



McKinney Economic Development Corporation Agenda

Tuesday, August 20, 2019

8:00 AM

Council Chambers
222 N. Tennessee Street
McKinney, TX 75069

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

CALL TO ORDER

CONSENT ITEMS

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

19-0687 [Minutes of the McKinney Economic Development Corporation Meeting of July 16, 2019](#)

Attachments: [Minutes](#)

REPORTS

19-0688 [Board and Liaison Updates](#)
 [Board Chairman](#)
 [City of McKinney](#)
 [Chamber of Commerce](#)
 [Community Development Corporation](#)
 [Convention and Visitors Bureau](#)

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

19-0689 [Consider/Discuss MEDC Monthly Organizational Report](#)

Attachments: [Organizational Report](#)

REGULAR AGENDA

- 19-0690** [Consider/Discuss/Act on June 2019 Financials](#)
Attachments: [June 2019 Transmittal Letter](#)
 [June 2019 Financials](#)
 [June 2019 Invoices](#)
- 19-0691** [Consider/Discuss/Act on July 2019 Financials](#)
Attachments: [July 2019 Transmittal Letter](#)
 [July 2019 Financials](#)
 [July 2019 Invoices](#)

DISCUSSION ITEMS

- 19-0692** [Consider/Discuss Wireless Communications Plan](#)
Attachments: [Wireless Communications Plan](#)
 [Presentation](#)

CITIZEN COMMENTS

BOARD MEMBER COMMENTS

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

EXECUTIVE SESSION

In Accordance with the Texas Government Code:

- A. Section 551.071 (2). Consultation with General Counsel on any Work Session, Special or Regular Session agenda item requiring confidential, attorney/client advice necessitated by the deliberation or discussion of said items (as needed) and legal consultation on the following item(s), if any:
- B. Section 551.074. Personnel Matters
 - MEDC President – Annual Performance Evaluation
- C. Section 551.072. Deliberations about Real Property
- D. Section 551.087. Deliberation Regarding Economic Development Matters
 - Project Lotus
 - Project LoneStar
 - Project Roadrunner
 - Project Brooklyn
 - McKinney Industrial Center

ACTION ON EXECUTIVE SESSION

ADJOURN

Posted in accordance with the Texas Government Code, Chapter 551, on the 16th day of August, 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>.

19-0687



TITLE: Minutes of the McKinney Economic Development Corporation Meeting of July 16, 2019

SUPPORTING MATERIALS:

[Minutes](#)

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

JULY 16, 2019

The McKinney Economic Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on July 16, 2019 at 8:00 am.

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 BREP John Valencia, Project Manager Madison Clark, Technology and Infrastructure Specialist Michael DePaelo, MEDC Office Supervisor Deana Smithee, MEDC Administrative Assistant Joanne Isom, Social Media Specialist Kristen Ridout, Mayor George C. Fuller, Mayor Pro Tem Rainey Rogers, City Manager Paul Grimes, Chief Financial Officer Mark Holloway, MCVB Executive Director Dee-dee Guerra, City Secretary Empress Drane, MEDC Attorney Mark Houser, and Financial Compliance Manager Chance Miller.

There were 3 guests present.

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

Chairman Sipiora noted there would be a change in the order of the agenda due to Mayor Fuller's schedule. The board will move to Executive Session following Board and Liaison updates.

19-0556 Chairman Sipiora called for an overview of Chamber Technology for Council and Board Meetings. City Secretary Empress Drane completed an overview of the Chambers Technology concerning management of the meetings and voting operations. City Secretary Drane noted the purpose of this technology is to ensure proper tracking of meetings and the maintenance that goes along with documenting minutes and providing the information to the public.

19-0557 Chairman Sipiora called for the Minutes of the McKinney Economic Development Corporation Meeting of June 18, 2019. Board members unanimously approved the motion by Board member Minissale, seconded by Board member Cloutier, to approve the minutes.

19-0558 Chairman Sipiora called for Board and Liaison Updates.

City of McKinney – City Manager Grimes updated the board on the City's budget preparations. City Manager Grimes noted they are scheduled to hold staff presentations to the City Council on August 9th. City Manager Grimes stated they are waiting on the Collin County Appraisal District to finalize numbers which will allow the City to finalize revenue estimates in order to finish the budget. City Manager Grimes noted they did have two rating agency calls yesterday with Standard & Poors and Moody's. The City has some refunding on existing debt as well as new debt for capital improvement projects. City Manager Grimes noted that the rating calls went well and are anticipating a reaffirmation of the existing credit rating.

Convention and Visitors Bureau - Executive Director Guerra reported they hired Sabine Smith as the new MCVB Administrative Assistant. Executive Director Guerra noted the Search Engine Marketing program has completed the second month and they are still doubling in numbers. Executive Director Guerra announced after meeting with BREP Valencia and Chamber of Commerce Vice President Kathy Blank, she will be joining them on their sales calls. Executive Director Guerra took an opportunity to thank MEDC President Tokar for ensuring the collaboration materialized. Executive Director Guerra reported the Texas Tree Growers Association will have their conference at the Sheraton in August. The MCVB (Visit McKinney) will have a booth at Oktoberfest to promote the "McKinney to Munich" giveaway. The giveaway includes a roundtrip airfare for two, hotel accommodations, and a VIP experience at the Hofbrau Festival. The drawing is free to enter.

Chairman Sipiora recessed the meeting into Executive Session at 8:17 am.

Chairman Sipiora reconvened the meeting to open session at 10:34 am.

19-0559 Chairman Sipiora called for the consideration/discussion of the MEDC Organizational Report. President Tokar reported at the recent Chamber Quarterly Luncheon the MEDC launched the new brand. President Tokar also noted the new website UniqueMcKinney.com is live. President Tokar announced the MEDC will have the new marketing booth at the BISNOW event coming up on August 15th at the new Delta Hotel at Watters Creek. President Tokar noted on Friday, July 19th he and Executive Vice President Liu will be leaving on a Business Mission Trip to Taiwan. While there they will be visiting Wistron and TYG and will be working with the Embassy to visit 4-5 different companies interested in bringing business to McKinney. Chairman Sipiora took a moment to thank all of the MEDC board members for attending the Chamber Luncheon.

19-0560 Chairman Sipiora called for the consideration/discussion/action on the May 2019 Financials. Financial Compliance Manager Chance Miller reported we had 1.3 million in revenues with expenditures of \$780,000.00 and a net position increase close to \$530,000.00. This will bring the year to date net position increase to \$2.4 million. Financial Compliance Manager Miller noted with larger project milestones due at the end of the fiscal year, he anticipates that number to drop. Financial Compliance Manager Miller reported the sales tax for May is actually for the month of March. We were 2.4% higher than last year's March and 4.7% higher year to date over last year. We budgeted 4.4% and we are slightly higher and plan to stay above that as we close out the fiscal year.

Board members unanimously approved the motion by Board member Minissale, seconded by Board member Rath, to approve May 2019 Financials.

19-0561 Chairman Sipiora called for the consideration/discussion of the MEDC FY20 Budget. President Tokar presented the budget for the 2020 fiscal

year. President Tokar reported the finance committee reviewed the budget making strategic recommendations and noted the MEDC is poised to have a slight surplus in next year's budget. President Tokar noted the MEDC was not focused on having a zero-based budget but to leave room for unexpected expenditures. The MEDC currently shows on the proposed budget a \$56,128.00 surplus for the end of the year. President Tokar noted Financial Manager Miller was an integral partner in reviewing the compliance operations and cleaning up the budget in close to \$1 million in old compliance projects. President Tokar noted the MEDC will allocate all of the project money needs 24 months in advance. This will open up the projects account and allow for more project activity during the current years. Secretary/Treasurer Loughmiller asked President Tokar to clarify if the funds allocated for Travel/Training/Mileage could vary. President Tokar notes the amounts have been over forecasted based on the events that are currently known. The items listed there are placeholders. It's likely to come in under budget but we need to account for unforeseen cancellations and/or opportunities. Board member Cloutier asked about the high cost for Centipede Digital and if we are getting our money's worth. He also asked about the funds allotted for travel to Europe and Asia. President Tokar outlined the MEDC's travel policy regarding international travel. President Tokar stated he believes we are getting value from Centipede. When comparing what MEDC spent previously on Marketing & Communications, having a Marketing Director on staff as well as the contribution to the City for marketing and communication services, relatively speaking we aren't spending any more money. Board member Rath asked if the MEDC is still utilizing the City's marketing and communications services. President Tokar noted the City re-evaluates their fees every two years and is based on the services we use. The MEDC will continue to use the City's marketing team for press releases,

however all other marketing services will go through Centipede. Chairman Sipiora requested a copy of the MEDC Travel Policy be sent out to all board members and add as an action item to next month's agenda for review. Board Member Minissale also requested a copy of the City's Travel policy. Chairman Sipiora noted in the last financial subcommittee with respects to the budget, Financial Manager Miller provided a comparison operating expense relative to our top line revenue compared with neighboring cities and we did quite well.

Board members unanimously approved the motion by Secretary / Treasurer Loughmiller, seconded by Board member Feltus, to approve the MEDC FY20 Budget.

19-0562 Chairman Sipiora called for the consideration/discussion of the MEDC Key Performance Indicators. President Tokar introduced the final version of the Key Performance Indicators as discussed during the April Work Session. President Tokar noted, if adopted, he will present a showcase of year to date on the metrics. President Tokar asked for questions regarding the Key Performance Indicators and there were none.

Board members unanimously approved the motion by Board member Minissale, seconded by Vice Chairman Jones, to approve the MEDC Key Performance Indicators.

President Tokar continued to share the year to date metrics which will reinforce the end of year Key Performance Indicators. The metrics that support the Key Performance Indicators are: social media, website, lead business attraction, business retention, and marketing. President Tokar noted with the new launch of the Website and upcoming targeted marketing campaigns, we will see in an increase in the metrics for website and social media. Board Member Rath asked President Tokar to define a visit under the business retention expansion category. Peter Tokar noted a business retention expansion visit is a person to person visit with the company either in our office or at their location. Board member Rath expressed one business retention expansion visit a day with the size of the MEDC staff and

the assistance of the MCVB should be attainable. Board member Minissale requested the metrics be updated and available to the board in the monthly President's Report. Board member Feltus commented that she would like to see content directed towards the business aspect of the MEDC as opposed to the social aspect. President Tokar stated the MEDC will have targeted industry campaigns and will be promoted on social media.

19-0563 Chairman Sipiora called for the consideration/discussion of the MEDC Marketing Campaign Update. Centipede Digital is the agency the MEDC uses for full marketing support. Centipede Digital Chief Executive Officer Tom Morganelli and Centipede Digital President Kate Morganelli presented an update of items that have been completed to date for the MEDC. These items include: brand logo, campaign marker, website, style guide, flyers, PowerPoint templates, letterhead, request for proposal templates, and business cards. Centipede Digital Chief Executive Officer Morganelli noted within the agency they are also providing the MEDC with marketing automation, photo and video production, and an Onsite Social Media Specialist. Centipede President Morganelli reported the items they are currently working on are: pay per click campaigns, social media advertising, email campaigns, business highlight videos, virtual tours, economic video production, and full launch of social media. Board member Cloutier asked if we were a top priority client. Centipede Digital Chief Executive Officer Morganelli stated we are top 15-20% client. Board Member Rath raised concerns over the website due to high number of typos, the formatting of the website, and links not working.

19-0564 Chairman Sipiora called for the consideration/discussion of the MEDC Business Retention and Expansion Program. President Tokar introduced the new Business Retention and Expansion plan as more comprehensive and addresses the community needs. President Tokar noted that in preparation for developing the program, Director of BREP

Valenica participated in an International Economic Development Council Business Retention and Expansion course. President Tokar noted based on the research the core focus of the program will be: community partnerships, business visitations, community outreach and feedback, business assistance, roundtables and workshops, and marketing. President Tokar reported the MEDC will be partnering with the McKinney Chamber of Commerce and the MCVB to accomplish these goals. President Tokar noted the MEDC is developing an expanded toolkit of resources for assisting local businesses. President Tokar stated marketing the program to businesses in the area will be through newsletter, email, and social media. The program will be evaluated through the MEDC Key Performance Indicators, feedback on round table events, gaging the success of the businesses we have assisted, and an Annual Competiveness Report.

19-0565 Chairman Sipiora called for the consideration/discussion of the MEDC Organizational Updates. President Tokar introduced the new MEDC 5G Specialist Michael DePaola. President Tokar noted Technology and Infrastructure Specialist DePaola will be developing a communications plan for all the research and development the MEDC is doing within the 5G strategic committee that is co partnered with the City. There has been significant resident interest on this initiative and all research completed will be published. President Tokar added, community forums will be held, specifically on technology infrastructure issues. President Tokar noted the board will be receiving information on the project as it is a key item of interest for both the City and the MEDC. President Tokar discussed the update on Organizational Management Structure and noted the MEDC is fully adopting the model City Manager Grimes has implemented with the City to become a high-performance organization. The MEDC has adjusted the organizational chart by removing the horizontal

management structure and making it more vertical. This new organizational chart ensures everyone has the opportunity to improve the organization and provide strategic input on direction and performance. President Tokar also noted the MEDC has prepared a new board member orientation process to better orient new board members to the MEDC. The process will have a timeline after the board member is appointed to assist them in navigating the role of board member. President Tokar stated this process is in a rough draft format and is up for consideration. Board member Feltus recommended adding a submission of a headshot for the purpose of the website and a MEDC shirt.

Chairman Sipiora Called for action to be taken on items from Executive Session at 12:12 pm.

Board members unanimously approved the motion by Secretary / Treasurer Loughmiller, seconded by Board member Rath, to approve the extension of Project Lotus as discussed in Executive Session.

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

Board members unanimously approved the motion by Vice Chairman Jones, seconded by Board member Cloutier, to approve direction on Project FPS as discussed in Executive Session.

Board members unanimously approved the motion by Board member Minissale, seconded by Board member Rath, to amend the 2012 agreement of Encore Wire as discussed in Executive Session.

Board members unanimously approved the motion by Board member Cloutier, seconded by Board member Feltus, to adjourn the meeting. Chairman Sipiora adjourned the meeting at 12:15 pm.

Kenneth Sipiora
Chairman

19-0688



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](#)



August 14, 2019

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

Promotional and Community Event Grants

The MCDC board approved eight Promotional and Community Event grant funding requests at the meeting on July 25, 2019. A list of the applicants and funding amounts appear below.

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	\$ 8,000
P&C 19-12	Direction 61:3	Christmas Mosaic Concert - Dec 21, 2019	\$ 4,000
P&C 19-13	McKinney Rotary Club	Parade of Lights --Dec 14, 2019	\$ 6,000
P&C 19-14	SBG Hospitality	McKinney Wine & Music Festival	\$ 10,000
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	\$ 6,000
P&C 19-17	MISD	NCAA D2 Championship -- Dec 21, 2019	\$ 14,625

\$ 76,125

Project Grants

Public hearings were held on the project grants submitted during cycle III. Board action will be scheduled for the August 22, 2019 meeting.

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

Sheraton McKinney Hotel

The sale of the Sheraton McKinney Hotel condominium unit and lease agreement to Three Wall, LLC (dba McKinney Hotel Fee Owner LLC) closed on Friday, 7/26.

The agreements executed in 2012 relative to the Condominium Declaration and Lease Agreement required payment of an option fee to MCDC (\$908,495) in the event of a sale.

The property will continue to be operated under the Sheraton Flag. The City will continue to retain ownership of the event center. Aimbridge Hospitality will continue to manage both the hotel and event center properties.

Retail Development

In 2015, MCDC and the City partnered with The Retail Coach to develop and implement retail strategy for McKinney and to recruit additional restaurant and retail opportunities for McKinney residents to enjoy.

In addition to the overall McKinney retail trade area, seven submarkets were identified.

- Southgate
- Lake Forest and 380
- Hardin and 380
- Custer and 380
- Highway 121/Craig Ranch
- Historic Downtown McKinney
- Hwy. 75 North/Laud Howell Parkway

Demographic profiles were developed, and are updated annually, for each that provide population; population growth and trends; ethnicity, income, age, households and household growth, educational attainment.

Annually a daytime population summary report and Retail Gap Analysis are prepared for the overall trade area.

Added to the analytics available this year is a cell phone analysis for targeted areas. The first area identified for review was the downtown McKinney Cultural District. Information was shared with downtown business owners at their meeting on August 13th. Highlights from the information presented include:

Downtown Cultural District - August 1, 2017 through July 31, 2018:

- 763,000 visitors/4.5 million visits
- Average length of stay – 179 minutes

Downtown Cultural District - August 1, 2018 through July 31, 2019:

- 789,000 visitors/4.7 million visits
- Average length of stay – 182 minutes

Oktoberfest – 2018

- 43,500 visitors/62,800 visits
- Average length of stay – 119 minutes

Watters Creek – August 1, 2018 through July 31, 2019:

- 803,200 visitors/4.6 million visits
- Average length of stay – 86 minutes

Georgetown, Texas - Town Square Historic District – August 1, 2018 through July 31, 2019:

- 433,000 visitors/1.9 million visits
- Average length of stay – 95 minutes



July 2019

I. ASSOCIATION/CORPORATE/SMERF COMPLETED in July 2019: TTL Room Nights: 714; TTL Revenue: \$83,977

WEDDINGS COMPLETED- July 2019 - TTL Room Nights: 171 TTL Rev: \$22,825

- Bustin/Grimes Wedding – Sheraton: TTL room nights: 32, TTL Rev.: \$ 3,680
- Dearick/Healey Wedding – Sheraton: TTL room nights: 13, TTL Rev.: \$1,378
- Hutchins/Barber – Grand Hotel: TTL room nights: 42 TTL Rev.: \$6,758
- Lee/Cooper – Grand Hotel: TTL room nights: 33 TTL Rev.: \$5,344
- Simnitt/Evetts Wedding – Sheraton: TTL room nights: 19, TTL Rev: \$2,147
- Comfort Inn Hotel Wedding Party Booking Link: TTL room nights: 10, TTL Rev.: \$863
- Eason/McLeod Wedding – Hampton Inn: TTL room nights: 7, TTL Rev.: \$ 945.
- Sauter Wedding – Hampton Inn: TTL room nights: 15, TTL Rev.: \$ 1710

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

- Alicia Padgett – Stonecress

Wedding Parties lost due to new hotels not being open. (They were moved to Allen/Fairview)

- Vansteenberg – Rosemary Barn – Block was made at the Spring Hill Suites. We lost this business to Allen hotels.

ASSOCIATION/CORPORATE/SMERF COMPLETED in July 2019: TTL Room nights: 543; TTL Revenue: \$61,152

Associaton: TTL Rooms: 194; TTL Rev: \$23,086

- Texas Extension Association of Family & Consumer Sciences – Sheraton: TTL room nights: 194, TTL Rev.: \$23,086

Corporate: TTL Rooms: 288 ; TTL Revenue: \$30,200

- Torchmark-7/15-17/19 AIL SGA:TTL room nights: 30; TTL Rev. \$2,910
- Torchmark-7/21-25/19-FHL 101: TTL room nights: 90;TTL Rev. \$7,920
- Torchmark-7/23-25/19-FHL 301: TTL room nights: 31; TTL Rev. \$3,007
- SRS 7/19: TTL room nights: 72; TTYL Rev. \$8,568
- ILead – Grand Hotel: TTL room nights: 65; TTL Rev.: \$7,795

SMERF: TTL Room nights: 39 ; TTL Rev: \$5,056

- Rogers Funeral-7/23-25/19: TTL room nights:21; TTL Rev. \$2,394
- Oklahoma College of Women - The Grand Hotel: TTL room nights: 18; TTL Rev: \$2,662

Sports: TTL Rooms: 22; TTL Rev: \$ 2,810

- Mid America Youth Basketball - Hampton Inn: TTL room nights: 11; TTL Rev: \$1,380
- Primetime Sportz – Hampton Inn: TTL room nights: 11; TTL Rev: \$1,430

II. Visitors: FYTD Total (Oct.'18– Sept. '19): 4,278

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

- Out of State: 46

- Out of Country: 17
- Texas Residents: 6
- McKinney Residents: 1
- Register Total: 70
- Ticker Counter: 457

III. RFP's: 22 (3-Association, 10-Corporate, -6 Weddings, 1-Social, 1-Military, 0-Religious, 1-Education, 0-Sports, 0-Day Trips)

Association: 3

1. Texas Academy of General Dentistry –TAGD Strategic Retreat & Board Meeting. April 17-19, 2020. Total attendees: 30, Total room nights: 25. Sent RFP to the Grand Hotel and The Sheraton.
2. TTIA -2021 Travel Summit RFP. Date: September. This RFP was lost due to size and concession asked to be provided by CVB. (Over 400 in attendance)
3. TTIA -2022 Travel Summit RFP. Date: September. This RFP was lost due to size and concession asked to be provided by CVB. (Over 400 in attendance)

Corporate: 10

Emerson:

- FY 18-19-TTL Room nights: 120, Attendees: 15 per group/60 total.

Date	Name	Attendees	Total Roomnights
11/5-7/19	FC 1605/1100	15	30
11/12-14/19	IV 1006	15	30
11/19-21/19	IV 1100	15	30
12/3-5/19	IV 1006	15	30

- FY 19-20-TTL Roomnights: 180, Attendees: 15 per/90 total. She might add more.

Date	Name	Attendees	Total Roomnights
1/7-9/20	IV 1100	15	30
1/14-16/20	IV 1106	15	30
6/2-4/20	IV 1100	15	30
6/9-11/20	IV 1006	15	30
11/10-12/20	IV 1000	15	30
11/17-19/20	IV 1006	15	30

SMERF: 9 (6-Weddings, 1-Social, 0-Sport, 1-Military, 1-Education, 0-Religious)

1. Craig Family Reunion – June 2020. Working with planners to secure meeting/event location. Approximately 50 – 75 attendees.
2. 3rd Marine Division – October 2019, 50 Attendees. Unsure of rooms needed at this time, looking at a 10 room block.
3. Austin Concierge Services/Oklahoma College of Women – Contact: Lisa McClanahan. July 9, 2019. Attendees: 10
4. Grassley/McDonald Wedding – September 2019 Wedding block of 15 at the Hampton, venue is The Grand Ivory in Leonard
5. Cindy Miller Wedding – May 2020
6. Yesenia Gallegos Wedding – October 2019, Magnolia Grace Venue
7. Morrison/Alvarado Wedding – December 2019, Rustic Grace
8. Chiles Wedding – September 2019, The Springs
9. Kelsha Mayers, December 2019, The Springs

IV. Site Visits: 3

1. Emerson: Tammy Warren- Yard, the Station, & Sanctuary.
2. Tina Kula with 3rd Marine Division
3. Jack Henry & Associates meeting planner: Kim Cotton and Christie Dawson visited the Hilton Home 2 Hotel.

V. Day Trips: 1

1. Texas Pecan Growers Association – Conference was in Frisco, however, we worked with the planner to bring a group of spouses to McKinney for shopping and lunch.

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

Blogs: Top 5 for JULY 2019:

Crape Myrtle Park - 180

Getting Around Downtown – Parking/Valet – 54

NTTA – 44

Blog – Archived Home Page – 17

Ice Cream Freezer Museum – 13

Blog home page – 40

VII. JULY 2019 Visits on Homepage News Flash buttons & landing pages:

Weekend Update page – 203

Getting Around Downtown/Parking/Valet – 60

Tours in McKinney - 36

Then & Now exhibit – 9

Ask a Local - 54

Visitors Guide – 231

Grants – 29

Event-Planning Pages/Meeting Planners Guide – 314

KPIs - 3

VIII. JULY 2019 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Wrote five emails for TACVB Conference marketing committee
- Took photos at RWB Parade, Street Fair & Salsa Festival
- Created coupon sheets for Pecan Growers, Texas Agrilife, and Texas Christmas Tree Growers
- Created map of hotels/sports/restaurants for LSC meeting

IX. Advertising- Website & Publication ROI Tracking:

- THSLL Championship – 6
- Yarn Crawl – 5
- Business 360 – 5
- Texas Meetings+Events – 1
- Tour Texas – 1
- Small Market Meetings – 1
- Boyd Broncos – 2
- MHS Lions - 2
- Polka News – 2
- NCAA – 2
- Polka News – 2
- Sports Destination Mgmt. – 1
- Stonebridge Ranch News – 1
- New Orleans Magazine -1

- Texas Highways – 2
- Meet Texas – 1

JULY 2019 SOCIAL MEDIA Tracking

FACEBOOK					
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
June.19	110	8,349	94,367	511,199	3,682,075
July.19	110	8,459	119,343	490,099	4,686,919
TOTALS	1,061	N/A	1,258,334	7,762,341	42,299,668

INSTAGRAM	New Followers
Historical	761
Oct. 2018	126
Nov. 2018	164
Dec. 2018	94
Jan. 2019	56
Feb. 2019	59
March-19	75
April-19	77
May-19	61
June.19	71
July.19	79
TOTAL	1623

TWITTER - JULY 2019	
Followers	5,188 (+23)
Tweets	6,755
Tweet Impressions	29,900
Profile Visits	163
Mentions by other users	18

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
July.2019	203	1
TOTAL	8,436	46

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	2150	56
May.2019	2,060	45
June.2019	2,144	29
July.2019	1,860	35
TOTAL	19,399	356

JULY 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	,404,705	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
July.2019	6,596	13,422	5,670
FY 18-19	44,043	94,626	37,341

JULY 2019 Traffic	Users
--------------------------	--------------

Mobile	3,604
Desktop	1,516
Tablet	550
TOTAL	5,670

JULY 2019 - TOP 25 WEB PAGES

Page	Pageviews	Unique Page Views
Home Page	7,404	6,345
Calendar	2,941	2,400
Shopping Centers	244	227
Visitors Guide	231	184
Events	231	180
Explore	223	164
Dining	211	127
Wknd Upd. home button	194	171
Blog_Crape Myrtle Park	180	155
Event Plan. (Landing pg)	155	138
Monthly Events	151	140
Calendar-June	111	94
Tours	111	98
Parks Trail Maps	102	96
Shopping	99	93
History of McKinney	99	86
Calendar	96	78
Ask a Local	89	60
About McKinney	84	71
Accommodations	81	71
Attractions directory	74	67
Weekend Update Sign-up	73	63
Weddings/Receptions	73	42
Specialty Inns page	73	64
Dining/Nightlife	68	59

Top Countries – JULY 2019

Country Breakdown	Users	New Users	Sessions
United States	5,255	5,049	6,596
Canada	280	280	296
South Korea	18	18	18
Brazil	14	14	14
India	14	14	14
Germany	12	12	12
Denmark	7	7	7
Mexico	6	5	7
Philippines	6	5	6
China	5	5	6

Top States

State Breakdown	Users	New Users	Sessions
-----------------	-------	-----------	----------

Texas	4,005	3,807	4,761
California	132	128	144
Oklahoma	115	111	122
Virginia	82	81	83
Illinois	72	68	80
Florida	57	56	63
Tennessee	52	51	57
Louisiana	48	47	52
Georgia	47	44	49
New Jersey	40	40	46

Top Cities

City Breakdown	Users	New Users	Sessions
Dallas	1267	1187	1408
McKinney	1130	1001	1476
Not set	190	185	197
Plano	116	113	132
Frisco	114	110	125
Allen	110	106	124
Austin	85	81	94
Houston	75	70	81
Prosper	63	55	66
Ashburn	58	58	58

VISIT WIDGET - JULY 2019				
	Users	Sessions	Page Views	New Downloads
Widget	179	184	959	
Desktop	28	29	156	
Mobile	28	32	96	
App-iOS	123	123	707	38
App-Android	11	13	83	2
TOTAL	190	197	1042	40

CROWDRIFT GALLERIES - JULY 2019		
Gallery	Interactions	Views
Being Social	21	13
Explore	18	168
Dining	12	162
History (Downtown)	26	114
Events	16	168
Home Gallery	97	1,300

TOTAL	190	1925
--------------	------------	-------------

Advertising- Website & Publication ROI Tracking:

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

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

JULY 2019 FREE MEDIA					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
Bubble Life	Shared Blog/web updates (7 times)	\$0	\$20,000	\$60,000	800,000
Courier Gazette	Ask a Local - Dee-dee column	\$840	\$1,000	\$5,520	105,000
TOTALS		\$840	\$21,000	\$65,520	905,000
FY 18-19 Totals		\$40,387	\$240,515	\$1,015,262	15,026,000

X. LOST BUSINESS: 2

1. TTIA Travel Summit - This RFP was lost due to size and concession provided by CVB. (Over 400 in attendance). Dates: September, with a Friday – Wednesday travel pattern.
2. 3rd Marine Division – lost hotel rooms to Allen, La Quinta. Group is still looking to come to McKinney for a day. They are considering the Collin County Historical Museum for one of their field trips.



19-0689

TITLE: Consider/Discuss MEDC Monthly Organizational Report

SUPPORTING MATERIALS:

[Organizational Report](#)

McKinney Economic Development Corporation

August 2019 Organizational Report

Peter Tokar
MEDC President

MEDC Board of Directors,

The “What is Happening on 121” BISNOW event held at the Delta Hotel and Convention center in Allen was a great event. We showcased our new MEDC trade show booth which was a big hit at the event. Our new logo and image was well received as well. Our efforts with rebranding is starting to be noticed out in the market, which is exactly the result we are looking for. As we continue to improve organization wide, we will continue to see an increased impact McKinney will have in the region and nationwide.

-Peter

President’s Report:

A. Organizational Updates

- **Technology Infrastructure Update:** Michael DePaola will be presenting his strategic plan of action at the August meeting. Please reference his presentation in the backup information. In addition, Mike is working in conjunction with the City of McKinney 5G committee to review the submissions for a City 5G consultant.
- **High Performance Organization Training:** I am attending the LEAD program at the University of Virginia as part of our city wide High Performance Organization initiative at the end of the month. All city executive leadership is completing this course as part of the HPO initiative set in place by City Manager Paul Grimes.
- **Taiwan Trade Mission:** Staff attended Taiwan Business Mission on July 23-25. MEDC has worked with US Commercial Services staff at America Institute in Taiwan (the official US State/Commerce Department agency in Taiwan) to structure the new business attraction prospects in this mission.
- **Marketing Automation Training:** The entire staff completed training on our new marketing automation platform with Centipede Digital. The new platform will host all of our outbound marketing campaigns, email campaigns and lead tracking for the organization.

B. Organizational Activity Report

- RFPs received: 8
- RFPs responded to: 5
- New Pipeline Projects: 2

- New Project Leads: 6
- Planed Site Visits: 2

C. Marketing / Communications

- **Marketing Update:**
 - Marketing Events: 2
- **Industry Specific Social Media Campaigns:** We have developed our targeted social media campaigns. I will be holding a marketing committee meeting to go over the Social Media strategic plan in the first part of September.

D. Business Retention & Expansion

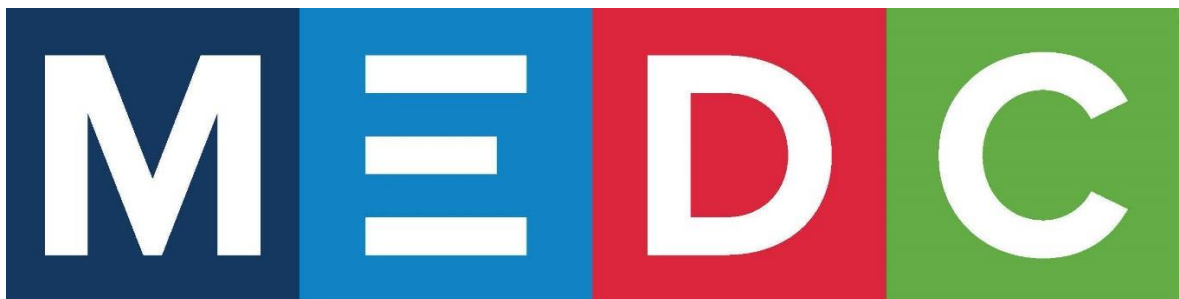
- BRE Visits: 22
- Annual BRE Total: 73
- Businesses Assisted: 17
- **New BRE Program Presentation:** The new BRE program was presented at the July meeting and is currently in implementation.
- **BRE Roundtable:** Hub 121 Development Update – Scheduled for September 5, 2019 at 7:30am at TPC Craig Ranch
- **Taiwan Trade Mission:** While in Taiwan, we visited to existing McKinney corporations, Wistron Global Headquarters and Tong Yang Group Headquarters.
- **Community Partnership:** Our first event was held July 22nd. The Manufacturers/Industrial Roundtable hosted by Emerson was well attended and received great feedback for future events. Next event date to be set in September.

E. MEDC Committee Updates

- **Real Estate Committee:** Next meeting planned for September.
- **Marketing Committee:** Next meeting planned for September.
- **Finance Committee:** Currently, no scheduled meeting.
- **SouthGate Developer Meeting:** Staff met with KDC on the current progress of the SouthGate development on July 18, 2019.

F. Upcoming Events

- **HUB 121 Development Update:** September 5, 2019 at 7:30am at TPC Craig Ranch
- **2019 Legislative Update:** Tuesday, August 27th at Eldorado Country Club 7:30 am – 9:00 am
- **NTCAR Commercial Real Estate Expo (Dallas):** Thursday, September 5th at Gilley's 3:00 pm – 7:00 pm. MEDC is a Platinum Sponsor and will have our booth displayed at the event.
 - **"NTCAR"** North Texas Commercial Association of Realtors



McKinney Economic Development Corporation

Social Media Report

July 1, 2019 – July 31, 2019

Overview:

We have launched our campaign which we are very excited about. It went into effect July 12, 2019.

Make sure to look for an email from us soon. We would love to have you join us with our new campaign.

The Board Members have been completed on the website.

We attended the July Chamber Luncheon where we displayed our new booth for events and showed our new branding and logo to the community. We received a lot of wonderful comments.

Our Social Platforms love seeing the updates on HUB121.

Past Event:

Bisnow in Allen on August 8, 2019.



























































































Upcoming Events:

NTCAR in Dallas on September 5, 2019. We are looking forward to this event.

Facebook

Total Number of Likes – 366

Our top post for the month of July was solve the puzzle video. This was a video revealing our new logo. The MEDC team put together the mystery puzzle I created.

07/30/2019 4:36 PM	 Fastest Growing Mid-Sized Metros. #6 for McKinney.			134		4 14		Boost Post
07/29/2019 11:53 AM	 The work at HUB 121 keeps moving forward. HUB 121 will be a			180		35 21		Boost Post
07/26/2019 3:54 PM	 Japan-owned developer plans McKinney Industrial Park.			153		27 25		Boost Post
07/25/2019 11:48 AM	 McKinney is #6 Fastest Growing Mid-Sized Metros. #GoTexas			124		8 13		Boost Post
07/19/2019 4:47 PM	 Teamwork Makes the Dream Work! #UniqueMEDC #Unlimited			134		18 20		Boost Post
07/18/2019 11:15 AM	 Let us know if Walkability is important to you? #McKinney			88		12 7		Boost Post
07/16/2019 10:26 AM	 Did you get to try the cookies with our new brand look?			103		5 5		Boost Post
07/15/2019 2:06 PM	 Behind the scenes look! Last week we spent some time doing video			89		5 2		Boost Post
07/15/2019 11:07 AM	 I spy 3 McKinney Companies! - Independent Financial -Legacy			127		6 6		Boost Post
07/12/2019 8:56 AM	 Do you like puzzles? We asked some brave participants to solve			316		12 11		Boost Post
07/11/2019 7:30 AM	 Best Large Cities to Start a Business according to a recent			93		6 6		Boost Post
07/10/2019 11:14 AM	 McKinney is in action. #GetStarted #EconDev #Innovation			78		2 6		Boost Post
07/09/2019 4:10 PM	 Have you seen the latest July edition of Community Impact? Our			145		25 14		Boost Post
07/09/2019 11:00 AM	 Together we are UNSTOPPABLE. Stay tuned for more details...			85		9 6		Boost Post
07/07/2019 12:30 PM	 The largest employer in McKinney, Texas. jobs.raytheon.com #Career			301		29 11		Boost Post
07/04/2019 6:15 AM	 Independence Day! The Declaration of Independence of the			96		1 4		Boost Post
07/03/2019 4:15 PM	 Ground work is happening at HUB 121. #LiveWorkPlay #UniqueMEDC			281		17 25		Boost Post
07/01/2019 2:50 PM	 Something exciting is coming! #Somethingiscoming			117		27 20		Boost Post

Twitter

Total number of Followers: 272

Our top Tweet, Follower, Mention are below.

Top Follower followed by 116K people



Daniel Peter

@danieljpeter FOLLOWS YOU

Salesforce Practice Lead, @robotsNpencils |
@salesforce MVP | Bay Area #Salesforce Developer
Group Leader | @Dreamforce | TrailheaDX | #DF19 |
He/His/Him

[View profile](#)

[View followers dashboard](#)

Top media Tweet earned 1,491 impressions

Welcome Michael DePaola to the team at McKinney Economic Development Corporation. Michael is MEDC 5G Technology Specialist.

#UniqueMEDC #Welcome
#NewTeamMember #Unstoppable
#EconDev #5G #Tech #Technology
pic.twitter.com/IDfDG9OHur



1 5

[View Tweet activity](#)

[View all Tweet activity](#)

TWEET HIGHLIGHTS

Top Tweet earned 1,815 impressions

Ground work happening at HUB 121.

#UniqueMEDC #Unique_McKinney
#McKinneyTX #Relocation #HUB121
#EconomicDevelopment #EconDev
#Development #Investment #Broker
#RealEstate #mixedusedevelopment
pic.twitter.com/RMuTLi60ZB



2 6

[View Tweet activity](#)

[View all Tweet activity](#)

Top mention earned 47 engagements



Danny Chavez

@DannyChavezTX · Jul 31

Ready for all these new challenges and opportunities. @McKinneyTxEDC

#executive #dallas #mckinney #suits
#dapperfam #dapper #professionalism
#headshots #texas #ready #lets go
#challenges pic.twitter.com/athiLakSim



1 3

[View Tweet](#)

JUL 2019 SUMMARY

Tweets

22

Profile visits

155

New followers

10

Tweet impressions

15.4K

Mentions

11

Instagram

Total Number of Followers: 216

Top post on Instagram was welcome Michael to the MEDC team.

 **unique_mckinney**
McKinney, Texas

...



#1 PLACE TO LIVE
McKinney is #1 on Money Magazine's "Best Place to Live" list

187,802
POPULATION

496,793
WORKFORCE

\$1161
AVERAGE RENT

THIRTY FOUR
MEDIAN AGE

UNIQUE MCKINNEY

TEXAS WON
WIN THE GOLDEN SHOVEL AWARD FOR BUSINESS CREATION, CAPITAL INVESTMENT & JOB CREATION

327%
POPULATION GROWTH (1999 - 2019)

NO CORPORATE
INCOME TAX

\$327,946
AVERAGE HOME

NO PERSONAL
INCOME TAX

View Insights **Promote**

♥ 💬 📌

Liked by **kathy_blank** and 21 others

unique_mckinney Everyone please welcome Michael DePaola to the team at McKinney Economic Development Corporation... [more](#)

[View all 4 comments](#)


kathy_blank Looking forward to meeting Mike! ♥

unique_mckinney @kathy_blank 😊

July 18

LinkedIn

Total number of LinkedIn Followers: 53



McKinney Economic Development Corporation

57 followers

3w


...

McKinney's Independent Financial Headquarters. @dallasnews

<https://lnkd.in/eeZsVMY>

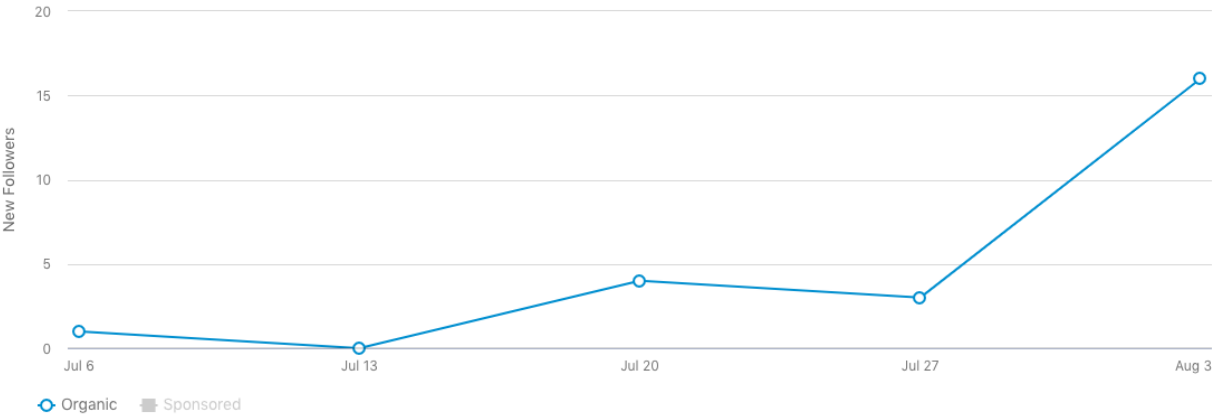
#McKinney #DFW #IndependentFinancial

#Headquarters #Texas #EconDev #Growth



McKinney's Independent Bank opens new Craig Ranch headquarters

dallasnews.com





19-0690

TITLE: Consider/Discuss/Act on June 2019 Financials

SUPPORTING MATERIALS:

[June 2019 Transmittal Letter](#)

[June 2019 Financials](#)

[June 2019 Invoices](#)

June Monthly Financial Report

July 15, 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 June. The following is a brief analysis of each section of the corporation's financials.

June Analysis

MEDC Revenue -

Revenue of the McKinney Economic Development Corporation is 3.1% above the budgeted revenue. Sales tax figures are 5.8% above last year's collections through June. Below is a link to the current year-to-date revenue of the MEDC:

[MEDC Revenues - June](#)

MEDC Expenditures -

Expenditures of the McKinney Economic Development Corporation are 44.81% under budget due to project milestones becoming due later in the year. There were no significant expenditures outside of normal operations in the month of June.

[MEDC Expenditures - June](#)

Sales Tax Analysis -

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

[FY 2019 Monthly Sales Tax Comparison](#)

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

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

Project Details-

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

Checks Issued-

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

[MEDC June Checks Issued](#)

Conclusion-

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

Sincerely,

Mark Holloway

Chief Financial Officer

City of McKinney

McKinney Economic Development Corporation
Balance Sheet
June 2019

	MEDC Operations	Interest and Sinking	Reserve Fund	Long-Term Debt	General Fixed Assets	Total
Assets						
Cash and Cash Equivalents	\$ 21,302	\$ 464,181	\$ 71,172	\$ -	\$ -	\$ 556,655
Investment Pools	10,632,408	2,707,492	1,525,363	-	-	14,865,263
Accounts Receivable/Other Taxes & Franchise Fees	2,303,095	-	-	-	-	2,303,095
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	\$ 12,969,855	\$ 3,171,673	\$ 1,596,535	\$ 212,763	\$ 67,010,737	\$ 84,961,563
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	\$ 12,969,855	\$ 3,171,673	\$ 1,596,535	\$ 31,348,581	\$ 67,010,737	\$ 116,097,381
Liabilities						
Vouchers Payable	\$ 56,674	\$ -	\$ -	\$ -	\$ -	\$ 56,674
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	\$ 56,674	\$ -	\$ -	\$ 31,348,581	\$ -	\$ 31,405,255
Fund Balances/Equity						
Reserve for Encumbrances	\$ 176,774	\$ -	\$ -	\$ -	\$ -	\$ 176,774
Reserve for Prepaids	44,174	-	-	-	-	44,174
Unreserved Fund Balance	12,692,232	3,171,673	1,596,535	-	-	17,460,441
Investment in Capital Assets	-	-	-	-	67,010,737	67,010,737
Total Fund Balances/Equity	\$ 12,913,181	\$ 3,171,673	\$ 1,596,535	\$ -	\$ 67,010,737	\$ 84,692,126
Total Liabilities and Fund Balances	\$ 12,969,855	\$ 3,171,673	\$ 1,596,535	\$ 31,348,581	\$ 67,010,737	\$ 116,097,381

McKinney Economic Development Corporation
Summary Operating Statement
June 2019 (75% 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	\$ 1,174,600	\$ 10,406,622	\$ 3,849,349	73.0%	\$ 1,187,998	\$ (13,397)	\$ 10,691,978	\$ (285,356)
Interest Income	120,000	18,945	272,076	(152,076)	226.7%	10,000	8,945	90,000	182,076
Sale of Land	-	-	434,295	(434,295)	100.0%	-	-	-	434,295
Total Revenues	\$ 14,375,971	\$ 1,193,545	\$ 11,112,993	\$ 3,262,978	77.3%	\$ 1,197,998	\$ (4,452)	\$ 10,781,978	\$ 331,015
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	\$ 89,830	\$ 819,893	\$ 673,269	54.9%	\$ 124,430	\$ 34,600	\$ 1,119,872	\$ 299,978
Supplies	101,000	4,351	51,736	49,264	51.2%	8,417	4,066	75,750	24,014
Maintenance	11,000	-	649	10,351	5.9%	917	917	8,250	7,601
Services/Sundry	1,047,410	81,411	791,557	255,853	75.6%	87,284	5,873	785,558	(6,000)
Total MEDC Operational Exp.	\$ 2,652,572	\$ 175,592	\$ 1,663,836	\$ 988,736	62.7%	\$ 221,048	\$ 45,456	\$ 1,989,429	\$ 325,593
Projects									
Committed Projects	\$ 11,663,580	\$ 13,418	\$ 2,552,117	\$ 9,111,463	21.9%	\$ 971,965	\$ 958,547	\$ 8,747,685	\$ 6,195,568
Other Project Expenses	110,000	-	134	109,866	0.1%	9,167	9,167	82,500	82,366
Total Project Expenses	\$ 11,773,580	\$ 13,418	\$ 2,552,251	\$ 9,221,329	21.7%	\$ 981,132	\$ 967,714	\$ 8,830,185	\$ 6,277,934
Non-Departmental									
Other - Adm Fee	\$ 450,000	\$ 37,500	\$ 337,500	\$ 112,500	75.0%	\$ 37,500	\$ -	\$ 337,500	\$ -
Insurance & Risk Fund	10,211	851	7,658	2,553	75.0%	851	-	7,658	-
MEDC I & S Fund	4,761,145	396,762	3,570,859	1,190,286	75.0%	396,762	-	3,570,859	-
Total Non-Departmental Expenses	\$ 5,221,356	\$ 435,113	\$ 3,916,017	\$ 1,305,339	75.0%	\$ 435,113	\$ -	\$ 3,916,017	\$ -
Total Expenses	\$ 19,647,508	\$ 624,123	\$ 8,132,104	\$ 11,515,404	41.4%	\$ 1,637,292	\$ 1,013,169	\$ 14,735,631	\$ 6,603,527
Net	\$ (5,271,537)	\$ 569,422	\$ 2,980,889			\$ (439,295)	\$ 1,008,717	\$ (3,953,653)	\$ 6,934,542
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

June 2019

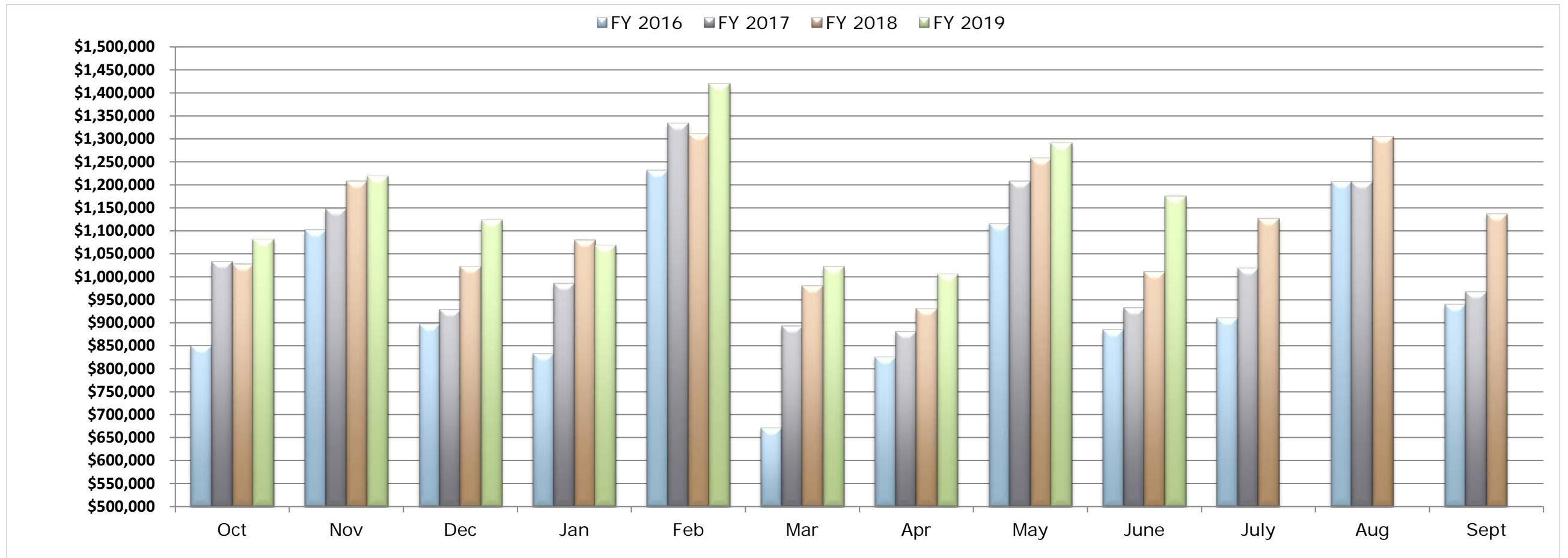
All active MEDC projects are listed below, with the future cash flows based on a conservative estimate of the timing of incentive payments.

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	\$ -	\$ -			
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	40,542	14,569	14,569			
BlockIt	E19001	34,965	30,736	4,229	4,229			
Toyoshima Greentech	E19002	50,000	-	50,000	50,000			
McKinney Industrial Center	E19003	165,793	-	165,793	-	165,793		
Intelledox	E19004	20,547	20,049	497	497			
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	-	84,000	49,000	
EnginSoft	E19010	8,190	-	8,190	8,190			
Herald Entertainment	E19011	50,000	12,498	37,502	37,502			
SRS	E19012	1,479,000	-	1,479,000		1,290,000	189,000	
McKinney National Business Park	E19013	244,143	-	244,143	244,143			
KVP	E19014	261,500	-	261,500	-	-	261,500	
Vintage	E19015	762,300	-	762,300	-	-	762,300	
Totals		\$ 23,140,210	\$ 6,473,513	\$ 16,576,697	\$ 8,598,104	\$ 6,305,793	\$ 1,261,800	\$ 411,000

Unaudited

McKinney Economic Development Corporation
Sales Tax Revenue
June 2019 (75% of FY Complete)

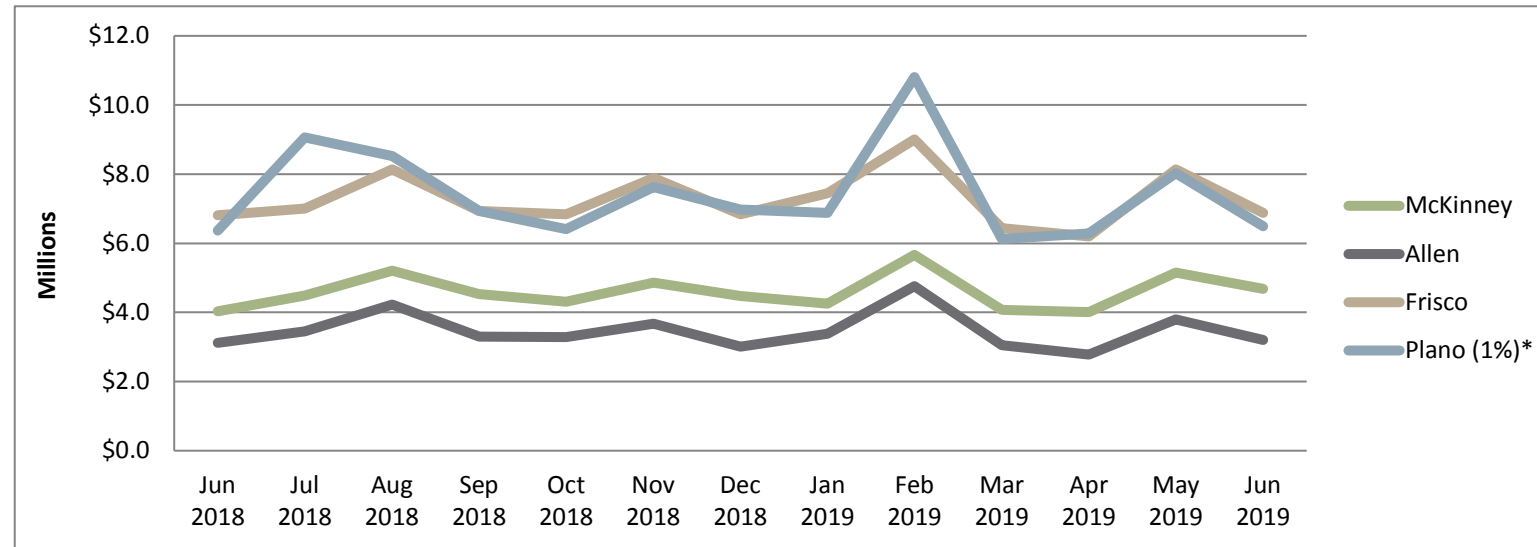
Month Received	FY 2014 Received	FY 2015 Received	FY 2016 Received	FY 2017 Received	FY 2018 Received	FY 2019 Received	Difference to FY 2018	Variance to FY 2018	% of Budget
October	\$780,694	\$809,613	\$851,178	\$1,032,847	\$1,026,985	\$ 1,081,713	\$ 54,728	5.3%	7.6%
November	938,090	982,351	1,101,106	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	1,174,600	162,842	16.1%	8.2%
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	\$ 10,406,621	\$ 574,599	5.8%	73.0%



TOTAL SALES TAX COLLECTED

Sister City Comparison

Jun-19	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	\$650,461	\$79,615	\$73,259	\$121,255
Var to LY	16.1%	2.6%	1.1%	1.9%
Year To Date	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	\$2,288,492	\$2,348,567	\$1,522,827	\$697,067
Var to LY	5.8%	8.2%	2.4%	1.1%



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
Jun 2018	4,031,313	3,119,123	6,808,910	6,364,601
FY 2018 Total	\$39,190,125	\$28,603,716	\$64,153,641	\$64,932,664

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
Jun 2019	4,681,773	3,198,738	6,882,169	6,485,856
FY 2019 Total	\$41,478,618	\$30,952,283	\$65,676,467	\$65,629,731

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

McKINNEY ECONOMIC DEVELOPMENT CORPORATION
INVOICES PROCESSED - June 2019

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6/28/2019	BOYD OPERATING COMPANY LLC	\$ 117.00	COMPUTER HDWR EQUIP MICRO			
6/28/2019	BOYD OPERATING COMPANY LLC	\$ 23.06	ELECTRICAL EQUIP & SUPPLY			
6/28/2019	BOYD OPERATING COMPANY LLC	\$ 168.01	DATA PROC SERV & SOFTWARE			
6/28/2019	CANON FINANCIAL SERVICES INC	\$ 100.26	RENTAL/LEASE EQUIPMENT			
6/28/2019	COLEMAN, BRUCE	\$ 393.95	MAY MILEAGE 2019			
6/28/2019	FOLIAGE DESIGN SYSTEM DFW	\$ 150.00	BUILDING MAINT/REPAIR SRV			
6/28/2019	HERALD ENTERTAINMENT, INC.	\$ 4,166.00	JUNE RENT REIMBURSEMENT		E19011	Harold Entertainment
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 46.10	D J*WALL-ST-JOURNAL	MONTHLY SUBSCRIPTION		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 221.00	ADVANTAGE STORAGE CRAI	MONTHLY		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 53.00	LOCAL YOCAL	LUNCH : J VALENCIA		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 89.00	CADILLAC PIZZA PUB	LUNCH: J VALENCIA		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 19.96	DALLAS MORNING NEWS PA	MONTHLY		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 54.93	YAMA IZAKAYA & SUS	LUNCH: J VALENCIA		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 34.50	RYE	LUNCH: BETH BECK		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 343.88	MARKET STREET	MILLHOUSE FOUNDATION		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 45.00	MCKINNEY CHAMBER OF CO	10 HOLE CHAMBER GOLF		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 67.54	SHIAWASE	LUNCH: PETER TOKAR		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 12.12	THE FRISCO DINER	BREAKFAST: PETER TOKAR		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 335.88	BEST BUY 00017806	WIRELESS KEYBOARD AND		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 119.05	LOCAL YOCAL	LUNCH: PETER TOKAR,		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 701.18	HOLIDAY INN COUNTRY CL	5/20-5/24 P TOKAR		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 144.00	DFW AIRPORT PARKING	5/24 P TOKAR PARKING		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 46.12	UBER TECHNOLOGIES INC	5/24 P TOKAR		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 6.91	UBER TECHNOLOGIES INC	5/24 P TOKAR		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 13.34	UBER TECHNOLOGIES INC	5/22 P TOKAR		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 98.48	BRISTOL #162	DINNER: PETER TOKAR		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 12.00	UBER TECHNOLOGIES INC	5/22 P TOKAR		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 8.09	UBER TECHNOLOGIES INC	5/22 P TOKAR		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 142.30	STOCK HILL	DINNER: P. TOKAR		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 12.00	UBER TECHNOLOGIES INC	5/21 P TOKAR		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 49.12	UBER TECHNOLOGIES INC	5/19 P TOKAR		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 182.78	ISTORE AIRPORT MSP 3	WIRELESS HEADSET		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 41.43	SHAWARMA BAR	DINNER: P. TOKAR		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 623.39	LINKEDIN	PREMIUM BUSINESS		

McKINNEY ECONOMIC DEVELOPMENT CORPORATION
INVOICES PROCESSED - June 2019

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Date	Vendor Name	Amount	Description 1	Description 2	Proj. #	Proj. Description
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 3,880.80	SALESFORCE.COM SERVICE	P TOKAR 1/1/19/12/31/19		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 54.00	COD AVIATION PK GAR	5/10 P TOKAR		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 102.07	DOUBLETREE STE BOSTON	TRAVEL INCIDENTALS THAT		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 44.86	UBER TECHNOLOGIES INC	5/10 P TOKAR		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 15.99	SPOONS CAFE	BREAKFAST MEETING WITH		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 99.00	BISNOW	6/5 B COLEMAN		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 6.85	RUSTY TACO	BREAKFAST B COLEMAN		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 89.00	BISNOW	8/15 B COLEMAN		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 29.42	SALTGRASS MCKINNEY	LUNCH: B COLEMAN		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 15.00	DALLAS REGIONAL CHAMBE	6/13 B COLEMAN		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 120.00	CORENET GLOBAL INC	6/13 B COLEMAN		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 28.21	STARWOOD CAFE - MCKINN	BREAKFAST B COLEMAN		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 42.47	SALTGRASS MCKINNEY	LUNCH B COLEMAN		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 35.00	URBAN LAND INSTITUTE	5/21 B COLEMAN		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 16.72	D MAGAZINE	D MAGAZINE MAY ISSUE		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 24.38	MAPLE LEAF DINER	LUNCH B COLEMAN		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 70.22	LAYERED	BREAKFAST B COLEMAN		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 126.00	RICK'S CHOP HOUSE	LUNCH B COLEMAN		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 486.49	MASON BEACH INN -	5/5-5/7 B COLEMAN		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 54.19	THE PARKING SPOT207RC	5/9-5/9 B COLEMAN		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 30.00	UNITED 01623706877494	5/5-5/9 B COLEMAN		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 85.00	TEXAS ECONOMIC DEVELOP	6/12 D CHAVEZ		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 732.88	EXPEDIA*1129008203621	6/3-6/5 D CHAVEZ		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 841.96	SOUTHWES 005260619838482	6/3-6/5 D CHAVEZ		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 28.31	COOKIES MEXICAN FOOD	MEDC TEAM		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 169.23	TWC*TIME WARNER CABLE	MONTHLY		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 59.86	SAMS INTERNET	SNACK FOOD FOR THE		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 119.64	SAMS INTERNET	SNACKS FOR THE		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 89.33	READYREFRESH BY NESTLE	MONTHLY		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 85.00	TEXAS ECONOMIC DEVELOP	6/12 P TOKAR		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 170.00	TEXAS ECONOMIC DEVELOP	6/12 LOUGHMILLER AND		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ (718.00)	HOTEL BOOKING@CANCELON	6/3-6/5 D CHAVEZ		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 718.00	HOTEL BOOKING@CANCELON	6/3-6/5 D CHAVEZ		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 750.00	DALLAS REGIONAL CHAMBE	6/3-6/5 D CHAVEZ		

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6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 22.71	SHIPLEY DONUTS	MEDC STAFF		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 89.01	STAPLS0167290992000001	COPY PAPER, AVERY		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 22.00	HOBSON SIGN	MAGNETIC NAME PLATE		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 26.75	SONNY DONUTS	MEDC		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 99.53	AMAZON MKTPLACE PMTS	BINDER CLIPS, 3 LEATHER		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 29.20	KROGER #0567	SNACKS FOR		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 29.10	STAPLS0167290992000001	SIGN HERE		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 102.18	STAPLS0167290992000001	PHONE MESSAGE PAD, PAPER		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 42.42	AMAZON MKTPLACE PMTS	P TOKAR MEETING		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 24.89	SHIPLEY DONUTS	MEDC		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 174.00	EXIT PLAN TX	THE CHAMBER GOLF CLASSIC		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 50.00	THE YARD	CHAMBER GOLF CLASSIC		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 100.00	QWIKWASH AMERICA M	CHAMBER GOLF CLASSIC		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 32.00	TIFF S TREATS	MEDC		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 41.68	WM SUPERCENTER	2 SURGE PROTECTORS,		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 134.47	THE GRAND HOTEL	LINDA MILLER WITH		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 194.85	NBF*NATL BIZ FURNITURE	MODEST PANEL FOR		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 170.90	STAPLS0167290992000001	TAPE, HIGHLIGHTERS, POST		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 35.00	MCKINNEY CHAMBER OF CO	MCKINNEY 2040 MASTER PLAN		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 72.00	RICK'S CHOP HOUSE	LUNCH: ABBY		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 23.60	HARVEST	LUNCH: ABBY LIU		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 32.00	HARVEST	LUNCH: ABBY LIU		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 4,524.93	AMERICAN 00170441991241	ALIU 7/20-7/28		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 25.50	CVS PHARMACY #5799 Q03	CHAMBER GOLF EVENT		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 21.00	SAVOR PATISSERIE	HOSPITALITY GIFT		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 99.00	BISNOW	6/5/19 M CLARK		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 472.91	GO RENTALS TKI	PROJECT PYREX. SITE		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 25.27	7-ELEVEN 37296	GAS FOR RENTAL		
6/28/2019	JPMORGAN CHASE BANK (PCARD)	\$ 229.65	CDW GOVT #HBW3110	CABLES/STYLUS PEN-SURFACE		
6/28/2019	COSTAR REALTY INFORMATION INC	\$ 4,302.79	6/1/19-8/31/19			
6/28/2019	TAX ASSESSOR COLLECTOR COLLIN CNT	\$ 43.91	R1070200A001R1	TAXES STACY ROAD		
6/28/2019	TAX ASSESSOR COLLECTOR COLLIN CNT	\$ (43.91)	R1070200A001R1	TAXES STACY ROAD		
6/28/2019	TAX ASSESSOR COLLECTOR COLLIN CNT	\$ 43.91	R1070200A001R1	TAXES STACY ROAD		
6/21/2019	CANON FINANCIAL SERVICES INC	\$ 12.70	RENTAL/LEASE EQUIPMENT			

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6/21/2019	CENTIPEDE DIGITAL	\$ 17,562.50	COMMUNICATIONS/MEDIA SERV			
6/21/2019	CHAVEZ, DANIEL	\$ 398.29	MAY MILEAGE 4/8-6/6			
6/21/2019	CHAVEZ, DANIEL	\$ 50.59	LUNCH 6/14/19			
6/21/2019	GOMEZ FLOOR COVERING INC	\$ 1,076.50	FLOOR COVERING, INSTALLED			
6/21/2019	SHI GOVERNMENT SOLUTIONS INC	\$ 984.00	DATA PROC SERV &SOFTWARE			
6/21/2019	STATE COMPTROLLER OF PUBLIC ACCO	\$ (4,156.92)	MAY 2019 SALES TAX			
6/21/2019	D MAGAZINE	\$ 1,527.00	COMMUNICATIONS/MEDIA SERV			
6/21/2019	PETTY CASH-MEDC	\$ 4.52	B.COLEMAN COFFEE 6/7/19			
6/21/2019	PETTY CASH-MEDC	\$ 12.43	SERVE MCKINNEY 6/6/19			
6/21/2019	PETTY CASH-MEDC	\$ 10.96	FUEL 5/9/19			
6/21/2019	PETTY CASH-MEDC	\$ 45.26	B COLEMAN UBER 5/5-5/8			
6/21/2019	PETTY CASH-MEDC	\$ 4.10	CARD FOR ADMIN DAY			
6/21/2019	PETTY CASH-MEDC	\$ 15.99	BREAKFAST 2/27/19			
6/21/2019	PETTY CASH-MEDC	\$ 37.88	A LIU LUNCH 2/26/19			
6/21/2019	PETTY CASH-MEDC	\$ 25.59	J VALENCIA UBER 2/28/19			
6/21/2019	PITNEY BOWES	\$ 106.62	OFFICE MACHINES & ACCESS			
6/21/2019	TIME WARNER CABLE	\$ 334.81	8260 13 100 0001447	SVC 6/7-7/6		
6/14/2019	BROWN & HOFMEISTER LLP	\$ 2,120.00	MISC PROFESSIONAL SERVICE			
6/14/2019	BROWN & HOFMEISTER LLP	\$ 80.00	MISC PROFESSIONAL SERVICE			
6/14/2019	BROWN & HOFMEISTER LLP	\$ 1,880.00	MISC PROFESSIONAL SERVICE			
6/14/2019	BROWN & HOFMEISTER LLP	\$ 1,255.00	MISC PROFESSIONAL SERVICE			
6/14/2019	BROWN & HOFMEISTER LLP	\$ 140.00	MISC PROFESSIONAL SERVICE			
6/14/2019	BROWN & HOFMEISTER LLP	\$ 120.00	MISC PROFESSIONAL SERVICE			
6/14/2019	BROWN & HOFMEISTER LLP	\$ 320.00	MISC PROFESSIONAL SERVICE			
6/14/2019	BROWN & HOFMEISTER LLP	\$ 80.00	MISC PROFESSIONAL SERVICE			
6/14/2019	BROWN & HOFMEISTER LLP	\$ 40.00	MISC PROFESSIONAL SERVICE			
6/14/2019	BROWN & HOFMEISTER LLP	\$ 1,900.00	MISC PROFESSIONAL SERVICE			
6/14/2019	BROWN & HOFMEISTER LLP	\$ 40.00	MISC PROFESSIONAL SERVICE			
6/14/2019	BROWN & HOFMEISTER LLP	\$ 580.00	MISC PROFESSIONAL SERVICE			
6/14/2019	BROWN & HOFMEISTER LLP	\$ 100.00	MISC PROFESSIONAL SERVICE			
6/14/2019	BROWN & HOFMEISTER LLP	\$ 900.00	MISC PROFESSIONAL SERVICE			
6/14/2019	BROWN & HOFMEISTER LLP	\$ 430.00	MISC PROFESSIONAL SERVICE			
6/14/2019	BROWN & HOFMEISTER LLP	\$ 100.00	MISC PROFESSIONAL SERVICE			
6/14/2019	CHAVEZ, DANIEL	\$ 131.95	CHICAGO, IL 6/3-6/5/19	DFW MARKETING TRIP		

McKINNEY ECONOMIC DEVELOPMENT CORPORATION
INVOICES PROCESSED - June 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"

<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>
6/14/2019	STANDARD COFFEE SERVICE CO	\$ 103.78	FOODS: STAPLE GROCERY			
6/7/2019	BLOCKIT INC	\$ 2,913.75	MISC PROFESSIONAL SERVICE		E19001	BLOCKIT
6/7/2019	CANON FINANCIAL SERVICES INC	\$ 71.61	4/1/19-4/30/19			
6/7/2019	CHAVEZ, DANIEL	\$ 190.00	CHICAGO, IL 6/3-6/5	DFW MARKETING TRIP		
6/7/2019	COLEMAN, BRUCE	\$ 400.00	MAY MILEAGE			
6/7/2019	INTELLEDOX, INC	\$ 1,712.21	JUNE RENT REIMB.		E19004	Intelledox
6/7/2019	LAKE FOREST MCKINNEY INVESTORS LT	\$ 7,441.88	JUNE 2019 RENT			
6/7/2019	LAKE FOREST MCKINNEY INVESTORS LT	\$ 476.52	APRIL 2019 ELECTRIC			
6/7/2019	LIU, WEI	\$ 94.89	MAY MILEAGE			
6/7/2019	LIU, WEI	\$ 342.00	WASHINGTON, DC 6/9-6/13	SELECT USA		
6/7/2019	VALENCIA, JOHN	\$ 167.04	MAY MILEAGE			
6/7/2019	VOLUNTEER MOBILIZATION, LLC	\$ 2,913.75	JUNE RENT REIMB.		E18002	VOLUNTEER MOBILIZATION
6/7/2019	4-D PROPERTY MAINTENANCE	\$ 1,404.00	ROADSIDE,GRNDS,REC, PARK			
	Total	\$ 74,937.71				



19-0691

TITLE: Consider/Discuss/Act on July 2019 Financials

SUPPORTING MATERIALS:

[July 2019 Transmittal Letter](#)

[July 2019 Financials](#)

[July 2019 Invoices](#)

July Monthly Financial Report

August 12, 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 July. The following is a brief analysis of each section of the corporation's financials.

July Analysis

MEDC Revenue -

Revenue of the McKinney Economic Development Corporation is 1.73% below the budgeted revenue excluding the sale of land. Sales tax figures are 5.3% above last year's collections through July. Below is a link to the current year-to-date revenue of the MEDC:

[MEDC Revenues - July](#)

MEDC Expenditures -

Expenditures of the McKinney Economic Development Corporation are 45.74% under budget due to project milestones becoming due later in the year. There were no significant expenditures outside of normal operations in the month of July.

[MEDC Expenditures - July](#)

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: July](#)

[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 July:

[MEDC July 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
July 2019

	MEDC Operations	Interest and Sinking	Reserve Fund	Long-Term Debt	General Fixed Assets	Total
Assets						
Cash and Cash Equivalents	\$ 33,007	\$ 60,962	\$ 74,339	\$ -	\$ -	\$ 168,307
Investment Pools	12,646,125	3,513,245	1,525,348	-	-	17,684,718
Accounts Receivable/Other Taxes & Franchise Fees	2,311,086	-	-	-	-	2,311,086
Deposits/Security Deposits	5,528	-	-	-	-	5,528
Deferred Charges/Prepaid Items	16,832	-	-	-	-	16,832
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	\$ 15,012,578	\$ 3,574,207	\$ 1,599,686	\$ 212,763	\$ 67,010,737	\$ 87,409,971
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	\$ 15,012,578	\$ 3,574,207	\$ 1,599,686	\$ 31,348,581	\$ 67,010,737	\$ 118,545,789
Liabilities						
Vouchers Payable	\$ 134,293	\$ -	\$ -	\$ -	\$ -	\$ 134,293
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	\$ 134,293	\$ -	\$ -	\$ 31,348,581	\$ -	\$ 31,482,873
Fund Balances/Equity						
Reserve for Encumbrances	\$ 187,028	\$ -	\$ -	\$ -	\$ -	\$ 187,028
Reserve for Prepaids	44,174	-	-	-	-	44,174
Unreserved Fund Balance	14,647,083	3,574,207	1,599,686	-	-	19,820,977
Investment in Capital Assets	-	-	-	-	67,010,737	67,010,737
Total Fund Balances/Equity	\$ 14,878,285	\$ 3,574,207	\$ 1,599,686	\$ -	\$ 67,010,737	\$ 87,062,916
Total Liabilities and Fund Balances	\$ 15,012,578	\$ 3,574,207	\$ 1,599,686	\$ 31,348,581	\$ 67,010,737	\$ 118,545,789

McKinney Economic Development Corporation
Summary Operating Statement
July 2019 (83% 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	\$ 1,072,098	\$ 11,478,720	\$ 2,777,251	80.5%	\$ 1,187,998	\$ (115,900)	\$ 11,879,976	\$ (401,256)
Interest Income	120,000	21,718	293,795	(173,795)	244.8%	10,000	11,718	100,000	193,795
Sale of Land	-	1,623,873	2,058,168	(2,058,168)	100.0%	-	1,623,873	-	2,058,168
Total Revenues	\$ 14,375,971	\$ 2,717,690	\$ 13,830,682	\$ 545,289	96.2%	\$ 1,197,998	\$ 1,519,692	\$ 11,979,976	\$ 1,850,707
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	\$ 150,114	\$ 970,007	\$ 523,155	65.0%	\$ 124,430	\$ (25,684)	\$ 1,244,302	\$ 274,295
Supplies	101,000	2,910	54,646	46,354	54.1%	8,417	5,507	84,167	29,521
Maintenance	11,000	-	649	10,351	5.9%	917	917	9,167	8,517
Services/Sundry	1,047,410	57,375	848,932	198,478	81.1%	87,284	29,909	872,842	23,909
Total MEDC Operational Exp.	\$ 2,652,572	\$ 210,399	\$ 1,874,234	\$ 778,338	70.7%	\$ 221,048	\$ 10,649	\$ 2,210,477	\$ 336,243
Projects									
Committed Projects	\$ 11,663,580	\$ 107,074	\$ 2,659,191	\$ 9,004,389	22.8%	\$ 971,965	\$ 864,892	\$ 9,719,650	\$ 7,060,459
Other Project Expenses	110,000	-	134	109,866	0.1%	9,167	9,167	91,667	91,533
Total Project Expenses	\$ 11,773,580	\$ 107,074	\$ 2,659,325	\$ 9,114,255	22.6%	\$ 981,132	\$ 874,058	\$ 9,811,317	\$ 7,151,992
Non-Departmental									
Other - Adm Fee	\$ 450,000	\$ 37,500	\$ 375,000	\$ 75,000	83.3%	\$ 37,500	\$ -	\$ 375,000	\$ -
Insurance & Risk Fund	10,211	851	8,509	1,702	83.3%	851	-	8,509	-
MEDC I & S Fund	4,761,145	396,762	3,967,621	793,524	83.3%	396,762	-	3,967,621	-
Total Non-Departmental Expenses	\$ 5,221,356	\$ 435,113	\$ 4,351,130	\$ 870,226	83.3%	\$ 435,113	\$ -	\$ 4,351,130	\$ -
Total Expenses	\$ 19,647,508	\$ 752,585	\$ 8,884,689	\$ 10,762,819	45.2%	\$ 1,637,292	\$ 884,707	\$ 16,372,923	\$ 7,488,234
Net	\$ (5,271,537)	\$ 1,965,105	\$ 4,945,994			\$ (439,295)	\$ 2,404,399	\$ (4,392,948)	\$ 9,338,941
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

July 2019

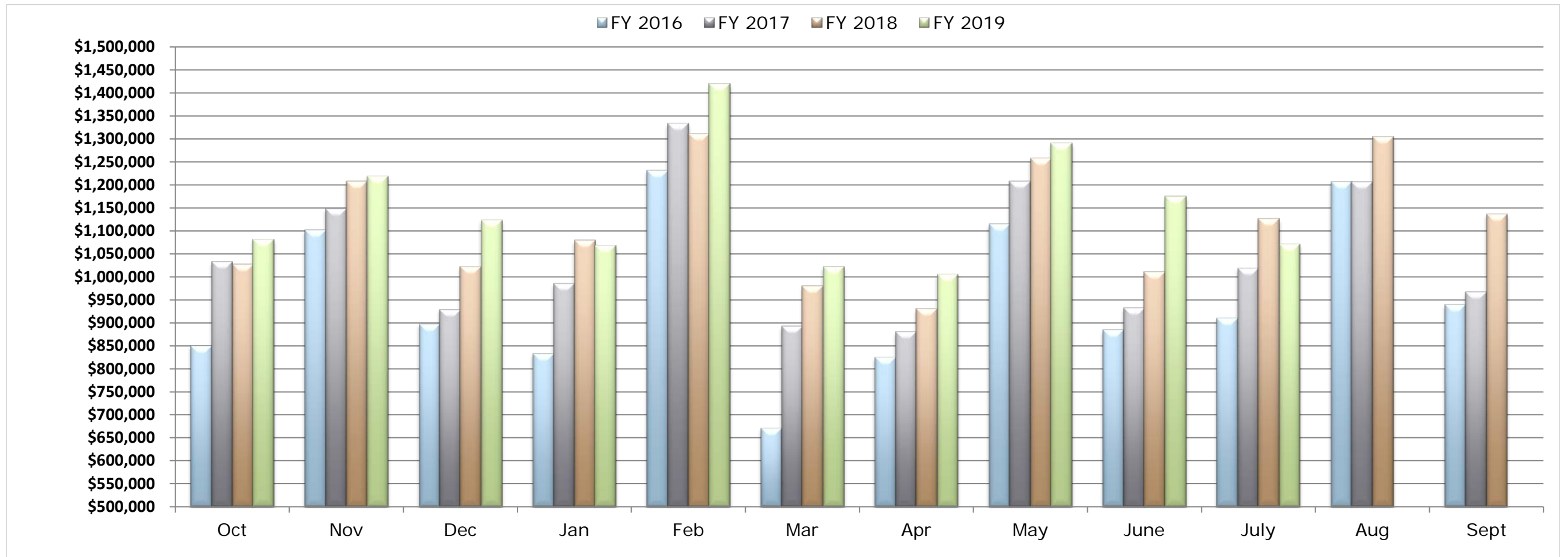
All active MEDC projects are listed below, with the future cash flows based on a conservative estimate of the timing of incentive payments.

Projects	Project Number	Approved Project Amount	Project Expenses to date	Remaining Commitments	FY19	FY20	FY21	FY22 and Thereafter
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	40,000	-	-			
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	1,613,080	901,320	901,320			
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	43,456	11,655	11,655			
BlockIt	E19001	34,965	33,650	1,315	1,315			
Toyoshima Greentech	E19002	50,000	-	50,000	50,000			
McKinney Industrial Center	E19003	165,793	-	165,793	-	165,793		
Intelledox	E19004	20,547	20,049	497	497			
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	-	84,000	49,000	
EnginSoft	E19010	8,190	-	8,190	8,190			
Herald Entertainment	E19011	50,000	16,664	33,336	33,336			
SRS	E19012	1,479,000	-	1,479,000		1,290,000	189,000	
McKinney National Business Park	E19013	244,143	-	244,143	244,143			
KVP	E19014	261,500	-	261,500	-	-	261,500	
Vintage	E19015	762,300	-	762,300	-	-	762,300	
Yankon Lighting	E19016	34,000	-	34,000	-	34,000		
Tupps Brewery 2	E19017	65,200	-	65,200	65,200	-		
Totals		\$ 22,539,410	\$ 5,880,586	\$ 16,568,823	\$ 8,556,230	\$ 6,339,793	\$ 1,261,800	\$ 411,000

Unaudited

McKinney Economic Development Corporation
Sales Tax Revenue
July 2019 (83% 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	1,174,600	162,842	16.1%	8.2%
July	787,000	840,355	910,886	1,019,409	1,125,759	1,072,098	(53,661)	-4.8%	7.5%
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	\$ 11,478,719	\$ 520,938	4.8%	80.5%

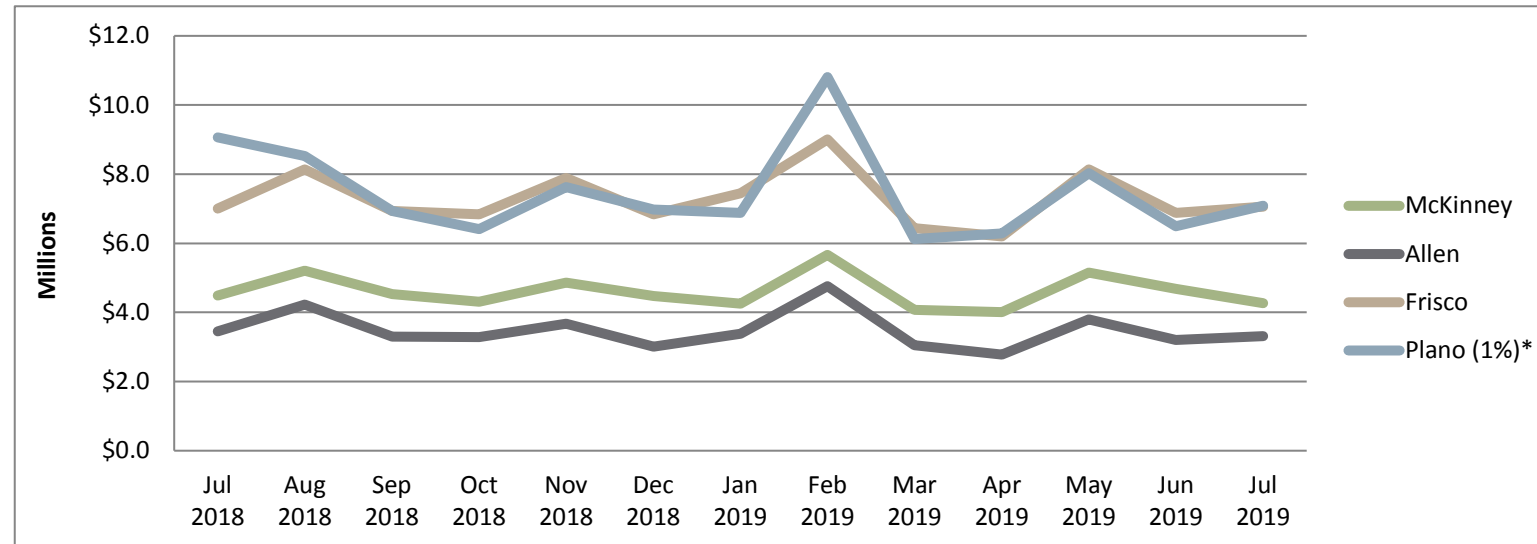


TOTAL SALES TAX COLLECTED

Sister City Comparison

Jul-19	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	-\$215,584	-\$140,639	\$48,681	-\$1,969,360
Var to LY	-4.8%	-4.1%	0.7%	-21.7%

Year To Date	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	\$2,072,909	\$2,207,928	\$1,571,507	-\$1,272,293
Var to LY	4.7%	6.9%	2.2%	-1.7%



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
Jun 2018	4,031,313	3,119,123	6,808,910	6,364,601
Jul 2018	4,487,248	3,448,476	7,009,090	9,057,538
FY 2018 Total	\$43,677,373	\$32,052,192	\$71,162,731	\$73,990,202

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
Jun 2019	4,681,773	3,198,738	6,882,169	6,485,856
Jul 2019	4,271,664	3,307,837	7,057,771	7,088,178
FY 2019 Total	\$45,750,282	\$34,260,119	\$72,734,238	\$72,717,909

* 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 - July 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
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$35.05	STARWOOD CAFE - ADRIAT	LUNCH: J VALENCIA		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$221.00	ADVANTAGE STORAGE CRAI	MONTHLY STORAGE		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$46.10	D J*WALL-ST-JOURNAL	MONTHLY		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$30.96	MESA'S MEXICAN GRILL	LUNCH: J VALENCIA		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$10.80	ROSAS CAFE & TORTILLA	LUNCH: J VALENCIA		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$19.96	DALLAS MORNING NEWS PA	MONTHLY		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$29.00	RYE	LUNCH: J VALENCIA		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$68.46	CADILLAC PIZZA PUB	LUNCH: J VALENCIA		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$24.59	SAN MIGUEL GRILL	LUNCH: J VALENCIA		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$32.87	HARRY'S AT THE HARBOR	LUNCH: J VALENCIA		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$31.56	LAYERED	LUNCH :J VALENCIA		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$26.46	SPOONS CAFE	LUNCH: J.VALENCIA		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$7,050.00	MOD DISPLAYS	MARKETING BOOTH		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$56.96	SHIAWASE	LUNCH: P TOKAR AND		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$586.80	FIRA BCN ACREDITAC. FI	P TOKAR 11/18-11/23		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$48.60	YOGURT WASTED!	LUNCH: P TOKAR D CHAVEZ		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$39.76	LAYERED	BREAKFAST: P TOKAR		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$29.90	17-Nov	LUNCH: P TOKAR		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$24.00	SQUARE BURGER	LUNCH: B COLEMAN AND		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$28.98	SALTGRASS MCKINNEY	LUNCH: B COLMEN MARK AND		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$19.18	TST* PARADISE BAKERY -	LUNCH: B COLEMAN AND		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$20.00	NTCAR	B COLEMAN 6/19/19 NTCAR		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$115.00	RICK'S CHOP HOUSE	LUNCH: B COLEMAN, M CLARK		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$4.25	LAYERED	BREAKFAST: B COLEMAN		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$50.00	NORTH TEXAS CCIM	B COLEMAN6/20/19		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$50.00	URBAN LAND INSTITUTE	B COLEMAN 6/13/19		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$1,002.40	AGAVE PLUMBING	AGAVE PLUMBING:		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$239.94	UNDER ARMOUR ALLEN	SHIRTS PURCHASED TO BE		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$315.00	THE FLYING PIG BAKERY	COOKIES FOR THE NEW		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$597.52	CRAIG RANCH FITNESS &	JULY DUES		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$142.64	CENTIPEDE DIGITAL LLC	P TOKAR BUSINESS CARD		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$112.97	SAMS INTERNET	SNACKS FOR THE		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$99.00	ASAP PACE	D SMITHEE WEBINAR		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$638.51	CENTIPEDE DIGITAL LLC	NEW BUSINESS CARDS FOR		

McKINNEY ECONOMIC DEVELOPMENT CORPORATION
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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
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$292.28	FAST SIGNS	3 RETRACTABLE BANNER SIGN		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$191.73	CRAIG RANCH FITNESS &	JUNE PAYMENT FOR		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$12.95	LOWES #02878*	ALLEN WRENCHES		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$56.44	STAPLES 00118653	SUPPLIES FOR BOARD		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$169.23	TWC*TIME WARNER CABLE	MONTHLY		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$115.29	READYREFRESH BY NESTLE	WATER DELIVERY		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$178.40	EMBROIDERY ARTS	MARKETING: EMBROIDERY NEW		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$607.69	FAST SIGNS	3 RETRACTABLE BANNERS.		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$255.00	MCKINNEY CHAMBER OF CO	7/9REGISTRATION QUARTERLY		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$37.74	AMAZON MKTPLACE PMTS	COFFEE CUPS FOR		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$34.80	SAMS CLUB #4906	SODA FOR BREAKROOM		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$300.00	MCKINNEY CHAMBER OF CO	7/9/19 REGISTRATION		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$49.50	SONIC DRIVE IN #244Q63	BREAKFAST FOR MEDC		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$16.12	SHIPLEY DONUTS	DONUTS FOR		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$12.37	KROGER #0567	CREAMER AND COFFEE		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$44.00	HOBSON SIGN	MAGNETIC NAME PLATE		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$115.25	STAPLS0167290992000001	DYMO LABELS, COPY PAPER		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$5.15	WM SUPERCENTER #5211	DISHWASHER PODS		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$14.35	USPS.COM CLICKNSHIP	MAILING MCKINNEY		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$14.35	USPS.COM CLICKNSHIP	MAILING MCKINNEY		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$25.00	MCKINNEY CHAMBER OF CO	P TOKAR LEADERSHIP		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$74.46	STAPLS0167290992000001	HP PROFESSIONAL		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$12.99	EMPORIUM PIES	PROJECT LOTUS GIFT		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$49.45	RICK'S CHOP HOUSE	PROJECT LOTUS: A LIU		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$42.54	POP POT	LUNCH: A LIU, JEFF CHEN,		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$164.00	RICK'S CHOP HOUSE	LUNCH; A LIU, B.SHELTON		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$26.74	HUTCHINS BBQ	LUNCH: A.LIU, RITA LIA,		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$85.00	DALLAS REGIONAL CHAMBE	8/27/19 M CLARK		
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$845.68	VIANCO ENTERPRISES	GIVE AWAY ITEMS		
7/26/2019	BROWN & HOFMEISTER LLP	\$1,960.00	MISC PROFESSIONAL SERVICE			
7/26/2019	BROWN & HOFMEISTER LLP	\$160.00	MISC PROFESSIONAL SERVICE			
7/26/2019	BROWN & HOFMEISTER LLP	\$200.00	MISC PROFESSIONAL SERVICE			
7/26/2019	FOLIAGE DESIGN SYSTEM DFW	\$150.00	BUILDING MAINT/REPAIR SRV			
7/26/2019	MCKINNEY CHAMBER OF COMMERCE	\$100.00	A. LIU MEMBERSHIP RENEWAL			

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Date	Vendor Name	Amount	Description 1	Description 2	Proj. #	Proj. Description
7/26/2019	LANGUAGE LINE SERVICES INC	\$210.45	P. TOKAR BIO TRANSLATION			
7/19/2019	CENTPEDE DIGITAL	\$17,562.50	COMMUNICATIONS/MEDIA SERV			
7/19/2019	LIU, WEI	\$884.00	TAIPEI, TAIWAN 7/19-7/27	TAIWAN BUS MISSION TRIP		
7/19/2019	STATE COMPTROLLER OF PUBLIC ACCOUNT	-\$4,181.87	JUNE 2019 SALES TAX			
7/19/2019	TOKAR, PETER	\$884.00	TAIPEI, TAIWAN 7/19-7/27	TAIWAN BUS MISSION TRIP		
7/19/2019	LANGUAGE LINE SERVICES INC	\$230.60	POWER TRANSMISSION EQUIP			
7/19/2019	SUPERIOR FIBER & DATA SERVICES INC	\$663.90	COMPUTER ACC & SUPPLIES			
7/19/2019	SUPERIOR FIBER & DATA SERVICES INC	\$831.60	COMPUTER HARDWARE-MICRO			
7/19/2019	SUPERIOR FIBER & DATA SERVICES INC	\$664.11	COMPUTER HDWR EQUIP MICRO			
7/19/2019	SUPERIOR FIBER & DATA SERVICES INC	\$7,482.43	COMPUTER HARDWARE-MAIN FR			
7/19/2019	SUPERIOR FIBER & DATA SERVICES INC	\$447.50	HARDWARE,AND ALLIED ITEMS			
7/19/2019	SUPERIOR FIBER & DATA SERVICES INC	\$3,308.39	TELEVISION EQUIP & ACESS			
7/19/2019	SUPERIOR FIBER & DATA SERVICES INC	\$4,800.00	VISUAL EDUCATION EQUIPMNT			
7/19/2019	SUPERIOR FIBER & DATA SERVICES INC	\$6,916.53	DATA PROC SERV &SOFTWARE			
7/19/2019	SUPERIOR FIBER & DATA SERVICES INC	\$194.22	EQUIP MAINT & REPAIR SERV			
7/19/2019	SUPERIOR FIBER & DATA SERVICES INC	\$22.49	EQUIPMENT MAINTENANCE			
7/19/2019	SUPERIOR FIBER & DATA SERVICES INC	\$474.37	SHIPPING AND HANDLING			
7/19/2019	TEXAS ECONOMIC DEV COUNCIL	\$1,500.00	MEMBERSHIP UPGRADE	2019 TEAM DUES		
7/19/2019	TIME WARNER CABLE	\$334.81	8260 13 100 0001447	SERVICE 7/7-8/6		
7/12/2019	AMERICAN DIVERSITY BUSINESS SOL INC	\$480.00	BADGES & OTHER ID EQUIP.			
7/12/2019	AMERICAN DIVERSITY BUSINESS SOL INC	\$3.25	SHIPPING AND HANDLING			
7/12/2019	BROWN & HOFMEISTER LLP	\$820.00	MISC PROFESSIONAL SERVICE			
7/12/2019	BROWN & HOFMEISTER LLP	\$260.00	MISC PROFESSIONAL SERVICE			
7/12/2019	BROWN & HOFMEISTER LLP	\$1,120.00	MISC PROFESSIONAL SERVICE			
7/12/2019	BROWN & HOFMEISTER LLP	\$75.00	MISC PROFESSIONAL SERVICE			
7/12/2019	BROWN & HOFMEISTER LLP	\$67.00	MISC PROFESSIONAL SERVICE			
7/12/2019	BROWN & HOFMEISTER LLP	\$160.00	MISC PROFESSIONAL SERVICE			
7/12/2019	BROWN & HOFMEISTER LLP	\$160.00	MISC PROFESSIONAL SERVICE			
7/12/2019	CLARK, MADISON A	\$90.87	MAY MILEAGE & TOLLS			
7/12/2019	CLARK, MADISON A	\$91.11	APRIL MILEAGE & TOLLS			
7/12/2019	HERALD ENTERTAINMENT, INC.	\$4,166.00	JULY RENT REIMB		E19011	Harold Entertainment
7/12/2019	LIU, WEI	\$70.49	JUNE MILEAGE			
7/12/2019	STANDARD COFFEE SERVICE CO	\$135.00	FOODS: STAPLE GROCERY			
7/12/2019	STRATEGIC VALUE MEDIA	\$3,600.00	HALF PAGE, FOUR COLOR AD			

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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>
7/12/2019	VALENCIA, JOHN	\$146.16	JUNE MILEAGE			
7/12/2019	VOLUNTEER MOBILIZATION, LLC	\$2,913.75	JULY RENT REIMB		E18002	VOLUNTEER MOBILIZATION
7/5/2019	AMERICAN DIVERSITY BUSINESS SOL INC	\$72.00	BADGES & OTHER ID EQUIP.			
7/5/2019	AMERICAN DIVERSITY BUSINESS SOL INC	\$3.25	SHIPPING AND HANDLING			
7/5/2019	BLOCKIT INC	\$2,913.75	JULY RENT REIMB		E19001	BLOCKIT
7/5/2019	CANON FINANCIAL SERVICES INC	\$100.26	RENTAL/LEASE EQUIPMENT			
7/5/2019	CANON FINANCIAL SERVICES INC	\$12.70	RENTAL/LEASE EQUIPMENT			
7/5/2019	INTELLEDOX, INC	\$1,712.21	JULY RENT REIMB		E19004	Intelledox
7/5/2019	LAKE FOREST MCKINNEY INVESTORS LTD	\$7,441.88	JULY RENT			
7/5/2019	LAKE FOREST MCKINNEY INVESTORS LTD	\$629.11	MAY ELECTRIC			
7/5/2019	RED MEDIA GROUP	\$1,946.83	CONSULTING SERVICES			
7/5/2019	VIANCO ENTERPRISES	\$3,629.40	AMUSEMENT/DECORATIONS			
7/5/2019	VIANCO ENTERPRISES	\$100.00	SHIPPING AND HANDLING			
Total		\$94,416.77				



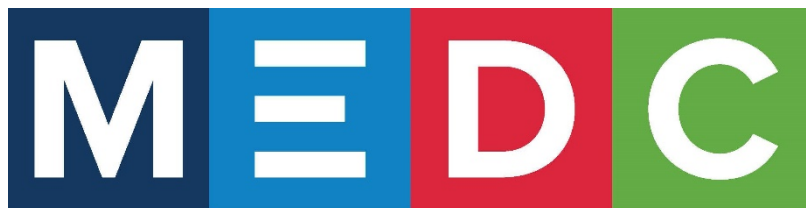
19-0692

TITLE: Consider/Discuss Wireless Communications Plan

SUPPORTING MATERIALS:

[Wireless Communications Plan
Presentation](#)

Wireless Technology Communications Plan



McKinney Economic Development Corporation

Introduction:

McKinney is unique by nature. The City is has experienced and is positioned for explosive growth in both residential and commercial developments. The population of McKinney has increased ~46.2% from 2010 to 2018 and is expected to continue to rise as we build out the remaining developable land. With access to Highway 380, US 75, and S.H. 121, McKinney is situated at the intersections of major transportation thoroughfares and is in an ideal position for the transportation of goods and services.

As technology continues to advance, the lives of our residents and business owners will change, and we all have come to expect high quality services in line with the high quality of life we experience in McKinney. The City of McKinney and the McKinney Economic Development Corporation (MEDC) recognizes that social and technological connectivity plays a crucial role in the operation and future success of the City.

A commitment of clear and transparent communication excellence on the development of not just next generation wireless technology such as 5G, Smart Cities infrastructure, and Internet of Things (Iot) but all technology initiatives is paramount to understanding citizen's priorities in respect to growth, services, and community participation.

Goals:

1. Support the 5G Guiding Principles Established by the City Council.
2. Enhance presence in the community and provide consistent and transparent communication with all stakeholders about technology and infrastructure improvements.
3. Gather valuable community feedback on infrastructure technology deployments.
4. Establish an online portal for infrastructure technology information to serve as the central point for information for citizens, staff, and Council and Board members.
5. Work with the development community on planning advanced tech infrastructure into existing and future development sites.

Vision:

The City of McKinney has evolved over the past several decades into a vibrant place with a small-town feel, big city assets and a deep history of community heritage all within a picturesque north Texas landscape. As McKinney continues to grow and develop we must continue to adapt to and plan for new and future paradigm shifts in technology and infrastructure which enhance quality of life and business opportunities and communicate those changes with internal and external stakeholders.

Audiences

Primary

Internal

- City Council
- MEDC Board
- City Staff
- MEDC Staff

It is vital to provide clear and concise communications with those that have the closest ties to the organization and influence on the City's brand identity and strategic direction. By targeting internal stakeholders a more clear, concise, and unified message can be conveyed to those external to the organization.

External Stakeholders

- Community Groups and Organizations
- Current and Future Residents & Business Owners
- Media

External Stakeholders hold a significant role in shaping the direction of the municipality. Infrastructure and technology improvements have proven to be an important focus for citizens, who have been very active regarding wireless technology deployments. By implementing this communications plan, we intend to be as transparent as possible about MEDC and City of McKinney's research and the possible impacts to citizens.

Engaging current and future business owners on the deployment of various technology and infrastructure around our city is vital for maintaining and cultivating our employment base. Access to new and emerging technologies and seamless tech integration will be a part of what businesses come to expect when choosing to relocate or grow their presence. MEDC wants to ensure that our City remains competitive and fosters growth and innovation in the private sector.

Secondary

- Communities outside of McKinney including area residents who work and visit McKinney
- Other Local Governments in North Texas
- City government associations and organizations

Council Approved Guiding Principles

In June of 2019 the City Council officially adopted the following guiding principles which serve as a road map for both short and long term wireless technology development projects. MEDC and The City of McKinney staff will adhere to these principles in order to ensure that McKinney's resources are deployed appropriately and that staff guides development in a manner that is consistent with the strategic direction of the City.

1. Minimize disruption of public and private property and ensure efficient use of public and private assets, as well as maintain consistency with the City's comprehensive land development plan;
2. Ensure reliable 5G services at the lowest cost to the City's residents and businesses;

3. Maximize universal access and interconnectivity;
4. Ensure maximum number and variety of 5G communications, Internet of Things(IoT) and smart city services;
5. Enhance the City's economic development programs;
6. Receive fair compensation for the use of public property and City participation;
7. Enhance or augment community and public safety services; and
8. Ensure the health and safety of residents, guests and visitors of the City of McKinney to include, but not limited to, studies of the effects on health in areas serviced by 5G communications and the radiation emitted from signals by the same.

Communication Plan Objectives

1. Define and Launch Initial Strategic Action Plan
2. Open, Transparent, and Unbiased Research
3. Community Engagement & Input
4. Engagement with Development Community

Objective #1 – Define and Launch Initial Strategic Action Plan

- Work with external consultant through the Joint City and MEDC 5G Wireless Committee on strategic action plan.
- Engage local business and technology leaders on needs and desires for enhanced current and next generation technology in the community.
- Clearly outline the path forward for developing McKinney into an early adopter of smart technology that is expected by businesses and residents around the world.
- Ensure that City of McKinney's Guiding Principles are the core foundation of implementation moving forward.
- Develop a unified message across City Organizations.

- Increase City Staff interest and awareness of wireless technology.

Objective #2 – Community Engagement & Input

- Coordinate with City and community stakeholders to develop a strategy that addresses the key aspects of wireless and smart cities technology deployment.
- Increase awareness, interest of wireless and smart city technology, and participation of community members.
- Provide clear and concise documentation that outlines the legal framework the City of McKinney has to operate within for the deployment of wireless technology.
- Produce quality communications across all platforms to adhere to municipal government best practices.
- Provide consistent and proactive updates on the City's efforts in deploying next generation wireless technology and infrastructure.
- Gather valuable community feedback and input on wireless technology deployments and smart cities infrastructure.

Objective #3 – Open, Transparent, & Unbiased Research

- MEDC strives to create an environment free from distorted impressions and false conclusions either unintentionally or otherwise.
- Provide community members, staff, and Council & Board Members the ability to quickly access important and compelling research and documentation.
- Provide public access to Tier 1 and Tier 2 sources; peer reviewed academic publications and reports, articles, and books from credible non-academic sources. Tier 3 (newspapers or credible websites) sources will be utilized to provide updates on wireless deployments, advances in technology, and best practices.
- MEDC will actively seek to avoid publishing agenda-driven information or pieces with uncertain sources.

Objective #4 – Engage with Development Community

- Evaluate business needs and desired services and communicate City initiatives on technology development.
- Gather valuable business/developer feedback on City initiatives.

- Develop and expand business use cases for wireless technology and infrastructure deployments.
- Determine if MEDC properties and corresponding developments would be favorable for next generation technology and infrastructure deployments.

Deliverables and Timeline:

Please see attached Gantt Chart for current project milestones and timelines. The City of McKinney and MEDC is currently going through the RFQ process for an external wireless consultant that closed August 8, 2019. These deliverables and timelines are currently in place and are subject to change during the onboarding process, however, the first 120 days should remain fairly consistent with what is provided in this document.

- Full Communications Plan – **August 20, 2019**
- RFQ for wireless consultant - City Manager's office – **07/14/2019- 8/8/2019**
 - Interview process
 - Tentative Selection of a Candidate will occur prior to September MEDC Board Meeting (09/17/2019)
- Research:
 - Work with the City on dissemination of the initial City performed research. The City's "Hot Topic Q&As" page can provide the initial launch and could be expanded to a more robust landing page in the future. – **October 15, 2019**
- Council Workshop
 - Partner with City Manager's Office (CMO) to provide an overview on wireless technology. Date TBD Once Consultant is on boarded.
- Community Forums – Initial Release **October 15, 2019**
 - MEDC and City/Consultant will partner on the development of a community forum format to engage with the community.
 - Schedule tentatively released prior to MEDC Board meeting scheduled for October 15, 2019 subject to change due to external consultant onboarding.

- Outlines for the first three community forums to be published **October 15, 2019**.
Sample subjects are below.

1. Regulatory Framework the City must work within
2. Technology – Equipment, Aesthetics, Benefits/Drawbacks
3. Public Health & Safety

Communications Tactics

Digital Communications:

MEDC will utilize the existing partnership with the contracted marketing consultant, Centipede Digital to assist in communication with public. The dominant form of providing citizens notice of project updates, timelines, results, and public meetings are online media such as a blog, portal, or other webpage. MEDC will work with the City and Centipede Digital on the development of the online platform to disseminate information to the public.

Community Forum:

In a partnership with the City, MEDC will initiate community forums as an educational tool and as a platform to gather valuable feedback from stakeholders. These forums will be structured with a brief 15-30 minute presentation on the topic ranging from, regulations surrounding wireless technology to the aesthetics and placement of these sites. There will be ample time for a discussion and questions and answers and all stakeholder input will be considered as this is a very important topic to the community. An initial community forum schedule, outline, and topics will be provided on **October 15th, 2019**.

Conclusion

Wireless technology and smart infrastructure are becoming commonplace in cities across the country and is rapidly changing the way we all live, work, and place. The MEDC has identified these technologies as an area of opportunity for the City of McKinney, all the while supporting the Guiding Principles that City Council put in place. This plans sets forth a path to managing both internal and external communications surrounding wireless technology with an effort to be as inclusive and transparent as possible. The plan is flexible and can be adapted as changes in technology and the legal framework occur, every step along the way can be tailored to specific topics that come to the forefront of the discussion surrounding wireless technology.

MEDC Wireless Tech Communicati...

Plan Process

- Development of Draft Communications Plan
- Submit Draft to Senior Staff for Edits
- Revise Draft & Perform Final Review
- Publish Plan for August MEDC Board
- Obtain MEDC Board Feedback

City of McKinney Wireless RFQ

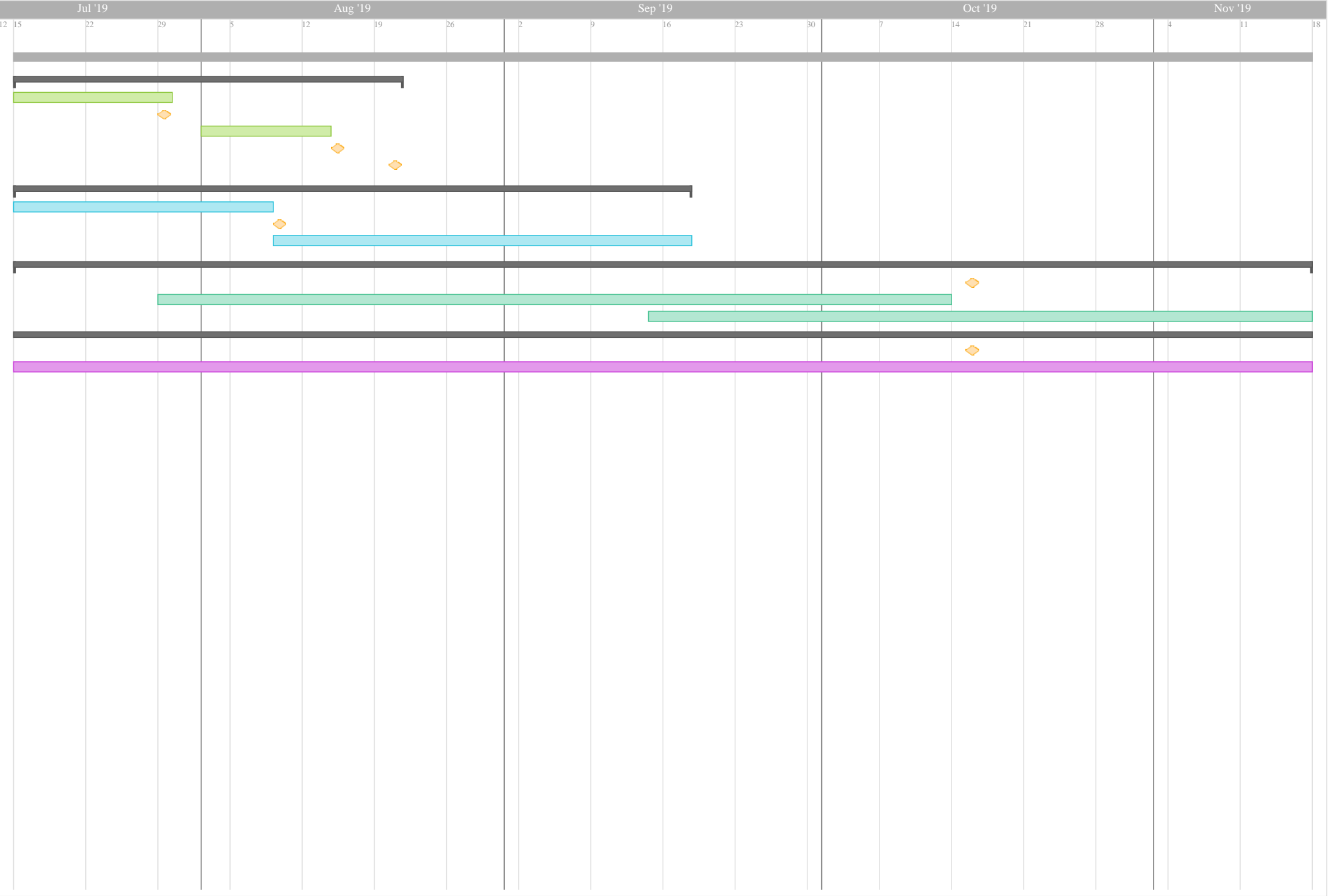
- City RFQ out for bid
- RFQ Closes
- Award RFQ

Deliverables

- Publish Initial Community Forum Schedule
- Design first series of Community forums - Edu...
- Work with Awarded Consultant and City on Fo...

MEDC Research

- Online Portal Opened/MEDC Research Publi...
- MEDC Research and Summaries





McKinney Economic Development Corporation

Wireless Technology Communication Plan

Agenda

- Goals
- Target Audiences
- Council Approved Guiding Principles
- Plan Objectives
 - Action items
- Deliverables and Timelines

Goals

1. Support the 5G Guiding Principles established by the McKinney City Council
2. Enhance presence in the community and provide consistent and transparent communication with all stakeholders about technology and infrastructure improvements.
3. Gather valuable community feedback on infrastructure technology deployments.
4. Establish an online portal for infrastructure technology information to serve as the central point for information for citizens, staff, and Council & Board members.
5. Work with the development community on planning advanced tech infrastructure into existing and future development sites.

Target Audience

Primary

Internal

- City Council
- MEDC Board
- City Staff
- MEDC Staff

External

- Community Groups & Organizations
- Current and Future Residents & Business Owners
- Media

Secondary

- Communities outside of McKinney
- Other local governments in NTX
- City government associations and organizations

Council Approved Guiding Principles

Adopted at May 21st, 2019 City Council Meeting

1. Minimize disruption of public and private property and ensure efficient use of public and private assets, as well as maintain consistency with the City's comprehensive land development plan;
2. Ensure reliable 5G services at the lowest cost to the City's residents and businesses;
3. Maximize universal access and interconnectivity;
4. Ensure maximum number and variety of 5G communications, Internet of Things (IoT) and smart city services;
5. Enhance the City's economic development programs;
6. Receive fair compensation for the use of public property and City participation;
7. Enhance or augment community and public safety services; and
8. Ensure the health and safety of residents, guests and visitors of the City of McKinney to include, but not limited to, studies of the effects on health in areas serviced by 5G communications and the radiation emitted from signals by the same.

Plan Objectives

1. Define and Launch Initial Strategic Action Plan
2. Open, Transparent, and Unbiased Research
3. Community Engagement & Input
4. Engagement with Development Community

Define & Launch Initial Strategic Action Plan



Community Engagement & Input



Open, Transparent, & Unbiased Research

No distorted impressions or false conclusions.

Internal and External access to City performed research.

Public access to source material.

No agenda-driven material or material with uncertain sources.

Engage with Development Community

Evaluate business needs and communicate initiatives.

Gather valuable business/developer feedback on City initiatives.

Develop and expand business use cases.

Evaluate MEDC property for next gen tech deployments.

Deliverables and Timeline

Deliverable	Responsible Party	Timeline
Communications Plan	MEDC	August 20 th , 2019
Wireless Consultant RFQ	Cross Functional 5G Committee	Closed August 8 th , 2019 – Will provide another update September 17 th , 2019
Research – Online Portal	MEDC, City, Consultant	October 15 th , 2019
Council Workshop	MEDC, City Manager's Office, Consultant	TBD – Pending Consultant Hiring
Community Forum	Cross Functional 5G Committee	October 15 th , 2019

Questions

Mike DePaola

Technology & Infrastructure Specialist

mdepaola@mckinneyedc.com