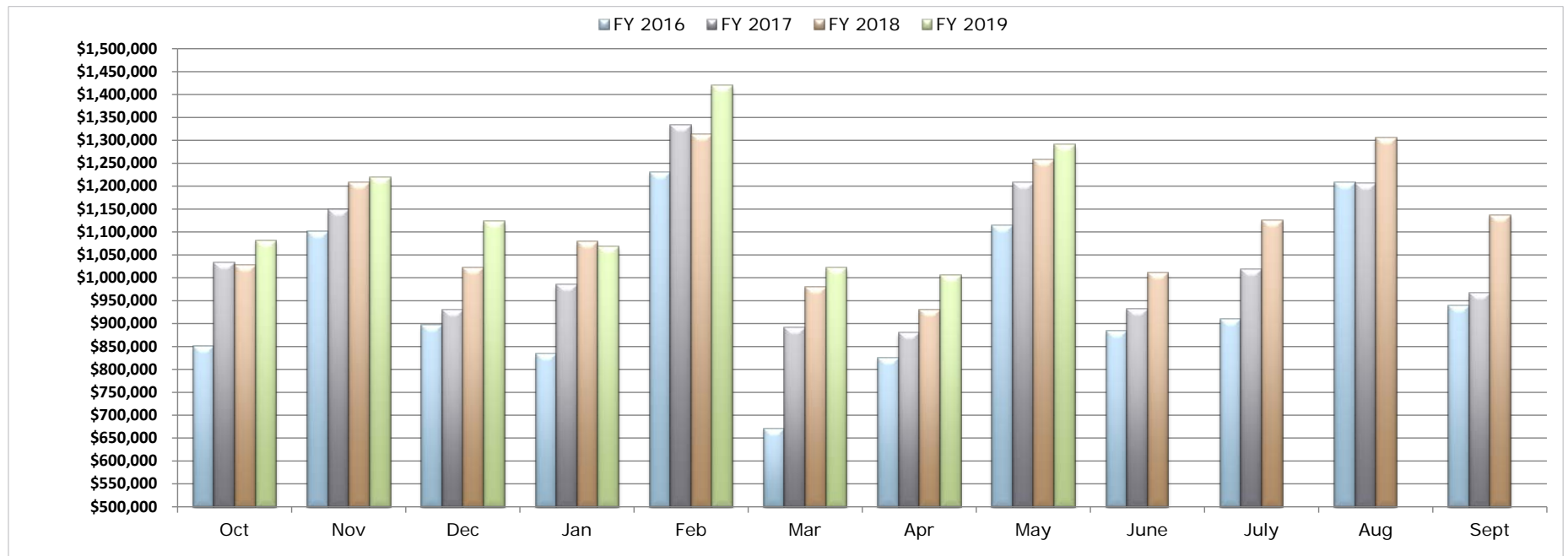
Projects	Project Number	Approved Project Amount	Project Expenses to date	Remaining Commitments	FY19	FY20	FY21	FY22 and Thereafter
Encore Wire - 2011	E11023	\$ 700,000	\$ 700,000	\$ -	\$ -			
Statlab	E13007	157,500	-	157,500	157,500			
Hisun	E13011	240,000	114,000	126,000	126,000			
O'Hara Flying Service	E14003	144,000	48,000	96,000	96,000			
UPS	E14009	900,000	810,000	-	-			
Encore Wire	E14017	930,000	-	930,000	930,000			
Tupps Brewery	E14019	27,500	27,500	-	-			
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			
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	14,000	63,000		
Lone Star Reel	E17009	224,982	143,988	80,994	80,994			
Independent Bank	E17010	5,381,000	221,000	5,160,000	4,160,000	1,000,000		
Hisun Motors (Grant)	E17011	80,000	-	80,000	80,000			
Volunteer Mobilization	E18002	55,111	37,629	17,482	17,482			
BlockIt	E19001	34,965	27,822	7,143	7,143			
Toyoshima Greentech	E19002	50,000	-	50,000	50,000			
McKinney Industrial Center	E19003	165,793	-	165,793	-	165,793		
Intelledox	E19004	20,547	16,625	3,921	3,921			
PACCAR 2018	E19005	360,000	-	360,000	-	-	-	360,000
Dalfen	E19006	268,000	-	268,000	-	268,000		
Virtuwave Loan	E19007	699,189	699,189	-	-			
Moss	E19009	245,000	112,000	133,000	112,000	84,000	49,000	
EnginSoft	E19010	8,190	-	8,190	8,190			
Herald Entertainment	E19011	50,000	8,332	41,668	50,000			
SRS	E19012	1,479,000	-	1,479,000		1,290,000	189,000	
McKinney National Business Park	E19013	244,143	-	244,143	244,143			
Totals		\$ 22,273,910	\$ 6,460,094	\$ 15,723,815	\$ 8,889,354	\$ 6,305,793	\$ 238,000	\$ 411,000

Unaudited

McKinney Economic Development Corporation

Sales Tax Revenue May 2019 (67% 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	1,068,303	(11,014)	-1.0%	7.5%
February	1,043,205	1,136,044	1,231,183	1,334,043	1,312,944	1,420,142	107,198	8.2%	10.0%
March	681,914	764,445	671,518	891,649	980,238	1,021,757	41,519	4.2%	7.2%
April	677,086	716,258	825,953	880,093	930,962	1,006,335	75,372	8.1%	7.1%
May	978,399	1,031,572	1,114,575	1,208,091	1,258,169	1,291,030	32,861	2.6%	9.1%
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	1,206,441	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	\$ 9,232,021	\$ 411,756	4.7%	64.8%

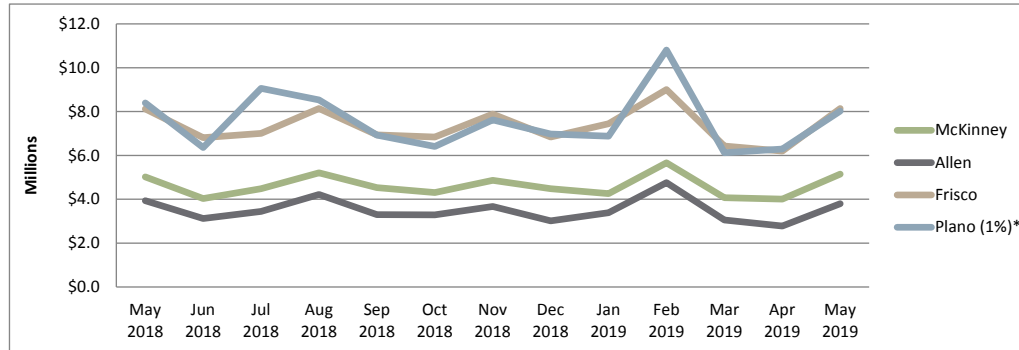


TOTAL SALES TAX COLLECTED

Sister City Comparison

May 2019	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	\$130,626	-\$134,186	\$19,260	-\$370,926
Var to LY	2.6%	-3.4%	0.2%	-4.4%

Year To Date	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	\$1,638,032	\$2,268,952	\$1,449,568	\$575,811
Var to LY	4.7%	8.9%	2.5%	1.0%



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
Jan 2018	4,301,538	2,769,814	6,925,012	7,035,464
Feb 2018	5,236,029	4,356,186	9,244,372	10,109,294
Mar 2018	3,905,255	2,906,383	6,553,487	6,502,224
Apr 2018	3,708,130	2,819,091	6,003,234	5,831,763
May 2018	5,016,937	3,934,449	8,118,437	8,396,951
FY 2018 Total	\$35,158,813	\$25,484,593	\$57,344,731	\$58,568,063

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
Jan 2019	4,256,807	3,385,046	7,447,778	6,883,382
Feb 2019	5,664,055	4,759,140	9,004,963	10,807,698
Mar 2019	4,070,523	3,054,591	6,432,401	6,123,392
Apr 2019	4,008,805	2,780,470	6,198,347	6,289,649
May 2019	5,147,563	3,800,263	8,137,697	8,026,025
FY 2019 Total	\$36,796,844	\$27,753,544	\$58,794,299	\$59,143,875

* 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 - May 2019

<https://mckinneytexas.opengov.com/transparency>

1) Choose "Checkbook" from the left column 2) Choose the dropdown arrow in the "Funds" column and search for "McKinney Economic Development Corporation"

Date	Vendor Name	Amount	Description 1	Description 2	Proj. #	Proj. Description
5/31/2019	CDW GOVERNMENT	\$ 366.62	NON-PRO ARCH & ENG SVC			
5/31/2019	HERALD ENTERTAINMENT, INC.	\$ 4,166.00	APRIL RENT REIMB		E19011	Harold Entertainment
5/31/2019	HERALD ENTERTAINMENT, INC.	\$ 4,166.00	MAY RENT REIMB		E19011	Harold Entertainment
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 24.28	CRISTINA S MEXICAN RES	LUNCH W J VALENCIA		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 221.00	ADVANTAGE STORAGE CRAI	MONTHLY STORAGE		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 46.10	D J*WALL-ST-JOURNAL	MONTHLY		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 19.96	DALLAS MORNING NEWS PA	SUBSCRIPTION		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 79.35	LAYERED	MEDC HOSTED BREAKFAST		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 37.85	SUGARBACON	LUNCH W BETH BECK		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 32.58	MESA'S MEXICAN GRILL	LUNCH W JOSHUA		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 12.00	LAZ PARKING 620407	PARKING - DALLAS START UP		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 31.50	BLACK WALNUT CAFE - AL	LUNCH W BOARD		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 48.92	UBER TECHNOLOGIES INC	HKS EMERGING LEADERS		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 5.60	DELTA 00623352120112	TAXES FROM PERSONAL		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 54.43	SALTGRASS MCKINNEY	LUNCH W BOARD MEMBER		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 91.00	UNCLE JULIO'S ALLEN	LUNCH-NABIL ISRIAL		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 712.00	DELTA 00623352120112	7/19-728 P TOKAR		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 66.57	HUTCHINS BBQ	WISTRON LUNCH		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 64.94	OWL OFFICIAL STORE	ESPORTS EVENT JERSEY		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 76.68	SHIAWASE	LUNCH WITH		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 41.04	LOCAL YOCAL	LUNCH W BOARD MEMBER		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 43.81	RICK'S CHOP HOUSE	LUNCH WITH BOARD MEMBER		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 1,274.68	BEST BUY 00017806	CAMERA FOR SOCIAL		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 26.40	SHIPLEY DONUTS	DONUTS FOR ADMIN		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 100.57	SHIAWASE	LUNCH M CLARK		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 1,492.86	HOTEL EMMA	4/18-4/21 P TOKAR		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 55.22	LC SARAH MART	4/18-4/21 SAN ANTONIO		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 6.14	SNUG ON THE SQUARE	MEETING MARC TOPPELL		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 180.47	CURED	FINAL INTERVIEW WITH		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 42.00	WAL-MART #202	P TOKAR FILLED OUT A		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 2.00	LAZ PARKING 620919	DFW AIRPORT CHARGE FOR		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 4.76	INTERNATIONAL TRANSACTION	11/18-11/23 P TOKAR		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 4.76	INTERNATIONAL TRANSACTION	11/18-11/23 PAUL GRIMES		

McKINNEY ECONOMIC DEVELOPMENT CORPORATION
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Date	Vendor Name	Amount	Description 1	Description 2	Proj. #	Proj. Description
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 4.76	INTERNATIONAL TRANSACTION	11/18-11/23 DANNY CHAVEZ		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 4.76	INTERNATIONAL TRANSACTION	11/18-011/23 GARY GRAHAM		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 475.81	HOTEL DUQUESA CARDONA	11/18-11/23 P TOKAR		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 475.81	HOTEL DUQUESA CARDONA	11/18-11/23 PAUL GRIMES		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 475.81	HOTEL DUQUESA CARDONA	11/18-11/23 DANNY CHAVEZ		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 475.81	HOTEL DUQUESA CARDONA	11/18-11/23 GARY GRAHAM		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 33.04	MESA'S MEXICAN GRILL	LUNCH W BOARD		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 33.35	TPC CRAIG RANCH	LUNCH W BOARD		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 150.09	SHIAWASE	LUNCH GARVER-		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 695.00	DELTA 00623352120112	5/5-5/10 P TOKAR		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 618.00	DELTA 00623352120112	5/19-5/24 P TOKAR		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 191.88	SUGARBACON	INTERVIEW SVP DANNY CHAVE		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 32.81	HOOKLINE	LUNCH B COLEMAN		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 55.00	NORTH TEXAS CHAPT. NAI	5/20 B COLEMAN		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 60.00	URBAN LAND INSTITUTE	4/25 B.COLEMAN		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 68.00	RICK'S CHOP HOUSE	LUNCH WITH B COLEMAN,		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 18.50	TST* PARADISE BAKERY -	LUNCH W B COLEMAN		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 30.00	REG*SCUAG	5/17 BCOLEMAN		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 150.00	NORTH TEXAS CCIM CHAPTER	B. COLEMAN ANNUAL		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 75.00	NORTH TEXAS COMMISSION	4/29 B COLEMAN		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 30.00	TEXAS CONSILIUM	4/23 B COLEMAN		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 41.00	NEIGHBORHOOD SERVICES	LUNCH B COLEMAN		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 13.68	FILTERED	FILTERED: COFFE W		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 5,370.33	DELTA 00621978221922	7/19-7/27 P.TOKAR		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 31.93	BATH & BODY WORKS 1227	GIFT FOR ADMINISTRATIVE		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 60.34	SAMS	CHOCOLATE, TRAILMIX,		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 110.00	MCKINNEY CHAMBER OF CO	4/18/ QUARTERLY LUNCHEON		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 53.44	HUTCHINS BBQ	COMPLIANCE LUNCH W		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 169.23	TWC*TIME WARNER CABLE	MONTHLY CABLE		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 39.93	BENNYS CAFE	LUNCH MOSS CONSTRUCTION		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 350.00	MCKINNEY CHAMBER OF CO	4/18 TABLE PURCHASED AT		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 75.35	READYREFRESH BY NESTLE	WATER DELIVERY		

McKINNEY ECONOMIC DEVELOPMENT CORPORATION
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Date	Vendor Name	Amount	Description 1	Description 2	Proj. #	Proj. Description
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 49.99	LOWES #02878*	WATER FILTER FOR		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 280.00	MCKINNEY CHAMBER OF CO	5/7 CHAMBERBREAKFAST		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 24.01	KROGER #0567	CARDS, PAPER TOWLS		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 98.21	STAPLS0167290992000001	COPY PAPER, NOTEBOOK,		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 39.94	STAPLS0167290992000001	MEDICAL COLOR		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 24.30	SHIPLEY DONUTS	DONUTS FOR		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 144.27	AMAZON MKTPLACE PMTS	8 BOOKS - BUILDING HIGH		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 58.26	MCDONALD'S M5011 OF	BREAKFAST FOR		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 117.94	EINSTEIN'S CATERING 40	BREAKFAST MEDC		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 14.35	USPS.COM CLICKNSHIP	MAIL PACKAGE FOR		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 23.96	KROGER #0567	BREAKFAST FOR SPECIAL		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 12.50	TAXI SVC CHICAGO	4/30 A LIU		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 11.00	TAXI SVC CHICAGO	4/30 A LIU TAXI		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 630.45	HILTON HOTELS CHI DWNT	4/28-5/1 A. LIU		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 48.37	GRAND LUX CAFE DALLAS	LUNCH WITH		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 43.70	RICK'S CHOP HOUSE	LUNCH WITH		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 17.68	SNUG ON THE SQUARE	SVP MEET AND GREET		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 55.00	NORTH TEXAS CHAPT. NAI	5/20 M. CLARK ANNUAL		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 44.68	THE BLUE FISH	LUNCH W M CLARK		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 23.69	MCALISTER'S DELI 533	LUNCH M CLARK AND		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 194.76	GO RENTALS TKI	PROJECT PYREX: MCKINNEY		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 5.31	QT 916 08009Q05	GAS TO REFILL RENTAL		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 158.84	ZAGG INC	IPAD CASE AND GLASS		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 5.97	WALGREENS #09121	GIFT WRAPPING		
5/31/2019	JPMORGAN CHASE BANK (PCARD)	\$ 798.00	COMMUNITY MATTERS INC	CHAMBER MAP & WEBSITE ADS		
5/31/2019	BISNOW LLC	\$ 30,000.00	COMMUNICATIONS/MEDIA SERV			
5/31/2019	OFFICETEAM	\$ 776.54	PERSONNEL,TEMP EMPL AGCY			
5/31/2019	VIANCO ENTERPRISES	\$ 750.00	AMUSEMENT/DECORATIONS			
5/24/2019	CDW GOVERNMENT	\$ 203.92	5/4/19-5/3/21			
5/24/2019	CDW GOVERNMENT	\$ 3,670.42	5/4/19-5/3/21			
5/24/2019	CDW GOVERNMENT	\$ 316.30	5/4/19-5/3/21			
5/24/2019	CENTIPEDE DIGITAL	\$ 17,562.50	COMMUNICATIONS/MEDIA SERV			

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5/24/2019	FOLIAGE DESIGN SYSTEM DFW	\$ 150.00	BUILDING MAINT/REPAIR SRV			
5/24/2019	LIU, WEI	\$ 903.04	CHICAGO, IL 4/28-5/1	TEAM TEXAS ROAD SHOW		
5/24/2019	RED MEDIA GROUP	\$ 1,667.00	CONSULTING SERVICES			
5/21/2019	TIME WARNER CABLE	\$ 334.81	8260 13 100 0001447	5/7-6/6 SERVICES FEES		
5/17/2019	BLOCKIT INC	\$ 2,913.75	MAY RENT REIMB		E19001	BLOCKIT
5/17/2019	BROWN & HOFMEISTER LLP	\$ 2,700.00	MISC PROFESSIONAL SERVICE			
5/17/2019	BROWN & HOFMEISTER LLP	\$ 1,000.00	MISC PROFESSIONAL SERVICE			
5/17/2019	BROWN & HOFMEISTER LLP	\$ 192.50	MISC PROFESSIONAL SERVICE			
5/17/2019	BROWN & HOFMEISTER LLP	\$ 40.00	MISC PROFESSIONAL SERVICE			
5/17/2019	BROWN & HOFMEISTER LLP	\$ 80.00	MISC PROFESSIONAL SERVICE			
5/17/2019	BROWN & HOFMEISTER LLP	\$ 120.00	MISC PROFESSIONAL SERVICE			
5/17/2019	BROWN & HOFMEISTER LLP	\$ 320.00	MISC PROFESSIONAL SERVICE			
5/17/2019	BROWN & HOFMEISTER LLP	\$ 420.00	MISC PROFESSIONAL SERVICE			
5/17/2019	BROWN & HOFMEISTER LLP	\$ 200.00	MISC PROFESSIONAL SERVICE			
5/17/2019	BROWN & HOFMEISTER LLP	\$ 80.00	MISC PROFESSIONAL SERVICE			
5/17/2019	BROWN & HOFMEISTER LLP	\$ 4,620.00	MISC PROFESSIONAL SERVICE			
5/17/2019	BROWN & HOFMEISTER LLP	\$ 320.00	MISC PROFESSIONAL SERVICE			
5/17/2019	BROWN & HOFMEISTER LLP	\$ 2,520.00	MISC PROFESSIONAL SERVICE			
5/17/2019	BROWN & HOFMEISTER LLP	\$ 260.00	MISC PROFESSIONAL SERVICE			
5/17/2019	BROWN & HOFMEISTER LLP	\$ 280.00	MISC PROFESSIONAL SERVICE			
5/17/2019	STANDARD COFFEE SERVICE CO	\$ 77.75	FOODS: STAPLE GROCERY			
5/17/2019	STATE COMPTROLLER OF PUBLIC ACCO	\$ (4,139.52)	APRIL 2019 SALES TAX			
5/17/2019	INDUSTRIAL ASSET MANAGEMENT COU	\$ 1,645.00	A LIU ANNUAL MEMBERSHIP			
5/17/2019	TIME WARNER CABLE	\$ 334.81	8260 13 100 0001447	5/7-6/6 SERVICE		
5/17/2019	TIME WARNER CABLE	\$ (334.81)	8260 13 100 0001447	5/7-6/6 SERVICE		
5/10/2019	COLEMAN, BRUCE	\$ 400.00	APRIL MILEAGE 2019			
5/10/2019	LIU, WEI	\$ 135.68	APRIL MILEAGE 2019			
5/10/2019	MCKINNEY CHAMBER OF COMMERCE	\$ 1,250.00	ANNUAL GOLF SPONSOR			
5/10/2019	MCKINNEY CHAMBER OF COMMERCE	\$ 780.00	ANNUAL GOLF SPONSOR			
5/10/2019	MOSS & ASSOCIATES	\$ 112,000.00	1ST ADVANCE		E19009	Moss
5/10/2019	VALENCIA, JOHN	\$ 161.65	APRIL MILEAGE 2019			
5/10/2019	CBRE INC	\$ 3,539.40	CONSULTING SERVICES			
5/10/2019	COSTAR REALTY INFORMATION INC	\$ 185.28	3/31/19-5/31/19			
5/10/2019	PITNEY BOWES POSTAGE BY PHONE	\$ 47.00	NON-BIDDABLE MISC ITEMS			

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<u>Date</u>	<u>Vendor Name</u>	<u>Amount</u>	<u>Description 1</u>	<u>Description 2</u>	<u>Proj. #</u>	<u>Proj. Description</u>
5/3/2019	INTELLEDOX, INC	\$ 1,712.21	MAY 2019 REIMB		E19004	Intelledox
5/3/2019	LAKE FOREST MCKINNEY INVESTORS LT	\$ 7,441.88	MAY 2019 RENT			
5/3/2019	LAKE FOREST MCKINNEY INVESTORS LT	\$ 500.15	MARCH 2019 ELECTRIC			
5/3/2019	RED MEDIA GROUP	\$ 1,915.78	CONSULTING SERVICES			
5/3/2019	TOKAR, PETER	\$ 363.00	KANSAS CITY, MO 5/19-5/24	ADV ECONOMIC DEV LEADERSH		
5/3/2019	TOKAR, PETER	\$ 349.16	4/18-4/21 SITE VISIT			
5/3/2019	VOLUNTEER MOBILIZATION, LLC	\$ 2,913.75	APRIL 2019 REIMB		E18002	VOLUNTEER MOBILIZATION
5/3/2019	VOLUNTEER MOBILIZATION, LLC	\$ 2,913.75	MAY 2019 RENT		E18002	VOLUNTEER MOBILIZATION
	Total	\$233,584.63				



19-0561

TITLE: Consider/Discuss/Act on MEDC FY20 Budget

SUPPORTING MATERIALS:

[Budget](#)

CITY OF MCKINNEY, BUDGET FY 2019-2020 LINE ITEM DETAIL

Account Number	Description / Itemization	Actual FY 16-17	Actual FY 17-18	Original FY 18-19	Y-T-D 6/25/19	Proposed FY 19-20	% of Budget
MCKINNEY ECONOMIC DEVELOPMENT CORPORATION							
Economic Development Revenues							
059-0000-313-1001	Sales Taxes	12,590,081	13,466,103	14,255,971	10,406,622	14,885,247	98.7%
059-0000-361-1000	Interest Income	306,978	226,808	120,000	253,131	200,000	1.3%
059-0000-369-1001	Other Income	0	(20)	0	0	0	
059-0000-369-1004	Prior Years Expense	0	500	0	0	0	
059-0000-392-2000	Sale of Land	4,300	0	0	434,295	0	
059-0000-393-1000	Bond Proceeds	0	20,110,000	0	0	0	
TOTAL-Rev	MEDC Revenue Total	12,901,359	33,803,392	14,375,971	11,094,048	15,085,247	
MEDC Revenues							
1255 MEDC Economic Development							
059-1255-461-8003	Full-Time	625,814	901,329	1,050,030	510,544	1,110,871	7.4%
059-1255-461-8005	Part-Time	4,466	16,122	24,087	7,926	24,320	0.2%
059-1255-461-8006	Car Allowance	9,000	10,500	9,000	12,000	18,000	0.1%
059-1255-461-8007	Incentive Pay	0	1,902	0	4,473	0	0.0%
059-1255-461-8008	Payroll Allowances	4,400	4,100	6,000	2,800	5,400	0.0%
	Continuation:						
	<u>Cell Phone Allowances</u>						
	MEDC President 1,200						
	MEDC Vice President 1,200						
	Director of BREP & Emerging Technology 1,200						
	Senior Vice President 1,200						
	Economic Project Manager 600						
	5,400						
059-1255-461-8011	Longevity / Stability	1,076	1,228	1,788	1,165	1,765	0.0%
059-1255-461-8019	Bilingual Pay	600	600	600	400	600	0.0%
059-1255-461-8020	FICA	45,191	60,787	83,500	37,940	88,813	0.6%
059-1255-461-8021	TMRS	98,705	142,172	164,997	81,309	173,680	1.2%
059-1255-461-8022	Health Benefits Fee	95,809	103,012	147,160	110,370	147,160	1.0%
059-1255-461-8024	Wellness Program Fee	2,100	4,200	6,000	6,000	6,000	0.0%
059-1255-461-8070	Unemployment Compensation	0	1,169	0	0	0	0.0%
Subtotal: Personnel		887,160	1,247,121	1,493,162	774,928	1,576,609	10.5%
059-1255-463-8101	Operational Supplies	6,909	11,056	8,000	8,244	8,000	0.1%
059-1255-463-8103	Food (non-travel)	12,800	17,568	17,000	20,688	20,000	0.1%
059-1255-463-8106	Non-Capital Equipment	6,080	16,155	6,000	10,585	6,000	0.0%
059-1255-463-8140	Technology Equipment	1,657	5,679	11,000	11,736	18,000	0.1%
Subtotal: Supplies		27,447	50,458	42,000	51,253	52,000	0.3%
059-1255-463-8301	Building Maintenance	0	0	2,000	0	2,000	0.0%
059-1255-463-8420	Maintenance-Computer Software	0	8,956	3,000	649	3,000	0.0%
Subtotal: Maintenance		0	8,956	5,000	649	5,000	0.0%
059-1255-463-8501	Utilities - Communications	3,356	3,232	7,000	3,676	12,000	0.1%
	Continuation:						

CITY OF MCKINNEY, BUDGET FY 2019-2020 LINE ITEM DETAIL

Account Number	Description / Itemization		Actual FY 16-17	Actual FY 17-18	Original FY 18-19	Y-T-D 6/25/19	Proposed FY 19-20	% of Budget
059-1255-463-8503	Phone/cable/internet/wireless (TWC)	12,000						
	Insurance Premiums		78	0	0	0	0	0.0%
059-1255-463-8504	Office Rental		64,648	79,652	90,000	66,977	92,000	0.6%
059-1255-463-8505	Postage / Shipping Services		356	524	700	634	700	0.0%
059-1255-463-8506	Travel / Training / Mileage		77,536	37,487	160,000	80,763	256,000	1.7%
	Continuation:							
	Mileage	10,000						
	Training	20,000						
	Travel International							
	Asia Missions (China, Japan, Korea)	50,000						
	European Missions	32,500						
	Smart City Conference (Spain)	8,500						
	Web Summit (Portugal)	12,500						
	Collision (Toronto)	7,500						
	Travel Domestic							
	Esports	25,000						
	Team Texas Road Shows	20,000						
	Economix	4,000						
	SelectUSA	4,000						
	Tx Economic Development Council	20,000						
	North Tx Commercial Realtors	4,000						
	International Economic Dev Council	5,000						
	Commercial Real Estate Women Network	3,000						
	Consultant Connect	21,000						
	Unidentified Opportunities	9,000						
		256,000						
059-1255-463-8508	Utilities - Electric		4,465	7,857	7,500	3,658	7,500	0.0%
059-1255-463-8511	Dues / Subscriptions / Licenses		45,926	39,731	43,000	48,683	50,000	0.3%
	Continuation:							
	Publications	1,000						
	Texas One	25,000						
	IEDC	5,250						
	Other (Team Texas, DRC, NTCAR, etc.)	18,750						
		50,000						
059-1255-463-8513	Web Software Service		4,632	1,373	40,000	15,424	24,000	0.2%
	Continuation:							
	CoStar	16,470						
	Impact	4,100						
	Misc.	3,430						
		24,000						
059-1255-463-8515	Rental Fee (Equipment)		6,118	5,971	10,000	3,805	7,000	0.0%
059-1255-463-8516	Professional / Contracted Services		147,443	90,989	130,000	71,077	100,000	0.7%

CITY OF MCKINNEY, BUDGET FY 2019-2020 LINE ITEM DETAIL

Account Number	Description / Itemization	Actual FY 16-17	Actual FY 17-18	Original FY 18-19	Y-T-D 6/25/19	Proposed FY 19-20	% of Budget
059-1255-463-8520	Continuation:						
	Operational surveys, appraisals, engineering 50,000						
	Property Maintenance 30,000						
	Foliage Services 3,000						
	CBRE Inc. 7,500						
	Search Consultants 9,500						
	100,000						
	Marketing / Promotional	147,376	142,985	310,000	290,246	313,000	2.1%
	Continuation:						
	<u>Promotional</u>						
	International Marketing Materials 5,000						
	Employer Appreciation Event 10,000						
	FAM Tour 8,000						
	Sponsorships (Bisnow, DRC, CREW, etc.) 40,000						
	McKinney Chamber 25,000						
	Promotional Collateral 8,000						
	<u>Advertising</u>						
	General Marketing Materials 6,000						
	Centipede Digital 211,000						
	313,000						
059-1255-463-8528	Recruitment Service <i>Moved to 8516</i>	509	32,155	0	0	0	0.0%
059-1255-463-8538	Temporary Personnel Services	19,450	12,267	16,800	13,410	16,800	0.1%
059-1255-463-8539	Legal Fees	87,315	170,433	150,000	144,725	250,000	1.7%
059-1255-463-8595	Technology Replacement Fee	5,219	5,219	5,410	3,608	5,410	0.0%
Subtotal: Services/Sundry		614,426	629,874	970,410	746,686	1,134,410	7.5%
059-1255-466-9230	Technology Capital Equipment	0	0	0	0	0	0.0%
Subtotal: Capital		0	0	0	0		
1255 Economic Development Total		1,529,033	1,936,409	2,510,572	1,573,516	2,768,019	
1257 MEDC Projects							
059-1257-463-8516	Professional / Contracted Services	2,700	0	110,000	0	0	0.0%
059-1257-463-8539	Legal Fees	16,828	0	70,000	134	0	0.0%
059-1257-463-8660	Economic Incentives	720,915	5,286,402	7,368,550	2,546,239	7,850,000	52.2%
Subtotal: Services/Sundry		740,443	5,286,402	7,548,550	2,546,373	7,850,000	52.2%
059-1257-466-9001	Land Acquisition / ROW	1,100,000	52,253,692	0	0	0	
Subtotal: Capital		1,100,000	52,253,692	0	0	0	
1257 Projects Total		1,840,443	57,540,094	7,548,550	2,546,373	7,850,000	
9999 MEDC Non-Departmental							
059-9999-463-8516	Professional / Contracted Services	290,000	269,000	450,000	337,500	450,000	3.0%
059-9999-463-8549	Continuation:						
	General & Administrative Fee to GF 450,000						
	Bond Issuance Costs	54,792	115,033	0	0	0	0.0%
059-9999-463-8815	Transfer to Risk/Insurance Fund <i>WC/Liab Ins</i>	1,708	1,708	10,211	7,658	10,211	0.1%

CITY OF MCKINNEY, BUDGET FY 2019-2020 LINE ITEM DETAIL

Account Number	Description / Itemization	Actual FY 16-17	Actual FY 17-18	Original FY 18-19	Y-T-D 6/25/19	Proposed FY 19-20	% of Budget
059-9999-463-8845	Transfer to MEDC I&S Fund	2,405,887	2,307,118	4,761,145	3,570,859	3,950,889	26.3%
	Continuation:						
	2011 Sales Tax-Exempt (Airport Runway Re 640,213						
	2016 Sales Tax Refunding Taxable (Land Ac 866,886						
	2018 Sales Tax Taxable (Land Acquisition) 2,443,790						
	3,950,889						
Subtotal: Services/Sundry		2,752,387	2,692,859	5,221,356	3,916,017	4,411,100	29.4%
9999 MEDC Non-Departmental Total		2,752,387	2,692,859	5,221,356	3,916,017	4,411,100	
TOTAL-Exp	MEDC Total Expenditures	6,121,863	62,169,362	15,280,478	8,035,906	15,029,119	
	MEDC Surplus/(Deficits)	6,779,496	(28,365,970)	(904,507)	3,058,141	56,128	



19-0562

TITLE: Consider/Discuss/Act on MEDC Key Performance Indicators

SUPPORTING MATERIALS:

[Key Performance Indicators
Report](#)

2019 MEDC KEY PERFORMANCE INDICATORS

Strategic Objectives <i>Set S.M.A.R.T objectives: Specific, Measurable, Actionable, Relevant, Time-related</i>	Outcome <i>What is the desired result of this objective?</i>	Actionable Goals <i>What are our actionable goals to help us achieve this objective?</i>	Measurable Metrics <i>What metrics will show progress towards the outcome?</i>	KPI <i>Key Performance Indicator based on Previous Data.</i>
1. New Business Attraction Projects: Continue to seek out qualified businesses in indetified targeted industries to relocate to the City of McKinney.	Increase the business footprint, commercial taxbase and provide high skilled jobs in McKinney.	1. Utilize digital media outreach programs 2. Participate in industry and trade shows 3. Host FAM tours with prospects	See Metrics Chart	1. Maintain an active project pipeline of min 20 projects. 2. Host at least 1 FAM Tour Annually 3. Participate in Industry Trade Shows and Missions
2. Marketing: Coordinate to create a uniform marketing campaign for the MEDC to clearly showcase the City of McKinney as a business and lifestyle destination and promote development opportunities.	Create dynamic business attraction and assistance material for the MEDC.	1. Hire a marketing and design firm to create campaign. 2. Design and Launch marketing campaign. 3. Distribute marketing materials locally and via social media channels	See Metrics Chart	1. Complete marketing campaign on time and on budget. 2. Have open rate of at least 40% of digital material distributed 2. Distribute to at least 20 unique strategic marketing prospects
3. Website/ Social Media: Refresh the existing MEDC website with updates in information and design. Revamp existing social media channels to properly represent MEDC communications.	The MEDC will have the most accurate, up to date and relevant economic development website available.	1. As part of our marketing contract have a complete web design as part of the contract. 2. Create new social media channels to launch the new marketing campaign 3. Hire dedicated social media marketing manager	See Metrics Chart	1. Increase traffic to the MEDC website by 30% in the first year of launch. 2. Increased Social Media Viewership, likes, Subscriptions, etc. (See attached Metrics Schedule)

2019 MEDC KEY PERFORMANCE INDICATORS

4. Outbound Recruitment / Lead Generation The MEDC will participate in outbound trade missions to recruit national and international business prospects to promote McKinney as the premier city to locate and grow business in the Dallas/Ft. Worth Metro.	Increase Awareness and promote development opportunities in the City of McKinney and showcase as a business, lifestyle and technology destination.	1. Look for trade opportunities with regional and national organizations. 2. Participate in national and International trade missions. 3. Participate in national and international industry conferences.	See Metrics Chart	1. Generate at least 5 national and international project leads as result of activity. 2. Develop database of Site Selectors & Brokers 3.
5. Infrastructure Development: Utilizing Infrastructure Led-Economic Development principles, the MEDC will seek to engage technology infrastructure providers to invest in tech infrastructure that will serve as a catalyst for business attraction and community lifestyle improvement.	Have technology infrastructure plan ready for implementation to market to prospective tech businesses	1. Work with City of McKinney on strategic infrastructure plan. 2. Engage infrastructure consultant in developing implementation plan.	See Metrics Chart	1. Have tech infrastructure strategy completed and implemented. 2. Engage at least one (1) development as test site for tech infrastructure rollout
6. Increase Commercial Tax Base: As a primary objective, the MEDC will seek opportunities for increasing the commercial tax base of the City of McKinney to help balance the proportion of tax base from relying heavily on residential property tax.	Help bring balance to City of McKinney tax digest.	1. Seek out development projects for available land. 2. Create programs to incentivize development. 3. Utilize MEDC assets as conduit for development activity.	See Metrics Chart	1. Bring in a minimum of \$100M in capital investment from MEDC projects annually (Calendar Year) 2. Aim for an increase in Capx of at least 20% Year over Year
7. Build New B.R.E Program: Develop a personalized Business Retention and Expansion program to serve the existing McKinney business community. Have BRE Program in place by Sept. 30, 2019.	Have dedicated resources and outreach to existing McKinney business to prevent relocations out of the city.	1. Build structured program for BRE. 2. Find community volunteers to participate in BRE program 3. Partner with existing community organizations to increase awareness of program and program reach	See Metrics Chart	1. Visit at least 300 McKinney businesses annually. 2. Engage top 10 Employers at least 3 times per year. 3. Host two community forums annually

2019 MEDC KEY PERFORMANCE INDICATORS

City Council Goals:

1. Implement local employer newsletter by September 2019
2. Develop BRE networking program consisting of local businesses and c-suite executives to represent McKinney in the marketplace by September 2019
3. Assemble core leadership team of local executives in order to host events for local employers by September 2019

2019 MEDC KEY PERFORMANCE METRICS

MEDC Team Reports (January to June, 2019)

Annual Performance Metrics: Reported Quarterly				
SOCIAL MEDIA	WEBSITE (till 05/31/19)	LEAD BUSINESS ATTRACTION	BUSINESS RETENTION	MARKETING
Number of Likes: 829	Number of Visits: 12,533	RFP Received: 37	300 BRE Visits: 51	Marketing Events: 17
Number of Followers: 454	Length of Visit: Ave. 1:39	RFP's Responded to: 26	2 BRE Events: 0	Networking Events: 45
Number of Impressions: 15,149	Heat Maps of visits: NA	New Projects: 22	50 Businesses Assisted: 67	Trade Missions: 5
Number of Shares: 81	Location Data of Visitors: US-4,040. Int'l - 361	Project Wins: 4	Annual Competitiveness Report: Yes	Broker Outreach: 63
% increase Month over Month (Likes) *	% increase of Visits **	Jobs: 408 (Retained: 136, New: 272)		Site Selector Outreach: 9
% Increase Annually (Likes): NA	# of searches for MEDC: NA	New SQ Footage: 242,000 sq. ft.		Digital Outreach: 0
Number of Views: 507		New Capital Investment: \$41,365,000		
Number of Posts: 238		Generate 50 new leads: 5		
Bounce Rate: Ave. 1 min.		Attend 75 Regional events: 53		
		# of Trade Shows: 1		
		# of Conferences: 5		

* % increase Month over Month (Likes):

Twitter - April +4%, May +2%, June +4%.

Facebook - April +10%, May +8%, June +4%.

** % Increase of Visits:

Feb. +18%, March +9%, April -14%, May -9%.



19-0563

TITLE: Consider/Discuss MEDC Marketing Campaign Update

SUPPORTING MATERIALS:

[Presentation](#)



Marketing Update

Presented By Centipede Digital™



About Us

Centipede Digital™ is a full service marketing agency that empowers organizations to build and execute intelligent brand strategies by utilizing data to accelerate growth.



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OUR OBJECTIVE

There are thousands of cities across the country that are competing for the interest of a site selector and only the most **UNIQUE** cities will be considered for any given development project. It is our mission to ensure that **McKinney** is **UNSURPASSED** when it comes to it's larger than life persona by using the most advanced marketing techniques to provide the world with access to this great city.

Key Phases

The agency was brought on to create a new brand identity and to drive more economic growth in McKinney.



New Brand Identity

Design New Logo
Design New Website



Collateral Refresh

Design New Collateral
Create Custom RFPs

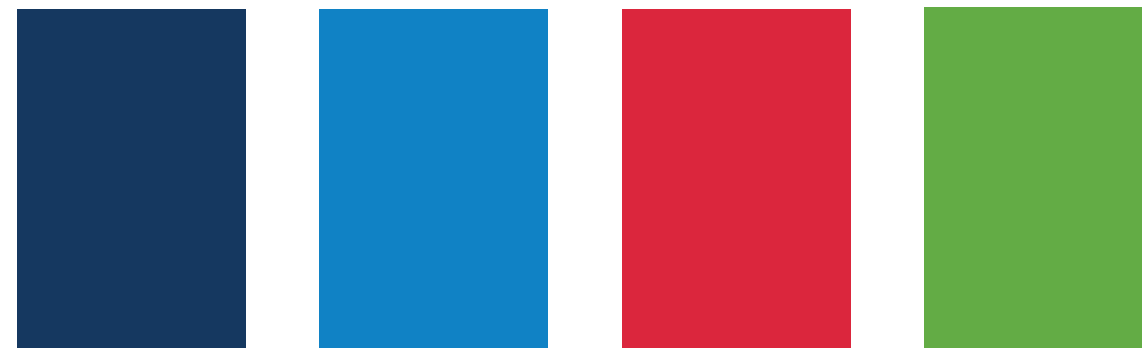


Targeted Campaigns

Create Targeted PPC Campaigns
Create Targeted Social Campaigns

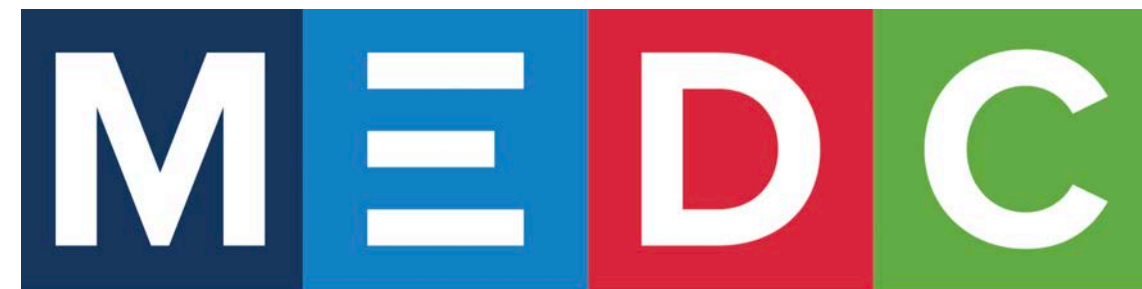
NEW Brand Colorways

The agency was provided city colors and from there chose strong colors that could identify MEDC.



NEW Brand Logo

The agency designed a logo that is strong, modern and defined – giving MEDC it's own brand identity. *



McKinney Economic Development Corporation

NEW Campaign Marker

The agency designed a campaign marker, “Unique McKinney” that will be carried out throughout campaigns and collateral.



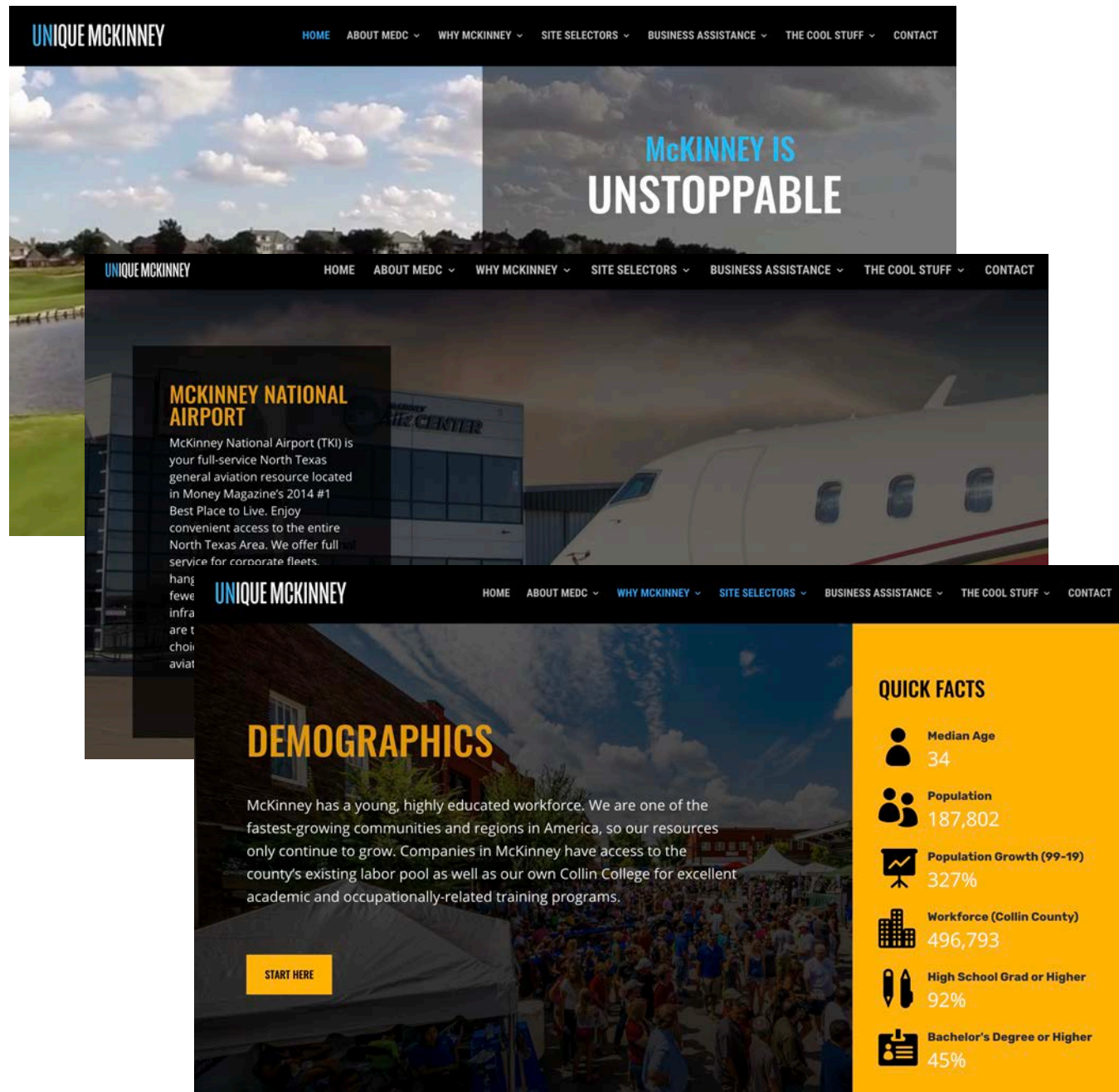
**Over 50 design options were developed*

NEW Website

The agency designed a modern, engaging and impactful website. The new brand look and focus on Unique McKinney can be found throughout the site. The site includes interactive visuals and video content.

Search Engine Optimization

We are in the process of finalizing search engine optimization, which will put MEDC on the map versus it's previous non-existent presence online. We will also implement Google Search Console and Bing Webmaster to ensure the search engine optimization strategy is driving positive results.



Collateral

The agency works closely with the team at MEDC to create impactful marketing collateral that emulates the new brand look and is created with the knowledge of market research.

Styleguide

A styleguide has been created to provide internal and external parties with the new brand standards. This includes brand colors, brand font, brand usage (allowed and disallowed).

Flyers/One Pagers

We have been updating the one pagers for MEDC and working collaboratively with the MEDC team to create sales sheets. We also work with the team to create hot sheets for various projects.

PowerPoint Template

The agency designed a brand appropriate PowerPoint template for easy use by MEDC team.

Letterhead

The agency has designed letterhead to support the new brand look.

RFP Templates

We work closely with the MEDC team to create custom designs for RFP responses. Some even turn into digital flipbooks that are tracked.

Business Cards

All MEDC staff members have been designed new business cards that follow the new brand standards.

Marketing Automation



It is one thing to have a nice looking website, but it is a whole different world when you integrate marketing automation. Our proprietary platform gives you insight on anonymous visitors, visitor behavior, behavioral-based email communication, and dynamic content!



The agency is working with MEDC team to create dynamic email campaigns to target audiences based on interest, on-site behavior and market research.

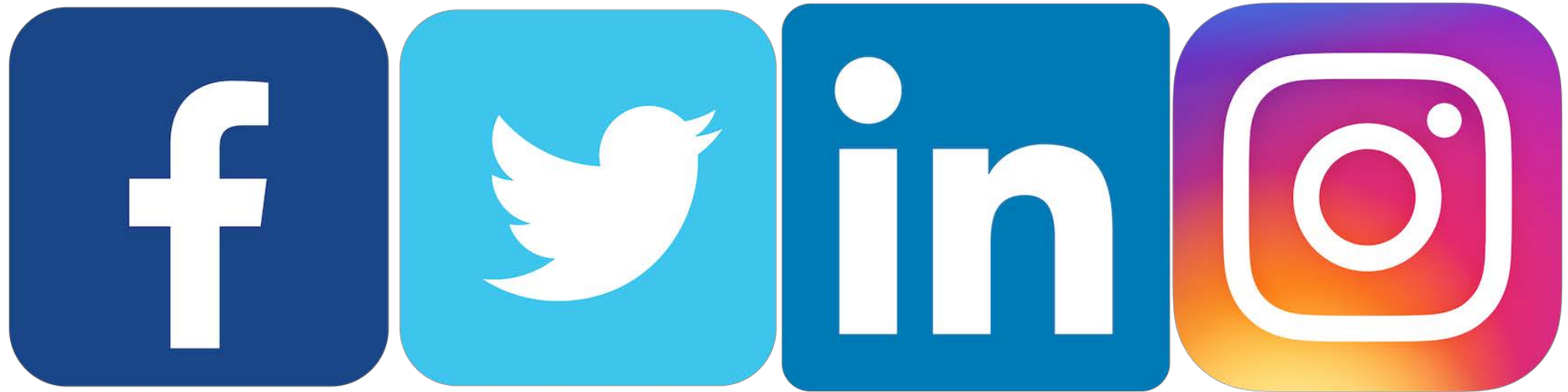
Photo & Video Production

The agency provides MEDC with full video and photo production. Staff attends events to take professional pictures/videography for use on website, social media and various media outlets.



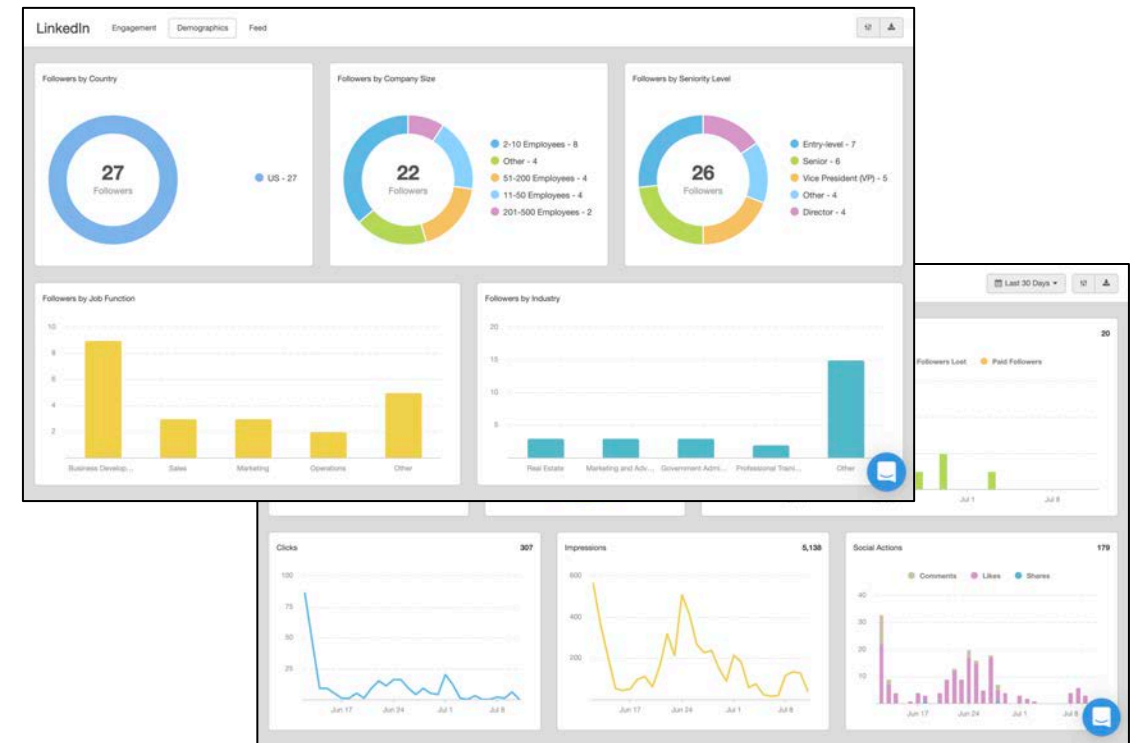
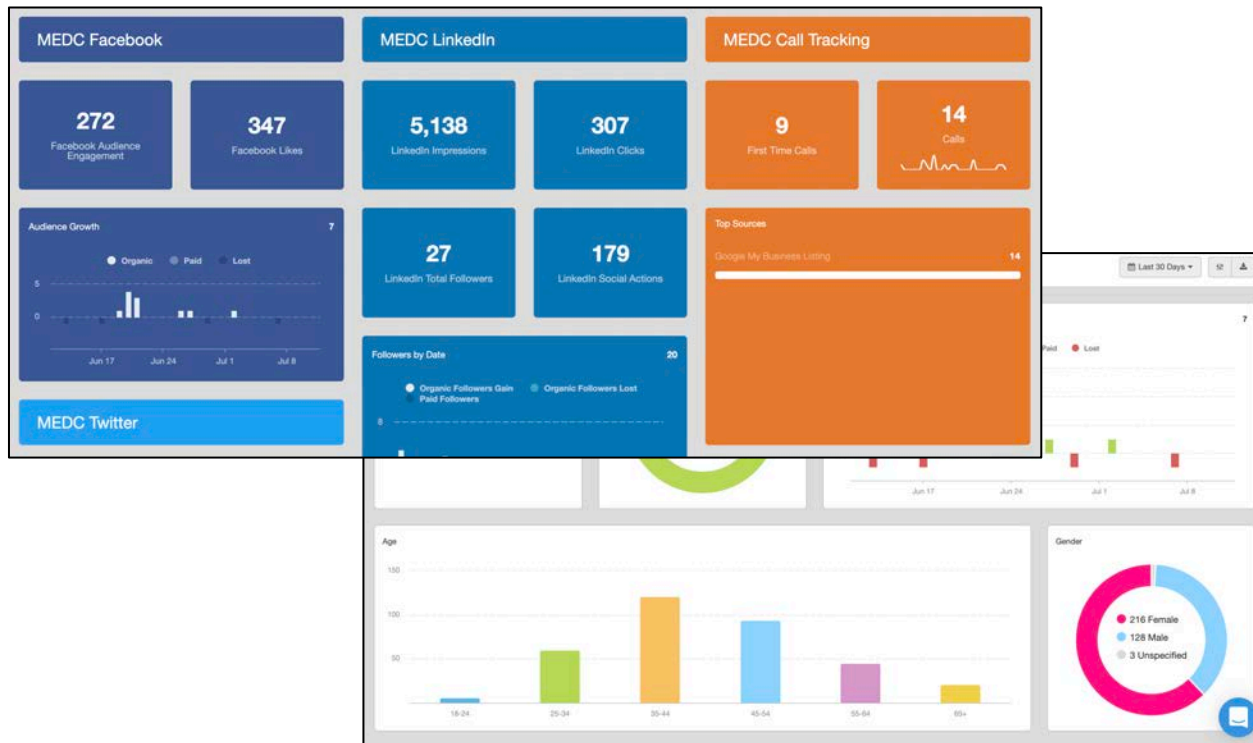
Social Media

The agency alongside the dedicated social media specialist on-site at MEDC headquarters manages social content across various platforms.



Metrics Dashboard

The agency monitors all activity and metrics for all social platforms daily, weekly, and monthly. The user friendly dashboard is provided and reviewed by the agency's team and the relevant MEDC team members.

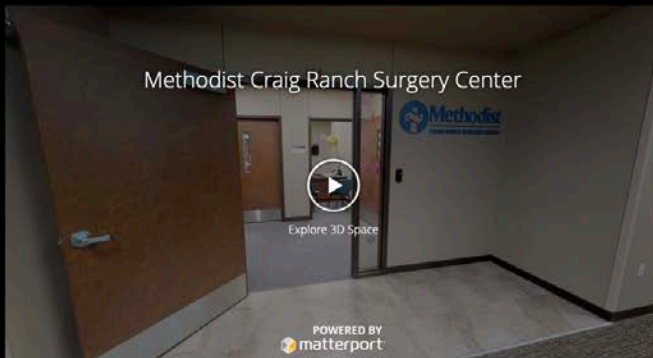
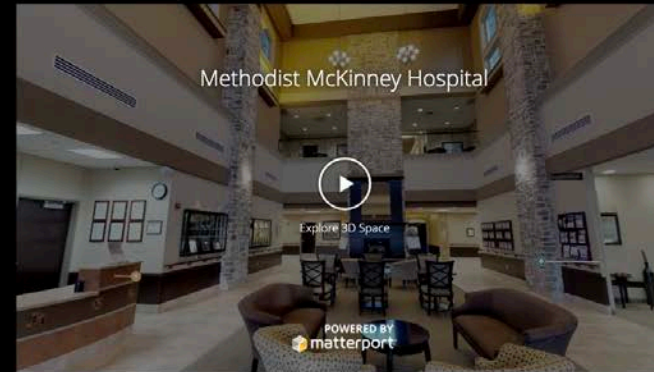


Virtual Reality

Virtualize McKinney

By integrating VR and 360°immersive video/photography into the economic development campaign, we can utilize both browser and VR glass based campaigns to provide access to potential site selectors giving them access to McKinney's **UNIQUE** environment.





Campaigns



The brand identity is just launching and campaigns will now begin that embody the new look of the brand. These campaigns will engage targeted audiences and industries using original content and target paid digital ads.

Technology

Target technology companies by showing the unmatched opportunities that McKinney has to offer.



Office/Headquarters

Target organizations looking to relocate their headquarters.



Industrial

Target industrial organizations that are looking for a unique space to make their home.



Additional Agency Functions

Media Evaluations
Public Relations
Digital Flipbooks
Analytics

Market Intelligence



- Conducting data analysis to identify target markets & prospective organizations
- Profile consumers in key markets
- Identify geographic business climate changes that indicate a likelihood of relocation
- Provide accurate and up-to-date in market data to enhance proposal responses
- Analyze digital traffic to create user personas to enhance asset visitors experience with the McKinney Economic Development Corporation.

Where We Are

The agency was brought on to create a new brand identity and to drive more economic growth in McKinney.



New Brand Identity

Design New Logo
Styleguide
Design New Website



Market Research

Market Research Performed
Industry Specifics Data Pulled



Standard Collateral

Business Cards, Letterhead,
Presentation Templates, Hot
Sheets



Media Evaluations

Evaluations of Media Buys



On-Site Marketing

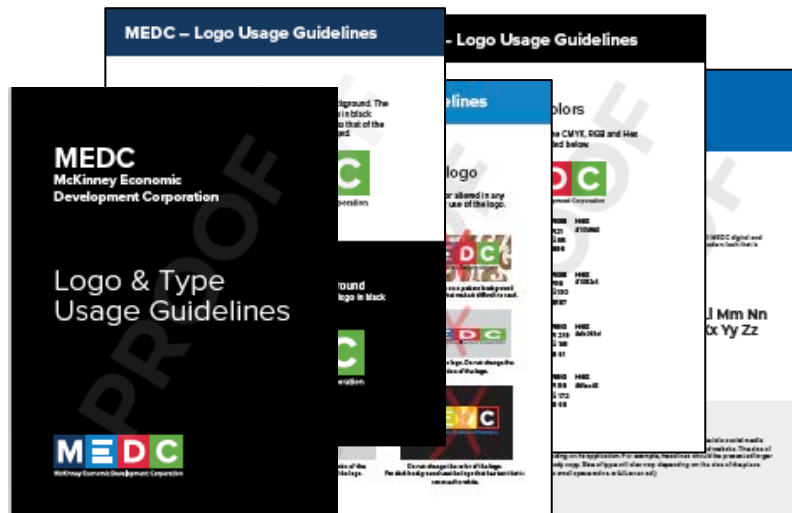
Marketing Liason On-Site



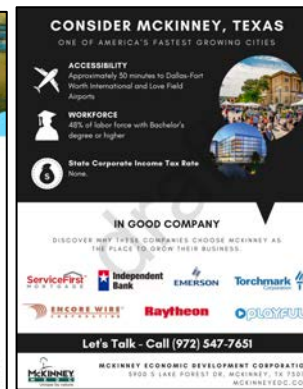
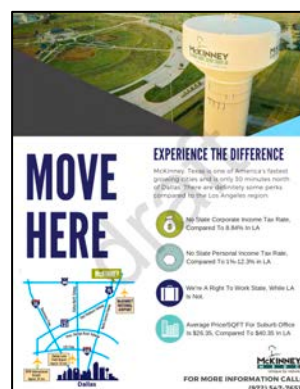
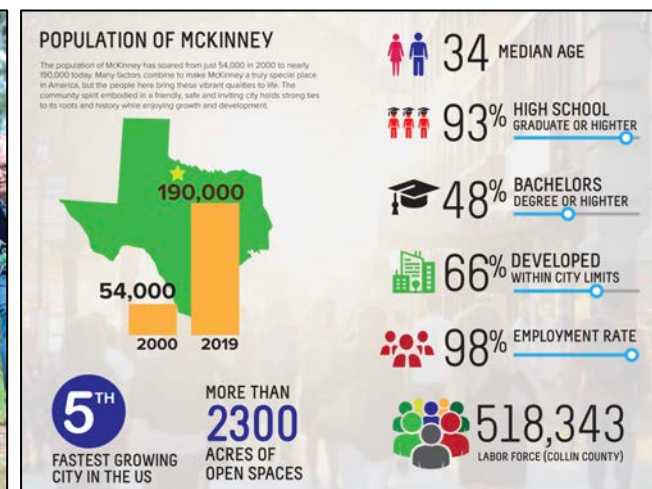
Targeted Campaigns

Pay Per Click Campaigns
Social Media Advertising
Dynamic Email Campaigns
Business Highlights Video
Virtual Tours
Economic Video Production
Social Media Full Launch

Appendix



Brand Styleguide

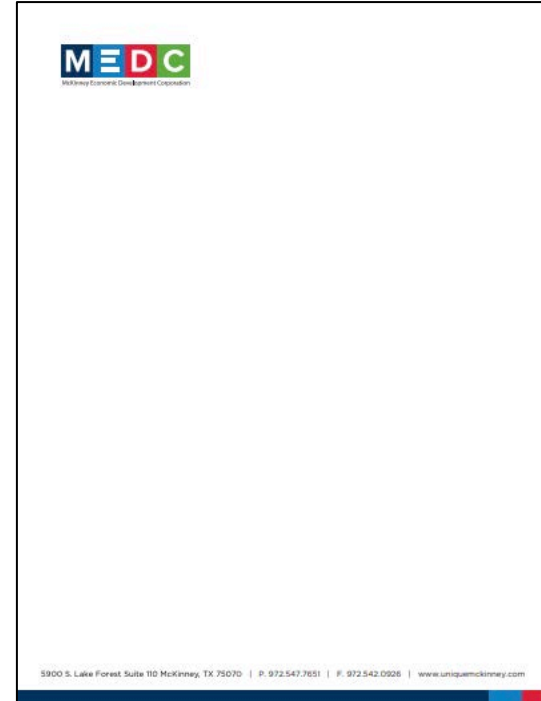


Examples of Graphics

Appendix *(continued)*



**Business Presentation
Templates**



Letterhead



Business Cards

THANK YOU



19-0564

TITLE: Consider/Discuss MEDC Business Retention and Expansion Program

SUPPORTING MATERIALS:

[Presentation](#)

[2019 BRE Strategic Plan](#)



McKinney Economic Development Corporation

Board Presentation - July 16, 2019
Organizational Updates

NEW BUSINESS RETENTION & EXPANSION

Community Impact of Business Retention & Expansion

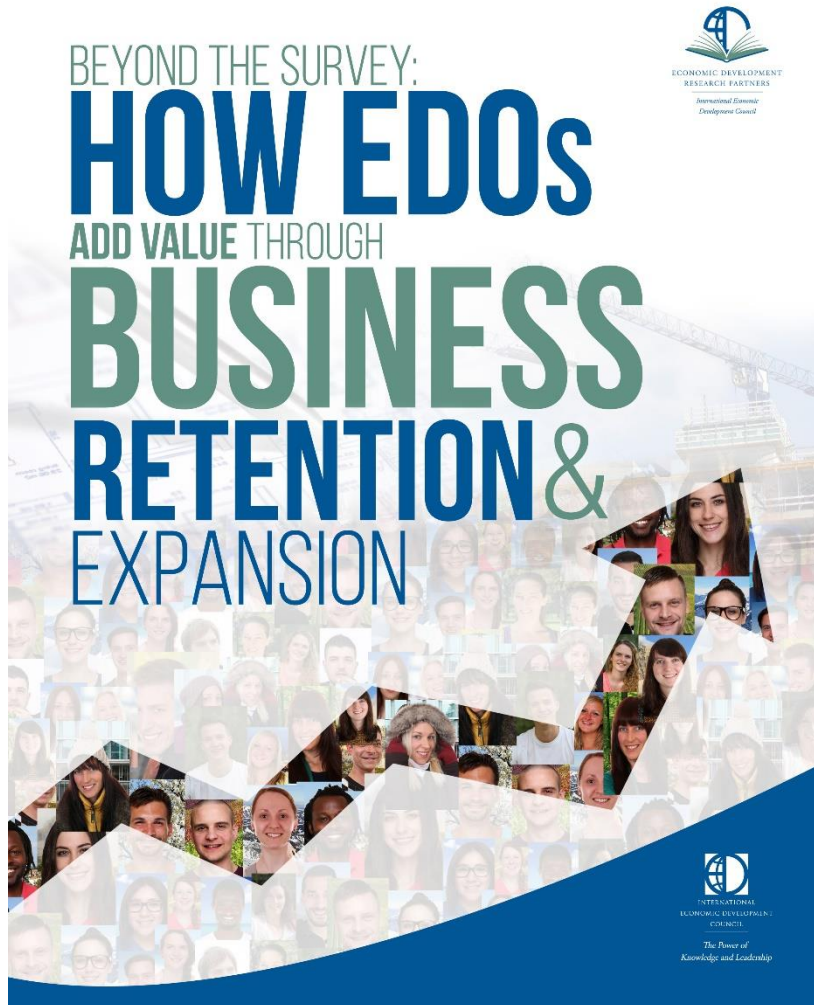
The New “Three Legs Of The Stool” Of Economic Development



THEN
Traditional 'Three Legs
of the Stool' Focus



NOW
Expanded Focus Integrates
Talent and Placemaking



International Economic Development Council: Business Retention & Expansion Training Course

Attended Training February, 2019

Key Takeaways:

- Using Community Partners to reduce redundancy and to be more efficient and effective with time and resources
- Establishing, maintaining and upgrading our BRE program
- Creating effective models for business visitations
- Customer-Relationship Management (CRM) techniques
- BRE program marketing techniques
- Identifying early warning indicators of businesses in need
- Cluster and industry-focused BRE programs
- Tracking and analyzing customer feedback and responses
- Quantitative and qualitative economic development metrics

CORE FOCUS OF NEW BRE PROGRAM

BRE SUCCESS

=



BRE ACTION PLAN

Community Partnerships

BUSINESS VISITATION

Achieve Maximum Exposure with minimum duplication



Planned Annual Visits

300

Per Year



Partner Visits

9

Scheduled Through September



Partner Visits

5

Scheduled Through September

BRE ACTION PLAN

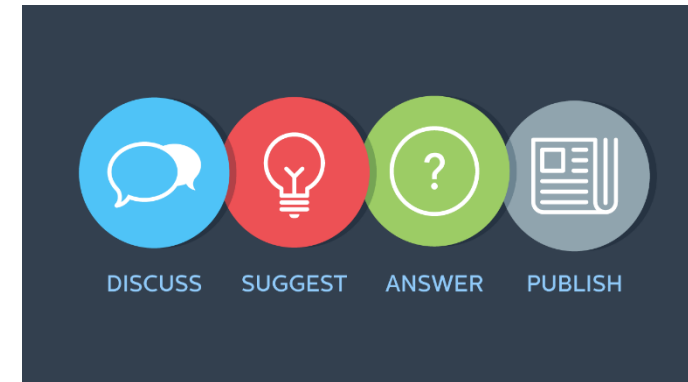
Community Outreach



+



WORKSHOPS & ROUNDTABLES



COMMUNITY FORUMS

BRE ACTION PLAN

BRE Tool Kit

Development of Tool Kit to address business needs across all platforms



BRE ACTION PLAN

BRE Marketing



**McKinney Business
Newsletter**



**Targeted Email
Marketing Campaigns**



**Social Media
Spotlights & Promotions**

BRE ACTION PLAN

Program Evaluations & Metrics

BRE Visits:

Measured Annually, we will evaluate our success on the number of visits we are able to achieve per year.

BRE Events:

Through our BRE events, we will look at the exposure we generate within the attendance rates and feedback from attendees on the content presented.

Business Assistance:

Both the quality of assistance provided to businesses as well as the utilization of the programs and resources we provide will gauge the success of our assistance opportunities.

Annual Competitiveness Report:

The MEDC will complete an annual competitiveness study to ensure that the programs and assistance we offer is relevant and up to date.



QUESTIONS





Business Retention & Expansion Program

Strategic Plan 2019 - 2020

OVERVIEW

Business retention and expansion (BRE) is a core program of any economic development plan. These programs are designed to 1) retain or keep existing business in a community; 2) provide assistance for the business to expand.

Business retention is applicable to all business in the community, from local small businesses to large employers. There are two main goals of retention: to provide assistance with issues that could force a company to fail and subsequently close, and to prevent companies from relocating to new community. Business expansion refers to assisting businesses in their efforts to grow. Helping a business to expand may mean helping it find a larger property to accommodate future operations, helping it secure financing to purchase new equipment or helping it find or train new workers.

While the retention of large businesses is certainly critical given the number of jobs and amount of tax revenues that could be lost, small and medium-sized business should not be ignored. Today's small businesses are the innovators and job generators of tomorrow. In addition, growing businesses are more likely to stay in a community that has nurtured their growth and to which they are well connected. BRE programs play a critical role in encouraging local businesses to remain in the community and continue to grow.

BR&E PROGRAM PREPARATION

In order to create the most up to date and relevant BRE program, this past February MEDC staff participated in the International Economic Development (IEDC) BRE training course to acquire current practices and principles relevant for our program and McKinney businesses. Our mission is to offer our businesses the best resources and provide them the information and assistance to keep them competitive, strong and growing here in McKinney.

Course description:

The interactive course presented the core components of a BRE program and why the concerns of local businesses need to be actively addressed. By building an understanding of business visitation techniques and survey methods, practitioners will be able to clearly gauge their community's business climate. We learn the "red flags" that may indicate a company is looking to move elsewhere, and learn how to structure an effective technical assistance program to respond to business concerns. The course helped participants understand how a BRE program relates to attraction, workforce development, small business finance, technology transfer and many other economic development activities.

This timing for this training was optimal to allow us ample time to both learn best practices and have ample time to create a dynamic program. Below are key takeaways that will be used to upgrade and make relevant our program.

Key Takeaways:

- Using Community Partners to reduce redundancy and to be more efficient and effective with time and resources
- Establishing, maintaining and upgrading our BRE program
- Creating effective models for business visitations
- Customer-Relationship Management (CRM) techniques
- BRE program marketing techniques
- Identifying early warning indicators of businesses in need
- Cluster and industry-focused BRE programs
- Tracking and analyzing customer feedback and responses
- Quantitative and qualitative economic development metrics

KEY PROGRAM OUTLINE

- BRE's Impact on the community
- Why BRE is a core ED Program
- The Action Plan

BRE IMPACT ON COMMUNITIES

- I. MEDC's intimate involvement with local business is a vital role in the following scenarios
 - A. Retaining McKinney businesses in our city
 - B. Help keep their doors open – evaluating the “costs of doing business”
 - C. Create expansion opportunities to increase tax base and job creation
 - D. Create awareness of workforce training opportunities
 - E. Provide resources to aid in competitiveness in the marketplace
- II. The BRE Program will also enable the MEDC to maintain a “dashboard” on the local economy by obtaining the following data
 - A. Competitive strengths and weaknesses of the local businesses i.e. Transportation, education, workforce, quality of life, land availability, taxes, incentives
 - B. Strength of the local economy i.e. sales taxes, city budget, unemployment
 - C. Public Policy affecting business
 - D. Zoning, Code Enforcement, Taxes, Fees, Utility Costs, Development Costs, Police and Fire, city response vs insurance ratings
- III. Benefits of BRE program to local businesses
 - A. BRE aims to educate company representatives that are not experts in the fields of real estate site selection
 - B. BRE can help bridge the gap in the real estate entitlement processes, ordinance review and construction interface
 - C. BRE Programs Opportunities
 1. Marketing – reselling the advantages of “why McKinney”?

2. Information collected on why existing companies chose McKinney as their business destination can provide valuable information for business recruitment.
3. Provide companies assistance with land and building availabilities
4. Aid in Infrastructure planning and rehab needs – streets, utilities
5. Utilization of Tool Kit Resources for qualified projects
6. Education and access to Workforce training programs for job retention
7. Technical assistance and assessment – Planning & Zoning Assistance etc.
8. Export assistance thru third party agencies
9. Business liaison to the city for various govt. issues

WHY IS BRE A CORE ECONOMIC DEVELOPMENT PROGRAM

- I. IEDC reports that 75 to 85 percent of new jobs are created by existing businesses. Growth of business in industry is more prevalent by existing companies than through recruitment of new companies.
- II. BRE assists existing businesses and the community with the following:
 - A. Industry Knowledge
 - B. Understand the companies and industries that make up the McKinney economy
 - C. Understand the markets each one participates in whether local, regional, national or global
 - D. Knowledge of the local economy
 - E. Assessing the growth needs and providing resources to aid the growth of McKinney's companies
- III. Professional Service
 - A. Provide professional assistance to McKinney's companies thru personal contact
Present "business consultative" solutions to issues affecting the companies "way of doing business"
- IV. Results Oriented
 - A. Manage expectations of the companies with actual results that can be achieved.
- V. Focus on Long-Term
 - A. Encouragement of city policy to create an opportunistic environment for existing businesses to flourish and grow
- VI. Coordination of Resources
 - A. Become a service provider to local businesses by providing connections to third party governmental resource providers i.e. State of Texas, Collin County, City of McKinney, Collin College, Texas Workforce Commission etc.

BUSINESS RETENTION & EXPANSION PROGRAM ACTION PLAN

- I. Community Partnerships – In order to maximize the impact of our business visits, and to avoid duplication of visits by multiple community partners, the MEDC has developed strategic partnerships with the following organizations to do "joint visitation" to businesses that are on our joint targeted lists.
 - A. The McKinney Chamber of Commerce
 - B. The Convention & Visitors Bureau
- II. Business Visitation - (See Appendix A)

- A. McKinney Business Inventory – A critical part of meeting our BRE visit target goal is having an accurate inventory of available McKinney Based businesses that meet the qualifications for a BRE visit. We will be conducting a business inventory analysis to identify the total number of enterprise companies located in the city of McKinney.
 - B. Firms selection will be given a priority in level of risk of relocation and/or closure and risk of economic impact to the community
 - C. All companies requesting assistance will be visited no matter risk level
 - D. BRE Visit Tracking – A visitation report will be generated for every BRE Visit (See Appendix C)
 - E. The target for BRE visits will be Top Management or decision making executive
- III. BRE Visit Frequency
 - A. Visit frequency will be determined on a “case by case” basis. Some companies will require more visits depending upon their immediate needs. The target of individual visits by the MEDC staff is 300 businesses annually.
 - B. The MEDC will endeavor to engage with the top 10 McKinney Businesses a minimum of three times per calendar year. Top employers will be ranked by largest employers and largest annual revenues.
- IV. Community Outreach - (See Appendix B)
 - A. Workshops and Roundtables
 - B. Community Forums and Events
 - C. Business and Educational Series
 - D. Development Updates
- V. Information Awareness
 - A. Communication and awareness platforms will be developed to provide regular program information, assistance opportunities and educational offerings available.
- VI. Identification of Early Warning Indicators
 - A. These items are defined as Indications that a firm may be “at risk”
 - B. Public announcements of layoffs, lost contracts, new manager, board movement, decrease in sales numbers, etc.
 - C. Decrease in shift work hours
 - D. Decrease in city utilities usage – water & sewer
 - E. Physical deterioration of plant
 - F. Cutbacks in landscape maintenance, etc.
 - G. Visual evidence of less cars in employee parking areas
 - H. Rumor mill – always some truth somewhere in a rumor
- VII. Business Relationship with high level management
 - A. MEDC will foster relationships with key business contacts to be a direct access resource and point of contact should assistance be required by the business.
 - B. Fostering these relationships will increase the likelihood of requesting MEDC involvement in decisions to relocate, expand or closure
- VIII. BRE Tool Chest
 - A. Marketing
 - 1. BRE marketing with consist of a specific awareness campaign targeted to the high level local management
 - 2. Targeted email campaign
 - 3. Social Media
 - 4. Promotion of BRE Events
 - B. Business Assistance Programs

1. Emerging Tech Program – Aimed at fostering innovation and entrepreneurship in McKinney.
 2. Small business Assistance Programs – Specific programs aimed at assisting the growth of emerging industries located in McKinney
 3. Financial Incentives – Incentive programs to aid in the growth and expansion of McKinney Businesses
- IX. Development Services Assistance
- A. The BRE program will help coordinate with City of McKinney development services liaison for assistance with the following:
 1. Zoning
 2. Engineering
 3. Platting
 4. Utilities
 5. Architect/Contractor/City Relations
 6. Project Management Follow Up

PROGRAM EVALUATION & METRICS

The MEDC will measure the performance of the BRE program through tracking of metrics as they relate to our Annual Key Performance Indicators. The metrics are defined below.

KPI Metrics:

1. Visits: Our goal is to complete 300 qualified BRE visits per year. This will be an aggregate number of visits performed organization wide through the BRE Director and the project team staff.
2. Events: In conjunction with our community partners and through MEDC specific events, we will hold a number of BRE events annually. These will be in the form of the workshops, roundtables, community forums and other events that we create to support the needs of the McKinney business community.
3. Business Assistance: Through our outreach, we will be tracking the businesses that we provide assistance to at any level. Not all businesses that we engage will become a “project” in the traditional sense of the word meaning that they are an expanding business; but there will be numerous assistance channels that we can help businesses with a variety of needs.
4. Annual competitiveness report: The MEDC will annually evaluate our BRE program to make sure that we are implementing the latest practices and programs to assist the business community. This will ensure that we never fall behind in assistance opportunities.

Appendix A – Scheduled BRE Partnership Visits

The MEDC BRE program has partnered with The Chamber and The Convention & Visitors Bureau to arrange and schedule various company and site visits.

July 2019:

1. UPS
2. Lone Star Reel
3. Watson & Chalin
4. VAZATA
5. Popular Ink

August 2019:

1. Tong Yang Group
2. Traxxas
3. Medical Center McKinney
4. Wistron Green Tech
5. Adaptive
6. Metro Linen

September 2019:

1. SRS Distribution
2. PACCAR
3. Raytheon
4. Collin College
5. Nature Nate's
6. Moss Construction

Appendix B – BRE Events Calendar

SCHEDULE OF BRE EVENTS

The MEDC BRE Program is partnered with the McKinney Chamber of Commerce to host the following Workshops and Roundtable events in 2019.

The following group meetings are scheduled and proposed be held quarterly:

- Manufacturer's Round Table – July 22. Meeting will be held at Emerson. Potential future host sites:
 - Encore
 - Simpson Strong-Tie
- HR Round Table – July 23. Meeting will be held at Surgery Center at Craig Ranch. Potential future host sites:
 - Baylor
 - Medical City McKinney
- Development Update – Sept 5. Meeting will be held at Independent Financial. Topics under consideration and possible host sites:
 - Craig Ranch/HUB 121 - Independent Financial
 - Downtown McKinney - ???
 - 380 Corridor - Cinemark
 - Technology Business Expansion Panel - Playful
 - McKinney National Airport - The Airport
- Business Education/Tech Series – Dates and Topics are being planned and will be held at Tech Culture. This series might be held every two months vs. quarterly. Topics under consideration:
 - Disaster Recovery
 - Cyber Security
 - Cryptocurrency
 - Block Chain

Appendix C – BRE Visit Report

Name: Click here to enter name.

Date: Click here to enter a date.

☐ **Business Assistance**

☐ **BRE Visit**

WHO DID YOU MEET WITH? Click here to enter text.	WHO DID YOU MEET WITH? Click here to enter text.
WHEN DID YOU MEET? Click here to enter text.	WHEN DID YOU MEET? Click here to enter text.
WHERE DID YOU MEET? Click here to enter text.	WHERE DID YOU MEET? Click here to enter text.
WHAT DID YOU MEET ABOUT? Click here to enter text.	WHAT DID YOU MEET ABOUT? Click here to enter text.
WHY WAS THE MEETING HELD? Click here to enter text.	WHY WAS THE MEETING HELD? Click here to enter text.



19-0565

TITLE: Consider/Discuss MEDC Organizational Updates

SUPPORTING MATERIALS:

[Organizational Updates](#)

UPDATE: 5G Specialist Position



Michael DePaola

- Formerly with Crown Castle – Govt. Relations Specialist
- Masters Degree: Urban & Regional Planning/GIS - VCU
- Bachelors: Integrated Science & Technology – JMU

Key Responsibilities:

- 5G Planning and Implementation for development sites in McKinney
- 5G strategic planning and research in conjunction with McKinney 5G Committee
- Community Meetings and Presentations on 5G technology
- Engage city consultant on 5G feasibility study



NEW Organizational Management Structure

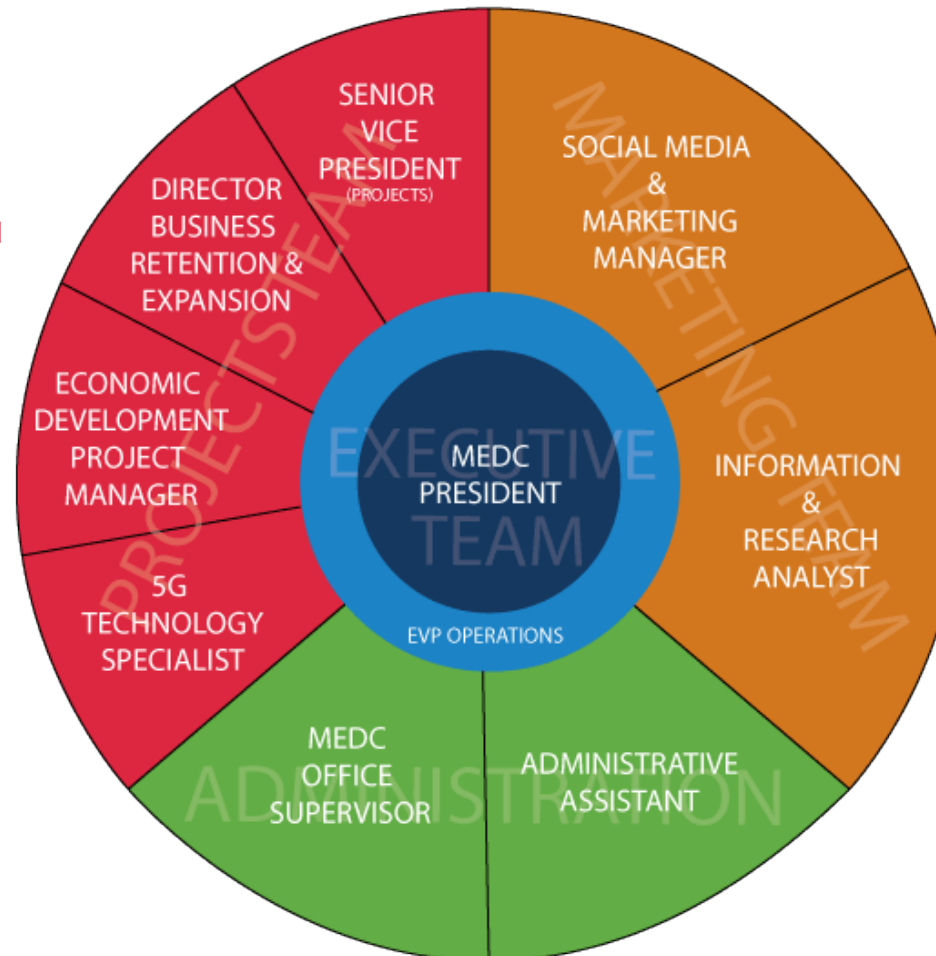
Wheel of Management – HPO Model

Vertically Integrated Team:

- Designated Leader for each discipline
- Team members are cross functional in each team
- Elimination of Silos

New Office Management:

- Elimination of duplicative positions to align the office support staff in a more efficient way.



Department Aligned Members:

- Broken into Projects Team, Marketing Team, Administrative Team, Executive Team
- Teams are aligned with similar disciplines

Collaborative Structure:

- All team members have access to executive staff when needed.
- Employees are encouraged to be innovative and make strategic recommendations to improve organizational efficiency and effectiveness.

NEW Board Orientation Program



Immediately following Appointment:

- President to Call new board member to welcome



24 Hours Following Appointment:

- Obtain Contact Information
- Assign "Board Buddy"
- Update MEDC Website
- Media Announcement
- Welcome Email/Letter
- Add to Calendar Invite
- Create BOX Account
- Schedule Welcome Lunch



48 Hours Following Appointment:

- Order Board Name Badge
- Send Board marketing materials
- Prepare Hard Copy of Board Binder



One Week Following Appointment:

- Schedule Oath of Office with City Secretary
- Schedule chamber technology training
- Schedule staff meet-and-greet at weekly staff meeting



Scheduled Items following Appointment:

- Projects overview with President & Chairman
- Incentives Review with EVP
- Bylaws Review with MEDC Attorney
- MEDC Sites Tour with SVP
- MEDC Board Roles & Expectations with City Council Liaison & Mayor