



McKinney Community Development Corporation Agenda

Thursday, August 22, 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.

19-0694 [Minutes of the McKinney Community Development Corporation Meeting of July 25, 2019.](#)

Attachments: [Minutes](#)

REGULAR AGENDA

19-0695 [Financial Reports](#)

Attachments: [July Financial Report](#)
 [July Transmittal Letter](#)
 [July 2019 Checks Issued](#)

19-0693 [Board and Liaison Updates](#)
 [Board Chair](#)
 [City of McKinney](#)
 [McKinney Convention and Visitors Bureau](#)
 [McKinney Economic Development Corporation](#)
 [McKinney Main Street/MPAC](#)
 [McKinney Parks and Recreation](#)

Attachments: [Visit McKinney Report](#)
[MEDC Report](#)

19-0696 [President's Report](#)

Attachments: [Grant Funds Awarded - FY19 8.9.19](#)
[Potential Projects 8.9.19](#)
[Social Media Metrics](#)
[Grant Promotions](#)
[Chestnut Square Final Report](#)
[Cultural District Final Report](#)
[Salsa Fest Final Report](#)

19-0697 [Conduct a Public Hearing and Consider/Discuss/Act on a Request for Funding, Submitted by the City of McKinney Parks and Recreation Department \(#19-10\), in the Amount \\$5,500,000 for Park and Facility Redevelopment and Improvements; Design and Construction of Various Parks; Facilities, Equipment and Trail Projects.](#)

Attachments: [Application Packet](#)
[Presentation](#)

19-0698 [Conduct a Public Hearing and Consider/Discuss/Act on a Request for Funding, Submitted by McKinney Main Street \(#19-11\), in an Amount Not to Exceed \\$60,000 for Three Neon Signs to Help Identify the Historic Downtown McKinney Cultural District and Highlight Parking. Amount Requested is 60% of Total Estimated Project Cost.](#)

Attachments: [Application Packet](#)

19-0699 [Conduct a Public Hearing and Consider/Discuss/Act on a Request for Funding, Submitted by Boys and Girls Club of Collin County \(#19-12\), in the Amount of \\$135,000 for the Replacement of the Gym Floor, Replacement of Gym Padding Panels, and Purchase and Installation of Retractable Bleachers at the McKinney Club, Located at 701 S. Church Street, McKinney, Texas. Amount Requested is](#)

100% of Estimated Project Cost.

Attachments: Application Packet
Presentation

19-0700 Consider/Discuss/Act on Revised FY 20 McKinney
Community Development Corporation Budget.

Attachments: Budget Packet 8.22.19

CITIZEN COMMENTS

BOARD OR COMMISSIONER COMMENTS

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

EXECUTIVE SESSION

In Accordance with the Texas Government Code:

- A. Section 551.071(2) Consultations with Attorney on any Work Session, Special Session, or Regular Session agenda item requiring confidential attorney/client advice necessitated by the deliberation or discussion of said items (as needed)
- B. Section 551.071 (A) Pending or contemplated litigation
- C. Section 551.072. Deliberations about Real Property
- D. Section 551.074. Personnel Matters
- E. Section 551.087. Deliberation Regarding Economic Development Matters

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.

Cindy Schneible
President

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

19-0694



TITLE: Minutes of the McKinney Community Development Corporation Meeting of July 25, 2019.

SUPPORTING MATERIALS:

[Minutes](#)

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

JULY 25, 2019

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on July 25, 2019 at 8:00 a.m.

Board members Present: Chairman Kurt Kuehn, Vice Chairman Dave Clarke, Secretary Jackie Brewer, Treasurer Rick Glew and Board members Mary Barnes-Tilley and Kathryn McGill.

Absent: Board member Angela Richardson-Woods.

City Council Members Present: Scott Elliott and Frederick Frazier.

Staff Present: MCDC President Cindy Schneible; Assistant City Manager Barry Shelton; Director of Parks and Recreation Michael Kowski; Assistant Director of Parks and Recreation Ryan Mullins; Chief Financial Officer Mark Holloway; MPAC/Main Street Director Amy Rosenthal; MCVB Sales Manager Vanesa Rhodes; Parks Planning and Development Manager Jenny Baker; Parks Planning Manager Jill Yount; and MCDC Administrative and Marketing Coordinator Linda Jones.

There were several guests present.

Chairman Kuehn called the meeting to order at 8:00 a.m. after determining a quorum of the Board was present.

19-0605 Chairman Kuehn called for action on the minutes of the McKinney Community Development Corporation Meeting of June 27, 2019. Board members unanimously approved a motion by Treasurer Glew, seconded by Secretary Brewer, to approve the minutes of the McKinney Community Development Corporation Meeting of June 27, 2019.

19-0606 Chairman Kuehn called for action on the minutes of the McKinney Community Development Corporation Promotional and Community Events Grant Subcommittee Meeting of July 16, 2019. Board members unanimously approved a motion by Board member Barnes-Tilley,

seconded by Secretary Brewer, to approve the minutes of the McKinney Community Development Corporation Promotional and Community Events Grant Subcommittee Meeting of July 16, 2019.

19-0604 Chairman Kuehn called for the Financial Report. Mark Holloway, City of McKinney Chief Financial Officer, called attention to the June financials. June had revenues of about \$1.3 million with expenses of \$560,000, improving MCDC's net position by about \$730,000 for the month. For the year, MCDC's net position has increased by about \$9 million. He added that there are a number of large outstanding projects to be paid out over time as they come in, but the budget allows for those. The June sales tax report indicates that April tax collections were up about 16% over the same month last year, most of which was due to an audit correction, which does not change the projections going forward. Year-to-date tax collections are up 5.8% over last year's collections, which is higher than the 4.6% goal. Mr. Holloway asked for questions, and there were none. Mr. Holloway added that City of McKinney Financial Analyst Chance Miller's role has changed, and he will be presenting to the Board more often. Chairman Kuehn called for discussion on the Checks Issued report, and there was none.

19-0607 Chairman Kuehn called for Board and Liaison Updates.
City of McKinney. Assistant City Manager Barry Shelton stated that City Manager Paul Grimes is in Washington, DC meeting with Congressional members and federal regulators regarding matters that affect McKinney including issues surrounding the airport. Airport construction is ongoing. The common hanger is complete and being leased out, and the terminal has been delayed but is moving forward. He reported that zoning and subdivision ordinances have not been fully updated since the 1980s, and the City has hired Clarion and Associates who specialize in rewriting municipal codes. The process has been started and will take 18 to 24

months. Mr. Shelton added that construction at the John and Judy Gay Library is underway and includes adding a teen room, a toddler room, more shelf space, and fixing geothermal wells. The estimated completion time for the library is late summer 2020. Mr. Shelton asked for questions, and Chairman Kuehn asked for clarification on changes expected on ordinances. Mr. Shelton clarified that overall the City standards are good, but the ordinances need to be rewritten to provide more clarity and readability. He added that there will be some changes to standards, including likely consolidating some zoning districts and potentially updating the development processes to provide better understanding and address inefficiencies in the current process.

McKinney Convention and Visitors Bureau. MCVB Sales Manager Vanesa Rhodes stated that the MCVB is changing its branding to Visit McKinney. She thanked the MEDC and the Chamber of Commerce for coming alongside the MCVB on joint sales calls. McKinney is currently hosting the Texas AgriLife Extension and will be hosting the Texas Christmas Tree Growers Association at the end of the month. Ms. Rhodes reported that they've now been using the SEM program (Search Engine Marketing) for two months. This program helps boost ratings through Google ads and keywords, and the MCVB is already seeing benefits from the program. Ms. Rhodes announced that during Oktoberfest, they will doing a McKinney to Munich VIP Tour contest in conjunction with Hofbräu beer. She asked the Board to consider volunteering in that booth during Oktoberfest. Ms. Rhodes announced that they have hired a new staff member, Sabine Smith. Ms. Rhodes asked for questions or comments. Treasurer Glew complimented the MCVB on its brand change to Visit McKinney. Chairman Kuehn congratulated Ms. Rhodes on her selection to Leadership McKinney.

McKinney Economic Development Corporation. President Schneible reported that Peter Tokar and Abby Liu are both in Taiwan, but reminded the Board that an MEDC report is attached to the agenda for their review.

McKinney Main Street/MPAC. Main Street/MPAC Amy Rosenthal announced that Elvis Impersonator Kraig Parker's performance will include a costume contest, trivia, and the North Texas Tap Dancing Grannies as ushers. She reported that the valet service is busy with 300 to 350 cars per weekend utilizing the service, and they will be presenting a report to City Council on August 20 which is the next step in determining how to proceed with these services. On August 24, The Peterson Brothers, a blues group from Austin, will be performing at MPAC. Ms. Rosenthal asked for questions, and there were none.

19-0608 Chairman Kuehn called for the President's Report. President Schneible asked the Board to review the attachments. She specifically reminded the Board to make sure their attendance at events funded by a Promotional and Community Event grant is current on the Grant Promotions spreadsheet. She called attention to the new Social Media Metrics report that will show results of our marketing efforts on social media. Ms. Schneible added that the Retail Development Infrastructure Grant deadline is July 31, and she has talked with several downtown businesses about possible grant submissions. Chairman Kuehn complimented Linda Jones on her promotions of our grant recipient events. President Schneible addressed the Board's previous discussions on whether or not the west side of McKinney participates in downtown events, and shared that The Retail Coach cell phone analysis indicates that the west side of McKinney is the strongest participating area for downtown McKinney events.

19-0609 Conduct a Public Hearing and Consider/Discuss/Act on a Request for Funding, Submitted by the City of McKinney Parks and Recreation

Department (#19-10), in the Amount \$5,500,000 for Park and Facility Redevelopment and Improvements; Design and Construction of Various Parks; Facilities, Equipment and Trail Projects. Director of Parks and Recreation Michael Kowski provided an update on projects from this year including the opening of the All-Abilities Playground at Bonnie Wenk Park. George Webb Park includes an interactive water feature and will open this year. The grand opening event will be set once the park is complete. The Courts of McKinney expansion project is a \$9 million project that includes new courts, playground equipment, pavilions, maintenance satellite facility, parking, public restrooms and trails, and the grand opening will be this year. The future park plans include six indoor courts with classrooms and restrooms. With respect to the indoor tennis facility, Mr. Kowski reminded the Board of previously secured funding including the \$700,000 grant from Texas Parks and Wildlife, \$1 million in private equity and \$2 million from developer contributions to the Parkland Dedication Fund. He shared with the Board that the Finch Park project (partially funded by MCDC) will begin this fall and will add more trails and pavilions, improve tennis and pickle ball courts, and add a story walk in partnership with the library. Pickle ball is popular at Finch Park, with players managing all aspects themselves, and the goal is to add more pickle ball courts to the parks system. Mr. Kowski reminded that Board that the bond package approved a new senior recreation center, but that the current center will remain in the parks system so improvements are needed including ADA improvements and additional square footage. They are still considering whether to complete this work in phases keeping the center open or to close the center for a short period of time to complete the work quicker and more cost effectively. Chairman Kuehn inquired about the use of the building once the new facility is built. Mr. Kowski responded that some possibilities include using it as a maintenance facility or for smaller community gatherings.

Mr. Kowski updated the Board on the Cottonwood Park redevelopment (\$2,150,000 MCDC grant) stating that the project is fully designed and should be under construction beginning this year. Located close to Newsome Homes and The Cotton Mill, this is one of the oldest city parks, and the plan for the rebuild is for it to be similar to Klyde Warren Park in Dallas with a hub for food trucks. Estimated opening is Fall 2020. Old Settlers Recreation Center is now a \$4,300,000 project and is currently under construction for a total redesign, expansion and rebrand. Completion for Old Settlers is Summer 2020. The Juanita Maxfield Aquatic Center (JMAC) pool off of Highway 5 has been refreshed and includes a new shade structure and a poolside rock climbing wall. This project was about \$175,000. Upgrades to Oak Hollow Golf Course were \$150,000, improving the first and last impressions. Estimated completion for Oak Hollow improvements is Fall 2019. Mr. Kowski presented plans for projects for this \$5.5 million grant request:

- Cottonwood Park redevelopment (\$875,000);
- Old Settlers architectural consulting and improvements to the aquatics center (\$1,500,000);
- Al Ruschhaupt improvements including additional lighting and new restrooms (\$1,000,000);
- JMAC improvements (\$250,000) including restrooms and office space;
- Parks Master Plan (\$200,000) update;
- Oak Hollow (\$150,000) for ongoing upgrades;
- Finch Park Phase V Renovations (\$150,000) including architectural design for plans of splash pad and playground equipment;
- Community Center Renovations (\$125,000) including outdoor patio;

- Parks Accessibility (\$100,000) including upgrades needed to meet ADA standards with new renovations; and
- Parks Umbrella (\$1,150,000) to hire architects for bond package projects including the Towne Lake legacy project and potentially purchasing a bus for Parks and Rec field trips which would have MCDC branding if paid for by MCDC.

Chairman Kuehn asked about the possibility of redesigning Finch Park to take advantage of the shade trees there for larger festivals, and Mr. Kowski clarified that this is being looked at in addition to parking, signage and trail connections to Towne Lake. He added that Finch Park is designated as a park that allows alcohol, so it has been identified as a festival park. Chairman Kuehn also asked about the partnership with McKinney Garden Club for Finch Park, and Mr. Kowski said that the club will retain their current garden area, and benches and pavilions will be installed near that area. Treasurer Glew asked about the funding and status for the signage project. Mr. Kowski replied that the signage project would include a separate request for funding from MCDC, and before a decision is made to move forward, he would present options to the Board. Secretary Brewer asked about monument signs at the parks, and Mr. Kowski stated they will be doing a video series highlighting the history of those who have parks named for them. He added that they would consider renaming parks not named after individuals like Cottonwood. Chairman Kuehn, Secretary Brewer, Treasurer Glew and Board members Barnes-Tilley and McGill all spoke in support of a new bus. Chairman Kuehn complimented Mr. Kowski and the Parks staff on the quality job they do. Chairman Kuehn asked for public comments. MCVB Director Guerra spoke in favor of the new bus. Main Street Director Amy Rosenthal asked about keeping the trolley for downtown events, and Mr. Kowski clarified that the new bus would be for longer trips and the trolley would stay available for downtown and Chestnut Square tours. Heritage

Guild Director Jaymie Pedigo added that anything larger than the trolley would have trouble maneuvering the turns in the downtown area. Chairman Kuehn stated that the public hearing will remain open until the next MCDC Board meeting on August 22.

- 19-0610** Conduct a Public Hearing and Consider/Discuss/Act on a Request for Funding, Submitted by McKinney Main Street (#19-11), in an Amount Not to Exceed \$60,000 for Three Neon Signs to Help Identify the Historic Downtown McKinney Cultural District and Highlight Parking. Amount Requested is 60% of Total Estimated Project Cost. MPAC/Main Street Director Amy Rosenthal stated that Main Street has over 120 businesses including a boutique hotel; over 30 restaurants, bars and coffee shops; and 15 arts and cultural venues within the Cultural District. The Cultural District hosts over 700,000 individuals each year. Ms. Rosenthal presented their goal to add some neon signs to the Cultural District, stating that neon signs are unique works of art that serve as a connection to the past, invoke memories, serve as a tribute to locally-owned businesses, and stand out as icons of commerce and entertainment. This grant request would allow for the installation of three neon signs in the Historic Downtown McKinney Cultural District: a roof mounted sign on top of the new parking garage, a directional blade sign pointing the way to parking, and a pole mounted sign as you enter downtown on Louisiana Street. The signs would add nostalgia while identifying the district and serving as photo backdrops. Metrics for measuring the economic benefit of these signs will include custom hashtags and sales tax numbers. The plan is to unveil the signs during the 2019 Home for the Holidays event with marketing through media releases and social media. Ms. Rosenthal credited Aaron Werner for the video presentation. Treasurer Glew complimented Ms. Rosenthal on the idea and historical significance of adding neon to the area. Mr. Glew encouraged Ms. Rosenthal to

investigate the possibility of placing the signs on a building with enough height to make them more visible from Highway 5. Board member McGill praised the design of the signs. Chairman Kuehn and Vice Chairman Clarke both spoke to the issue of making sure the signage is visible and calls direct attention to the parking garage. Board member McGill asked if they are considering additional street signage, and Ms. Rosenthal stated that the City has recently installed more directional signage along downtown streets. Chairman Kuehn asked about maintenance of the signs including lights going out, and Ms. Rosenthal replied that the sign designer addresses these issues as well as hail and other damage. This Public Hearing will remain open until the August Board meeting.

- 19-0611** Conduct a Public Hearing and Consider/Discuss/Act on a Request for Funding, Submitted by Boys and Girls Club of Collin County (#19-12), in the Amount of \$135,000 for the Replacement of the Gym Floor, Replacement of Gym Padding Panels, and Purchase and Installation of Retractable Bleachers at the McKinney Club, Located at 701 S. Church Street, McKinney, Texas. Amount Requested is 100% of Estimated Project Cost. Boys and Girls Club Chief Development Officer Liliana Rogers stated that this national organization has 4,000 clubs and serves over 4,000,000 kids, and they have been in Collin County for over 50 years. They are strategically located in lower income areas, offering a safe place for school age kids to learn and grow. The three Collin County facilities serve 3,266 kids in the after school program and an additional 6,000+ kids through outreach into the schools and community. Their programs include character and leadership, education and career development, health and lifestyle skills, the arts, sports, fitness and recreation. They are successful with 100% of seniors moving on to two-year or four-year universities or military service, 100% underclassmen moving to the next grade level, and zero kids in the juvenile justice

system. The McKinney Club specifically has 936 members and has seen a 68% increase in membership from 2010-2018. They pick up from nineteen schools. She stated that McKinney Club is fiscally sound, and 82% of each dollar goes towards programming. CEO Mike Simpson informed the Board that the McKinney building is 45 years old and the gym is more than 20 years old. He thanked the MCDC for grants received in the past making major improvements and additions possible including education rooms, the Teen Center, sports court, playground, new roof and recreational equipment. Mr. Simpson stated that they are requesting \$85,000 to replace the gym floor with hardwood, as the current gym floor has experienced water damage and heavy wear and tear. In addition, they are requesting \$28,000 for the purchase and installation of retractable bleachers to replace old metal seats that are not retractable. The final two pieces of this grant request are for new wall paneling for \$3,500 and a gym divider curtain for \$19,000. He emphasized that the McKinney gym is used for all Collin County league games. They are requesting a total of \$135,500 based on initial estimates, but their goal would be to get the work done for less. He added that the gym is used for big community events and that Cornerstone Christian Academy uses the gym as well. He added that they are hoping to bring in other tournaments and possibly open the gym for pickle ball during the school day. Treasurer Glew commented that he has toured the club and is inspired by all they do to serve the community. Chairman Kuehn inquired as to whether or not they have contacted the Mavericks Basketball team to explore the possibility for funding for the gym floor. Mr. Simpson stated that the Mavericks have helped the Boys and Girls Clubs in the past, and there are some county-wide projects that they may be seeking help from the Mavericks to fund. Chairman Kuehn thanked them for the huge impact they make in our community. Board member McGill encouraged them to investigate the possibility of a matching grant that might multiply

some of the funds they receive. Mr. Kuehn added that the Ponder Company installs floors in the PSA facilities as test floors, so there may be an opportunity to receive a test floor at a lower cost. Mr. Simpson added that they will be meeting with other potential funding groups. He added that expansion and improvement must happen and that they are currently only serving 6% of the Collin County students who are on the free or reduced lunch program, so the opportunity for growth is huge. Board member McGill thanked them for their labor of love and added that she recognizes the challenge to sustain the funding required to cover the needs. Mr. Simpson added that they are privileged that their facility overlooks Finch Park, and he appreciates the working relationship they have with McKinney Parks Department. Treasurer Glew asked about the possibility to break up the grant into components such that part of this request could be addressed in a later grant cycle if MCDC doesn't award the full request and other funding sources aren't made available. Mr. Simpson stated that the biggest goal is to get the floor done over the Christmas school break, so they need to start talking with companies and scheduling that piece of the project soon. Chairman Kuehn and Treasurer Glew both acknowledged again the value that Boys and Girls Clubs bring to our community. This Public Hearing will remain open until the August Board meeting.

Chairman Kuehn thanked Vice Chairman Clarke and the Promotional and Community Events Grant subcommittee for their diligence in reviewing the details of the grant applications presented at the Board meeting on June 27. Subcommittee members are Vice Chairman Clarke and Board members Barnes-Tilley and McGill.

19-0612 Vice Chairman Clarke called for consideration/discussion/action on a Promotional and Community Event Grant application submitted by The

Heritage Guild of Collin County (PC #19-09) in the amount of \$12,500 for the advertising, marketing and promotion of the Historic McKinney Farmers Market, Legends of McKinney Ghost Walk, Murder Mystery production and the 2019 Holiday Home Tour. On behalf of the Promotional and Community Events Grant subcommittee, Vice Chairman Clarke presented the committee's recommendation for full funding of this grant. Board members unanimously approved a motion by Board member McGill, seconded by Vice Chairman Clarke, to grant \$12,500 for the advertising, marketing and promotion of the Historic McKinney Farmers Market, Legends of McKinney Ghost Walk, Murder Mystery production and the 2019 Holiday Home Tour.

19-0613 Vice Chairman Clarke called for consideration/discussion/action on a Promotional and Community Event Grant application submitted by the Crape Myrtle Trails of McKinney Foundation (PC #19-11) in the amount of \$15,000 for the advertising, marketing and promotion of the 2019 Crape Myrtle Run and Festival. On behalf of the Promotional and Community Events Grant subcommittee, Vice Chairman Clarke provided the committee's recommendation for funding of \$8,000 for this grant. Board members unanimously approved a motion by Chairman Kuehn, seconded by Treasurer Glew, to grant \$8,000 for the advertising, marketing and promotion of the 2019 Crape Myrtle Run and Festival.

19-0614 Vice Chairman Clarke called for consideration/discussion/action on a Promotional and Community Event Grant application submitted by Direction 61:3 (PC #19-12) in the amount of \$5,000 for the advertising, marketing and promotion of the 2019 Christmas Mosaix Concert. On behalf of the Promotional and Community Events Grant subcommittee, Vice Chairman Clarke provided the committee's recommendation for funding of \$4,000 for this grant. Board members unanimously approved a motion by Secretary Brewer, seconded by Board member McGill, to

grant \$4,000 for the advertising, marketing and promotion of the 2019 Christmas Mosaix Concert.

19-0615 Vice Chairman Clarke called for consideration/discussion/action on a Promotional and Community Event Grant application submitted by McKinney Rotary Foundation (PC #19-13) in the amount of \$7,500 for the advertising, marketing and promotion of the 2019 Rotary Parade of Lights. On behalf of the Promotional and Community Events Grant subcommittee, Vice Chairman Clarke provided the committee's recommendation for funding of \$6,000 for this grant. Board members unanimously approved a motion by Board member Barnes-Tilley, seconded by Vice Chairman Clarke, to grant \$6,000 for the advertising, marketing and promotion of the 2019 Rotary Parade of Lights.

19-0616 Vice Chairman Clarke called for consideration/discussion/action on a Promotional and Community Event Grant application submitted by SBG Hospitality (PC #19-14) in the amount of \$15,000 for the advertising, marketing and promotion of the 2019 McKinney Wine and Music Festival. On behalf of the Promotional and Community Events Grant subcommittee, Vice Chairman Clarke provided the committee's recommendation for funding of \$10,000 for this grant. Board members unanimously approved a motion by Board member McGill, seconded by Secretary Brewer, to grant \$10,000 for the advertising, marketing and promotion of the 2019 McKinney Wine and Music Festival.

19-0617 Vice Chairman Clarke called for consideration/discussion/action on a Promotional and Community Event Grant application submitted by McKinney Main Street (PC #19-15) in the amount of \$15,000 for the advertising, marketing and promotion of 2019 Home for the Holidays and activities associated with Small Business Saturday. On behalf of the Promotional and Community Events Grant subcommittee, Vice

Chairman Clarke provided the committee's recommendation for full funding of this grant. Board members unanimously approved a motion by Treasurer Glew, seconded by Vice Chairman Clarke, to grant \$15,000 for the advertising, marketing and promotion of 2019 Home for the Holidays and activities associated with Small Business Saturday.

19-0618 Vice Chairman Clarke called for consideration/discussion/action on a Promotional and Community Event Grant application submitted by McKinney Lacrosse Club (PC #19-16) in the amount of \$9,400 for the advertising, marketing and promotion of the 2019 Fall Tournament. On behalf of the Promotional and Community Events Grant subcommittee, Vice Chairman Clarke provided the committee's recommendation for funding of \$6,000 for this grant. Board members unanimously approved the motion by Secretary Brewer, seconded by Board member McGill, to grant \$6,000 for the advertising, marketing and promotion of the 2019 Fall Tournament.

19-0619 Vice Chairman Clarke called for consideration/discussion/action on a Promotional and Community Event Grant application submitted by McKinney ISD Department of Athletics (PC #19-17) in the amount of \$15,000 for the advertising, marketing and promotion of the 2019 NCAA Division II Championship Game. On behalf of the Promotional and Community Events Grant subcommittee, Vice Chairman Clarke provided the committee's recommendation for funding of \$14,625 for this grant. Board members unanimously approved the motion by Secretary Brewer, seconded by Board member Barnes-Tilley, to grant \$14,625 for the advertising, marketing and promotion of the 2019 NCAA Division II Championship Game.

19-0620 Chairman Kuehn called for consideration/discussion/action on a request from Kiwanis Club of McKinney to extend the term on the Promotional

and Community Event Grant (PC#19-06) awarded by MCDC, in the Amount of \$2,500 for the Kiwanis McKinney Triathlon, from January 31, 2020 to June 30, 2020. President Schneible stated that the Kiwanis Club has been looking for a new route for their triathlon and now have a plan and date for 2020. She reminded the Board that when funds are approved, recipients have one year to use the funds from the date of approval, so they are asking for an extension. Board members unanimously approved a motion by Secretary Brewer, seconded by Vice Chairman Clarke, to extend the term on the Promotional and Community Event Grant (PC#19-06) from January 31, 2020 to June 30, 2020

Chairman Kuehn called for citizen comments, and there were none.

Chairman Kuehn called for Board or Commissioner comments, and there were none.

Chairman Kuehn called for a motion to adjourn. Board members unanimously approved a motion by Treasurer Glew, seconded by Board member Barnes-Tilley, to adjourn.

Chairman Kuehn adjourned the meeting at 9:43 a.m.

KURT KUEHN
Chairman



19-0695

TITLE: Financial Reports

SUPPORTING MATERIALS:

[July Financial Report](#)

[July Transmittal Letter](#)

[July 2019 Checks Issued](#)

McKinney Community Development Corporation
Summary Operating Statement
 July 2019 (83% of FY Complete)

						Monthly Comparison		YTD Comparison	
Revenues	FY19 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Received	Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
Sales Tax Receipts	\$ 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	949,000	101,321	1,149,785	(200,785)	121.2%	79,083	22,238	790,833	358,952
Total Revenues	\$ 15,204,971	\$ 1,173,419	\$ 12,628,505	\$ 2,576,466	83.1%	\$ 1,267,081	\$ (93,662)	\$ 12,670,809	\$ (42,304)
Expenses	FY19 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Spent	Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
MCDC Operations									
Personnel Expense	\$ 280,330	\$ 26,729	\$ 222,521	\$ 57,809	79.4%	\$ 23,361	\$ (3,368)	\$ 233,608	\$ 11,087
Supplies Expense	16,250	782	3,290	12,960	20.2%	1,354	572	13,542	10,251
Maintenance Expense	3,000	-	-	3,000	0.0%	250	250	2,500	2,500
Services/Sundry	323,118	15,761	163,096	160,022	50.5%	26,927	11,166	269,265	106,169
Total Administrative	\$ 622,698	\$ 43,272	\$ 388,908	\$ 233,790	62.5%	\$ 51,892	\$ 8,620	\$ 518,915	\$ 130,007
Projects									
Community Grants & Projects	\$ 6,813,834	\$ 70,455	\$ 520,855	\$ 6,292,979	7.6%	\$ 567,820	\$ 497,365	\$ 5,678,195	\$ 5,157,340
Other Project Expenses	28,000	15,693	25,708	2,292	91.8%	2,333	(13,360)	23,333	(2,375)
Total Projects	\$ 6,841,834	\$ 86,148	\$ 546,563	\$ 6,295,271	8.0%	\$ 570,153	\$ 484,005	\$ 5,701,528	\$ 5,154,965
Non-Departmental									
Administrative Fee to GF	\$ 175,000	\$ 14,583	\$ 145,833	\$ 29,167	83.3%	\$ 14,583	\$ -	\$ 145,833	\$ -
Insurance & Risk Fund	549	46	458	92	83.3%	46	-	458	-
Park Construction Fund	19,025,567	478,933	1,357,553	17,668,014	7.1%	1,585,464	1,106,531	15,854,639	14,497,086
Aquatic Center - Neutrality	775,270	-	-	775,270	0.0%	64,606	64,606	646,058	646,058
MPAC	375,000	31,250	312,500	62,500	83.3%	31,250	-	312,500	-
MCDC Debt Service Payments	990,000	990,000	990,000	-	100.0%	82,500	(907,500)	825,000	(165,000)
MCDC Debt Service I & S	730,792	365,396	730,792	(0)	100.0%	60,899	(304,497)	608,993	(121,799)
Paying Agent	1,000	200	400	600	40.0%	83	(117)	833	433
Capital Equip/Construction-Aquatic Center	31,243	-	28,608	2,635	91.6%	2,604	2,604	26,036	(2,572)
Total Non-Departmental	\$ 22,104,421	\$ 1,880,408	\$ 3,566,144	\$ 18,538,277	16.1%	\$ 1,842,035	\$ (38,373)	\$ 18,420,351	\$ 14,854,207
Total Expenses	\$ 29,568,953	\$ 2,009,828	\$ 4,501,615	\$ 25,067,338	15.2%	\$ 2,464,079	\$ 454,251	\$ 24,640,794	\$ 20,139,179
Net	\$ (14,363,982)	\$ (836,409)	\$ 8,126,891			\$ (1,196,999)	\$ 360,590	\$ (11,969,985)	\$ 20,096,876
FY19 Beginning Fund Balance	\$ 46,936,646								
Add FY19 Budgeted Revenue	15,204,971								
Less FY19 Budgeted Expenses	(29,568,953)								
FY19 Projected Ending Fund Balance	\$ 32,572,664								

McKinney Community Development Corporation
Project Details - July 2019

Community 4B Projects	FY Board Approved	Project Code	Budget FY19	Monthly Actual	YTD Actual	Budget Balance
McKinney Housing Authority (Merritt McGowan Manor)	2016-2017	4B1707	\$ 175,000	\$ -	\$ 175,000	\$ -
Collin County History Museum (McKinney Then and Now)	2017-2018	4B1801	7,038	-	7,038	-
Boys and Girls Club of Collin County (Repair)	2017-2018	4B1803	30,000	23,375	29,875	125
HUB 121	2017-2018	4B1805	400,000	-	-	400,000
Habitat for Humanity of Collin County (Cotton Groves)	2017-2018	4B1806	828,734	7,776	101,365	727,370
McKinney Main Street	2017-2018	4B1809	35,000	-	33,320	1,680
Heritage Guild of Collin County	2017-2018	4B1810	75,000	18,912	24,707	50,293
Habitat for Humanity of Collin County (Critical Home Repair)	2018-2019	4B1901	80,000	-	6,942	73,058
City of McKinney - Apex Centre (Future Expansion)	2018-2019	4B1902	-	-	-	-
McKinney Parks Foundation (Picnic Tables and Benches)	2018-2019	4B1903	2,000	-	-	2,000
Collin County History Museum (Photo Boards)	2018-2019	4B1904	4,007	-	-	4,007
Heard Craig - Upgrades to Carriage House	2018-2019	4B1905	12,790	-	-	12,790
Salvation Army - Replacement of gymnasium floor	2018-2019	4B1906	33,918	-	-	33,918
Heritage Guild of Collin County (Projects at Chestnut Square Historic)	2018-2019	4B1907	59,500	4,238	4,238	55,262
North Texas Family Health Foundation-Federally Qualified Health	2018-2019	4B1908	800,000	-	-	800,000
City of McKinney - Department of Housing and Community Dev	2018-2019	4B1909	-	-	-	-
Undesignated FY 2019 Budget			147,711	-	67	147,644
Total Community 4B Projects			\$ 2,690,698	\$ 54,301	\$ 382,553	\$ 2,308,146

Promotional and Event Grants	FY Board Approved	Project Code	Budget FY19	Monthly Actual	YTD Actual	Budget Balance
Collin County History Museum - WWI Commemoration	2017-2018	PC1801	\$ 1,700	\$ -	\$ 1,700	\$ -
Heritage Guild - Tour de Coop, Farmers Market, Ice Cream Crank-off	2017-2018	PC1808	1,436	-	1,232	204
Collin County Master Gardeners	2017-2018	PC1814	9,000	-	8,869	131
Heard Craig Center for the Arts/Schon Everywhere	2017-2018	PC1815	5,150	-	5,150	-
Crape Myrtle Trails Foundation of McKinney	2017-2018	PC1816	8,000	-	6,887	1,113
SBG Hospitality	2017-2018	PC1817	13,350	-	13,350	-
McKinney Main Street	2017-2018	PC1818	15,000	-	15,000	-
McKinney Rotary Club Foundation	2017-2018	PC1819	5,000	-	5,000	-
Heard Wildlife Museum	2017-2018	PC1821	2,500	107	934	1,566
Heritage Guild of Collin County	2017-2018	PC1822	12,000	-	12,000	-
Heritage Guild of Collin County	2018-2019	PC1901	7,500	1,047	7,500	-
Collin County History Museum	2018-2019	PC1902	11,675	-	7,414	4,261
St. Peter's Episcopal	2018-2019	PC1903	7,500	-	7,500	-
McKinney Main Street	2018-2019	PC1904	15,000	15,000	15,000	-
Bernard Game Day Foods/Community Garden Kitchen	2018-2019	PC1905	6,700	-	-	6,700
Kiwanis Club of McKinney	2018-2019	PC1906	2,500	-	-	2,500
ManeGait Therapeutic Horsemanship	2018-2019	PC1907	8,000	-	8,000	-
SBG Hospitality	2018-2019	PC1908	15,000	-	14,999	1
Heritage Guild of Collin County	2018-2019	PC1909	12,500	-	-	12,500
Crape Myrtle Trails Foundation	2018-2019	PC1911	8,000	-	-	8,000
Direction 61:3	2018-2019	PC1912	4,000	-	-	4,000
McKinney Rotary Club	2018-2019	PC1913	6,000	-	-	6,000
SBG Hospitality	2018-2019	PC1914	10,000	-	-	10,000
McKinney Main Street	2018-2019	PC1915	15,000	-	-	15,000
McKinney Lacrosse Club	2018-2019	PC1916	6,000	-	-	6,000
McKinney ISD Department of Athletics	2018-2019	PC1917	14,625	-	-	14,625
Undesignated FY 2019 Budget			-	-	-	-
Total Promotional & Event Grants			\$ 223,135	\$ 16,154	\$ 130,533	\$ 92,602

Retail Development Infrastructure Grants	FY Board Approved	Project Code	Budget FY19	Monthly Actual	YTD Actual	Budget Balance
Local Yocal Farm to Market	2018-2019	RI1901	\$ 7,769	\$ -	\$ 7,769	\$ -
Undesignated FY 2019 Budget			92,231	-	-	92,231
Total Retail Development Infrastructure Grants			\$ 100,000	\$ -	\$ 7,769	\$ 92,231

Special Projects	FY Board Approved	Project Code	Budget FY19	Monthly Actual	YTD Actual	Budget Balance
Star Center Expansion	2016-2017	4B1701	\$ 500,000	\$ -	\$ -	\$ 500,000
Craig Ranch Hotel	2018-2019	4B1704	3,000,000	-	-	3,000,000
City of McKinney - Apex Centre (Future Expansion)	2018-2019	PK1825	150,000	-	-	150,000
City of McKinney - Department of Housing and Community Dev	2018-2019	HA1913	150,000	-	-	150,000
Total Special Projects			\$ 3,800,000	\$ -	\$ -	\$ 3,800,000

Park Construction Fund	FY Board Approved	Project Code	Budget FY19	Monthly Actual	YTD Actual	Budget Balance
Finch Park Phase IV	2017-2018	PK1211	\$ 1,250,000	\$ -	\$ -	\$ 1,250,000
Hike & Bike Trail Construction	2016-2017	PK1213	270,000	-	-	270,000
Prosper ISD Neighborhood Park	2016-2017	PK1643	705,000	-	-	705,000
Land Acquisition 2016-17	2016-2017	PK1701	1,284,154	2,026	4,826	1,279,329
Cottonwood Park Redevelopment	2018-2019	PK1737	2,150,000	-	-	2,150,000
Gabe Nesbitt Community Park Improvements	2017-2018	PK1806	1,158,950	-	-	1,158,950
Oak Hollow Golf Course Upgrades	2018-2019	PK1822	150,000	-	84,740	65,260
JMAC Improvements	2018-2019	PK1823	175,000	11,324	160,805	14,195
Gray Branch Community Park Phase I	2016-2017	PK2206	1,270,000	-	-	1,270,000
Frisco ISD Neighborhood Park (Westridge 3)	2015-2016	PK3224	1,325,000	385,670	856,566	468,434
Parks Accessibility	2016-2017	PK4325	196,093	816	12,446	183,647
Rauschhaupt PK Restroom Renovation	2017-2018	PK4392	500,000	-	-	500,000
Senior Center Exp (15K SF New+23K SF)	2017-2018	PK4394	1,367,602	13,586	59,098	1,308,504
Gabe Nesbitt Tennis CTR Expansion	2015-2016	PK4396	2,698,768	-	-	2,698,768
Old Settler's Renovation	2018-2019	PK4398	4,100,000	65,512	179,072	3,920,928
Parks Projects (Umbrella)	2018-2019	PK4399	225,000	-	-	225,000
Erwin Park Development - Phase I	2016-2017	PK9143	200,000	-	-	200,000
Total Parks Construction Projects			\$ 19,025,567	\$ 478,933	\$ 1,357,553	\$ 17,668,015

Aquatic Center Finishout	2014-2015	4B1800	\$ 31,243	\$ -	\$ 28,608	\$ 2,635
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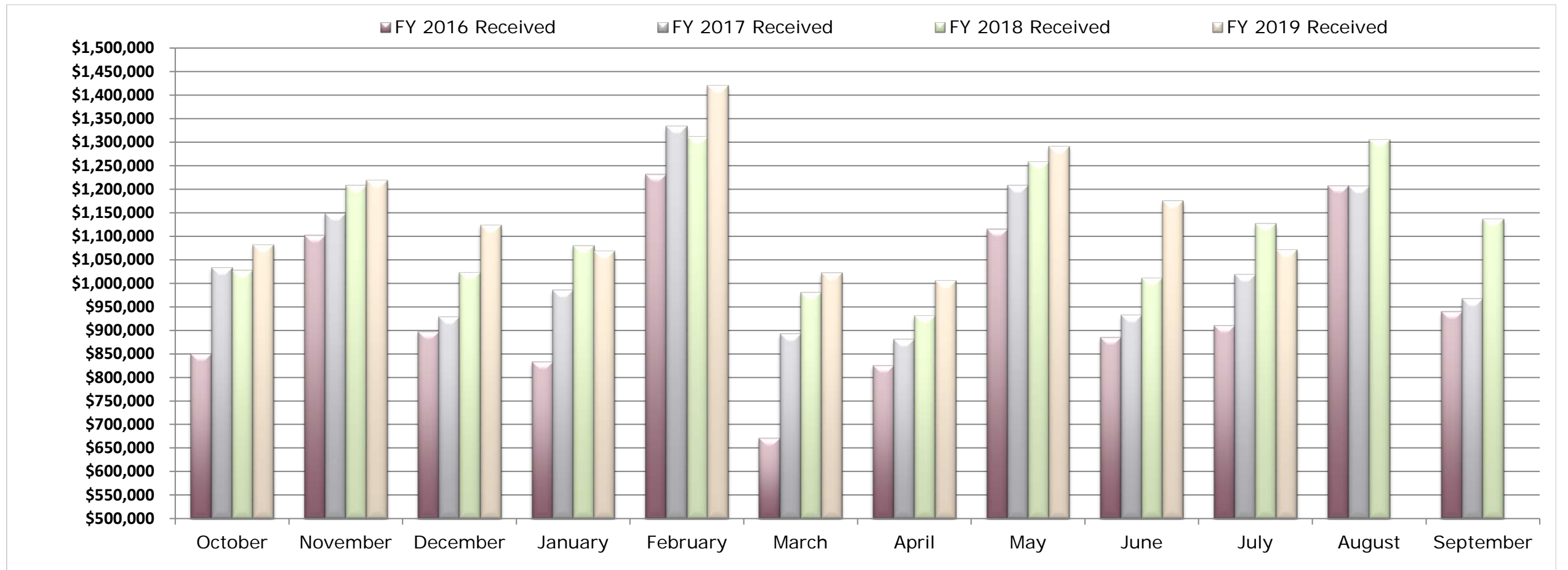
* Other City of McKinney Projects in Eco/Comm Project Allocations

McKinney Community 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	(11,013)	-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%

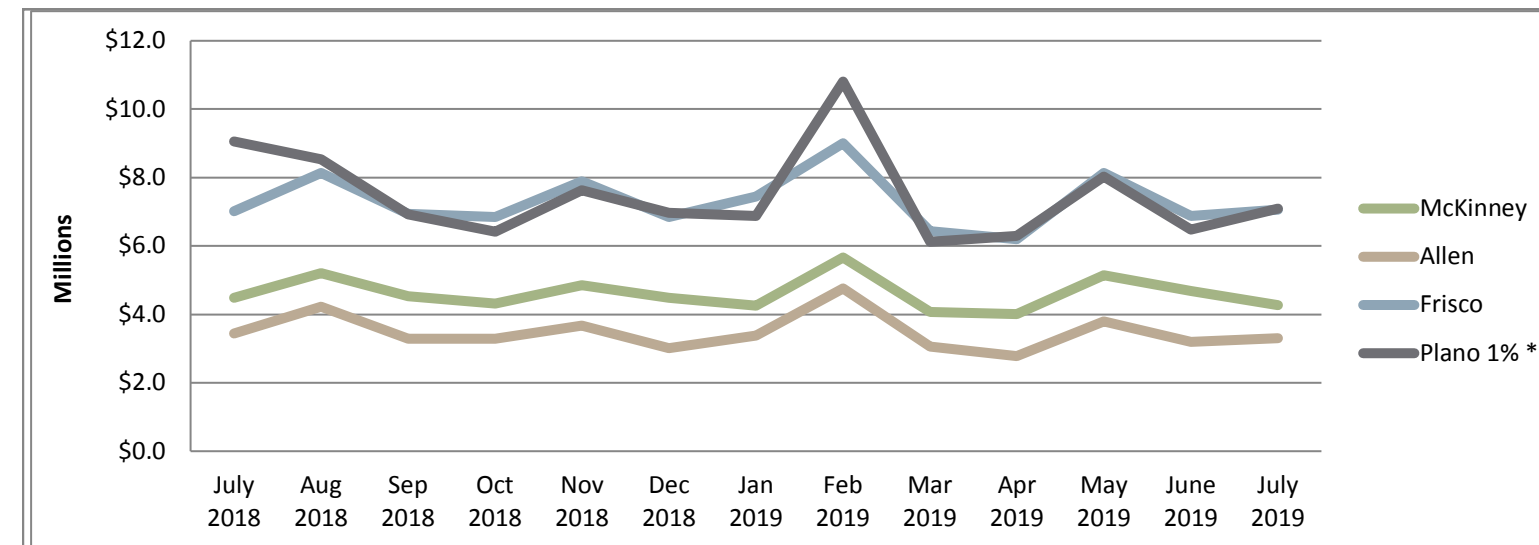


TOTAL SALES TAX COLLECTED

Sister City Comparison

July 2019	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
June 2018	4,031,313	3,119,123	6,808,910	6,364,601
July 2018	4,487,248	3,448,476	7,009,090	9,057,538
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
June 2019	4,681,773	3,198,738	6,882,169	6,485,856
July 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 Community Development Corporation

Balance Sheet

July 2019

	MCDC Operations	MCDC Long Term Debt	General Fixed Assets	Consolidated
Assets				
Cash and Cash Equivalents	\$ 88,723	\$ -	\$ -	\$ 88,723
Investments	56,076,599	-	-	56,076,599
Interest Receivable - Investments	12,075	-	-	12,075
Accounts Receivable	2,296,651	-	-	2,296,651
Security Deposits	4,852	-	-	4,852
Prepaid Items	1,230	-	-	1,230
Discounts on Investments	(6,770)	-	-	(6,770)
Capital/Land	-	-	4,970,062	4,970,062
Capital/Land Improvements (Net of Depreciation)	-	-	1,735,720	1,735,720
Capital/Construction in Progress*	-	-	-	-
GASB 68 & 75/TMRS Actuarial	-	6,123	-	6,123
GASB 68 & 75/TMRS Investment	-	10,123	-	10,123
GASB 68 & 75/TMRS Contributions	-	16,535	-	16,535
GASB 68 & 75/OPEB Actuarial	-	6	-	6
GASB 68 & 75/OPEB Assumption Change	-	1,409	-	1,409
GASB 68 & 75/OPEB Contributions	-	73	-	73
General Long Term Debt	-	21,598,610	-	21,598,610
Total Assets	\$ 58,473,359	\$ 21,632,879	\$ 6,705,782	\$ 86,812,020
Liabilities				
Vouchers Payable	\$ 1,396,242	\$ -	\$ -	\$ 1,396,242
Accrued Payroll Payable	-	-	-	-
Compensated Absences	-	38,401	-	38,401
Retainage Payable	-	-	-	-
Bonds Payable Interest	-	91,349	-	91,349
Bonds Payable Current	-	990,000	-	990,000
Bonds Payable	-	20,390,000	-	20,390,000
TMRS Pension Liability	-	66,849	-	66,849
OPEB Liability	-	32,134	-	32,134
TMRS Actuarial Experience	-	1,586	-	1,586
TMRS Investment Experience	-	22,560	-	22,560
Total Liabilities	\$ 1,396,242	\$ 21,632,879	\$ -	\$ 23,029,121
Fund Equity				
Unreserved Fund Balance *	\$ 57,023,618	\$ -	\$ -	\$ 57,023,618
Reserved for Encumbrances	39,811	-	-	39,811
Reserved for Prepays	13,688	-	-	13,688
Investment in Capital Assets	-	-	6,705,782	6,705,782
Total Fund Equity	\$ 57,077,117	\$ -	\$ 6,705,782	\$ 63,782,899
Total Liabilities and Equity	\$ 58,473,359	\$ 21,632,879	\$ 6,705,782	\$ 86,812,020

Unreserved Fund Balance *	\$ 57,023,618
Committed Projects Reserve:	
Community Projects	\$ 2,160,502
Discretionary Prom & Comm Grants	92,602
Retail Development Infrastructure Grants	-
Special Projects	3,800,000
Parks Construction Projects	17,668,015
Aquatic Center Finishout	2,635
Total Committed Projects	\$ 23,631,152
Unreserved Fund Balance after Project Commit.	\$ 33,392,467
Undesignated Reserve:	
Community Projects (FY19)	\$ 147,644
Discretionary Prom & Comm Grants (FY19)	-
Retail Development Infrastructure Grants	92,231
Total Undesignated Allocations	\$ 239,875
Final Unreserved Fund Balance	\$ 33,152,591

July Monthly Financial Report

August 13, 2019

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

July Analysis

MCDC Revenue-

Revenue of the McKinney Community Development Corporation is under budget YTD by 0.33%. Sales tax figures came in 4.75% above last year's collection through July. Below is a link to the current year-to-date revenue of the MCDC:

[MCDC Revenues - YTD through July](#)

Sales Tax Analysis-

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

[FY2019 Monthly Sales Tax Comparison](#)

[MCDC - Historic Monthly Sales Tax - July](#)

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

MCDC Expenditures-

Expenditures of the McKinney Community Development Corporation for the month of July were \$2M with approximately 68% attributed to debt service. Below is a link to the current year-to-date expenditures of the MCDC:

[MCDC Expenditures - YTD through July](#)

Checks Issued-

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

[MCDC July Checks Issued](#)

Project Details-

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

- Boys and Girls Club of Collin County (Repair), \$23,375
- Habitat for Humanity of Collin County (Cotton Groves), \$7,776
- Heritage Guild of Collin County, \$18,912
- Heritage Guild of Collin County (Projects at Chestnut Square Historic), \$4,238
- Heard Wildlife Museum, \$107
- Heritage Guild of Collin County, \$1,047
- McKinney Main Street, \$15,000
- Various Park Projects, \$478,933

Conclusion-

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

Sincerely,

Mark Holloway

Chief Financial Officer

City of McKinney

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

INVOICES PROCESSED - 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 Community Development Corporation."

Date	Vendor Name	Transaction Amount	Description	Project #	FPO/PO
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$95.40	LAYERED: MARKETING & COMMUNICATIONS TEAM BREAKFAST		PCARD
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$6.98	SAMS: SUPPLIES-ALL-ABILITIES BOOTH		PCARD
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$9.98	WALMART: SUPPLIES-ALL-ABILITIES BOOTH		PCARD
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$25.00	LEADERSHIP MCKINNEY APPLICATION FEE		PCARD
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$12.74	WALMART: SUPPLIES SERVE MCKINNEY		PCARD
7/31/2019	JPMORGAN CHASE BANK (PCARD)	\$2,000.00	ADVERTISING - INK - WE ARE TRAVEL ME JULY/AUG		PCARD
7/26/2019	CARRINGTON, COLEMAN, SLOMAN &	\$10,133.00	ATTORNEY FEES-3253 SHERATON HOTEL SALE		F39023
7/26/2019	SCHNEIBLE, CINDY	\$100.00	ICSC DUES C SCHNEIBLE		F39024
7/26/2019	COMMUNITY MATTERS INC	\$225.00	PRINT AD-STONEBRIDGE RANCH NEWS		F38992
7/26/2019	EMBRACE WATING CHILDREN	\$1,000.00	SPONSORSHIP-TASTE OF MCKINNEY 2019		F39012
7/19/2019	BOYS & GIRLS CLUBS OF COLLIN COUNTY	\$23,375.46	GRANT REIMBURSEMENT-GYM/GAMEROOM	4B1803	F39004
7/19/2019	HERITAGE GUILD OF COLLIN COUNTY	\$6,000.00	GRANT REIMBURSEMENT-CHESTNUT SQUARE UPDATES	4B1810	F39002
7/19/2019	HERITAGE GUILD OF COLLIN COUNTY	\$8,706.00	GRANT REIMBURSEMENT-CHESTNUT SQUARE UPDATES	4B1810	F39003
7/19/2019	SCHNEIBLE, CINDY	\$129.00	GRANT STATION SUBSCRIPTION		F38985
7/19/2019	STAR LOCAL MEDIA	\$67.28	PUBLIC HEARING NOTICE-CRAIG RANCH RESORT		F38960
7/19/2019	STATE COMPTROLLER OF PUBLIC ACCOUNT	-\$4,181.87	JUNE 2019 SALES TAX		
7/19/2019	IEDC	\$435.00	ID 140523 MEMBERSHIP 7/1/19-6/30/20		F38957
7/19/2019	TIME WARNER CABLE	\$334.80	UTILITIES COMMUNICATIONS		F39008
7/12/2019	BROWN & HOFMEISTER LLP	\$5,480.00	3253 SHERATON LEGAL		F38959
7/12/2019	BROWN & HOFMEISTER LLP	\$80.00	CRAIG RANCH RESORT LEGAL	4B1704	F38959
7/12/2019	BROWN & HOFMEISTER LLP	\$420.00	MCDC GENERAL LEGAL		F38959
7/12/2019	STANDARD COFFEE SERVICE CO	\$57.85	FOODS: STAPLE GROCERY		F190177
7/12/2019	VOLUNTEER MCKINNEY CENTER	\$1,000.00	SPONSORSHIP-N TX GIVING DAY 9/20		F38974
7/5/2019	CANON FINANCIAL SERVICES INC	\$42.97	COPIER RENTAL/LEASE EQUIPMENT		F190997
7/5/2019	CANON FINANCIAL SERVICES INC	\$12.71	COPIER RENTAL/LEASE EQUIPMENT		F190997
7/5/2019	JONES, LINDA	\$75.98	JUNE 2019 MILEAGE		F38904
7/5/2019	LAKE FOREST MCKINNEY INVESTORS LTD	\$3,189.37	JULY RENT		PO190474
7/5/2019	LAKE FOREST MCKINNEY INVESTORS LTD	\$269.62	MAY ELECTRIC		PO190474
7/5/2019	SCHNEIBLE, CINDY	\$295.00	RETAIL LIVE CONFERENCE		F38914
7/5/2019	SCHNEIBLE, CINDY	\$193.96	FLIGHT/AUSTIN RETAIL LIVE		F38916
7/5/2019	OVATION ACADEMY	\$500.00	SPONSORSHIP-CHAPLIN MUSICAL		F38862
7/5/2019	VIANCO ENTERPRISES	\$1,030.00	MCDC PROMOTIONAL ITEMS		F191795
7/5/2019	VIANCO ENTERPRISES	\$80.00	MCDC PROMOTIONAL ITEMS-SHIPPING AND HANDLING		F191795



19-0693

TITLE: Board and Liaison Updates

Board Chair

City of McKinney

McKinney Convention and Visitors Bureau

McKinney Economic Development Corporation

McKinney Main Street/MPAC

McKinney Parks and Recreation

SUPPORTING MATERIALS:

[Visit McKinney Report](#)

[MEDC Report](#)



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
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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
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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
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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.

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

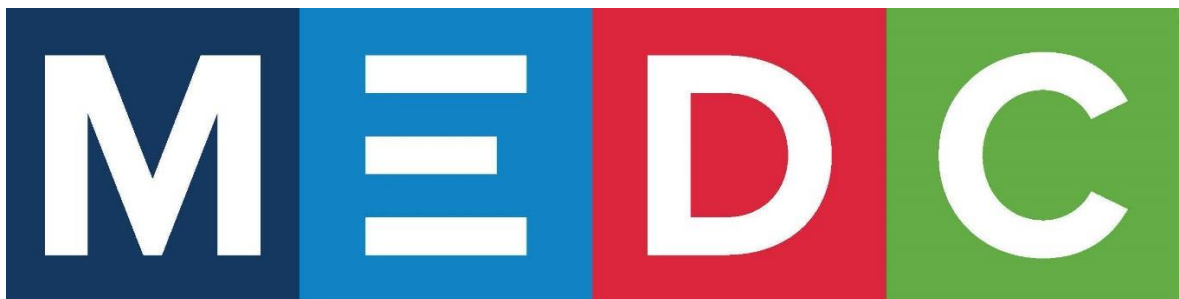
- BRE Visits: 22
- Annual BRE Total: 73
- Businesses Assisted: 17
- **New BRE Program Presentation:** The new BRE program was presented at the July meeting and is currently in implementation.
- **BRE Roundtable:** Hub 121 Development Update – Scheduled for September 5, 2019 at 7:30am at TPC Craig Ranch
- **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
FOR 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>

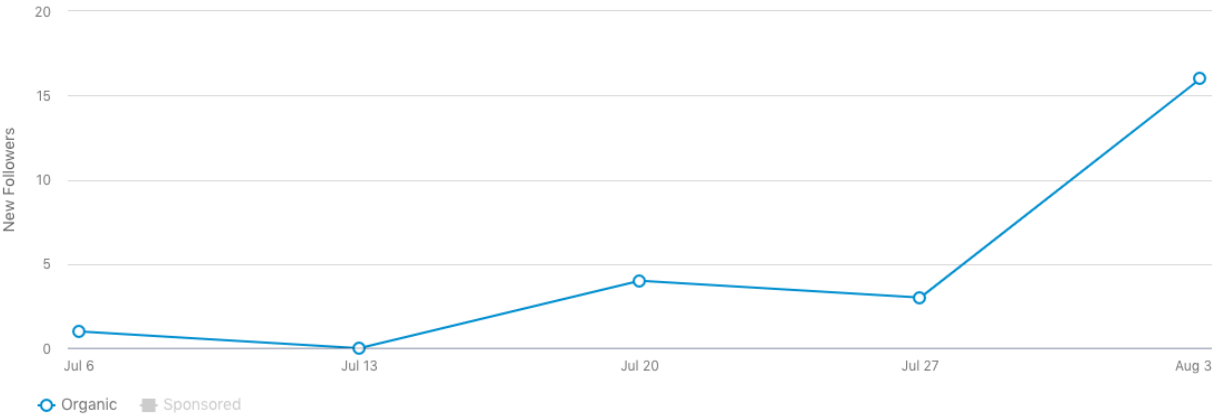
#McKinney #DFW #IndependentFinancial

#Headquarters #Texas #EconDev #Growth



McKinney's Independent Bank opens new Craig Ranch headquarters

dallasnews.com





19-0696

TITLE: President's Report

SUPPORTING MATERIALS:

[Grant Funds Awarded - FY19 8.9.19](#)

[Potential Projects 8.9.19](#)

[Social Media Metrics](#)

[Grant Promotions](#)

[Chestnut Square Final Report](#)

[Cultural District Final Report](#)

[Salsa Fest Final Report](#)

**McKinney Community Development Corporation
Grants and Transfers - FY 19**

Category	Grant/Transfer	Amount
Promotional & Community Events	MCDC Discretionary	\$ 150,000.00
	Heritage Guild of Collin County - Farmers Market, Tour de Coop, Ice Cream Crank-off	\$ (7,500.00)
	Collin County History Museum - 2019 <i>McKinney Then and Now</i> exhibit	\$ (11,675.00)
	St. Peter's Episcopal - Empty Bowls event	\$ (7,500.00)
	McKinney Main Street - Historic McKinney Cultural District events	\$ (15,000.00)
	Game Day Foods - 2019 Star-Spangled Salsa Fest	\$ (6,700.00)
	Kiwanis Club of McKinney - 2019 Kiwanis Triathlon	\$ (2,500.00)
	ManeGait Therapeutic Horsemanship - 2019 Country Fair	\$ (8,000.00)
	SBG Hospitality - 2019 McKinney St. Patrick's Day Festival and 5K	\$ (15,000.00)
	Heritage Guild of Collin County - Farmers Market, Ghost Walk, Murder Myster Dinner, Holiday Home Tour	\$ (12,500.00)
	Crape Myrtle Trails Foundation - Crape Myrtle Trails 5K and Festival	\$ (8,000.00)
	Direction 61:3 - Mosaix Christmas Concerts	\$ (4,000.00)
	Rotary Club Foundation - 2019 Parade of Lights	\$ (6,000.00)
	SBG Hospitality - 2019 McKinney Wine and Music Festival	\$ (10,000.00)
	McKinney Main Street - Home for the Holidays	\$ (15,000.00)
	McKinney Lacrosse Club - 2019 Turlaxin Tournament	\$ (6,000.00)
	McKinney ISD - 2019 NCAA Division II Championship Game	\$ (14,625.00)
	Balance	\$ -
Community Projects	MCDC Discretionary	\$ 1,364,926.00
	#19-01 - Habitat for Humanity of Collin County - Critical home repair for low income families	\$ (80,000.00)
	#19-02 - City of McKinney Apex Centre - Analysis and development of a plan for the future expansion of Apex	\$ (150,000.00)
	#19-03 - McKinney Parks Foundation - Purchase and installation of picnic tables and benches along Nature Trail at Community Center	\$ (2,000.00)
	#19-04 - Collin County Historical Society and Museum - Purchase and installation of photo boards	\$ (40,007.00)
	#19-05 - Heard Craig - Upgrades to Carriage House	\$ (12,790.00)
	#19-06 - Salvation Army - Replacement of gymnasium floor	\$ (33,917.90)
	#19-07 - Heritage Guild of Collin County - Projects at Chestnut Square Historic Village	\$ (59,500.00)
	#19-08 - North Texas Family Health Foundation - Federally Qualified Health Center - horizontal infrastructure	\$ (800,000.00)
	#19-09 - City of McKinney, Department of Housing and Community Development - Home repairs and maintenance for low income residents (PMP Program)	\$ (150,000.00)
	Balance	\$ 36,711.10
Retail Development Infrastructure	MCDC Discretionary	\$ 100,000.00
	RDIG #19-01 - Local Yocal Farm to Market - infrastructure improvements at Local Yocal BBQ and Grill.	\$ (7,768.82)
	Balance	\$ 92,231.18
Projects - Parks & Recreation	Project #18-08	\$ 5,500,000.00
	Cottonwood Park Redevelopment	\$ (2,150,000.00)
	Old Settlers Renovation*	\$ (2,800,000.00)
	Parks Umbrella Fund	\$ (225,000.00)
	Oak Hollow Upgrades	\$ (150,000.00)
	Juanita Maxfield Aquatic Center Improvements	\$ (175,000.00)
	Balance	\$ -
City of McKinney Administrative Fee		\$ 170,000.00
		\$ (170,000.00)
	Balance	\$ -
MPAC Operations		\$ 375,000.00
		\$ (375,000.00)
	Balance	\$ -
MAFC Operations		\$ 775,270.00
	Balance	\$ 775,270.00
Community/Partnership Projects	Fund Balance	\$ 20,914,580.00
	Balance	\$ 20,914,580.00

*With reallocation of funds from projects 16-08; 17-05 and 18-08 - total allocated to Old Settlers renovation is \$4.1 million

Potential Projects for MCDC Funding

Prospective Project	Description	Request	Timeframe
McGough Development	Craig Ranch Resort Hotel & Conf Center (Amended request)	\$11,250,000	Q3 2019
City of McKinney	Signage	?	?
City of McKinney Parks & Rec	Signage Project - Digital, Park, Building	?	?
Southgate	Quality of Life Site Amenities	\$1,500,000	?
Signage	McKinney Main Street	?	?
Training Reimbursement	Alliance of Elite Youth Leadership	?	Q3 2019
Neon Signs - McKinney Historic Downtown Cultural District	McKinney Main Street	\$60,000	Q3 2019
Boys & Girls Club of Collin County	Gym repairs; bleacher purchase and installation	\$135,000	Q3 2019

MCDC FACEBOOK METRICS

	Total Posts Original/Total	Followers	Engagements	Total Reach	Impressions
Dec '18	3/6	2134	165	2824	4236
Jan '19	6/11	2135	253	4036	6432
Feb '19	16/25	2148	778	7436	13816
Mar '19	31/41	2190	1865	17940	*33827
Apr '19	22/35	2204	584	9523	18488
May '19	14/25	2228	561	8033	14319
Jun '19	23/35	2245	1190	13823	*23914
Jul '19	26/31	2257	282	9018	17006

*March -- All Abilities, Top 100 Places to Live, TxDOT alignments, NCAA contract

*June -- All Abilities, Collin College 4-year degrees

MCDC TWITTER METRICS

	Followers	Total Tweets	Retweets	Engagements	Mentions
Dec '18	1118	7	0	0	0
Jan '19	1129	14	7	24	0
Feb '19	1133	28	7	21	7
Mar '19	1150	45	1	16	3
Apr '19	1166	41	11	34	5
May '19	1172	7	5	16	10
Jun '19	1192	22	23	91	7
Jul '19	1210	15	8	41	4

MCDC WEBSITE METRICS

	Sessions	Pageviews	Users	Desktop Hits	Mobile Hits	Tablet Hits
Dec '18	550	1269	451	349	88	14
Jan '19	535	1223	461	343	105	13
Feb '19	438	1115	376	277	79	20
Mar '19	581	1476	510	386	110	14
Apr '19	443	1211	381	290	72	19
May '19	574	1249	472	336	118	18
Jun '19	493	1069	411	295	99	17

Promotional and Community Event Grants -- FY Cycle I

[illegible]

[illegible]



Spring Farmers Market

Tour de Coop

24th Annual Killis Melton Ice Cream Crank Off



McKinney Farmers Market at Chestnut Square Spring 2019

- **Moved back to Chestnut Square March 2**
- **Weekly schedule began April 6**
- **72 filled vendor spaces**
- **Possible expansion to 80**
- **Vendor feedback: Very Satisfied**



McKinney Farmers Market at Chestnut Square Spring 2019

- **Special Events**
 - **Village tours every week**
 - **Village Life: 2nd Saturday**
 - **Butterfly Garden Tour: 3rd Saturday**
 - **Pure Barre: 4th Saturday**
 - **Music every week**



1,000 +
customers
weekly

McKinney Farmers
Market at
Chestnut Square
2019

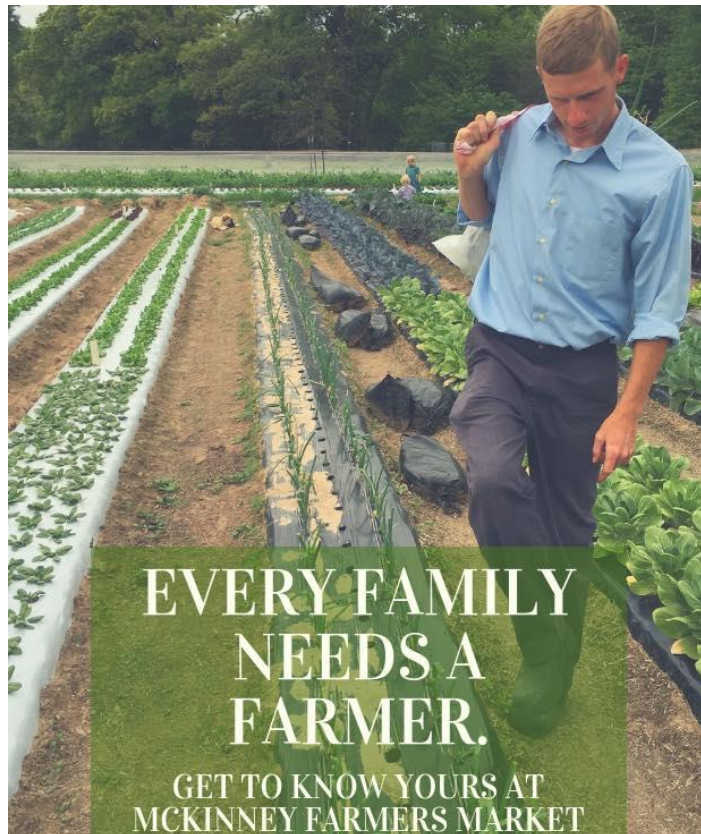
January 5 & 19

February 2 & 16

March 2, 16 & 30

Returns to
Chestnut

Weekly April 6 –
November 16







How the Funds Were Spent

Edible Dallas	Market and Coop Tour	\$850.00
Community Matters - April	Market and Coop Tour	\$145.00
Minute Man	Tour de Coop Posters	\$72.20
Community Impact - April	Market and Coop Tour	\$950.00
Minute Man	Market Posters	\$669.90
Star Local Media	Market	\$547.00
Minuteman Press	Market Cards	\$261.87
Community Matters - May	Market	\$145.00
N2 Publishing	Market and Coop Tour	\$200.00



Funds support advertising in: McKinney Community Impact, Star Local Media, Stonebridge Ranch Magazine, Edible Dallas, Creekside Living (N2 Publishing), KLAK Radio as well as print materials for events.

Examples of Promotional Pieces



2019 UPCOMING EVENTS:



2019 MARKET CALENDAR:

Every Thursday & Saturday, 11:00 am:
Guided Village Tours

Saturday,
April 27:
McKinney
Tour de Coop

Thursday,
May 2:
Farm to Market
FoodFest

June, July &
August: Prairie
Adventure Camps

Sunday, July 21:
Ice Cream
Crank-Off

Every Saturday, 8 am – Noon
April 6 through Dec 21

1st Saturdays:
Master
Gardeners
Series

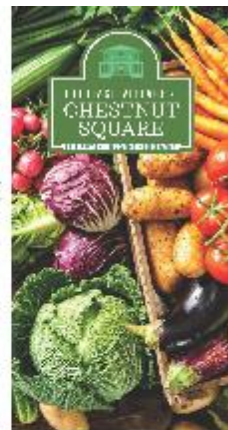
2nd Saturdays:
Village Life
Series,
Trolley Tour

3rd Saturdays:
Butterfly Tour
Series

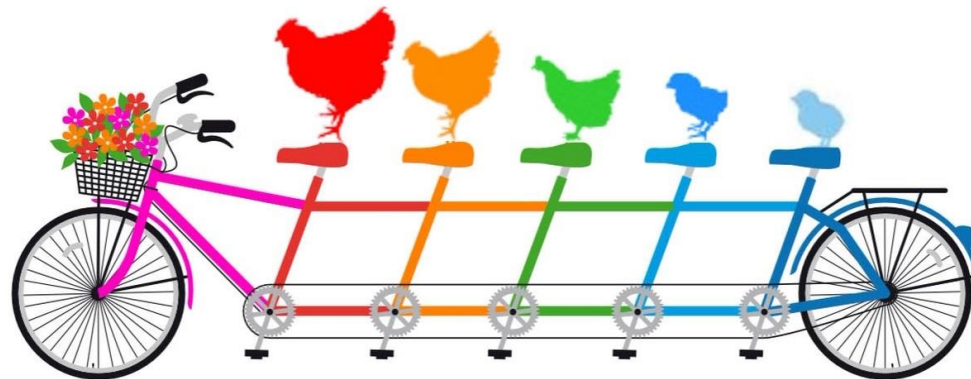
4th Saturdays:
Artisan Special
Event Series



Follow us
for more
information,
scheduled
dates & times



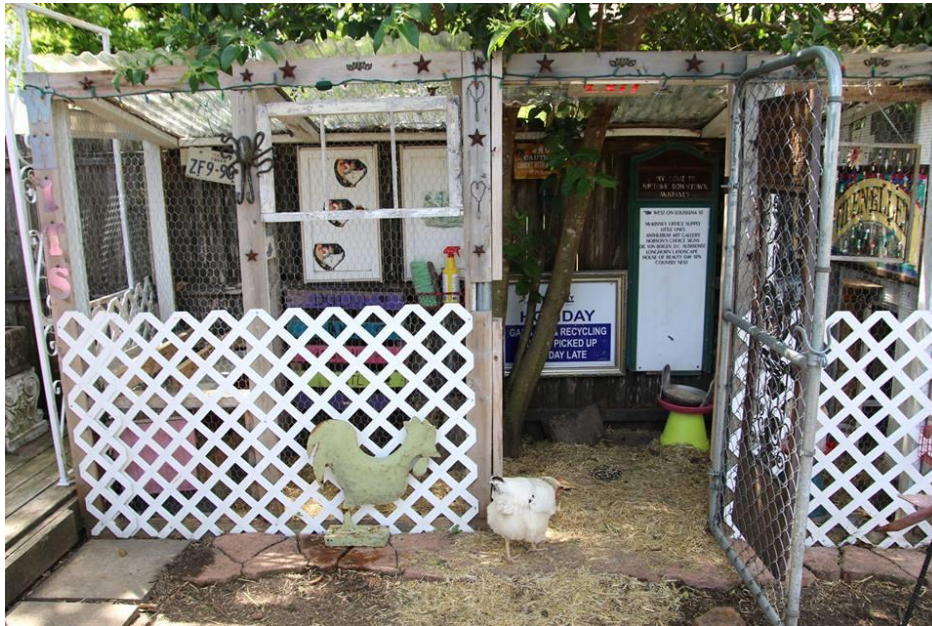
McKinney
Tour de Coop
Saturday,
April 27, 2019
9 am - 2 pm
More details & event
registration at
ChestnutSquare.org



Chicks Never Had It So Good!



8th Annual Tour de Coop April 27, 2019



- 5 coops
- 300 attendees
- Total revenues \$4500
- 53% under budget

A banner with a wood-grain background. In the center is a circular emblem with a blue border and a white rooster head. To the left of the emblem is a red banner with the word "McKinney" in white script. To the right is a red banner with the words "Tour de Coop" in white script.

April 27th, 2019
9:00 AM - 2:00 PM

A colorful illustration of a tandem bicycle with five seats. Each seat is occupied by a chicken of a different color: red, orange, green, blue, and light blue. The bicycle has a pink frame, black wheels, and a basket of flowers on the handlebars.

*Let's talk Chickens:
Lectures on Keeping
Backyard Chickens*

*Educational
Self-Guided Tours
of Urban Chicken
Coops*

*Vendors, Crafts
and Live Poultry
Displays*

Chicks 'Never' Had It So Good!

A row of four logos. From left to right: the Heritage Village at Chestnut Square logo, the D&D Farm and Home logo, the Collin County logo, and the McKinney Community Development Corporation logo.

*"Early Bird" Registration at
McKinneyTourDeCoop.com*



- Total of \$3750 spent on advertising this event
- Social Media metrics improved
- Advertising dollars exceeded income
- Staff & volunteers not sure how to improve/proceed
- No tour on calendar for 2020



24th Annual Killis Melton Ice Cream Crank Off



People's Choice

Ted Lindblad



2019

- \$10,162 ticket Revenues
- Best gross revenues in 7 years
- \$5,000 Sponsorships
- 1500 attendees
- 13 Flavor Contestants (same as 2018)
- No geographic metrics available at this time, but one note: more people of non-white demographic than ever seen at any Chestnut Square event
- Surveys sent to buyers through Square, our main ticketing mechanism



How the Funds Were Spent

Funding supported the 2 ads below, however a total of \$3815 was spent on promotions and ads in local print and broadcast media

Edible Dallas	ICCO/Market	\$875.00
n2 Publishing	ICCO	\$200.00

Examples of advertising pieces



**HOMEMADE ICE CREAM • FOOD
FAMILY FUN • ENTERTAINMENT**

**BALLOON ART
FACE PAINTING
PONY RIDES**

**ICE CREAM
SANDWICH EATING
COMPETITION**

**MAGIC SHOW
CARNIVAL GAMES
TRAIN DISPLAY**

playful



McKinney
Community
Development
Corporation





Thank you for your support. Without MCDC funding, the HGCC advertising budget would be half (or less). Not only do the promotions bring people to Chestnut Square (and McKinney), the funding supports local business in the media industry – neighborhood magazines, 2 local newspapers, a print shop and local radio.



July 26, 2019

McKinney Community Development Corporation
c/o: Cindy Schneible
5900 S. Lake Forest Dr., Ste 110
McKinney, TX 75070

Dear Cindy,

On behalf of McKinney Main Street, I would like to take this opportunity to thank you and the McKinney Community Development Board of Directors for granting our request of \$15,000 for promotional support of spring/summer 2019 activities in the Historic Downtown McKinney Cultural District.

The purpose of this document is to submit Cultural District advertising and promotional invoices to MCDC. This investment helps launch branding and recognition of the district to attract visitors and support efforts of our cultural entities and businesses in Downtown McKinney.

Thank you and your board of directors for your continued support with McKinney Main Street. This generous investment is greatly appreciated.

Sincerely,

A handwritten signature in blue ink that reads "Amy Rosenthal".

Amy Rosenthal
Director, MPAC & McKinney Main Street
arosenthal@mcKinneytexas.org
972-547-2652



Arts
in Bloom

in Historic Downtown McKinney



Arts in Bloom 2019

Advertising & Promotions

- Cinemark Movie Theaters & Movie House Eatery – Pre-movie 30 second commercials
- Facebook – Promoted posts
- Dallas Morning News – Friday Guide
- Community Impact – Plano, McKinney, Frisco
- HOA Stonebridge Ranch & Craig Ranch
- Digital billboard – Fairview 75 & Stacy


HISTORIC DOWNTOWN MCKINNEY CULTURAL DISTRICT
HISTORIC GOOD TIMES

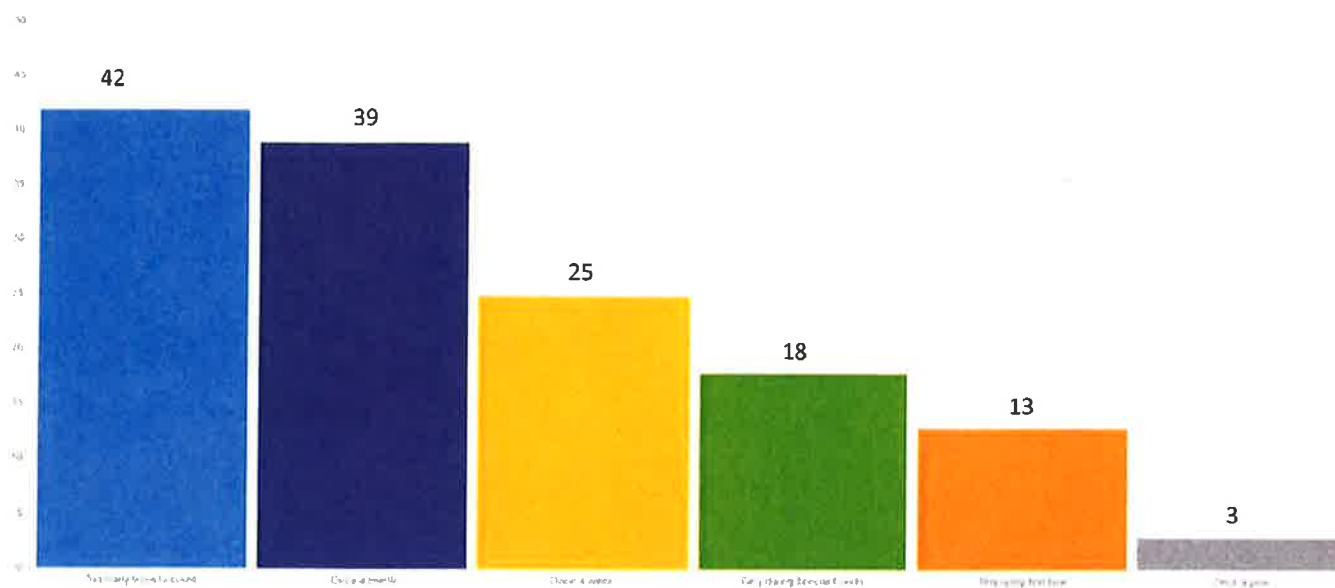
Cultural District Spring 2019

Advertising & Promotions

- Cinemark Movie Theaters & Movie House Eatery – Pre-movie 30 second commercials
- Bi-monthly Brochures
- Community Impact Ads—Plano, Frisco, McKinney

Percentage of people who are likely to sign up for this program

Results based on 137 responses to this question



Percentage of people who are likely to sign up for the program

Results based on 137 responses to this question



35.04% (48) 0-2
35.04% (48) 2-4
29.93% (41) 4+

Percentage of people who are likely to sign up for the program

Results based on 137 responses to this question

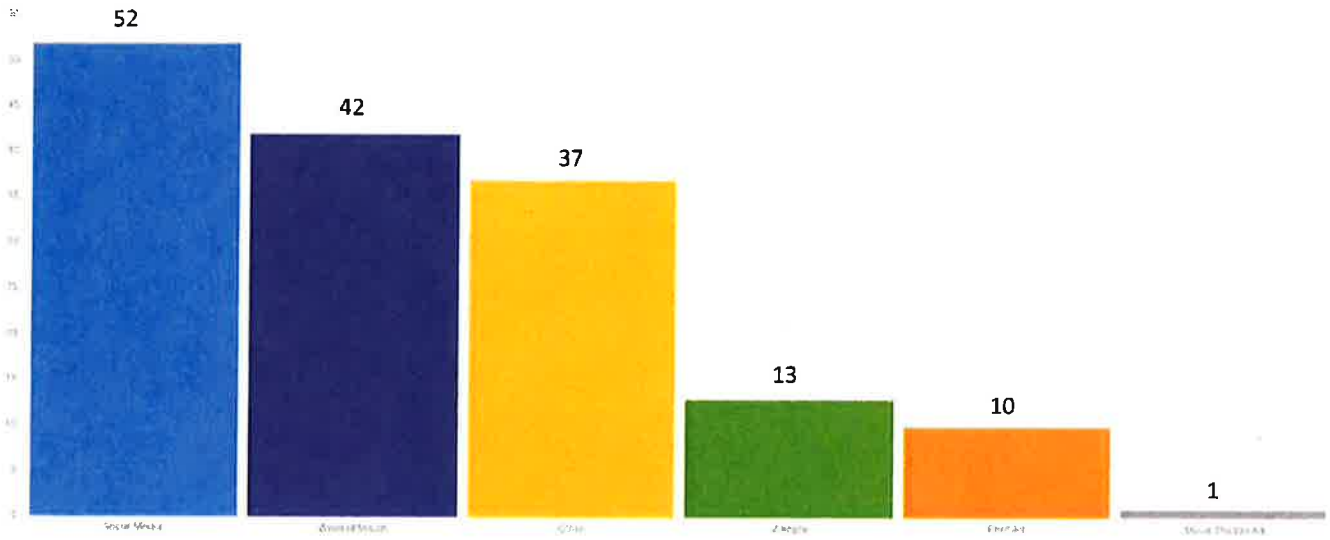


62.77% (86) Yes
37.23% (51) No

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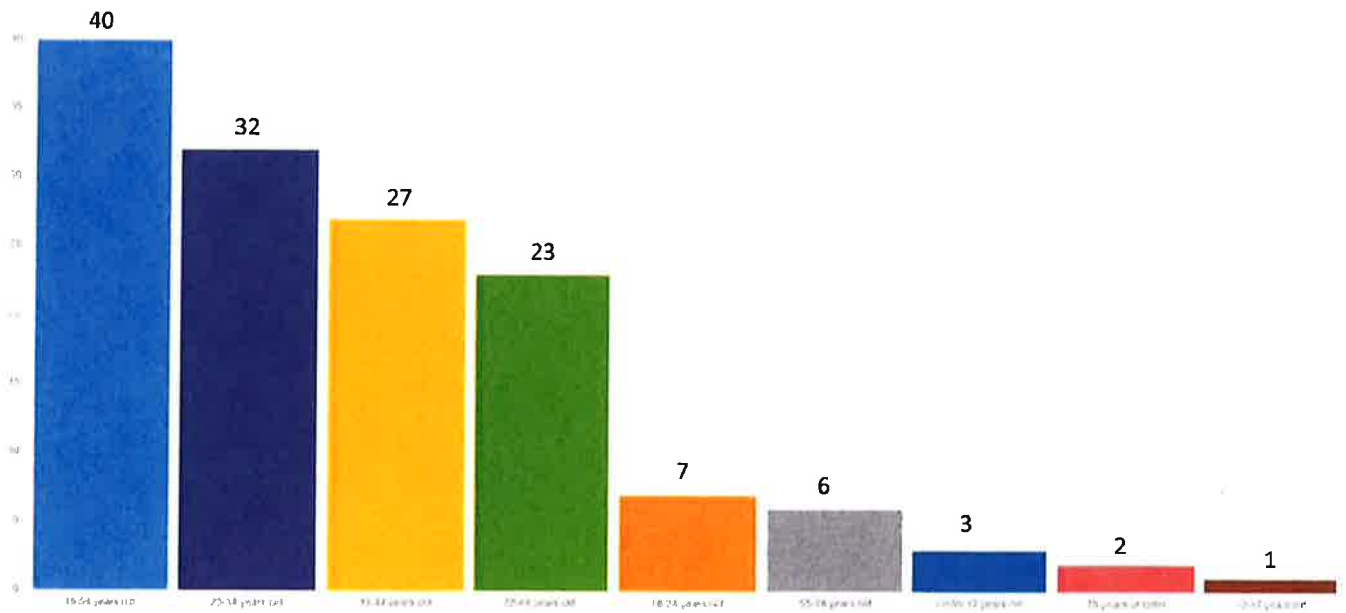
Results based on 157 responses to this question

Q9



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Results based on 117 responses to this question



Arts in Bloom Social Media Stats

- Amount Spent - \$4,550
- Total Paid Impressions - 550,995
- Total Paid Reach - 300,917
- Photo Views - 20,542
- Video Plays - 3,954
- Link Clicks - 6,610

Arts in Bloom

A Celebration of Art & Wine

APRIL 12-14

HISTORIC DOWNTOWN MCKINNEY

FRIDAY • 5-10PM | SATURDAY • 9AM-10PM | SUNDAY • NOON-5PM

- MORE THAN 120 LOCAL, REGIONAL & NATIONAL ARTISTS •
- KIDS CREATION STATION • ART DEMONSTRATIONS • 15 TEXAS WINERIES •
- TASTY EATS • UNIQUE DINING & SHOPPING •
- UNIQUE BY NATURE JURIED ART SHOW • FREE PARKING & ADMISSION •

**LIVE MUSICAL ENTERTAINMENT
FEATURING**
GINA CHAVEZ • MEMPHIS SOUL
MAYLEE THOMAS BAND • NORTHERN NATIONAL



Park Place
LEXUS
PLAZA

children'shealth?

T-Mobile



SPONSORED BY
MCKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION



WWW.ARTSINBLOOMTX.COM #ARTSINBLOOMTX

HISTORIC GOOD TIMES IN THE DOWNTOWN MCKINNEY CULTURAL DISTRICT

The Historic Downtown McKinney Cultural District is home to McKinney's dynamic art and entertainment scene. You can find new and inspiring things to do year-round in the district from exciting annual events and eclectic creative community to its boutique shopping and rising culinary scene.



MCKINNEY PERFORMING ARTS CENTER

111 N. Tennessee St. • www.mckinneyperformingartscenter.org

- MPAC presents: The Janoska Ensemble "From Vienna to Liverpool: A Tribute to the Beatles" The four young classically trained musicians, Ondrej, Frantisek and Roman Janoska and Julius Darvas pay homage to The Beatles with an out-of-this-world concert. March 30 at 8 p.m. \$35 adult, \$30 seniors 65+, \$25 child/student
- Juried Art Show April 6-27



ROY AND HELEN HALL MEMORIAL LIBRARY

101 E. Hunt St. • www.mckinneypubliclibrary.org

- Concert in the Courtyard featuring Harper Grace April 20



HEARD CRAIG CENTER FOR THE ARTS

205 W. Hunt St. • www.heardcraig.org

- Art Meets Floral Tea Luncheon April 12



COLLIN COUNTY HISTORY MUSEUM

300 E. Virginia St.
www.collincountyhistorymuseum.org

- McKinney Then and Now



THE COVE

402 N. Tennessee St. • www.thecovemckinney.com

- Spring Into Art March 22
- An Evening with the Artists of Empty Bowls March 29
- Naacancy April 5



CHESTNUT SQUARE

315 S. Chestnut St. • www.chestnutsquare.org

- McKinney TOUR de COOP April 27
- Farmers Market Every Saturday

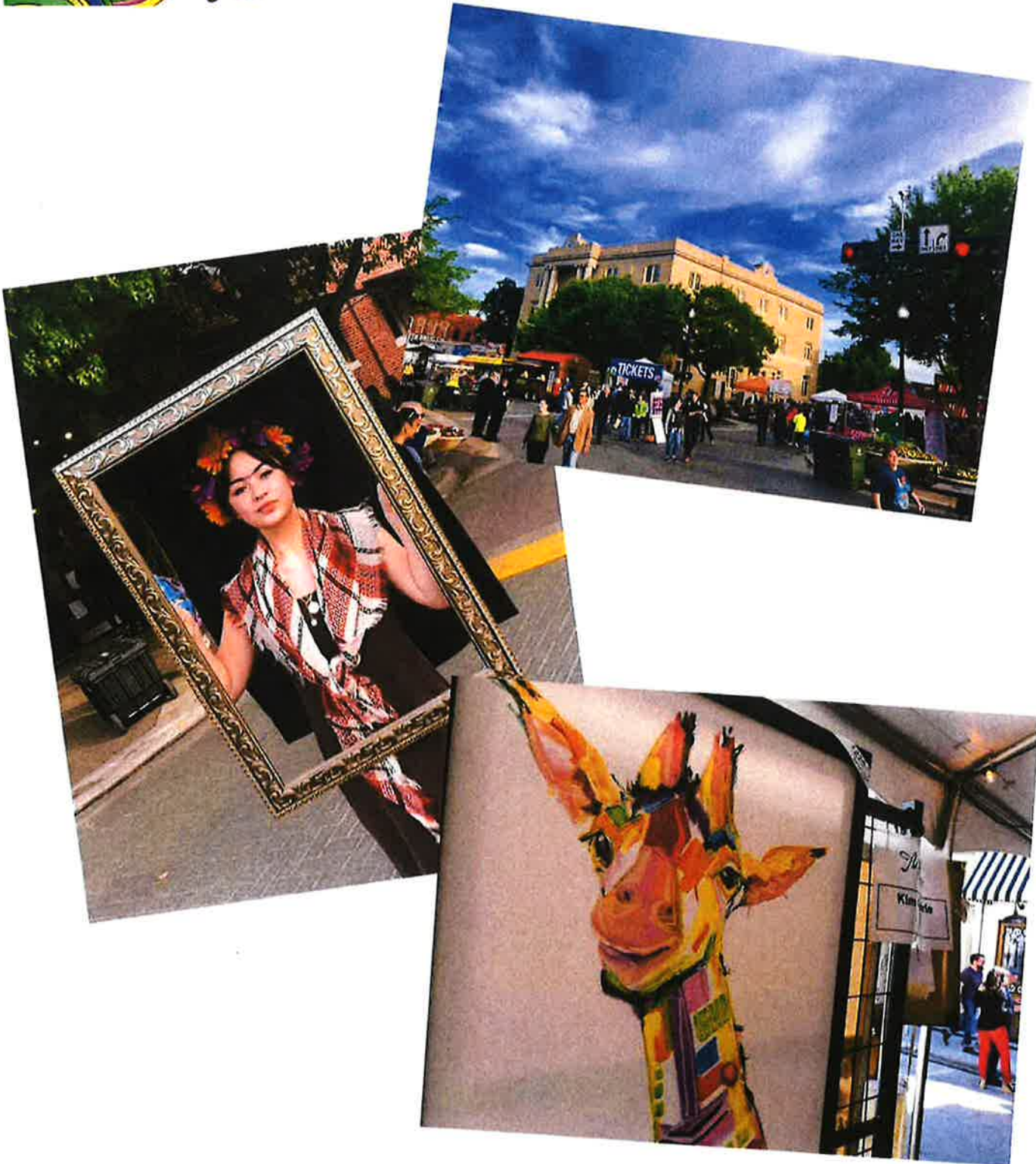
(Events subject to change)

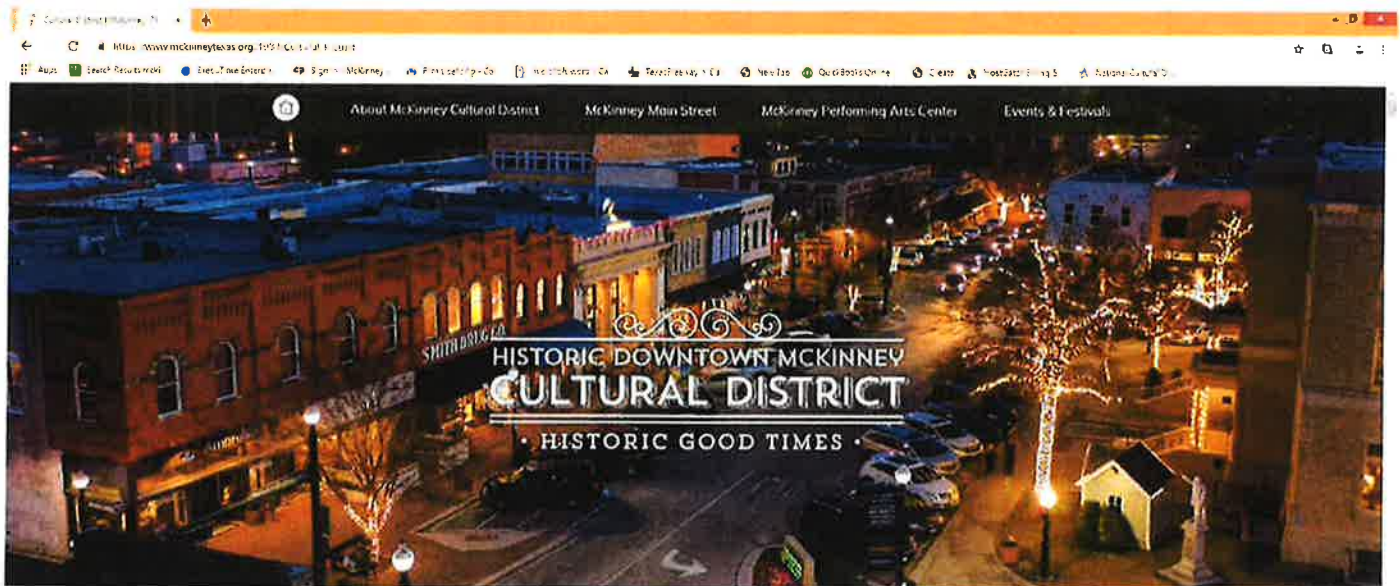
Looking for more to see and do? Check our calendar of events.
www.McKinneyCulturalDistrict.com



Arts in Bloom

in Historic Downtown McKinney





Home | Cultural District | Main Street | McKinney Performing Arts Center | Events & Festivals

CULTURAL DISTRICT

The Historic Downtown McKinney Cultural District (HDMCD) was established in 1948. It is a historic, vibrant, walkable, pedestrian-friendly, sustainable

Find City Events

Entries on the cultural district calendar are posted by businesses located in the McKinney Cultural District. City-sponsored events may appear on the calendar, but the majority of the events are not city-sponsored. View calendars for city-sponsored events at the links below.

- [Coke Festival](#)
- [McKinney Performing Arts Center](#)
- [Punka Street Events](#)
- [Community Events / Concerts and Music Events](#)



FUNDED IN PART BY
MCKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION



Texas
Commission
on the Arts
Investing in a Creative Texas



CONTACT US

McKinney Main Street
311 N. Tenth Ave. Ste.
McKinney, TX 75069
Get directions

PHOTO: GETTY IMAGES

ARTIST: JACOB

USEFUL LINKS

City of McKinney
City of McKinney Website
City of McKinney

STAY CONNECTED

Facebook
Twitter
Instagram

MORE INFO

McKinney Main Street
Explore History
Downtown McKinney
Visitor Information
McKinney Performing
Arts Center

HISTORIC GOOD TIMES IN THE DOWNTOWN MCKINNEY CULTURAL DISTRICT

The Historic Downtown McKinney Cultural District is home to McKinney's dynamic art and entertainment scene. You can find new and inspiring things to do year-round in the district from exciting annual events and eclectic creative community to its boutique shopping and rising culinary scene.



HISTORIC DOWNTOWN MCKINNEY
111 N. Tennessee St. • www.downtownmckinney.com
• **Arts in Bloom** April 13 - 14



ROY AND HELEN HALL MEMORIAL LIBRARY
101 E. Hunt St. • www.mckinneypubliclibrary.org
• **Concert in the Courtyard** featuring Harper Grace April 20



HEARD CRAIG CENTER FOR THE ARTS
205 W. Hunt St. • www.heardcraig.org
• **Art Meets Floral Tea Luncheon** April 12



COLLIN COUNTY HISTORY MUSEUM
300 E. Virginia St. • www.collincountyhistorymuseum.org
• **McKinney Then and Now**



THE COVE
402 N. Tennessee St. • www.thecovemckinney.com
• **Spring Into Art** March 22
• **An Evening with the Artists of Empty Bowls** March 29
• **Noseconey** April 5



CHESTNUT SQUARE
315 S. Chestnut St. • www.chestnutsquare.org
• **McKinney TOUR de COOP** April 27
• **Parkers Market** Every Saturday

(Events subject to change)

Looking for more to see and do? Check our calendar of events.
www.McKinneyCulturalDistrict.com



**MCKINNEY
PERFORMING
ARTS CENTER**
AT THE HISTORIC COLLIN COUNTY COURTHOUSE

THANK YOU TO OUR SUPPORTERS



McKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION



111 N. Tennessee St. • McKinney
www.McKinneyPerformingArtsCenter.org



**Getting around
Downtown McKinney
just got easier.**

Meet DASH. The Downtown Area Shuttle, or DASH for short, is an electric, six seat shuttle that scoots around Historic Downtown McKinney taking shoppers, diners and visitors where they need to go. Best of all, riding with DASH is **FREE**! Just give him a wave or call 469-733-DASH and hop on! For more information, including operating schedules, visit www.McKinneyTexas.org/DASH.

HISTORIC DOWNTOWN McKINNEY CULTURAL DISTRICT

**EVENT CALENDAR
MARCH - APRIL 2019**



July 30, 2019

Ms. Cindy Schneible
President
McKinney Community Development Corporation
5900 S. Lake Forest Dr. Suite 110
McKinney, TX 75070

Dear Cindy,

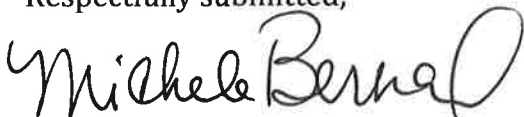
Thank you again for your support of McKinney's 2019 Star-Spangled Salsa Fest! With the support of MCD, we were able to support business development for several small food-industry businesses, tourism to McKinney, and raise funds for the Community Garden Kitchen of Collin County, while showcasing McKinney, Texas in a fun, nourishing and memorable way.

Please accept this request for reimbursement of qualifying expenses we incurred for marketing, advertising and promotions the event. Please find enclosed, our Final Report, copies of our paid marketing, advertising and promotion invoices, as well as accompanying tear-sheets. Total amount submitted for reimbursement to Salsa Fest McKinney is \$5907.00.

If you have any questions, or if I may be of service to you, please feel free to reach out to me at 214-726-2203, or at michele@bernardsgourmetfoods.com.

Thank you again for the many ways you support our community. We are truly grateful.

Respectfully submitted,

A handwritten signature in black ink that reads "Michele Bernard". The signature is fluid and cursive, with the first name "Michele" and last name "Bernard" clearly distinguishable.

Michele Bernard, Chair
McKinney Star-Spangled Salsa Fest Committee
214-726-2203
michele@bernardsgourmetfoods.com

2nd Annual McKinney Star-Spangled Salsa Fest Final Report

McKinney's 2nd Annual Star-Spangled Salsa Fest benefitting the Community Garden Kitchen of Collin County fulfilled it's 2019 Strategic Goals and Objectives. The 2019 Salsa Fest McKinney Committee produced a community-wide event that brought residents and visitors together to celebrate Independence Day while creating an opportunity to share awareness of hunger and nutritional issues directly impacting many members of the McKinney community. Upon arrival, guests were greeted by members of the Community Garden Kitchen of Collin County Team, members of the McKinney Hunger-Free Coalition, and RBFCU, each sharing information and volunteer opportunities regarding hunger and nutritional issues impacting our community. Additionally, each guest was provided with a reusable shopping bag, courtesy of the Texas Department of Agriculture GOTEXAN program. Each bag contained literature sharing information pertaining to hunger/nutritional issues, and summer feeding programs, as well as beneficial community information provided by MCDC, MCVB and the Texas Department of Agriculture. This event created an opportunity for all involved to address and play a significant role in the reduction of food insecurity in our community, aligning to MCDC's goal of meeting citizen needs for quality of life improvements.

By all accounts, the 2019 RBFCU Star-Spangled Salsa Fest presented by Bernard's Gourmet Foods and benefitting Community Garden Kitchen of Collin County was a success. Residents and visitors enjoyed a family-friendly, safe and fun way to celebrate Independence Day. This event took place after the morning downtown parade and prior to the evening fireworks display. Guests, Vendors, Partners and Beneficiary agree that this year's event met and exceeded all expectations. Those who attended last year's successful festival also shared that this year's event was even better.

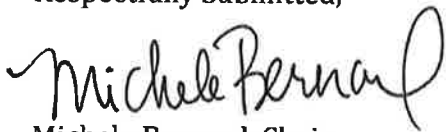
By the Numbers

The 2nd Annual McKinney Star-Spangled Salsa Fest benefitting the Community Garden Kitchen of Collin County featured the following:

- 25 Vendors for guests to enjoy
 - 15 of the best Salsa/Spicy food Vendors in the State of Texas
 - 11 Returning from Last Year
 - 4 New to Festival
 - All GO TEXAN members representing 14 different Texas cities
 - Majority of vendors present boast Award-Winning Salsas and Products
 - 2 vendors members of the elite H-E-B Quest for Texas Best Class
 - 5 Ready to eat/Restaurant Vendors
 - 5 Partner Vendors

- 5 Entertainers and Miss McKinney too!
 - DJ Bull
 - James Gabriano
 - Alex Smolen
 - Salsa Dallas!
 - Ovation Academy
- 3 Culinary Demonstrations
- 43 Entries in Salsa Contest featuring 3 Divisions with 3 Categories each (Red, Green, Special Variety)
 - Individual
 - Commercial
 - Restaurant
- Crowds estimated at approximately 3,000
- Festival Improvements over last year:
 - Improved parking – parking garage is an asset
 - Improved communication with guests (shopping bags/info for each guest passing through ticket booth)
 - Improved ambiance, walkability and festival lay-out– No construction and ability to close entire campus/utilize Chestnut St and Anthony St.
 - Improved entertainment options for guests
 - Enhanced entertainment slate
 - Enhanced Kid Zone
 - Enhanced Cool Zone
 - Enhanced People's Choice Contest
 - Relocation of Parks & Rec Car Show “next door” in Playful Parking Lot provides even more midday 4th of July fun for downtown McKinney guests
- Funds raised on behalf of Community Garden Kitchen: \$14, 204.00

Respectfully Submitted,



Michele Bernard, Chair
 Star-Spangled Salsa Fest Committee
 214-726-2203

Promote

Overview

All Ads

Audiences

Advertising Summary for RBFCU McKinney Star-Spangled Salsa Fest

You've spent **\$333.09** on **6** ads in the last **90** days.

Last 90 days



People Reached

22,287



Post Engagements

868



Link Clicks

536

Ads on RBFCU McKinney Star-Spangled Salsa Fest

+ Create Ad



Local Reach

...

Completed

Come out to the RBFCU McKinney...

People Reached

2K



Post Engagements

...

Completed

Want it? #ComeAndTakeIt! Enter...

Post Engagement

190

People Reached

1.1K



Ticket Sales

...

Completed

RBFCU Star-Spangled Salsa Fest...

See All



CONGRATULATIONS E.J. Wills Gastropub! 2019 RBFCU Star-Spangled SalsaFest Judge's Choice Winner! #SalsaFestMcKinney

Posted on Jul 6, 2019 by

Boost Your Post

Boost this post to connect with new people and get more reactions, comments and shares.

2,627

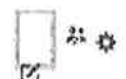
People Reached

31

Reactions, Comments & Shares

Choose Another Post

Boost Post



RBFCU McKinney Star-Spangled Salsa Fest



Michele

Home

Create

Page

Ad Center

Inbox ¹

Manage Jobs

Notifications ¹

Insights

More ▾

Settings

Help ▾

Overview

Overview

All Ads

Audiences

Recent Ads on RBFCU McKinney Star-Spangled Salsa Fest

Ads activity is reported in the time zone of your ad account.

[Create Ad](#)

Local Reach

Get Directions

Promoted by Michele Stevens Bernard on Jun...
Completed

2,038

People Reached

2,038

People Reached

\$9.98

Spent at \$1.00 per...

[View Results](#)

Post Engagements

Want it? #ComeAndTakeIt! Enter contest here...
Promoted by Michele Stevens Bernard on Jun...
Completed

1,129

People Reached

190

Post Engagement

\$65.00

Spent of \$65.00

[View Results](#)

Ticket Sales

RBFCU Star-Spangled Salsa Fest presented b...
Promoted by Michele Stevens Bernard on Jun...
Completed

2,558

People Reached

--

Total Purchases

\$64.84

Spent of \$65.00

[View Results](#)

Post Engagements

Does your Salsa Sizzle? Enter here: https://sa...
Promoted by Michele Stevens Bernard on Ma...
Completed

4,947

People Reached

197

Link Clicks

\$65.00

Spent of \$65.00

[View Results](#)

Post Engagements

Does your Salsa Sizzle? Enter here: https://sa...
Promoted by Michele Stevens Bernard on Ma...
Completed

8,388

People Reached

198

Link Clicks

\$65.00

Spent of \$65.00

[View Results](#)

Event Responses

RBFCU McKinney Salsa Fest presented by Be...
Promoted by Michele Stevens Bernard on Apr...
Completed

5,080

People Reached

109

Event Responses

\$64.89

Spent of \$65.00

[View Results](#)[Show more details in Ads Manager](#)
[About](#) [Create Ad](#) [Create Page](#) [Developers](#) [Careers](#) [Privacy](#) [Cookies](#) [Ad Choices](#) [Terms](#) [Account Security](#) [Login Help](#) [Help](#)
[English \(US\)](#) [Español](#) [Français \(France\)](#) [中文\(简体\)](#) [العربية](#) [Português \(Brasil\)](#) [Italiano](#) [한국어](#) [Deutsch](#) [हिन्दी](#) [日本語](#)
[Chat \(73\)](#)

Join Us!

July 4th Chestnut Square



SalsaFestMcKinney.com

benefits



FUNDED IN PART BY
McKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION



RBECCU★
rbecu.org



PEOPLE'S CHOICE SCORECARD

Visit Our Salsa Shop & Cocina Zones

Enjoy! Meet, Greet, Shop & Taste till your tastebuds tingle with delight

Vote Often and Early! Leave 1 or more tickets in your fave vendors' ballot boxes located at their booths (Voting ends at 2:30pm)

Extra tickets available at People's Choice Ticket Booth and from designated SalsaFest Volunteers

Color/Texture	Aroma/Flavor	Heat
---------------	--------------	------



presented by

BERNARD'S
EST. GOURMET FOODS 2016
— MADE IN TX —

ORDER OF EVENTS

11:00AM-3:00PM:

Musical Performances
featuring

James Gabriano,

Alex Kennedy, DJ Bull, and Salsa Dallas!

Culinary demonstrations

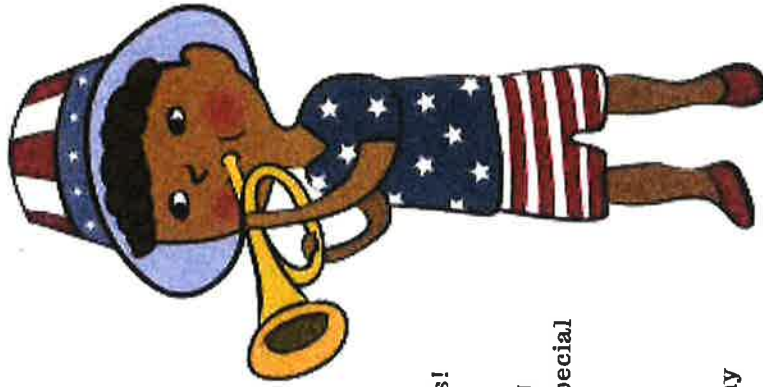
Holy Family School Kid Zone featuring

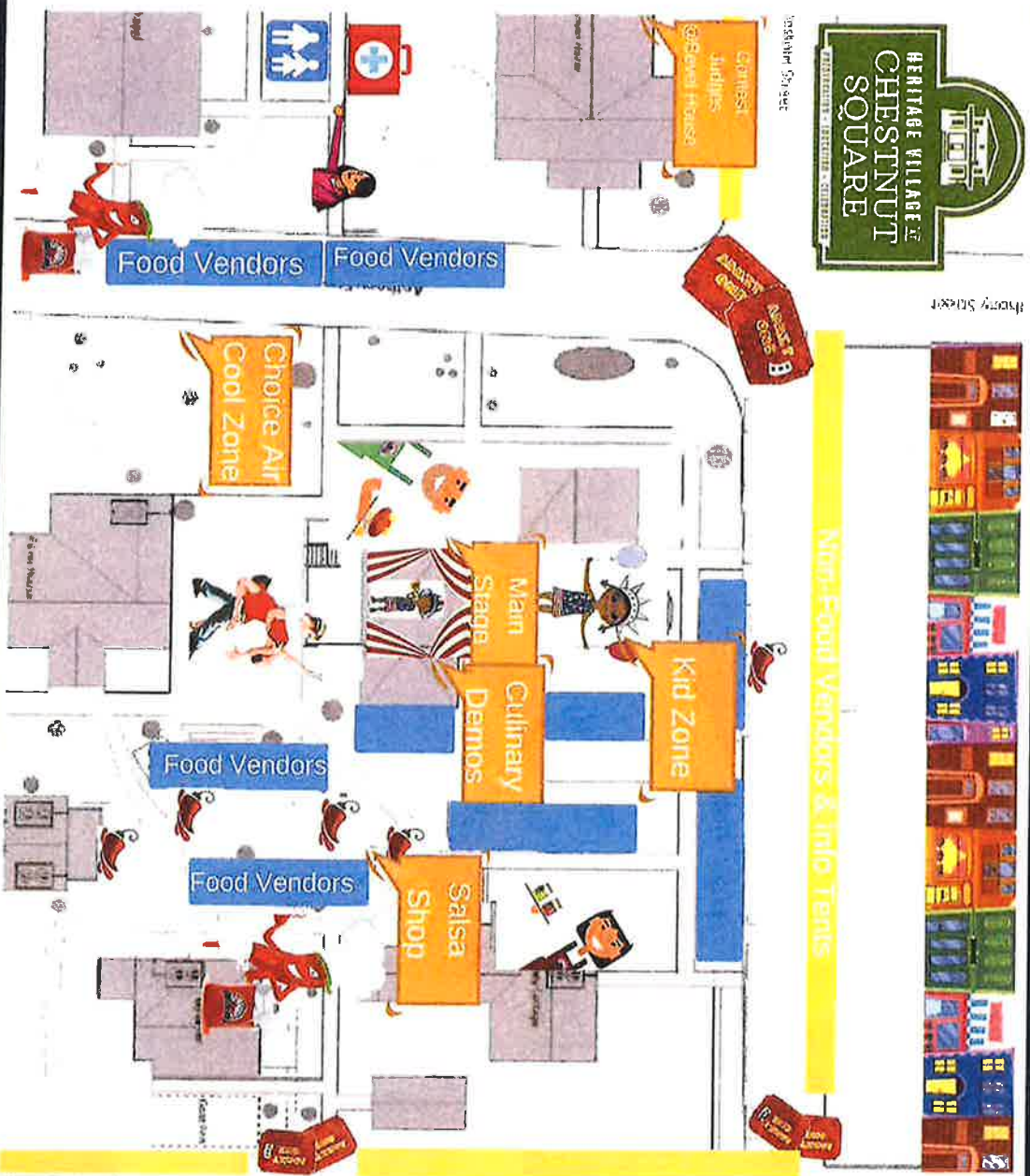
Arts-n-Crafts, Games, Face Painting and special
performances by Ovation Academy

People's Choice Beat The Heat

Hot Sauce/Salsa Contest Voting

3:00PM: Beat The Heat Awards Ceremony





*Thank you
on behalf of*



BERNARD'S
EST. 2016
GOURMET FOODS
MADE IN TX



FOUNDED IN PART BY
McKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION

RBFCU 
rbfcu.org

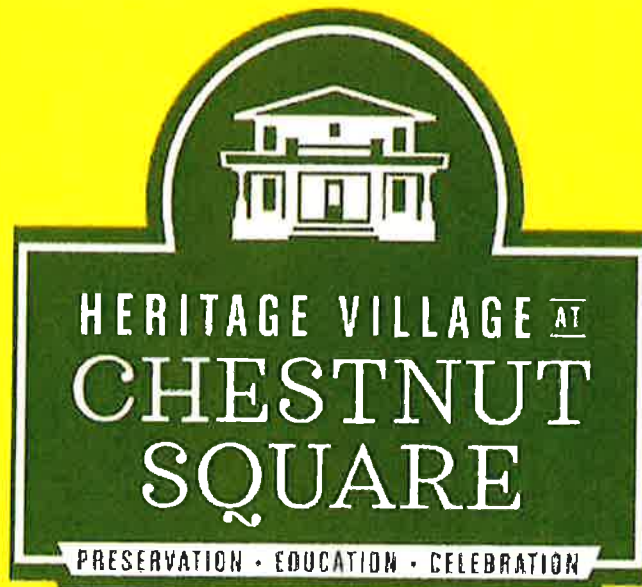


presented by

Bernard's Gourmet Foods

JULY 4TH

IMMEDIATELY FOLLOWS RED, WHITE & BOOM PARADE, 11AM-3PM



315 S CHESTNUT ST. 1 BLOCK SOUTHEAST OF DOWNTOWN MCKINNEY SQUARE

Proceeds Benefit



FUNDED IN PART BY
**MCKINNEY
COMMUNITY
DEVELOPMENT
CORPORATION**



**COMMUNITY
GARDEN KITCHEN**
SHARING OUR TABLE





19-0697

TITLE: Conduct a Public Hearing and Consider/Discuss/Act on a Request for Funding, Submitted by the City of McKinney Parks and Recreation Department (#19-10), in the Amount \$5,500,000 for Park and Facility Redevelopment and Improvements; Design and Construction of Various Parks; Facilities, Equipment and Trail Projects.

COUNCIL GOAL: Enhance the Quality of Life in McKinney

MEETING DATE: August 22, 2019

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- The Parks and Recreation Department is requesting funds in the amount of \$5,500,000 for park and facility redevelopment and improvements and for design and construction of various parks, equipment, facilities and trail projects.

BACKGROUND INFORMATION:

- The proposed projects are included in the 10-year CIP and will allow growth in areas that meet the most immediate needs of the community in the most cost effective manner.
- The Parks Master Plan, updated and approved in 2017, identifies areas of deficit, provides a vision for addressing growth and provides a plan for immediate and long term park, park facilities and trail improvement needs.
- The Parks Master Plan was utilized in identifying projects for this FY 19-20 grant application.

FINANCIAL SUMMARY:

- This request is eligible for MCDC consideration under Section 505 of the Texas Local Government Code.
- These projects facilitate facility and park design, development, construction and improvements that will enhance the quality of life for McKinney residents.
- See attached application for details of requested funds.

SUPPORTING MATERIALS:

Parks and Recreation Grant Application
Presentation

SUPPORTING MATERIALS:

[Application Packet](#)
[Presentation](#)

McKINNEY COMMUNITY DEVELOPMENT CORPORATION
Project Grant Application
Fiscal Year 2019

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Contact us to discuss your plans for submitting an application prior to completing the form.**
- A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, via email or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.

2019 Project Grant Application Schedule

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 28, 2018	January 24, 2019	February 28, 2019
Cycle II: March 30, 2019	April 25, 2019	May 23, 2019
Cycle III: June 28, 2019	July 25, 2019	August 22, 2019

APPLICATION

Project Grants support for projects eligible for consideration under Sections 501 and 505 of the Texas Local Government Code. These include:

- Projects Related to the Creation or Retention of Primary Jobs
- Infrastructure Improvement Projects Necessary to Develop New or Expanded Business Enterprises
- Public Parks and Open Space Improvements
- Projects Related to Recreational or Community (city/public access) Facilities
- Professional and Amateur Sports and Athletic Facilities, including Children's Sports
- Entertainment, Tourist and Convention Facilities
- Projects Related to Low Income Housing
- Mass Transit-Related Facilities
- Airport Facilities

INFORMATION ABOUT YOUR ORGANIZATION

Name: City of McKinney Parks and Recreation Department

Federal Tax I.D.: 75-6000599

Incorporation Date: 1848

Mailing Address: PO Box 517

City McKinney

ST: TX

Zip: 75070

Phone: 972-547-7480

Fax: 972-547-7486

Email: mkowski@mckinneytexas.org

Website: www.mckinneytexas.org

Check One:

- ☐ Nonprofit – 501(c) Attach a copy of IRS Determination Letter
- ☒ Governmental entity
- ☐ For profit corporation
- ☐ Other

Professional affiliations and organizations to which your organization belongs: n/a

REPRESENTATIVE COMPLETING APPLICATION:

Name: Jenny Baker

Title: Parks, Planning & Development Manager

Mailing Address: PO Box 517

City: McKinney

ST: TX

Zip: 75070

Phone: 972-547-2644

Fax: 972-547-7486

Email: jbaker@mckinneytexas.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Michael Kowski

Title: Director of Parks and Recreation

Mailing Address: PO Box 517

City: McKinney

ST: TX

Zip: 75070

Phone: 972-547-7480

Fax: 972-547-7486

Email: mkowski@mckinneytexas.org

FUNDING

Total amount requested: \$5,500,000

Matching Funds Available (Y/N and amount): n/a

Will funding be requested from any other City of McKinney entity (e.g. TIRZ Grant, City of McKinney Community Support Grant)?

☐ Yes

☒ No

Please provide details and funding requested: n/a

PROJECT

Start Date: varying dates

Completion Date: varying dates

BOARD OF DIRECTORS *(may be included as an attachment)***PROS BOARD**

Melanie Butler
James Delozier
Kip Dixon, Chairman
Sean Nance
Boyd Pelley
Kelvin Thomas
Eric Wolf

CITY COUNCIL

Mayor George Fuller
Mayor Pro-tem Rainey Rogers
Scott Elliott
Rick Franklin
Frederick Frazier
Charlie Phillips
La'Shadian Shemwell

LEADERSHIP STAFF *(may be included as an attachment)***Paul Grimes****City Manager****Steve Tilton****Assistant City Manager****Michael Kowski****Director of Parks & Recreation**

Using the outline below, provide a written narrative no longer than 7 pages in length:

I. Applying Organization

The Parks and Recreation Department has over 500 employees which includes full time, seasonal and part time. We are the largest department in the City. We also utilize hundreds of volunteers annually to provide parks and recreation services to our residents.

Our department manages over 2,300 acres of parkland in addition to over 200 acres of several city facilities, streets, medians and public rights of way. With this fiscal year budget request we are requesting an additional four maintenance personnel as needed to upgrade the level of maintenance currently provided. The added staff are part of a 5 year catch up plan. This is the 5th year of that plan. All future capital projects will be maintained with general fund budgets. The funding for maintenance and operation of all projects included in the PROS 10 year capital improvement plan have been included in the general fund 10 year financial forecast. We are also requesting two new parks planners to assist with implementing our Parks CIP program.

The Parks Master Plan has been a guiding influence on the preparation of our 10 year CIP. The Plan includes recommendations for growth within our parks and trail system that is based on community input received during the creation of the plan including a statistically valid survey.

These proposed projects that we are requesting funding for will provide much needed renovations and redevelopment in aging areas as well as continued expansion of our current parks system. These projects help to fulfill the vision of the City Council and the Parks, Recreation and Open Space Board.

Parks Board Vision

Develop a City that is truly "Unique by Nature" that allows development to occur in a manner that is harmonious with the natural environment maximizes the ability to generate revenues for City operations, minimizes the demand on city resources, provides the greatest benefit to the entire community; and results in a balanced community with a high quality of living in a safe and beautiful environment.

Goals and Relationship to Council Goals and Strategies**Direction for Strategic Growth**

Implement the 2017 Parks, Recreation, Open Space, Trails and Streetscape Master Plan to address the expressed interest of our residents; identify areas of deficit; consider other plans and/or planning activities; and create a strategy for addressing growth in a comprehensive and responsive manner.

Inventory, evaluate and fund needed repairs and upgrades to existing facilities and parks.

Identify trails and implement development of them in a manner that maximizes connectivity both locally and regionally.

Enhance the Quality of Life in McKinney

Develop parks strategy to preserve green space for future parkland

Create affordable recreational and cultural arts activities for all ages throughout the city.

Operational Excellence

Provide and keep current rules and regulations that enhance the departmental operations as well as the user experience.

Develop policy and support development of the City in a manner that provides the greatest long term benefit to the entire community.

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project for which funds are requested.

II. Project

- Outline details of the Project for which funds are requested. Include information regarding scope, goals, objectives, end user.
- Describe how the proposed Project fulfills strategic goals and objectives for your organization and benefits the McKinney community.
- Please also include planned support activities, timeframe/schedule, and estimated use and admission fees if applicable.
- Include the location for Project.
- Provide a timeline for the Project – from design to completion.
- Will the project be competitively bid?
- Are there plans for growth/expansion in future years?

Cottonwood Park – this is a renovation of an outdated neighborhood park and will include a new pavilion, playground equipment, sport court, parking, splash pad and landscaping. The project is under design and construction is anticipated to begin this fall. The requested funds will provide additional construction money needed.

Old Settler’s Aquatic and Park Renovation – this is a renovation of an outdated park and aquatic center. The renovations include adding a new pavilion, play equipment and covered basketball court, restroom upgrades, addressing ADA issues, etc. The requested funds will provide funds for design and partial construction money.

Parks Projects Umbrella – this project will allow staff to utilize funding not designated for a specific project for such things like consultant studies to assist in implementing the newly approved bond program.

Oak Hollow Upgrades – this project will provide much needed upgrades to the golf course and includes putting green reconstruction, pavilion enclosure, replacement of irrigation heads, etc. The requested funds will cover these upgrades.

JMAC Improvements – the requested funds will allow the construction of a sand volleyball court, rock climbing wall and upgrades to the existing restrooms.

Parks Accessibility – this funding will allow for continuous monitoring and addressing ADA issues across the City.

Al Ruschhaupt Renovation – this renovation will include complete restroom replacements, field upgrades, new sports lighting and playground equipment. The requested funds will allow for design and partial construction funding.

Community Center Renovation – this includes constructing a storage room and digital signage. The requested funding will cover this renovation.

Finch Park Phase V – trails, court improvements and pavilions are currently being added to Finch. The existing play equipment and splash pad are outdated and undersized. This project will allow for complete replacement of the outdated play equipment and splash pad that will be more appropriate in size and scope for this community park. The funds will be for design only.

Parks Master Plan – an update is needed to be consistent with the parkland dedication ordinance that is currently being amended.

Please provide the information requested below:

- | | | |
|-----------------------------|---|--|
| • An expansion/improvement? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A new project? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |

Has a feasibility study or market analysis been completed for this proposed project? *n/a*

Provide specific information to illustrate how this Project aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines and/or page 1 of this application)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested

Indicate which goal(s) listed above will be supported by the proposed Project/Promotional/Event:

These projects support virtually all of the aforementioned goals and strategies. They are all eligible under the Texas Local Government Code; they promote parks and park developments that will enhance the quality of life for area residents; they create developed park sites that attract residents and visitors to visit due to the unique nature of the planned projects; each project has been prepared with a forecast and budget for maintenance and operations; all eligible projects will be properly signed to recognize these are the result of people buying and dining in McKinney.

Has a request for funding, for this Project been submitted to MCDC in the past?

☐ Yes

☒ No

Date(s):

III. Financial

- Provide an overview of the organization's financial status including the impact of this grant request on organization mission, goals and business model.
- Please attach your organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

What is the total estimated cost for this Project?

\$ 875,000	Cottonwood Park Redevelopment
\$1,500,000	Old Settler's Aquatic and Park Renovation
\$1,150,000	Parks Projects (Umbrella)
\$ 150,000	Oak Hollow Upgrades
\$ 250,000	JMAC Improvements
\$ 100,000	Parks Accessibility
\$1,000,000	Al Ruschhaupt Renovation

\$ 125,000	Community Center Renovation
\$ 150,000	Finch Park Phase V Renovation
\$ 200,000	Parks Master Plan
\$5,500,000	Total

Please provide a detailed budget specific to the proposed Project.

What percentage of Project funding will be provided by the Applicant? n/a

Are Matching Funds available? ☐ Yes ☒ No

Cash \$	Source	% of Total
In-Kind \$	Source	% of Total

Please provide details regarding other potential sources for funding. Include name of organization(s) solicited; date of solicitation; amount of solicitation and date that notice of any grant/award/loan is expected.

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization and for the Project for which you are requesting funding – and how they are designed to help you achieve current and future goals.

V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Project. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Acknowledgements

If funding is approved by the MCDC board of directors, Applicant will assure:

- The Project for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for the purpose described in this application.
- Applicant owns the land, building or facility where the proposed project will be located. If the Applicant does not own the land, written acknowledgement/approval from the property owner must be included with the application. The letter must document the property owner is aware of the proposed use of the property or facility; and the property owner has reviewed the project plan and application, approves and supports the efforts of the Applicant.

- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement.
- Organization's officials who have signed the application are authorized by the organization to submit the application.
- Applicant will comply with the MCDC Grant Guidelines in executing the Project for which funds were awarded.
- A final report detailing the successful completion of the Project, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project.
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld **until the final report on completion of the Project is provided to MCDC.**

- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120th day after the date the MCDC notifies the applicant of the violation.

We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

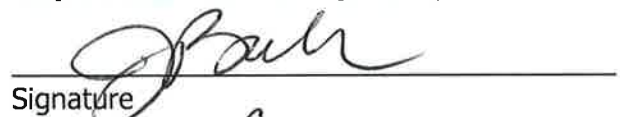
Chief Executive Officer


Signature

MICHAEL KOWSKI
Printed Name

6/27/19
Date

Representative Completing Application


Signature

Jenny Baker
Printed Name

6/28/19
Date

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.

Project Review and Request for Funding Submitted by
the City of McKinney Parks and Recreation
Department (#19-10) in the Amount \$5,500,000

Michael Kowski, Director of Parks & Recreation



BONNIE WENK PHASE 2



GEORGE WEBB PARK – OPENING 2019



GEORGE WEBB PARK – OPENING 2019



GEORGE WEBB PARK – OPENING 2019



COURTS OF MCKINNEY EXPANSION – OPENING 2019



COURTS OF MCKINNEY EXPANSION – OPENING 2019



COURTS OF MCKINNEY EXPANSION – OPENING 2019



COURTS OF MCKINNEY – INDOOR CONCEPT

Site Perspectives



Site Perspective 01



Site Perspective 02

Exterior Perspectives



Exterior Perspective 01



Exterior Perspective 02

COURTS OF MCKINNEY – INDOOR CONCEPT



FINCH PARK RENOVATIONS



FINCH PARK RENOVATIONS



SENIOR RECREATION CENTER RENOVATIONS



Enclosed porches (+1,827 SF)



Administration



Library



Activity space



Fitness



Meeting space



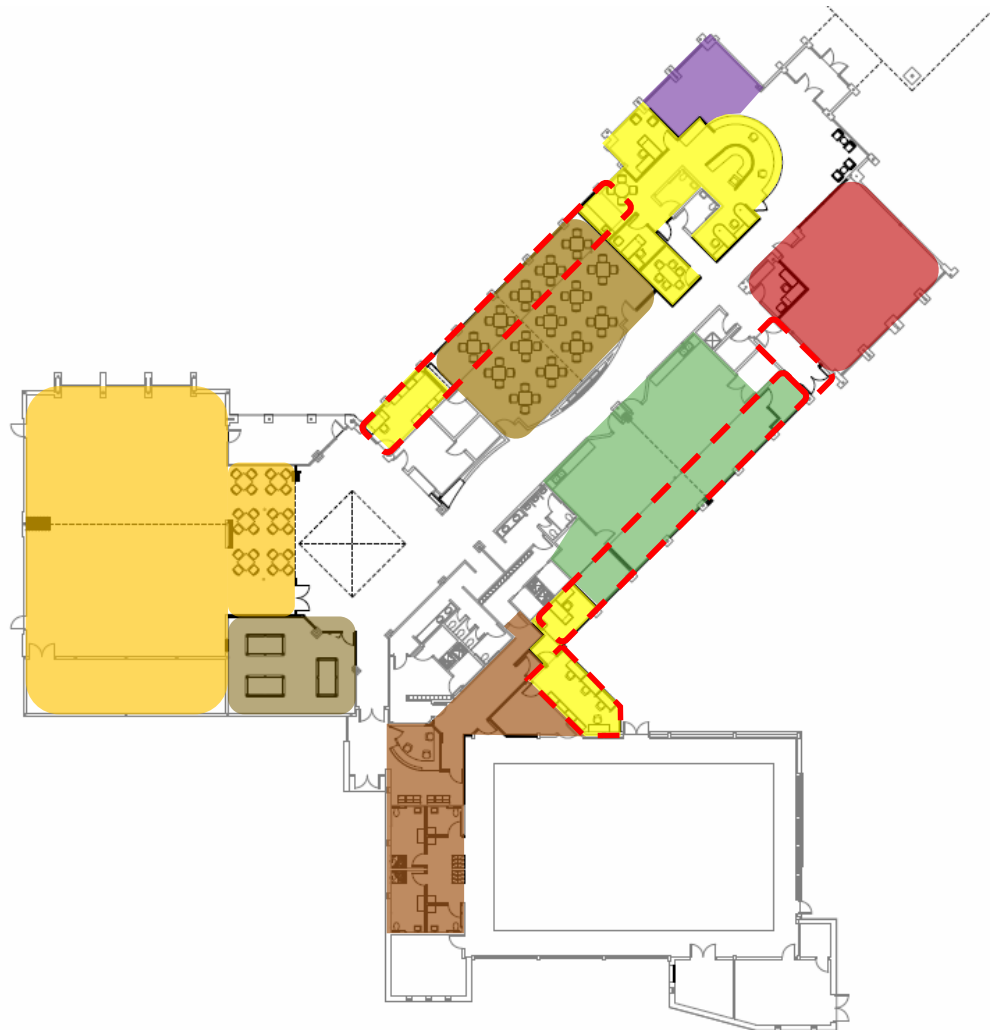
Aquatics



Billiards



Assembly Hall



SENIOR RECREATION CENTER RENOVATIONS

2018/2019 MCDC GRANT SUBMISSION

COTTONWOOD PARK REDEVELOPMENT		\$ 2,150,000
OLD SETTLERS RENOVATION		\$ 1,800,000
	<i>modified</i>	<i>\$ 4,300,000</i>
PARKS UMBRELLA		\$ 1,225,000
	<i>modified</i>	<i>\$ 225,000</i>
JMAC IMPROVEMENTS		\$ 175,000
OAK HOLLOW UPGRADES		\$ 150,000



COTTONWOOD PARK REDEVELOPMENT

\$ 2,150,000



COTTONWOOD PARK REDEVELOPMENT

\$ 2,150,000



MCKINNEY Kimley + Horn

COTTONWOOD PARK REDEVELOPMENT

\$ 2,150,000



COTTONWOOD PARK REDEVELOPMENT

\$ 2,150,000



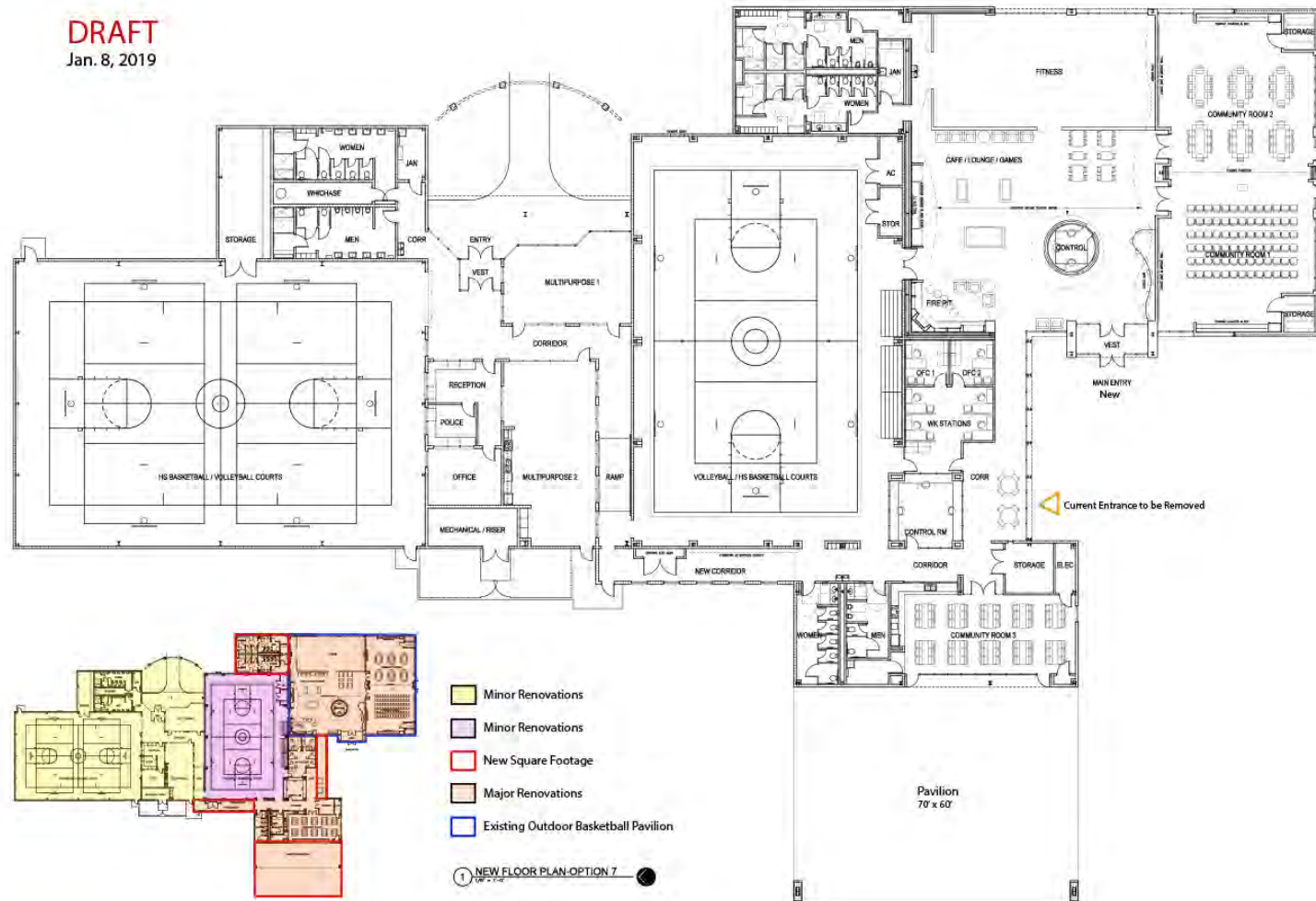
McKINNEY Kimley-Horn

COTTONWOOD PARK REDEVELOPMENT

\$ 2,150,000

DRAFT

Jan. 8, 2019



OLD SETTLERS RECREATION CENTER RENOVATION

\$ 4,300,000



OLD SETTLERS RECREATION CENTER RENOVATION

\$ 4,300,000



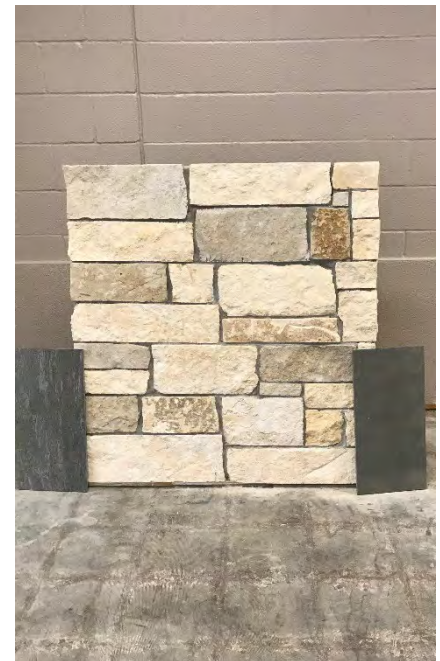
OLD SETTLERS RECREATION CENTER RENOVATION

\$ 4,300,000



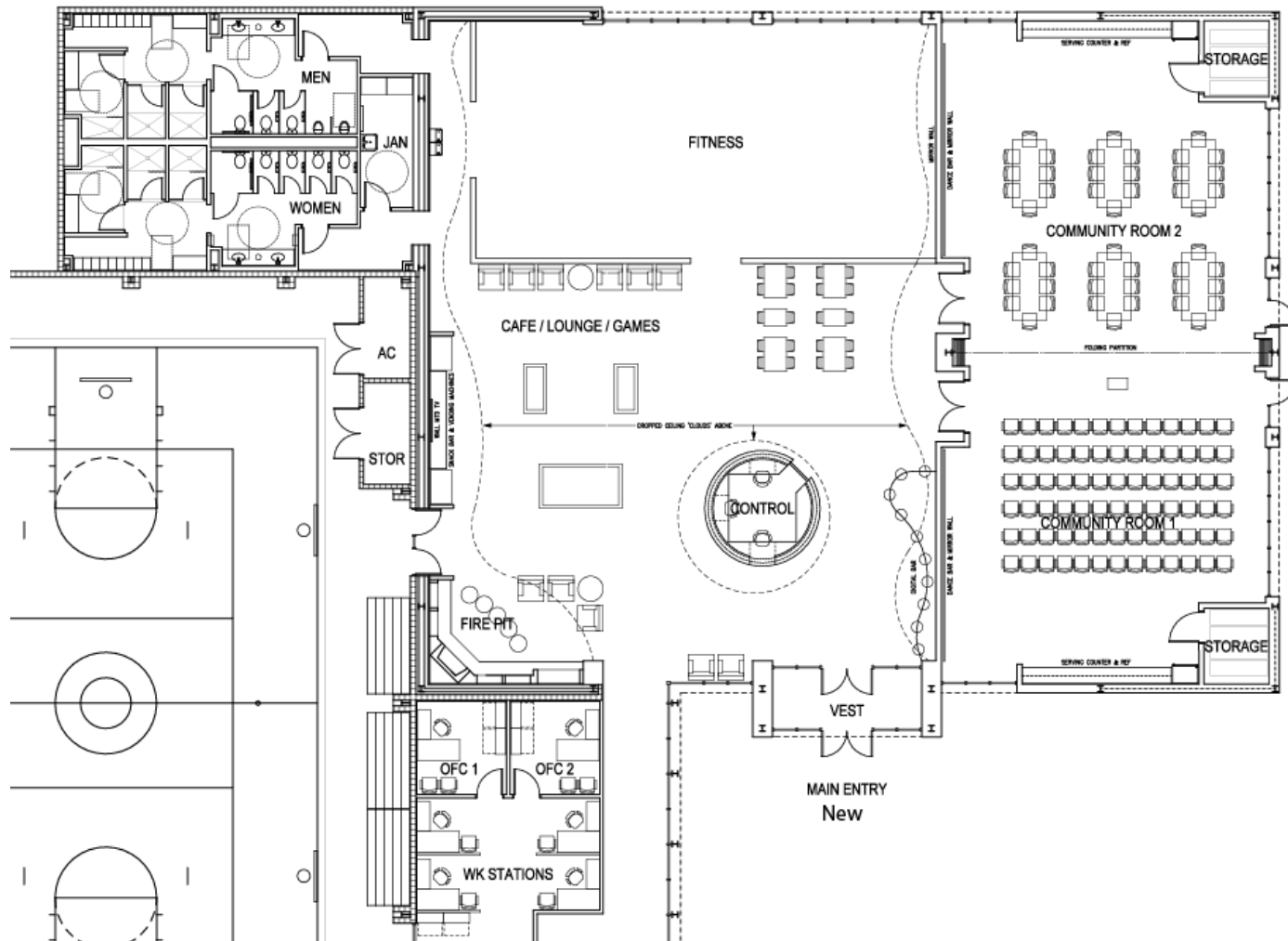
OLD SETTLERS RECREATION CENTER RENOVATION

\$ 4,300,000



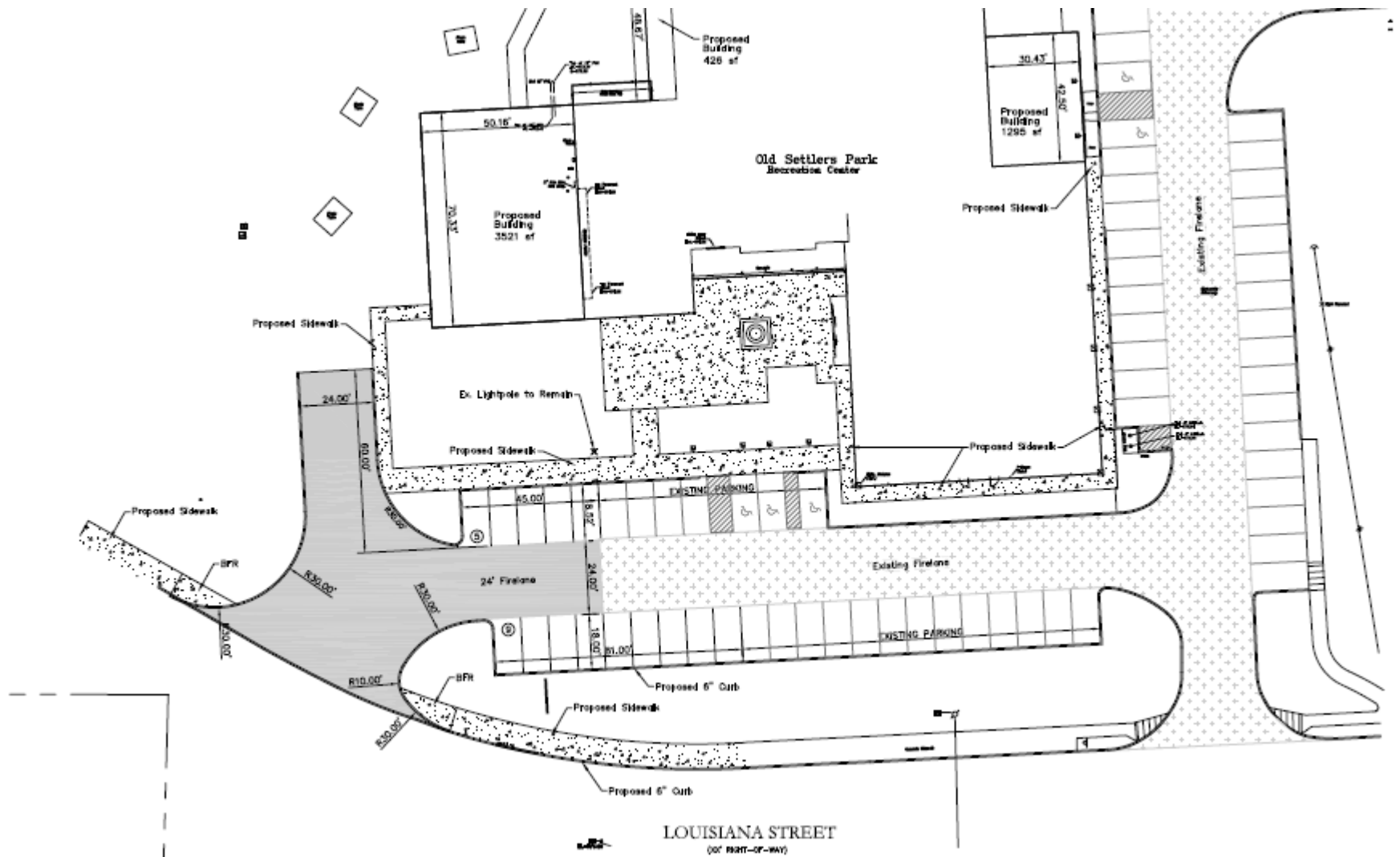
OLD SETTLERS RECREATION CENTER RENOVATION

\$ 4,300,000



OLD SETTLERS RECREATION CENTER RENOVATION

\$ 4,300,000



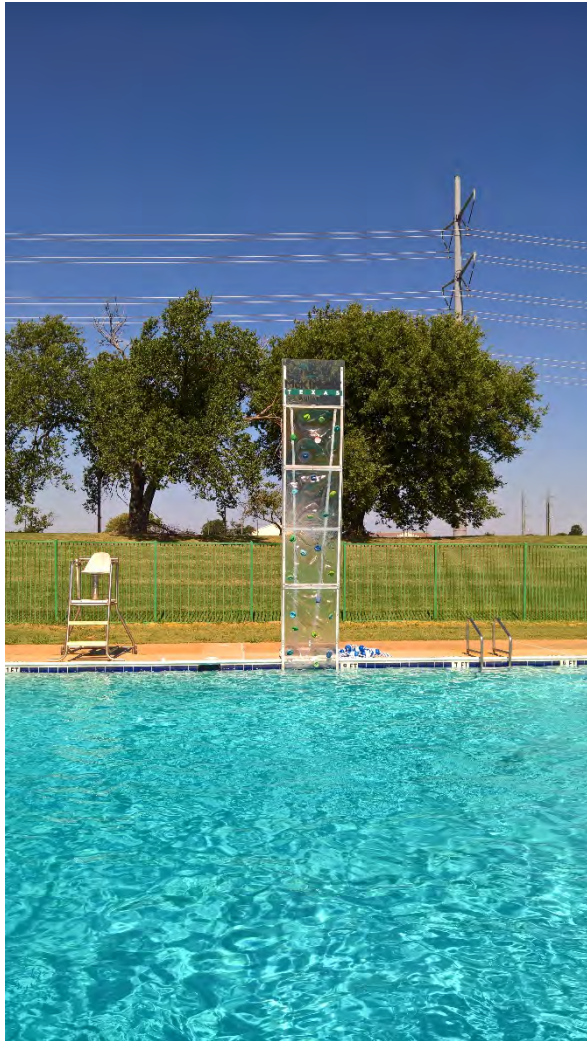
OLD SETTLERS RECREATION CENTER RENOVATION

\$ 4,300,000



JMAC IMPROVEMENTS

\$ 175,000



JMAC IMPROVEMENTS

\$ 175,000



OAK HOLLOW GOLF COURSE UPGRADES

\$ 150,000

2018/2019 MCDC GRANT SUBMISSION

COTTONWOOD PARK REDEVELOPMENT		\$ 2,150,000	FALL '20
OLD SETTLERS RENOVATION		\$ 1,800,000	SUM '20
	<i>modified</i>	\$ 4,300,000	
PARKS UMBRELLA		\$ 1,225,000	N/A
	<i>modified</i>	\$ 225,000	
JMAC IMPROVEMENTS		\$ 175,000	DONE
OAK HOLLOW UPGRADES		\$ 150,000	FALL '19

2019/2020 MCDC GRANT SUBMISSION

COTTONWOOD PARK REDEVELOPMENT	\$ 875,000	FALL '20
OLD SETTLERS AQUATIC & PARK RENOVATION	\$ 1,500,000	
PARKS UMBRELLA	\$ 1,150,000	
	<i>total</i>	<i>\$ 1,375,000</i>
AL RUSCHHAUPT RENOVATIONS	\$ 1,000,000	
	<i>total</i>	<i>\$ 1,500,000</i>
	TOTAL #1	\$ 4,525,000



OLD SETTLERS AQUATICS & PARK RENOVATION

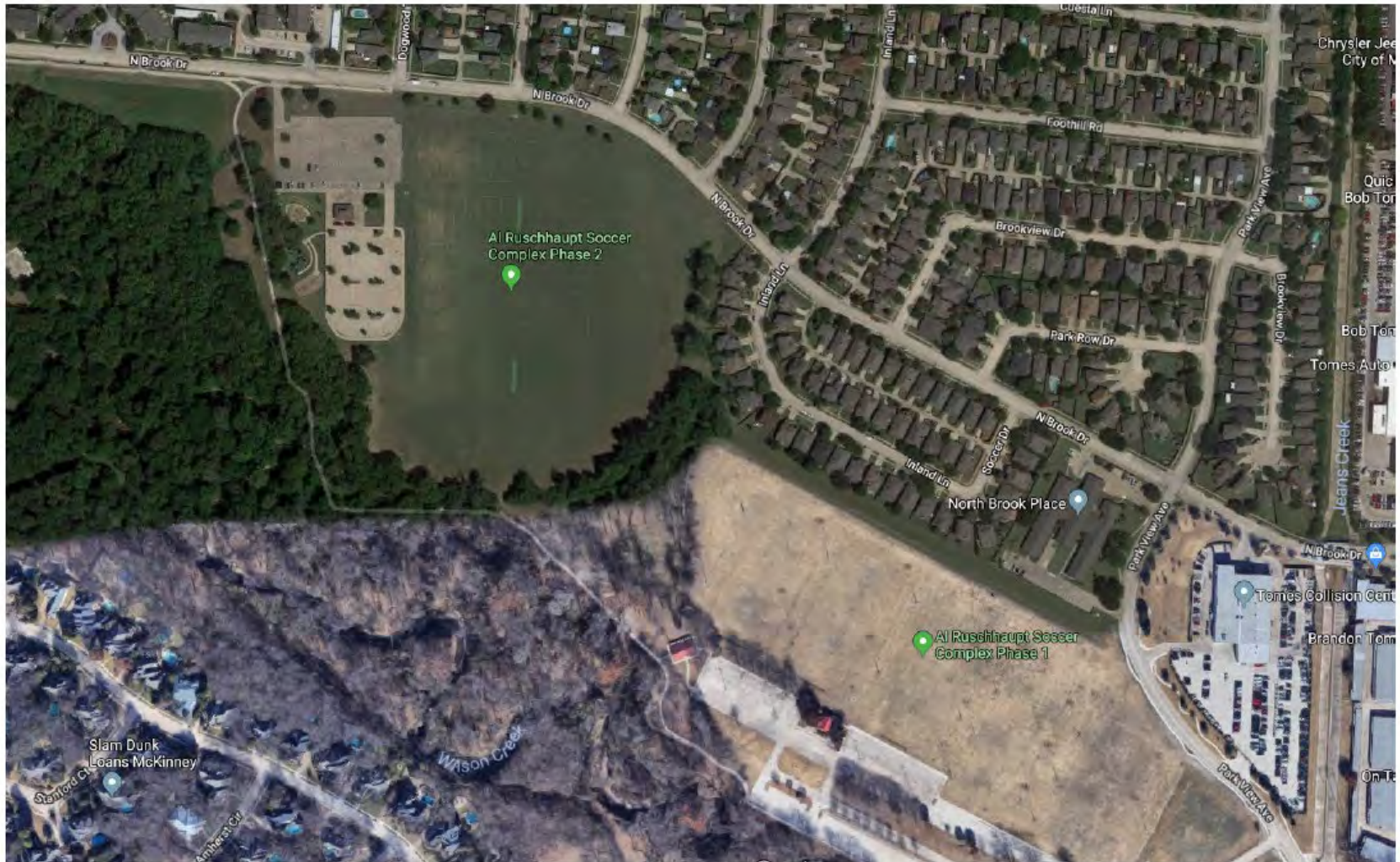
\$ 1,500,000



McKINNEY Kimley-Horn

COTTONWOOD PARK REDEVELOPMENT

\$ 3,025,000



AL RUSCHHAUPT RENOVATIONS

\$ 1,500,000

2019/2020 MCDC GRANT SUBMISSION

JMAC IMPROVEMENTS		\$ 250,000
PARKS MASTER PLAN		\$ 200,000
OAK HOLLOW UPGRADES		\$ 150,000
FINCH PARK PHASE V RENOVATIONS		\$ 150,000
COMMUNITY CENTER RENOVATIONS		\$ 125,000
	<i>total</i>	<i>\$ 500,000</i>
PARKS ACCESSIBILITY		\$ 100,000
	<i>total</i>	<i>\$ 450,000</i>
	TOTAL #2	\$ 975,000

2019/2020 MCDC GRANT SUBMISSION

COTTONWOOD PARK REDEVELOPMENT	\$ 875,000
OLD SETTLERS AQUATIC & PARK RENOVATION	\$ 1,500,000
PARKS UMBRELLA	\$ 1,150,000
AL RUSCHHAUPT RENOVATIONS	\$ 1,000,000
JMAC IMPROVEMENTS	\$ 250,000
PARKS MASTER PLAN	\$ 200,000
OAK HOLLOW UPGRADES	\$ 150,000
FINCH PARK PHASE V RENOVATIONS	\$ 150,000
COMMUNITY CENTER RENOVATIONS	\$ 125,000
PARKS ACCESSIBILITY	\$ 100,000
TOTAL	\$ 5,500,000



19-0698

TITLE: Conduct a Public Hearing and Consider/Discuss/Act on a Request for Funding, Submitted by McKinney Main Street (#19-11), in an Amount Not to Exceed \$60,000 for Three Neon Signs to Help Identify the Historic Downtown McKinney Cultural District and Highlight Parking. Amount Requested is 60% of Total Estimated Project Cost.

COUNCIL GOAL: Enhance Quality of Life in McKinney
Direction for Strategic and Economic Growth

MEETING DATE: August 22, 2019

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- McKinney Main Street is requesting a grant, in an amount not to exceed \$60,000 for the three neon signs to help identify the Historic Downtown McKinney Cultural District and highlight public parking.
- The proposed signs will take inspiration from original signs hanging in the district in the 1940's and 1950's.
- McKinney's Cultural District neon signs will reinforce the district as a destination with vibrant night life, help establish sense of place, and provide a unique attraction for visitors.

BACKGROUND INFORMATION:

- The Historic Downtown Cultural District has been the heart of the community since 1848.
- The District attracts citizens and visitors for shopping, dining and arts through a variety of independently-owned shops and restaurants; events like McKinney Oktoberfest, Arts in Bloom and the July 4th Hometown Parade; and through strong support and preservation of the historic features that influence economic vitality.
- The District is home to more than 120 independently owned businesses; a creative community that helps shape the look and feel of the area; and

acclaimed chefs and restaurants that have created a food destination.

FINANCIAL SUMMARY:

- Total project cost is estimated at \$100,000. If approved, the MCDC funds will provide a match to a grant from Texas Commission on the Arts.

SUPPORTING MATERIALS:

[Application Packet](#)

McKINNEY COMMUNITY DEVELOPMENT CORPORATION
Project Grant Application
Fiscal Year 2019

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Contact us to discuss your plans for submitting an application prior to completing the form.**
- A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, via email or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.

2019 Project Grant Application Schedule

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 28, 2018	January 24, 2019	February 28, 2019
Cycle II: March 29, 2019	April 25, 2019	May 23, 2019
Cycle III: June 28, 2019	July 25, 2019	August 22, 2019

APPLICATION

Project Grants support for projects eligible for consideration under Sections 501 and 505 of the Texas Local Government Code. These include:

- Projects Related to the Creation or Retention of Primary Jobs
- Infrastructure Improvement Projects Necessary to Develop New or Expanded Business Enterprises
- Public Parks and Open Space Improvements
- Projects Related to Recreational or Community (city/public access) Facilities
- Professional and Amateur Sports and Athletic Facilities, including Children's Sports
- Entertainment, Tourist and Convention Facilities
- Projects Related to Low Income Housing
- Mass Transit-Related Facilities
- Airport Facilities

INFORMATION ABOUT YOUR ORGANIZATION

Name: McKinney Main Street (McKinney Downtown Business Re-Development, Inc.)

Federal Tax I.D.: 04-3615798

Incorporation Date: 2002

Mailing Address: 111 N. Tennessee St.

City McKinney

ST: TX

Zip: 75069

Phone: 972-547-2660

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

Website: www.downtownmckinney.com

Check One:

- ☒ Nonprofit – 501(c) Attach a copy of IRS Determination Letter
- ☐ Governmental entity
- ☐ For profit corporation
- ☐ Other

Professional affiliations and organizations to which your organization belongs: Texas Main Street, National Main Street, Texas Downtown Association, Texas Commission on the Arts, McKinney Chamber of Commerce

REPRESENTATIVE COMPLETING APPLICATION:

Name: Amy Rosenthal

Title: Director, MPAC & McKinney Main Street

Mailing Address: 111 N. Tennessee St.

City: McKinney

ST: TX

Zip: 75069

Phone: 972-547-2652

Fax: 972-547-2615

Email: arosenthal@mckinneytexas.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Same as above

Title:

Mailing Address:

City:

ST:

Zip:

Phone

Fax:

Email:

FUNDING

Total amount requested: \$60,000

Matching Funds Available (Y/N and amount): \$40,000

Will funding be requested from any other City of McKinney entity (e.g. TIRZ Grant, City of McKinney Community Support Grant)?

☐ Yes

☒ No

Please provide details and funding requested:

PROJECT

Start Date: September 1, 2019

Completion Date: November 30, 2019

BOARD OF DIRECTORS (*may be included as an attachment*) - ATTACHED

LEADERSHIP STAFF (*may be included as an attachment*)**Am Rosenthal****Aaron Werner****Jakia Brunell****Andrew Jones**

Using the outline below, provide a written narrative no longer than 7 pages in length:

I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project for which funds are requested.

II. Project

- Outline details of the Project for which funds are requested. Include information regarding scope, goals, objectives, end user.
- Describe how the proposed Project fulfills strategic goals and objectives for your organization and benefits the McKinney community.
- Please also include planned support activities, timeframe/schedule, and estimated use and admission fees if applicable.
- Include the location for Project.
- Provide a timeline for the Project – from design to completion.
- Will the project be competitively bid?
- Are there plans for growth/expansion in future years?

Please provide the information requested below:

- | | | |
|-----------------------------|---|--|
| • An expansion/improvement? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A new project? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |

Has a feasibility study or market analysis been completed for this proposed project? *If so, please attach a copy of the Executive Summary.*

Provide specific information to illustrate how this Project aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines and/or page 1 of this application)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested

Indicate which goal(s) listed above will be supported by the proposed Project/Promotional/Event:

- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
 - Highlight and promote McKinney as a unique destination for residents and visitors alike
-

Has a request for funding, for this Project been submitted to MCDC in the past?

☐ Yes

☒ No

Date(s):

III. Financial

- Provide an overview of the organization's financial status including the impact of this grant request on organization mission, goals and business model.
- Please attach your organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

What is the total estimated cost for this Project?

\$100,000

Please provide a detailed budget specific to the proposed Project.

What percentage of Project funding will be provided by the Applicant? 40%

Are Matching Funds available? ☒ Yes

☐ No

Cash: \$40,000

Source: Texas Commission on the Arts

% of Total 35%

Cash: \$5,000

Source: Foundation Support

% of Total 5%

In-Kind \$

Source

% of Total

Please provide details regarding other potential sources for funding. Include name of organization(s) solicited; date of solicitation; amount of solicitation and date that notice of any grant/award/loan is expected.

Grant application was submitted to Texas Commission on the Arts – Cultural District Project funding source. Commissioners meet in September to determine project awards.

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization and for the Project for which you are requesting funding – and how they are designed to help you achieve current and future goals.

V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Project. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Acknowledgements

If funding is approved by the MCDC board of directors, Applicant will assure:

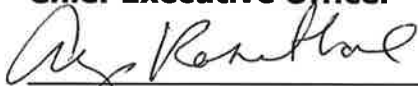
- The Project for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for the purpose described in this application.
- Applicant owns the land, building or facility where the proposed project will be located. If the Applicant does not own the land, written acknowledgement/approval from the property owner must be included with the application. The letter must document the property owner is aware of the proposed use of the property or facility; and the property owner has reviewed the project plan and application, approves and supports the efforts of the Applicant.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement.
- Organization's officials who have signed the application are authorized by the organization to submit the application.
- Applicant will comply with the MCDC Grant Guidelines in executing the Project for which funds were awarded.

- A final report detailing the successful completion of the Project, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project.
- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld **until the final report on completion of the Project is provided to MCDC.**

- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120th day after the date the MCDC notifies the applicant of the violation.

We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

Chief Executive Officer



Signature

Amy Rosenthal

Printed Name

June 28, 2019

Date

Representative Completing Application



Signature

Amy Rosenthal

Printed Name

June 28, 2019

Date

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.

MCDC PROJECT GRANT APPLICATION – JUNE 2019 DOWNTOWN NEON SIGNS



The Historic Downtown McKinney Cultural District (HDMCD) has been the heart of the community since 1848. It is lovable, durable, walkable, adaptable - and thus it is sustainable.

Economically Vital:

The HDMCD attracts citizens and visitors for shopping, dining and arts through a variety of independently-owned shops and restaurants; through events like McKinney Oktoberfest, Arts in Bloom and the July 4th Hometown Parade; and through strong support and preservation of the historic features that influence economic vitality.

The HDMCD is McKinney's Identity:

This emphasis on authentic form, activities and character cannot be reproduced. HDMCD is McKinney's identity, and it is the city's primary attraction. The HDMCD is a nexus where the community gathers for inspiration, celebration and commemoration.

A Unique Destination for Visitors:

The HDMCD is a vibrant district with over 120 independently-owned businesses. Generations have shopped, worked, lived and celebrated life's milestones in the same buildings that today make up the lively downtown. It's still a place to gather, with its sophisticated charm, eclectic shopping and rising culinary scene.

Visitor accommodations include The Grand, a boutique hotel located in the heart of downtown, or there is a variety of B&Bs in the neighboring residential historic district.

Dining- and Entertainment-Friendly:

The HDMCD continues to develop its reputation as a food destination with acclaimed chefs and restaurants. Guests have many options from wineries, to pubs to coffee shops where they can experience the welcoming environment and congenial companionship. City ordinances have recently been modified to extend late night hours for restaurants and bars. This 'entertainment friendly' decision helps keep guests in the district to expand economic impact - encouraging theater and gallery patrons to continue enjoying the area - and encourage overnight stays at local hotels.

Thriving artist population:

HDMCD is home to a creative community that helps shape the look and feel of the district.

NEON SIGNS – PROJECT OVERVIEW:

Vintage neon signs delight with designs and connections to the past. These signs were unique works of art and craftsmanship. They evoke memories and are a tribute to locally-owned businesses. From the 1920's-1970's, American streets by night were magical wonderlands of light, color and movement. Today, many downtowns have been stripped of their original signs. – Vintage Signs of America by Debra Jane Seltzer

Historic Downtown McKinney Cultural District will install three new neon signs to help identify the district and highlight parking. The neon signs will take inspiration from original signs hanging in the district in the 1940's - 1950's.

McKinney's downtown neon project is patterned after the success of Deep Ellum's iconic sign and Austin's Red River

Cultural District sign. Both signs are highly photographed and help distinguish these entertainment districts. Other examples can be found in Memphis, Nashville, San Antonio and Portland.

McKinney's Cultural District neons will reinforce the district as a destination with vibrant night life, help establish sense of place, and provide a unique attraction for visitors.

The three signs have been designed as companion pieces and are based on actual signs hanging in downtown McKinney during the 1940's - 1950's.

- A pole mounted sign will be installed at the west entrance of the district – welcoming visitors to Downtown McKinney Cultural District.
- A rooftop sign will be installed on the east side of the district on top of a four story parking garage adjacent to Highway 5.
- The third blade sign will also be installed on the parking garage, a replica of the traditional parking with an arrow sign.

McKinney Main Street staff are working in coordination with the Historic Preservation Officer and neon artist for sign design and installation.

Timeline:

- August 2019 – Finalize designs
- September 2019 – Approval process
- October 2019 – Electrical preparation and sign creation
- November 2019 – Sign placement and unveiling

ATTRACT CULTURAL TOURISTS & MARKETING/OUTREACH

Neon signs are true examples of American folk art, and neon continues to hold a firm place in the heart of today's culture. Enthusiasts capture neon signs through photography and art. Instagrams are filled with examples of neon signs from across the country.

Installation of landmark neon signs in McKinney help guests know the district is 'open' for business. The highly visible signs will enchant tourists and offer something special to greet visitors at district entrances.

The pole sign will be installed in a manner that allows for 'selfies.' A small plaque will be attached to the pole with a customizable hashtag to help track interaction.

A comprehensive marketing campaign will be deployed in conjunction with the installation of the neon signs. The signs will be captured in ads for the district and included in the promotional materials for 'Home for the Holidays....A

McKinney Christmas,' a 39 year old festival attracting visitors from across North Texas and beyond.

At the time of sign installation, the district sparkles with thousands of Christmas lights added to trees and buildings. As well, the neons will complement the glow of the old water tour that was retrofitted with LED lights in 2018.

TRACKING ECONOMIC IMPACT & METRICS FOR SUCCESS

Historic Downtown McKinney Cultural District neon sign locations have been carefully selected to ensure highest visibility.

Traffic engineer reports document:

- Pole Sign – 5,000 vehicles daily on Louisiana Street
- Roof Top Sign – 50,000 vehicles daily / north and south bound on Highway 5
- Blade Parking Sign – 2,000 vehicles daily on Virginia Street

Exposure to this number of vehicles informs visitors of the district. The parking sign specifically identifies where visitors can park to enjoy the district. The intent of the neon signs is also to develop nighttime activity at our entertainments venues and restaurants.

Economic impact will be measured through sales tax and property values. HDMCD has the ability to track sales tax on a monthly basis and property values on an annual basis within the district.

Management consistently seeks to measure impact through monthly reports of Key Performance Indicators – including number of attendees at programs, activities, new businesses, and employees. All data is readily available.

Management will also track percentage of businesses open past 9pm and number of nighttime entertainment events.

QUALITY OF PROJECT

Historic Downtown McKinney Cultural District is located in an area that overlaps commercial and residential districts on the National Register of Historic Places. With this designation, there are specific guidelines that shape the aesthetics of the district. Guidelines reference use of certain materials to help protect and preserve the distinct feel and environment of Downtown McKinney. These guidelines also support an artistic and craftsman approach to area.

The neon signs will be created to reflect signs hanging in the district from days gone by. Old photographs of the district have been accessed to help inform neon sign shape, size, color and style. McKinney's historic preservation officer has been involved with the project to ensure project integrity. Initial designs have been crafted by a top neon sign maker in North Texas.

The glow of neon light has a particular magic. It harkens back to an age of 'mom-and-pop' stores yet elicits a modern and fresh feel. The three neon signs for Historic Downtown McKinney Cultural District offer an artistic, unique and authentic welcome to visitors.

INCOME OVERVIEW

Foundation Support	\$5,000
Texas Commission on the Arts	\$35,000
MCDC Request	\$60,000

TOTAL	\$100,000
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EXPENSE OVERVIEW

Marketing	\$5,000
Sign fabrication & installation	\$95,000 **

TOTAL	\$100,000
--------------	------------------

** At time of grant submission, final estimates of sign fabrication and installation have not been provided.

Initial estimates from Mello Signs:

- Roof top \$50,000
- Pole \$20,000
- Parking \$25,000

INSPIRATION SIGNS – MCKINNEY SIGNS

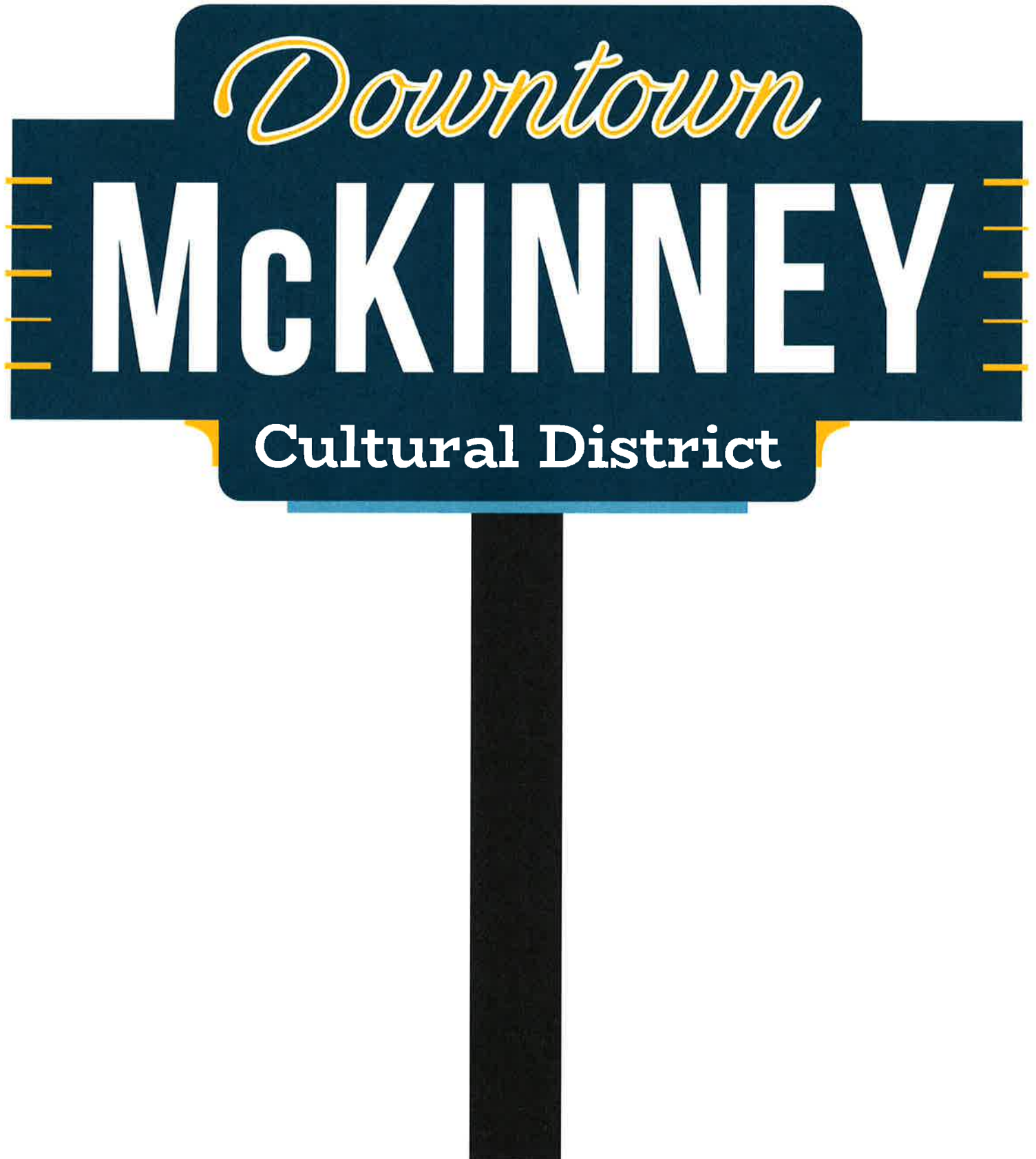


INSPIRATION SIGNS – MCKINNEY SIGNS

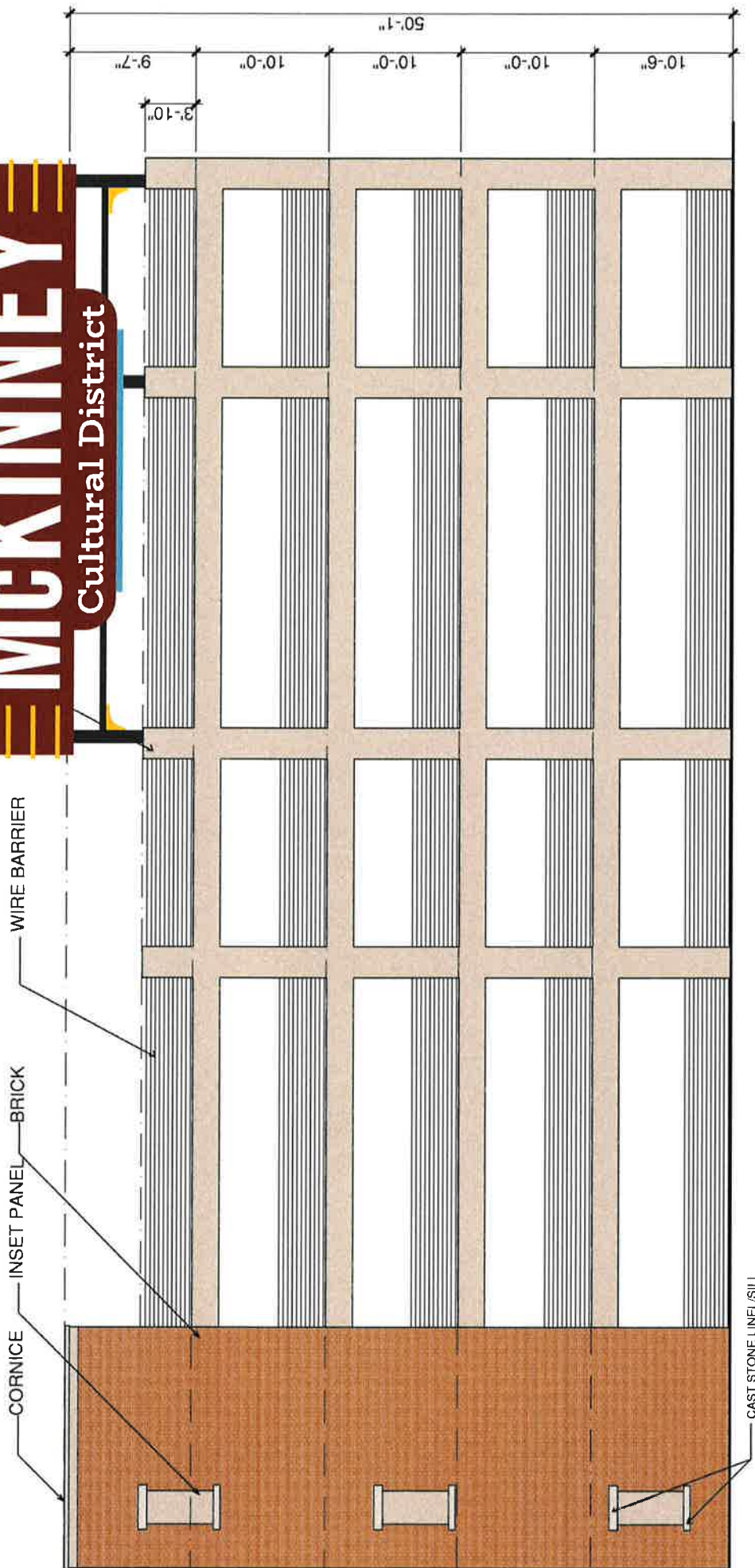


INSPIRATION SIGNS – ACROSS COUNTRY





DRAFT 6.28.19



3 EAST GARAGE ELEVATION

SCALE: 1/8" = 1'-0"

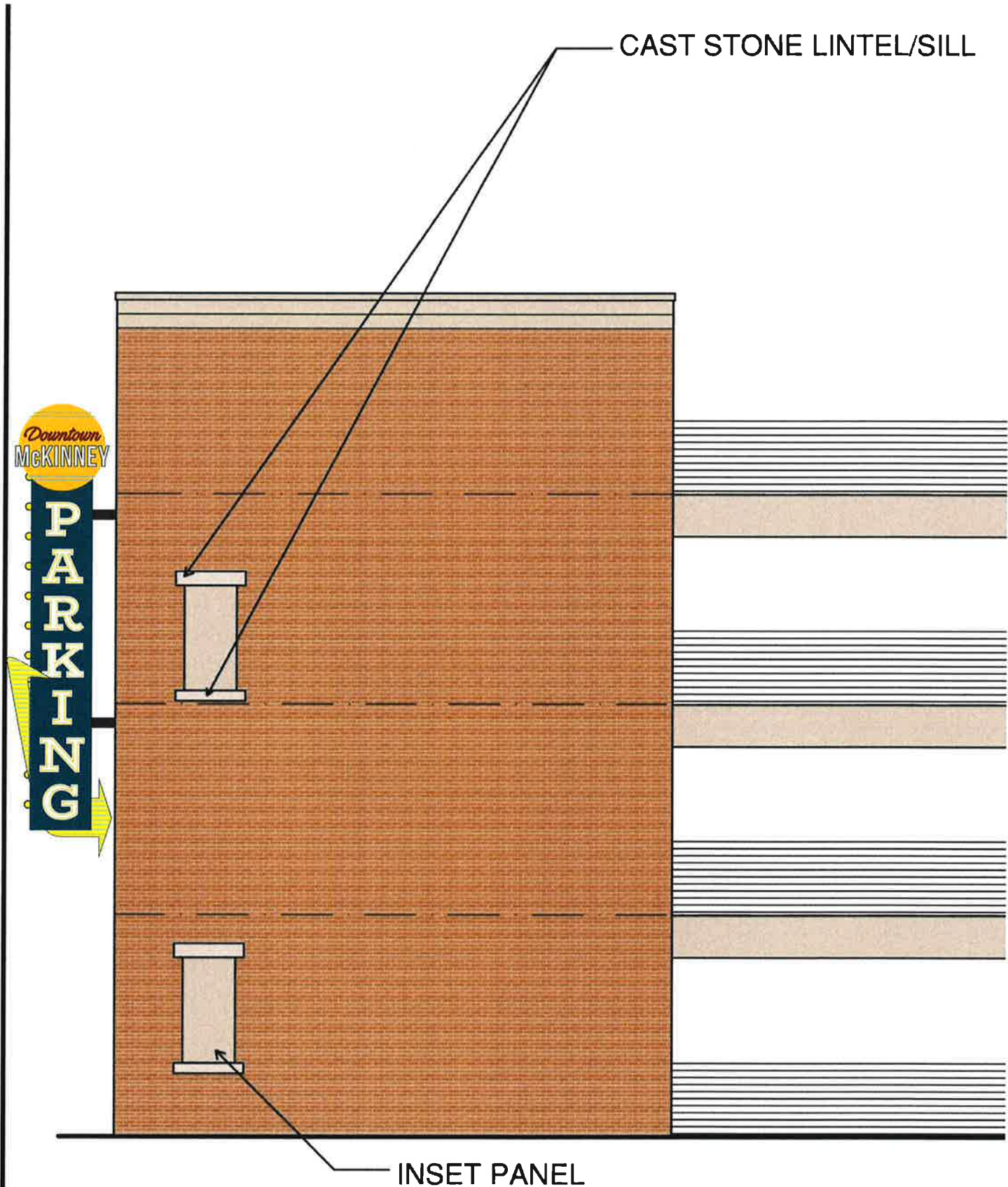


Downtown

MC KINNEY

Cultural District

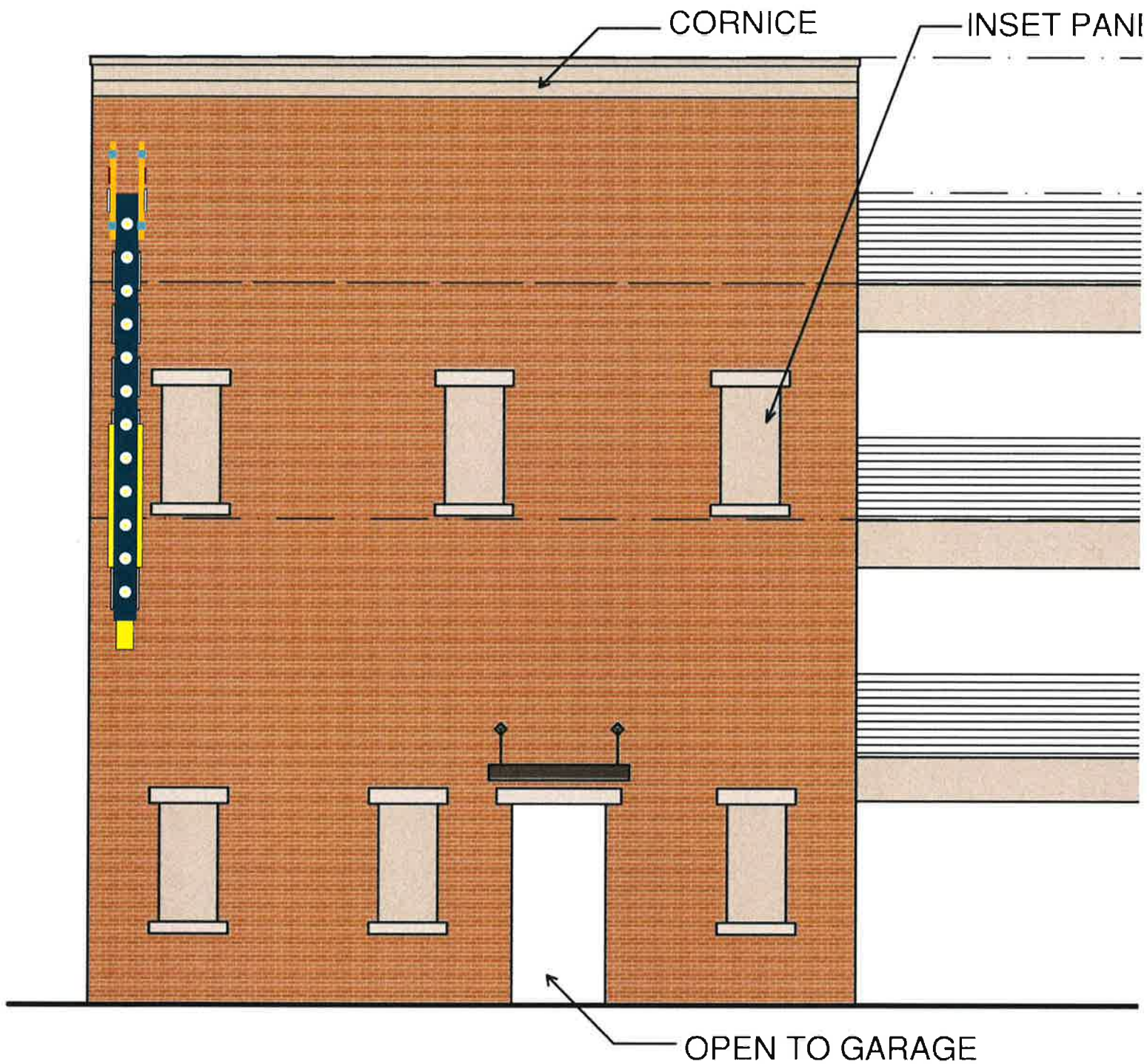




1

SOUTH GARAGE ELEVATION

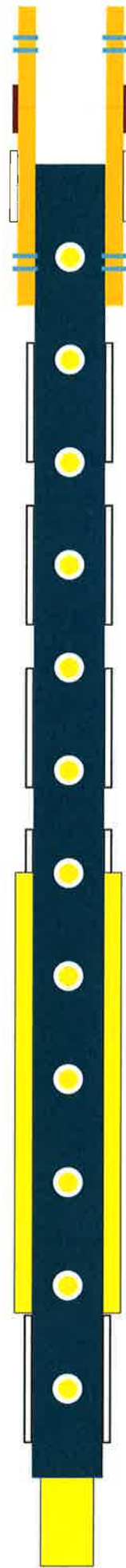
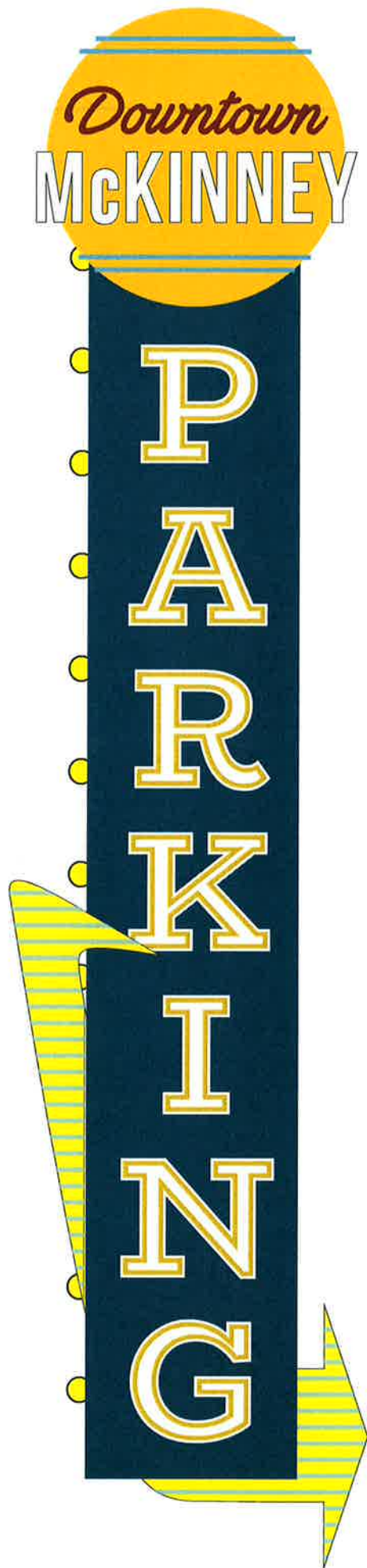
SCALE: 1/8" = 1'-0"



4 WEST GARAGE ELEVATION

SCALE: 1/8" = 1'-0"

DRAFT
6.28.19





**McKinney Main Street
Board of Directors
2018-2019**

**Matt Hamilton
Chair**

**Jolie Williams
Vice Chair**

**Kathryn Waite
Secretary/Treasurer**

Edna Brown

Jim Smith

Kaci Lyford

Ric Anderson

Doug Willmarth

Julie Williams

**Barry Shelton
City Liaison**

**Amy Rosenthal
Program Director**

**Aaron Werner
Program Coordinator**

**Andrew Jones
Special Events**

**Jakia Brunell
Marketing/Development**

McKinney Main Street

PROFIT AND LOSS

October 2017 - September 2018

	ARTS IN BLOOM	BIKE THE BRICKS	DASH	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	McKINNEY CHRISTMAS TREE	MPAC SAT CUSHION	OCTOBERFEST	POLISH THE GEM	RAISE THE CLUST'N CAMPAIGN	RED, WHITE & BOOM!	SANTA HOUSE	SCORE ON THE SQUARE	SECOND SATURDAYS	VOTE MAN STREET/MPAC	NOT SPECIFIED	TOTAL
Income																	
Administrative Income																	
Downtown Membership Income																	
Events Income																	
Activities Income																	
Downtown Christmas Tree Fund																	
Eventrainer Grant																	
Pre-Sale Ticket Revenue																	
Registration Fees	1,250.00	23,050.00															
Ticket Sales				28.50								2,704.82				28.50	\$28.50
Vendor Commission	40,701.00	91,369.25														2,608.65	\$2,608.65
Eventrainer Grant	9,799.96	2,604.10															\$0.00
Total Events Income	51,750.96	25,654.10															\$2,733.12
Miscellaneous Income																	\$3,606.94
National Trust Grant																	\$1,250.00
Non Profit Income																	\$3,606.94
Curtain Campaign MPAC																	\$3,606.94
Total Non Profit Income																	\$3,606.94
Sales of Product Income																	\$3,606.94
Sponsorship Income	32,500.00	19,000.00															\$3,606.94
Vendor Income	56,161.78	2,100.00															\$3,606.94
Vendor Application Fee	1,776.20																\$3,606.94
Total Vendor Income	57,957.98	2,100.00															\$3,606.94
Total Income	\$142,188.94	\$46,754.10															\$3,606.94
EXPENSES																	
Administrative Expenses																	
Associations/Dues/Subscriptions	1,100.00																
Board Expenses																	
Bookkeeping/Audit																	
Communications																	
Contract Labor																	
Office Expenses																	
Other Expenses																	
Bank Services Charges																	
Credit Card Fees																	
Insurance																	
Out-Of-Pocket Payments Fees																	
Total Other Fees																	
Postage																	
Printing and Reproduction	266.42																
Storage Unit																	
Supplies																	
Food																	
Total Supplies																	
Travel/Training																	
Total Administrative Expenses	1,366.42	\$19.80															
Event Expenses																	
Activities Expense																	
Alcohol Expense																	
TABC Permit																	
Total Alcohol Expense																	
Decorations Expense																	
Downtown Christmas Tree Expense																	
Eventrainer Expense																	
Event Permit																	
Hospitality																	
Infrastructure																	
Electricity																	
Ice																	
Portables																	
Pencils																	
Total Infrastructure	30,086.74	19,491.97															
Marketing Expense																	
Billboards																	
Event T-Shirts																	
Misc. Marketing																	
Newspaper																	
Radio																	
Signage																	
Social Media																	
Television																	
Total Marketing Expense	30,086.74	19,491.97															
Merchandise																	
Office/General Administrative Expenses																	
Pizza Winnings																	
Special Events Expense																	
Advertising/Promotional																	
Bike the Bricks																	

	ARTS IN BLOOM	BALE THE BRICKS	DASH	HOME FOR THE HOLIDAYS	KREWE OF BARKUS	MCKINNEY CHRISTMAS TREE	MPAC SEAT CUSHION	OKTOBERFEST	POLISH THE GEM	RAISE THE CURTAIN CAMPAIGN	RED, WHITE & BOOM!	SANTA HOUSE	SCORE ON THE SQUARE	SECOND SATURDAYS	VOTE MAN STREET/IMPAC	NOT SPECIFIED	TOTAL
Special Events Liability Inc.	1,549.00	800.00															\$3,349.00
VIP Experience Expenses																	\$7,332.00
Total Special Events Expense	1,717.40	1,625.00													978.43		\$12,016.83
Staffing Expense	2,657.82		29,109.39	3,865.50													\$32,330.21
Misc Labor	3,530.00																\$4,750.00
Portals/Cleanup	1,362.75				415.44												\$6,717.44
Total Staffing Expense	7,550.97		29,109.39	3,865.50	415.44												\$66,797.65
Supplies & Materials	453.69	161.14		721.85													\$6,105.95
Ticket Redemption				16,143.16													\$488,883.35
Weather Insurance	28,657.61															1,282.37	\$10,500.00
Total Event Expenses	129,814.00	64,357.70	29,353.19	180,001.29	4,180.43	16,057.13					2,004.08	2,300.00	1,992.71	4,076.72	10,857.85	80,472.48	\$1,229,206.16
Maintenance			1,035.39														\$85,083.52
Program Expenses							1,710.00										\$0.00
Provisional Project Expense																	\$1,710.00
Directional Sign Expense																655.20	\$555.20
Marketing Plan/Implementation																	\$3,403.73
Other/Promotional Items																	\$3,403.73
Total Promotional Project Expense																	\$3,403.73
Total Expenses	\$131,161.22	\$64,877.50	\$31,565.51	\$183,493.97	\$4,180.43	\$16,140.78	\$1,710.00		\$84,048.13	\$0.00	\$2,004.08	\$2,300.00	\$1,992.71	\$7,460.45	\$11,137.85	\$106,178.71	\$1,373,790.06
NET OPERATING INCOME	\$11,007.72	\$-18,123.40	\$-21,265.51	\$1,973.57	\$-545.43	\$-7,354.24	\$-1,710.00	\$173,133.16	\$-9,048.13	\$11,881.01	\$-721.64	\$404.82	\$432.29	\$7,259.55	\$-1,137.85	\$-103,541.59	\$32,856.46
Other Income																	
Interest Earned																72.42	\$72.42
Total Other Income	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$72.42
Other Expenses																	
Depreciation Expense			4,838.78														\$4,838.78
Total Other Expenses	\$0.00	\$0.00	\$4,838.78	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,738.67	\$6,577.45
NET OTHER INCOME	\$0.00	\$0.00	\$-4,838.78	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$-1,686.25	\$-5,565.00
NET INCOME	\$11,007.72	\$-18,123.40	\$-26,104.29	\$1,973.57	\$-545.43	\$-7,354.24	\$-1,710.00	\$173,133.16	\$-9,048.13	\$11,881.01	\$-721.64	\$404.82	\$432.29	\$7,259.55	\$-1,137.85	\$-105,207.81	\$26,361.43



19-0699

TITLE: Conduct a Public Hearing and Consider/Discuss/Act on a Request for Funding, Submitted by Boys and Girls Club of Collin County (#19-12), in the Amount of \$135,000 for the Replacement of the Gym Floor, Replacement of Gym Padding Panels, and Purchase and Installation of Retractable Bleachers at the McKinney Club, Located at 701 S. Church Street, McKinney, Texas. Amount Requested is 100% of Estimated Project Cost.

COUNCIL GOAL: Enhance Quality of Life in McKinney

MEETING DATE: August 22, 2019

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Cindy Schneible, President

ITEM SUMMARY:

- Boys and Girls Clubs of Collin County is requesting a grant in the amount of \$135,000 for replacement of the gym floor, replacement of gym padding panels and purchase and installation of retractable bleachers at the McKinney Club.
- Roof leaks (now repaired) caused wear and tear on the gym floor making it uneven and unsafe.
- The McKinney Club gym walls need 2" padding panels to prevent injuries. Current padding is insufficient to provide a safe sporting experience.
- The current McKinney Club bleachers are designed for outdoor use, not retractable and are inappropriate for indoor sports activities.
- The grant requested will provide funds to cover the cost of labor, materials and supplies.

BACKGROUND INFORMATION:

- Boys and Girls Clubs of Collin County has a 50-year history in North Texas.
- Strategically located in low-income neighborhoods, BGCCC provides a safe, positive environment during after-school hours.
- The BGCCC serves 3,266 members, ages 5-18, and works with other local nonprofit organizations to identify youth that are in need of assistance.
- The McKinney club serves 936 youth. 65% qualify for free/reduced lunch.

- Programs offered through the McKinney Club include education about healthy lifestyle habits, tools for academic success, qualities to build character and leadership skills and recreational activities.

FINANCIAL SUMMARY:

- MCDC's allocation for Project Grants for FY 19 is \$1,364,926
- In previous years, MCDC awarded grants to Boys and Girls Club for a gym renovation (\$23,600 in 2006); gym, kitchen and other building improvements (\$500,000 in 2009); roof repairs (\$ 40,000 in 2018); and club refurbishment and equipment replacement (\$30,000 in 2018).

SUPPORTING MATERIALS:

[Application Packet](#)
[Presentation](#)

McKINNEY COMMUNITY DEVELOPMENT CORPORATION
Project Grant Application
Fiscal Year 2019

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
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McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, via email or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.

2019 Project Grant Application Schedule

Application Deadline	Presentation to MCDC Board	Board Vote and Award Notification
Cycle I: December 28, 2018	January 24, 2019	February 28, 2019
Cycle II: March 30, 2019	April 25, 2019	May 23, 2019
Cycle III: June 28, 2019	July 25, 2019	August 22, 2019

APPLICATION

Project Grants support for projects eligible for consideration under Sections 501 and 505 of the Texas Local Government Code. These include:

- Projects Related to the Creation or Retention of Primary Jobs
- Infrastructure Improvement Projects Necessary to Develop New or Expanded Business Enterprises
- Public Parks and Open Space Improvements
- Projects Related to Recreational or Community (city/public access) Facilities
- Professional and Amateur Sports and Athletic Facilities, including Children's Sports
- Entertainment, Tourist and Convention Facilities
- Projects Related to Low Income Housing
- Mass Transit-Related Facilities
- Airport Facilities

INFORMATION ABOUT YOUR ORGANIZATION

Name: Boys & Girls Clubs of Collin County

Federal Tax I.D.: 75-1296869

Incorporation Date: 1969

Mailing Address: 7700 Main Street Ste. E

City Frisco

ST: Texas

Zip: 75033

Phone: 469-888-4620

Fax: 469-888-4621

Email: lrogers@bgccc.org

Website: www.bgccc.org

Check One:

- ☒ Nonprofit – 501(c) Attach a copy of IRS Determination Letter
- ☐ Governmental entity
- ☐ For profit corporation
- ☐ Other

Professional affiliations and organizations to which your organization belongs:

Boys & Girls Clubs of America (BGCA)

REPRESENTATIVE COMPLETING APPLICATION:

Name: Liliana Rogers

Title: Chief Development Officer

Mailing Address: 7700 Main Street Ste. E

City: Frisco

ST: Texas

Zip: 75033

Phone: 469-888-4620 ext. 138

Fax: 469-888 4621

Email: lrogers@bgccc.org

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Liliana Rogers

Title: Chief Development Officer

Mailing Address: 7700 Main Street Ste. E

City: Frisco

ST: Texas

Zip: 75033

Phone 469-888-4620 ext. 138

Fax: 469-888-4621

Email: lrogers@bgccc.org

FUNDING

Total amount requested: \$135,500

Matching Funds Available (Y/N and amount): N

Will funding be requested from any other City of McKinney entity (e.g. TIRZ Grant, City of McKinney Community Support Grant)?

☐ Yes

☒ No

Please provide details and funding requested:

BGCCC would like to request \$135,500 to repair and improve damaged flooring, bleachers and safety padding of the McKinney Boys & Girls Club to serve 936 youth club members and community partners.

Please see attached for further detail.

PROJECT

Start Date: 11/01/2019

Completion Date: 01/06/2020

BOARD OF DIRECTORS *(may be included as an attachment)*

Please see attached

LEADERSHIP STAFF (*may be included as an attachment*)

Please see attached

Using the outline below, provide a written narrative no longer than 7 pages in length:

I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project for which funds are requested.

II. Project

- Outline details of the Project for which funds are requested. Include information regarding scope, goals, objectives, end user.
- Describe how the proposed Project fulfills strategic goals and objectives for your organization and benefits the McKinney community.
- Please also include planned support activities, timeframe/schedule, and estimated use and admission fees if applicable.
- Include the location for Project.
- Provide a timeline for the Project – from design to completion.
- Will the project be competitively bid?
- Are there plans for growth/expansion in future years?

Please provide the information requested below:

- | | | |
|-----------------------------|---|--|
| • An expansion/improvement? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A replacement/repair? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A new project? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |

Has a feasibility study or market analysis been completed for this proposed project? *If so, please attach a copy of the Executive Summary.*

No

Provide specific information to illustrate how this Project aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines and/or page 1 of this application)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested

Indicate which goal(s) listed above will be supported by the proposed Project/Promotional/Event:

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines and/or page 1 of this application)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney

Has a request for funding, for this Project been submitted to MCDC in the past?

☐ Yes

☒ No

Date(s):

III. Financial

- Provide an overview of the organization's financial status including the impact of this grant request on organization mission, goals and business model.
- Please attach your organization's budget for the current year and audited financial statements for the preceding two years. If audited financials are not available, please indicate why.

What is the total estimated cost for this Project?

\$135,500.00

Please provide a detailed budget specific to the proposed Project.

What percentage of Project funding will be provided by the Applicant? 0%

Are Matching Funds available? ☐ Yes

☒ No

Cash \$

Source

% of Total

In-Kind \$

Source

% of Total

Please provide details regarding other potential sources for funding. Include name of organization(s) solicited; date of solicitation; amount of solicitation and date that notice of any grant/award/loan is expected.

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization and for the Project for which you are requesting funding – and how they are designed to help you achieve current and future goals.

V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Project. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Acknowledgements

If funding is approved by the MCDC board of directors, Applicant will assure:

- The Project for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for the purpose described in this application.
- Applicant owns the land, building or facility where the proposed project will be located. If the Applicant does not own the land, written acknowledgement/approval from the property owner must be included with the application. The letter must document the property owner is aware of the proposed use of the property or facility; and the property owner has reviewed the project plan and application, approves and supports the efforts of the Applicant.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement.
- Organization's officials who have signed the application are authorized by the organization to submit the application.
- Applicant will comply with the MCDC Grant Guidelines in executing the Project for which funds were awarded.
- A final report detailing the successful completion of the Project, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project.

- Grant funding is provided on a reimbursement basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld **until the final report on completion of the Project is provided to MCDC.**
- The required performance agreement will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120th day after the date the MCDC notifies the applicant of the violation.

We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

Chief Executive Officer

Representative Completing Application

Signature

Signature

Printed Name

Printed Name

Date

Date

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.

CHECKLIST:

Completed Application:

- ☒ Use the form/format provided
- ☒ Organization Description
- ☒ Outline of Project: description, budget, goals and objectives
- ☒ Indicate the MCDC goal(s) that will be supported by this Project
- ☒ Project timeline and location
- ☒ Plans for advertising, marketing and outreach
- ☒ Evaluation metrics
- ☒ List of board of directors and staff
- ☒ Financials provided: organization's budget for current fiscal year; Project budget; audited financial statements
- ☒ Feasibility Study or Market Analysis if completed (Executive Summary)
- ☒ IRS Determination Letter (if applicable)

A FINAL REPORT IS TO BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE COMPLETION OF THE PROJECT

FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.



McKinney COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization:

Funding Amount:

Project:

Start Date:

Completion Date:

Location of Project:

Please include the following in your report:

- Narrative report on the Project
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Photographs, slides, videotapes, etc.
- Performance against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Project/Promotional/Community Event to:

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

Attn: Cindy Schneible
cschneible@mckinneycdc.org

McKINNEY COMMUNITY DEVELOPMENT CORPORATION
Project Grant Application
Fiscal Year 2019

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APPLICATION

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- Airport Facilities

INFORMATION ABOUT YOUR ORGANIZATION

Name: Boys & Girls Clubs of Collin County

Federal Tax I.D.: 75-1296869

Incorporation Date: 1969

Mailing Address: 7700 Main Street Ste. E

City Frisco

ST: Texas

Zip: 75033

Phone: 469-888-4620

Fax: 469-888-4621

Email: lrogers@bgccc.org

Website: www.bgccc.org

Check One:

- ☒ Nonprofit – 501(c) Attach a copy of IRS Determination Letter
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- ☐ For profit corporation
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Professional affiliations and organizations to which your organization belongs:

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Name: Liliana Rogers

Title: Chief Development Officer

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City: Frisco

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☐ Yes

☒ No

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Please see attached for further detail.

PROJECT

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Completion Date: 01/06/2020

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Please see attached

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- | | | |
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Date(s):

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What percentage of Project funding will be provided by the Applicant? 0%

Are Matching Funds available? ☐ Yes

☒ No

Cash \$

Source

% of Total

In-Kind \$

Source

% of Total

Please provide details regarding other potential sources for funding. Include name of organization(s) solicited; date of solicitation; amount of solicitation and date that notice of any grant/award/loan is expected.

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Acknowledgements

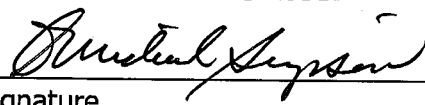
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We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

Chief Executive Officer


Signature

E. Michael Simpson
Printed Name

Date June 28, 2019

Representative Completing Application


Signature

Lilianna M. Rogers
Printed Name

Date Jun 28, 2019

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.



MCKINNEY COMMUNITY DEVELOPMENT CORPORATION - GRANT PROPOSAL 6/28/19

Organization:

Boys & Girls Clubs of Collin County	EIN #75-1296869
Name and Title of Contact Person:	Liliana Rogers, Chief Development Officer
Address:	7700 Main Street, Ste. E
City, State and Zip Code:	Frisco, TX 75033
Phone:	469-888-4620 ext. 138
Email Address:	lrogers@bgccc.org
Website Address:	www.bgccc.org

The mission of the Boys & Girls Clubs of Collin County is to enable all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.

Boys & Girls Clubs of Collin County (BGCCC) has a 50-year history of creating great futures in North Texas. Strategically located in low-income neighborhoods, BGCCC provides a safe, positive environment during the most vulnerable hours of the day, the after-school hours. We convert these hours into time that helps youth reach their full potential. As the largest youth serving non-profit organization in Collin County, BGCCC serves youth in Frisco, Plano, McKinney and outlying areas. Our services are vital in helping create and sustain a healthy, safe, educated community.

BGCCC serves 3,266 members, ages 5-18, giving them a safe place to learn and grow into productive and caring citizens. Club youth demographics include: 45% female and 55% male, 52% African-American, 15% Hispanic, 18% Caucasian, 5% Asian, 1% American Indian/Native Alaskan and 9% are multi-ethnic. BGCCC serves children from all levels of household income: 59% of members are eligible for free/reduced lunch, 43% of members live in a household with a single caregiver.

McKinney club branch serves 936 youth, 65% of which qualify for free/reduced lunch. With the assistance of the staff and volunteers, the youth completed 48,870 homework hours and were served 213,996 snacks and meals!

We offer daily programming in five core program areas: Character and Leadership Development; Education and Career Development; Health and Life Skills; The Arts; and Sports, Fitness and Recreation; and several specialized initiatives. All programs are designed to drive positive outcomes for youth and reinforce necessary life skills.

At the Boys & Girls Clubs of Collin County, we encourage our youth to the set expectations and goals for themselves through the activities and programs we offer. Our belief is that youth who enter the world with strong, positive characteristics can become responsible citizens and leaders who are able to support themselves and live successful lives.



These life-long lessons are learned through club programs focusing on Positive Self-Identity, Competencies, Community and Civic Involvement, Health and Well-Being and Moral Compass. We look to the community, our donors and our Board of Directors to ensure that we continue to promote our youth potential by creating opportunity every day.

Through calculated partnerships, our programs help members connect with their community. We partner with other local non-profit agencies to help identify youth in need of assistance:

- The Samaritan Inn -BGCCC provides transportation and scholarships for families that are living at the facility.
- McKinney Housing Authority -we provide transportation and scholarships for residing families.
- McKinney ISD –BGCCC’s long partnership with the school district has many benefits. Our SMART Moves program helps students with behavioral issues at the Alternative Campus. Our staff collaborates with teachers and counselors to identify students in need of support.

With over 6,000 volunteer mentors and tutors, we recruit through partnerships with corporations such as Capital One, Raytheon and Toyota. All volunteers complete extensive background checks and training.

Our Board of Directors consists of 24 members that reside and take pride in our three communities. Chief Executive Officer, E. Michael Simpson, is responsible for the strategic planning and operation of the Clubs in support of its mission and goals. The Executive Vice President, Chief Development Officer, Chief Financial Officer, and Chief Operations Officer oversee the remainder of the 45 staff and administrative positions.

The outstanding academic results and lifestyle accomplishments of the BGCCC youth participating in the many programs should be noted.

- 100% of high school seniors who were actively involved in the clubs graduated and moved on to higher education or enlisted in the military;
- 100% of the club members were promoted to the next grade level;
- 100% targeted youth became more knowledgeable of STEM based jobs and career opportunities;
- No members were affiliated with gangs or involved in the juvenile justice system.

BGCCC is an excellent steward of public trust and community resources. We pride ourselves on being one of the leanest nonprofit organizations in the region with 81% of expenses going directly to programming for our members with only 8% going to administrative expenses and 11% to fundraising expenses as reflected in our 990 report for 2018.

Project description, purpose and outcome.

The McKinney Boys & Girls Club’s main purpose is to provide a safe place to grow and learn for the youth of McKinney. Repairs to flooring, improved safety padding and bleacher installation are needed for the club to be a better resource for the youth in the community.



Since 2011, leaking from the damaged roof has caused wear and tear on the floors making them uneven and unsafe. The roof was repaired in 2018, along with the equipment but not the flooring, which is still in need of repair. The club gym floor is not safe for basketball, volleyball and running. Replacing the gym floor at the McKinney Club will provide a safe recreational and meeting area for the youth of McKinney.

The McKinney Club gym walls need of 2" padding panels to prevent injuries. Currently the padding we offer is insufficient to provide a safe sporting experience due to age and inferior quality. BGCCC would like to purchase improved padding to protect youth athletes at the club.

The McKinney Club bleachers are designed for outdoor use, are not retractable, and are inappropriate for indoor sports and activities. We would like to invest in retractable indoor bleachers to increase room for activities and provide improved safety in the McKinney gym.

These improvements will allow us to serve club youth and share the facilities with partner organizations from McKinney to practice basketball, volleyball and other sports and enrich the community. BGCCC respectfully requests \$135,500 for McKinney Club improvements to flooring, wall padding and bleachers to better serve our youth.

Promote the City of McKinney.

Boys & Girls Clubs of Collin County would like to acknowledge the McKinney Community Development Corporation for their support of the club repair in appropriate communications. This media acknowledgment includes, but is not limited to, our e-newsletter, Facebook, Twitter and the BGCCC website.

Specific goals and objectives fulfilled by the project.

With repairs and safety improvements at the McKinney Club, our members can fully utilize that space to participate in the value-added programs that are necessary to their success: academically and physically. We continue to serve children to further their education to become more prepared as future citizens in their community while giving them a solid foundation of skills and tools for their tomorrow.

This Project aligns with three of the goals and strategies adopted by McKinney City Council and McKinney Community Development:

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines and/or page 1 of this application)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney



Time frame to completion. Location of the project.

Ideally, the repairs will take place during the holiday break and be completed by January 6th, 2020:
November 1st, 2019 request for bids
November 15th, 2019 secure equipment and repair materials
December 20th, 2019– repair work commences
December 20th, 2019 – purchase equipment
January 6th, 2020 – repair work completed

Location: The Boys & Girls Clubs of Collin County, McKinney Branch, 701 S. Church Street, McKinney, Texas 75069

Future plans.

Our vision is to provide a world-class Club experience that assures success is within reach of every young person who walks through our doors, with all members on track to graduate from high school with a plan for their future, demonstrating good character and citizenship, and living a healthy lifestyle.

Financial

Balance Sheet Year to Date and P&L as of May 2019 - attachments

If awarded the grant, these funds will alleviate the unexpected financial burden that we need to go through to refurbish the club, remove and replace the equipment.

Organization budget and audited financials - attachments

Funding Sources

McKinney Community Development Corporation, \$135,500, Pending

Marketing and Outreach

BGCCC's 50-year history of creating great futures for low-income and at-risk youth in the North Texas area will further drive our passion to provide beneficial programs to local youth. In addition to securing funds through grant writing, we fundraise with annual events including the following: gala, golf tournament, poker tournament and a cycling event: The Collin County Classic. We procure funds through government grants as well. Support for programs are derived from individual and corporate donors, as well.

Our sustainability stems from a diverse revenue structure and strategy. Some of our major contributors include Capital One, Bank of America, Alliance Data, Dallas Women's Foundation, Bob & Joy Darling, Sean Lee, United Way of Metropolitan Dallas, Texas Health Presbyterian Hospital Plano, Toyota Financial Services, the City of Frisco, the City of McKinney, the City of Plano and the Andrea-Mennen Foundation.



Metrics to Evaluate Success

With the installation of new flooring, improved gym wall padding and facility appropriate bleachers, BGCCC service to the community will be enhanced. Refurbishment of the McKinney club will allow club members and community partners full access to the club to provide educational programming and athletic activities.

BOYS & GIRLS CLUBS OF COLLIN COUNTY, INC.

Financial Statements

For the Year Ended December 31, 2018

CHARLES O. PAUL

CERTIFIED PUBLIC ACCOUNTANT

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Fort Worth, TX 76182
Charles@CharlesPaulCPA.com

INDEPENDENT AUDITOR'S REPORT

To the Board of Directors
Boys & Girls Clubs of Collin County, Inc.

We have audited the accompanying financial statements of Boys & Girls Clubs of Collin County, Inc. (the Organization) which comprise the statement of financial position as of December 31, 2018, and the related statements of activities, cash flows and functional expenses for the year then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Boys & Girls Clubs of Collin County, Inc. as of December 31, 2018 and the changes in its net assets and its cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America.

Report on Summarized Comparative Information

We have previously audited the Boys & Girls Clubs of Collin County, Inc.'s 2017 financial statements, and our report dated May 17, 2018 expressed an unmodified opinion on those financial statements. In our opinion, the summarized comparative information presented herein as of and for the year ended December 31, 2017, is consistent, in all material respects, with the audited financial statement from which it has been derived.

A handwritten signature in black ink, appearing to read "Charles O. Paul".

CHARLES O. PAUL, CPA
May 20, 2019

BOYS & GIRLS CLUBS OF COLLIN COUNTY, INC.
Statement of Financial Position
December 31, 2018
With Summarized Financial Information
At December 31, 2017

<u>ASSETS</u>	<u>2018</u>	<u>2017</u>
Cash and cash equivalents	\$ 456,767	\$ 359,064
Unconditional promises to give	199,282	40,834
Other current assets	32,388	29,817
Property and equipment, net of accumulated depreciation	3,823,887	3,801,666
Other assets	4,550	4,550
Restricted cash	55,943	48,424
Restricted investments	681,109	749,006
Total assets	<u>\$ 5,253,926</u>	<u>\$ 5,033,361</u>
 <u>LIABILITIES AND NET ASSETS</u>		
Liabilities:		
Accounts payable and accrued expenses	\$ 170,998	\$ 72,169
Unspent insurance proceeds	-	151,594
Deferred revenue	18,206	16,548
Notes payable	795,110	802,860
Total liabilities	<u>984,314</u>	<u>1,043,171</u>
Commitments and contingencies		
Net assets:		
Unrestricted	3,514,829	3,175,202
Temporarily restricted	749,783	809,988
Permanently restricted	5,000	5,000
Total net assets	<u>4,269,612</u>	<u>3,990,190</u>
Total liabilities and net assets	<u>\$ 5,253,926</u>	<u>\$ 5,033,361</u>

The accompanying notes are an integral part of the financial statements
(3)

BOYS & GIRLS CLUBS OF COLLIN COUNTY, INC.

Statement of Activities

For the Year Ended December 31, 2018

With Summarized Financial Information

For the Year Ended December 31, 2017

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Permanently Restricted</u>	<u>Total</u>	<u>2017</u>
SUPPORT AND REVENUE:					
Program fees	\$ 591,427	\$ -	\$ -	\$ 591,427	\$557,349
United Way contributions	54,467	-	-	54,467	47,592
Special events, net of \$571,667 in expenses	986,073	-	-	986,073	999,949
Capital campaign, net of \$45,599 in expenses	134,401			134,401	90,000
Contributions	449,413	-	-	449,413	516,570
Contributions - in-kind	356,588	-	-	356,588	278,092
Bequest	-	-	-	-	-
Grants	877,070	-	-	877,070	609,121
Investment income	6,470	12,731	-	19,201	5,687
Realized investment gains (losses)	-	(4,598)	-	(4,598)	1,910
Unrealized investment gains (losses)	-	(68,338)	-	(68,338)	5,391
Other income	66,308	-	-	66,308	31,695
Assets released from restriction	-	-	-	-	-
	<u>3,522,217</u>	<u>(60,205)</u>	<u>-</u>	<u>3,462,012</u>	<u>3,143,356</u>
Expenses:					
Program services	2,563,686	-	-	2,563,686	2,503,366
Supporting services:					
Administration	248,062	-	-	248,062	220,197
Fundraising	370,842	-	-	370,842	342,802
	<u>618,904</u>	<u>-</u>	<u>-</u>	<u>618,904</u>	<u>562,999</u>
Total expenses	<u>3,182,590</u>	<u>-</u>	<u>-</u>	<u>3,182,590</u>	<u>3,066,365</u>
Change in net assets	<u>339,627</u>	<u>(60,205)</u>	<u>-</u>	<u>279,422</u>	<u>\$ 76,991</u>
Net assets, beginning of year	<u>3,175,202</u>	<u>809,988</u>	<u>5,000</u>	<u>3,990,190</u>	
Net assets, end of year	<u>\$ 3,514,829</u>	<u>\$ 749,783</u>	<u>\$ 5,000</u>	<u>\$ 4,269,612</u>	

The accompanying notes are an integral part of the financial statements

BOYS & GIRLS CLUBS OF COLLIN COUNTY, INC.

**Statement of Cash Flows
For the Year Ended December 31, 2018
With Summarized Financial Information
For the Year Ended December 31, 2017**

	<u>2018</u>	<u>2017</u>
Cash flows from operating activities:		
Change in net assets	\$ 279,422	\$ 76,991
Adjustments to reconcile the increase in net assets to net cash provided by operating activities:		
Assets acquired through in-kind donation	(134,092)	(134,092)
Depreciation	261,439	253,248
Change in promises to give	(158,448)	(5,891)
Change in other assets	(2,571)	(23,720)
Change in accounts payable and accrued liabilities	100,487	6,311
Change in unspent insurance proceeds	<u>(151,594)</u>	<u>151,594</u>
Net cash provided by operating activities	<u>194,643</u>	<u>324,441</u>
Cash flows from investing activities:		
Proceeds from sale of land	-	-
Increase in restricted cash and investments	60,378	(11,801)
Capital expenditures	<u>(68,466)</u>	<u>(68,466)</u>
Net cash provided by (used in) investing activities	(8,088)	(80,267)
Cash flows from financing activities:		
Proceeds from line of credit	(50,000)	(50,000)
Net payments on notes payable	<u>(38,306)</u>	<u>(38,306)</u>
Net cash used in financing activities	(88,306)	(88,306)
Net decrease in cash and cash equivalents	98,249	155,868
Cash and cash equivalents, beginning of year	<u>359,064</u>	<u>203,196</u>
Cash and cash equivalents, end of year	<u><u>\$ 457,313</u></u>	<u><u>\$ 359,064</u></u>
Schedule of non-cash investing and financing activities:		
None		
Supplemental cash flow information:		
Interest received	19,201	\$ 5,687
Interest paid	(39,952)	(44,241)

The accompanying notes are an integral part of the financial statements

BOYS & GIRLS CLUBS OF COLLIN COUNTY, INC.
Statement of Functional Expenses
For the Year Ended December 31, 2018
With Summarized Financial Information
For the Year Ended December 31, 2017

	Program Services					Supporting Services				
	McKinney Branch	Plano Branch	Frisco Branch	Other Programs	Total	General & Administrative	Fund Raising	Total	Total	2017
Salaries	\$ 400,815	\$ 421,750	\$ 425,674	\$ -	\$ 1,248,239	\$ 131,576	\$ 270,457	\$ 402,033	\$ 1,650,272	\$ 1,627,609
Payroll taxes	30,880	32,398	32,874	-	96,152	9,710	18,991	28,701	124,853	125,221
Employee benefits	49,626	47,334	59,570	-	156,530	53,443	13,056	66,499	223,029	217,726
Total salaries and related expenses	481,321	501,482	518,118	-	1,500,921	194,729	302,504	497,233	1,998,154	1,970,556
Professional fees	\$ 13,409	\$ 16,542	\$ 20,285	\$ 1,415	\$ 51,651	\$ 7,158	\$ 34,534	41,692	\$ 93,343	\$ 79,594
Supplies and program expense	7,951	6,648	11,324	11,121	37,044	6,830	15,482	22,312	59,356	71,707
Telephone	7,804	7,827	9,203	-	24,834	2,397	2,396	4,793	29,627	29,321
Postage and shipping	44	44	44	-	132	334	1,463	1,797	1,929	2,373
Dues and memberships	2,435	2,425	2,374	-	7,234	150	200	350	7,584	6,765
Occupancy	51,535	192,061	46,703	-	290,299	12,218	10,774	22,992	313,291	290,607
Local transportation/travel	26,651	58,140	34,611	9,832	129,234	857	-	857	130,091	102,464
Conferences and conventions	2,528	2,978	3,103	-	8,609	675	-	675	9,284	7,069
Uniforms and clothing	1,817	1,764	1,549	24	5,154	-	-	-	5,154	6,920
Fieldtrips	11,545	17,045	28,663	100	57,353	-	-	-	57,353	45,763
Awards and grants	83	83	84	-	250	421	-	421	671	582
Equipment repair	5,583	2,500	4,084	-	12,167	1,118	885	2,003	14,170	11,456
Bank and merchant fees	6,284	6,594	7,996	-	20,874	5,956	410	6,366	27,240	15,219
Miscellaneous	1,298	984	1,884	-	4,166	483	86	569	4,735	2,678
Dues to Affiliates	3,722	3,722	3,722	-	11,166	-	-	-	11,166	10,722
Equipment rental	6,274	6,454	6,110	-	18,838	1,924	2,108	4,032	22,870	21,019
Insurance	28,400	31,278	30,015	-	89,693	3,643	-	3,643	93,336	92,276
Licenses and permits	682	282	881	-	1,845	-	-	-	1,845	1,785
Interest	-	-	38,287	-	38,287	1,665	-	1,665	39,952	44,241
	178,045	357,371	250,922	22,492	808,830	45,829	68,338	114,167	922,997	842,561
Depreciation	89,471	57,235	107,229	-	253,935	7,504	-	7,504	261,439	253,248
Total	\$ 748,837	\$ 916,088	\$ 876,269	\$ 22,492	\$ 2,563,686	\$ 248,062	\$ 370,842	\$ 618,904	\$ 3,182,590	\$ 3,066,365

The accompanying notes are an integral part of the financial statements

BOYS & GIRLS CLUBS OF COLLIN COUNTY, INC.
Notes to Financial Statements

1. Summary of Significant Accounting Policies

(a) Organization and Operations

The Boys & Girls Clubs of Collin County, Inc. (the "Organization") is a Texas nonprofit corporation incorporated in 1968 under the laws of the State of Texas for the purpose of enhancing the quality of life for the youth of Collin County by providing a diversity of quality programs in the areas of character and leadership development, education and career development, health and life skills, sport fitness, recreation and the arts.

(b) Financial Statement Presentation

For financial reporting purposes, the Organization's net assets are grouped and reported by the following three classifications:

Unrestricted - includes funds that represent resources over which the Board of Directors has discretionary control to carry out operations of the Organization in accordance with its bylaws.

Temporarily Restricted - includes funds that represent resources expendable only for those operating purposes specified by the donor. Resources of this classification originate principally from grants and gifts.

Permanently Restricted - includes funds that have been accepted with donor stipulations that the principal be maintained intact in perpetuity with only the income to be utilized.

(c) Accounts Receivable

The Organization charges fees for certain services/activities. Income from these services/activities is recorded when earned. All services/activities must be paid for by the time the services/activities occur. Any payments deemed to be insufficient funds ("NSF" checks) are recorded as receivables. The organization automatically debits customer's bank accounts for NSF checks. Any NSF checks that cannot be collected through this process after 30 days are charged against an allowance for uncollectible accounts. At December 31, 2018 the Organization had no material accounts receivable that were deemed to be uncollectible.

(d) Income Taxes

The Organization is exempt from federal income taxes under provisions of Section 501(c)(3) of the Internal Revenue Code and qualifies as a publicly supported Organization under Section 509(a)(1) of the Internal Revenue Code.

BOYS & GIRLS CLUBS OF COLLIN COUNTY, INC.
Notes to Financial Statements

(e) Fixed Assets

Expenditures for furniture and equipment are stated at cost. Donated assets are recorded at their estimated fair market value at the date of contribution. Such donations are recorded as unrestricted support unless the donor has restricted the donated asset to a specific purpose. Assets donated with explicit instructions regarding their use are reported as restricted support. Absent donor stipulations regarding how long those donated assets must be maintained, the Organization reports expiration of donor restrictions when the assets are placed into service. The Organization capitalized fixed assets over \$2,500 and with a useful life in excess of one year. Fixed assets are evaluated periodically to determine if an impairment of their value has occurred. It is the opinion of management that no such impairment has occurred.

Depreciation of fixed assets is calculated on the straight-line method over the following useful lives:

Equipment	3-8 years
Buildings	35-40 years

(f) Functional Expenses Allocation

The costs of providing the various programs and supporting services have been summarized on a functional basis in the statement of functional expenses. Accordingly, certain costs have been allocated among the programs and supporting services benefited. Expenses are recorded when incurred in accordance with the accrual basis of accounting.

(g) Contributions and Grants

Contributions and Grants received are recorded as unrestricted, temporarily restricted, or permanently restricted support, depending on the existence and nature of any donor restrictions. When a donor restriction expires, that is, when a stipulated time restriction ends or purpose restriction is accomplished, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the statement of activities as net assets released from restrictions. If the restrictions are met in the year of contribution, the amounts of temporarily restricted gifts are listed as unrestricted contributions.

(h) Contributed Materials and Services

A substantial number of volunteers have donated significant amounts of time to the Organization's activities. However, the Organization only recognizes donated services that create or enhance nonfinancial assets, or that require specialized skills, provided by individuals possessing those skills, and would typically need to be purchased if not provided by donation. No amounts have been presented in the financial statements for contributed services, as these amounts are immaterial. The Organization recorded a total of \$144,000 in in-kind contributions related to facility rental and \$212,588 for assets that were donated in 2018.

BOYS & GIRLS CLUBS OF COLLIN COUNTY, INC.
Notes to Financial Statements

(i) Cash and Cash Equivalents

The Organization considers all highly liquid instruments purchased with maturity of three months or less to be cash equivalents. The Organization places its cash with quality financial institutions and limits its exposure by controlling the cash balances it maintains in any one financial institution. The Organization has never experienced losses from credit risk associated with its cash balances.

(j) Investments

Investments are carried at their value, as determined by quoted market prices. Investment income is included in unrestricted income, unless restricted by a donor.

(k) Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

(l) Comparative Prior Year Information

The financial statements include certain prior year summarized comparative information in total but not by net asset class. Such information does not include sufficient detail to constitute a presentation in conformity with U.S. generally accepted accounting principles. Accordingly, such information should be read in conjunction with the Organization's financial statements for the year ended December 31, 2017, from which the summarized information was derived.

(m) Subsequent Events

Management evaluates subsequent events through the date of the report, which is the date the financial statements were available to be issued.

(n) Accounting Pronouncements

In January 2016, the Financial Accounting Standards Board issued a pronouncement related to accounting for leases. The effect of this change will require that Organizations who enter into leases of more than twelve months record those leases as assets and liabilities. The standard is effective for the Organization's year that ends December 31, 2020. The Organization has not yet assessed the impact of this new accounting standard.

BOYS & GIRLS CLUBS OF COLLIN COUNTY, INC.
Notes to Financial Statements

2. Fixed Assets

The composition of fixed assets at December 31, 2018 is as follows:

Land	\$ 510,435
Buildings and improvements	4,256,574
Equipment	<u>1,659,326</u>
	6,426,335
Less accumulated depreciation	<u>2,602,448</u>
	<u><u>\$3,823,887</u></u>

3. Commitments and Contingencies

Grants and bequests require the fulfillment of certain conditions as set forth in the grant instrument. Failure to fulfill the conditions could result in the return of funds to the grantor. Although that remains a possibility, the Board deems such contingency remote since by accepting the gifts and their terms, the Organization has, in essence, accommodated the provisions of the gift.

4. Note Payable

\$250,000 line of credit with a local bank.

The note is due on demand, but if no demand is made it is due September 19, 2019. The note bears interest at The Wall Street Journal prime rate plus 1.25% (6.75% at December 31, 2018) and is secured by real estate.

\$ -

Note payable to a local bank. The note is due in monthly installments through maturity at October 1, 2023. The note bears interest at 5.0% and is payable in monthly installments of \$510. The note is secured by automotive equipment.

25,806

Note payable to a local bank. The note is due in monthly installments through October 2024. The note bears interest at 4.819% and is payable in monthly installments of \$4,882 with a balloon payment at the end of the note of \$629,672. The note is secured by the Organization's real estate.

769,304

\$ 795,110

BOYS & GIRLS CLUBS OF COLLIN COUNTY, INC.
Notes to Financial Statements

Maturities of the debt above are as follows:

2019	26,926
2020	28,262
2021	29,664
2022	31,136
2023	31,657
Thereafter	647,465

5. Retirement Plan

In December, 2002, the organization adopted a pension plan for its employees to be known as the Boys and Girls Clubs of Collin County, Inc. Pension Plan. Employees that are 21 and have completed one year of employment are eligible for coverage. Employees become 100% vested after five years of participation. Only employer contributions to the plan are allowed which are calculated at 5% of eligible employee's compensation. In July 2018, the assets of the plan were transferred into a 401 (k) plan with a safe harbor provision. Under this provision, the employer contributes 3% per month into the plan with an elective deferral optional by the employer as long as the total does not exceed allowable limits

Total amounts contributed by the Organization to the plans above was \$59,141 for the year ended December 31, 2018.

6. Temporarily and Permanently Restricted Net Assets

Temporarily restricted net assets are comprised of \$737,052 which is restricted for the construction of a camp site. During 2016, the Organization received a bequest, which is included in the restricted balance above along with income that has been earned on the balance. The amount is shown as restricted cash and restricted investments on the Statement of Financial Position. The Will of the donor requires that the balance be expended within ten years or the funds are to be returned to the other heirs. The Organization is attempting to have the living heirs waive their claims to the funds so that they can be expended as the as unrestricted resources. There were no assets released from restriction during 2018.

Permanently restricted net assets were comprised of funds donated for a permanent endowment fund.

7. Value of Restricted Investments

In accordance with FASB Accounting Standards Codification Section 820, the Organization classifies its financial assets and liabilities into Level 1, which refers to assets and liabilities with quoted prices in an active market; Level 2, which refers to assets and liabilities not traded on an open market but for which other observable inputs are available; and Level 3, which refers to assets and liabilities not traded in active markets which require significant unobservable inputs to value. Currently, all of the Organization's financial assets are classified as Level 1.

BOYS & GIRLS CLUBS OF COLLIN COUNTY, INC.
Notes to Financial Statements

Long-term investments consisted of the following as of December 31, 2018:

	COST	FAIR VALUE
Equity securities	\$544,972	\$492,482
Fixed income securities	172,433	167,528
Hedge funds	18,832	15,434
Commodities	<u>7,861</u>	<u>5,665</u>
Total	<u>\$744,098</u>	<u>\$681,109</u>



McKinney Club Improvement Budget **January through December 2019**

Ordinary Income/Expense		
Income		
	MCDC Grant	135,500
Total Income		<u>135,500</u>
Gross Profit		
Expense		
	Gym Floor	85000
	Bleachers	28000
	Wall Padding	3500
	Gym Wall Divider	19000
Total Expense		<u>135,500</u>
Net Ordinary Income		0



**Boys Girls Clubs of Collin County
2019 Board Approved Budget**

Income	
Program Income	\$ 600,000
Campaign Net Capital Project	\$ 900,000
Contributions Income	\$ 1,225,000
Grants	\$ 880,000
Miscellaneous Income	\$ 20,000
Total Income	\$ 3,625,000
Expense	
Payroll Expenses	\$ 2,016,000
Occupancy Expense	\$ 335,000
Fringe Benefits	\$ 230,000
Depreciation Expense	\$ 230,000
Insurance	\$ 98,000
Bank & Credit Card Processing	\$ 28,000
Vehicles Expense	\$ 85,000
Memberships	\$ 18,000
Equipment Rental	\$ 23,000
Youth Field Trips	\$ 60,000
Professional Fees	\$ 80,000
Supplies	\$ 40,000
Interest Expense	\$ 40,000
Travel/Transportation	\$ 45,000
Telephone	\$ 30,000
Program Expense/Not Supplies	\$ 25,000
Postage and Delivery	\$ 2,000
Repair and Maintenance	\$ 15,000
Training/Conferences/Convention	\$ 10,000
T-Shirts/Uniforms/Clothing	\$ 6,000
Miscellaneous	\$ 4,600
Licenses and Permits	\$ 2,500
Awards/Gifts	\$ 750
Total Expense	\$ 3,423,850

CINCINNATI OH 45999-0038

In reply refer to: 0256439164
Mar. 05, 2019 LTR 4168C 0
75-1296869 000000 00

00013191
BODC: TE

BOYS & GIRLS CLUB OF COLLIN COUNTY
7790 MAIN ST
FRISCO TX 75033

Employer ID number: 75-1296869
Form 990 required: Y

Dear Taxpayer:

We're responding to your request dated Feb. 26, 2019, about your tax-exempt status.

We issued you a determination letter in MAY 1970, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(03).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Section 509(a)(2).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period:

- Form 990, Return of Organization Exempt From Income Tax
- Form 990EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990-EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at www.irs.gov/forms-pubs or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific

0256439164
Mar. 05, 2019 LTR 4168C 0
75-1296869 000000 00
00013192

BOYS & GIRLS CLUB OF COLLIN COUNTY
7790 MAIN ST
FRISCO TX 75033

time).

Thank you for your cooperation.

Sincerely yours,

A handwritten signature in black ink, appearing to read "K. A. Billups", written in a cursive style.

Kim A. Billups, Operations Manager
Accounts Management Operations 1

First Name	Last Name	Officer/	Committies	Company	
Von	Best	Past President		The Frisco Bar & Grill 4851 Legacy Drive #504 Frisco, TX 75034	President
Tony	Carver	Member		Encore Wire Corporation 1329 Millwood Rd McKinney, TX75069	Cost Accou
Damon	Chronis	Treasurer-VP Finance		Ryan, LLC Three Galleria Tower, 13155 Noel Rd. # 100 Dallas TX 75240	Principal, T
Angela	Driggers	Member		Texas Instruments 12500 TI Boulevard MS 8686 Dallas, TX 75243	Legal & Ca
Michael	Feeney	Member		JP Morgan Chase 8181 Communications Pkwy Bldg C, Floor 8 Plano, TX 75024	Managing I
Kristin	Grammar	Member		TIG Commerical Real Estate 2600 Dallas Parkway, Suite 290 Frisco, TX 75034	Vice Presid
Ron	Harris	Member		Toyota Financial Services 6565 Headquarters Drive Plano, TX 75024	Associate V
John	Hoffman	Secretary		Consultant 1001 Hyde Park Drive McKinney, TX 75069	Vice Presid
Chris	Jamison	Member		First United Bank & Trust 6401 South Custer Road McKinney, TX 75070	Senior Vice
Jessica Fister	Johnson	Member			Senior Vice
Tomasz	Kwiatkowski	Member		Plains Capital Bank 2500 Legacy Drive, #150 Frisco, TX 75034	Business D
Randy	Lawrence	VP-Opportunity Impact		Altria Reg. V.P. - Retired	Retired
Brandi	McKay	Member		Scheef & Stone, LLP 2600 Network Blvd, #400 Frisco, TX75034	Partner

Ken	Moraif	Member	Money Matters with Ken Moraif 2820 Dallas Parkway Plano, TX 75093	Principal
Richard	Riccardi	President Elect	Blount Fine Foods 2200 Redbud Blvd McKinney, TX 75069	Entrepreneur
Torsten	Seifert	Member	Hilti North America 7250 Dallas Pkwy Ste 1000 Plano, TX 75024	Division Manager
Bryan	Sherman	President	Bank of America Home Loans 6400 Legacy Drive, Plano Tx 75024	Regional Sales
Psychelia	Terry	Member	UI Global Brands 15222 King Rd. Suite 701 Frisco, TX 75034	Chief Executive
Vontoba	Terry	Member	UI Global Brands 15222 King Rd. Suite 701 Frisco, TX 75034	President & CEO
Cliff	Whisenhunt	Member	First National Bank Southwest 4500 Preston Rd. Frisco, TX 75034	President

Transaction Tax Practice Leader

Capital Planning Finance Mgr.

our & Business Development

es Executive, Senior VP



BGCCC Executive Staff

Mike Simpson, Chief Executive Officer, Boys & Girls Clubs of Collin County,
msimpson@bgccc.org, 469-888-4620 ext. 102

Steve Wurm, Executive Vice President, Boys & Girls Clubs of Collin County, swurm@bgccc.org,
469-888-4620 ext. 230

Debra Sweezer, Chief Operating Officer, Boys & Girls Clubs of Collin County,
dsweezer@bgccc.org, 469-888-4620 ext. 110

Joan Roe, Chief Financial Officer, Boys & Girls Clubs of Collin County, jroe@bgccc.org,
469-888-4620 ext. 112

Liliana Rogers, Chief Development Officer, Boys & Girls Clubs of Collin County,
lrogers@bgccc.org, 469-888-4620 ext. 138

McKinney Community Development Corporation



July 25, 2019



History of Organization

- BGCA - National organization started in 1860's
- 4,000 clubs - 4 million children each year
- **BGCCC -1968 as Boys Club of McKinney**
- Plano Club Opened 1992
- Frisco Club Opened 1997
- Capital Campaign – Fall 2018



Who Do We Serve

- Boys & Girls ages 5 -18 in Frisco, McKinney, Plano
- 3,266 kids each year in the after school programs
- 6,000+ kids through outreach into the schools and the communities

McKinney Club:

- 56% Males / 44% Female
- 54% African American / 24% Caucasian / 14% Hispanic/ 7 % Multi-Ethnic
- 65% Qualify for Free and Reduced Lunch
- 52% of Members live in a non-traditional household



Why The Need?

Youth in quality **After School Programs** are more likely to:

- **Stay in school**
- **Get better grades**
- **Do not get involved in risky behavior**



McKinney Club:

- 936 Club members in 2018
- 68% increase in club members from 2010 – 2018
- New Teen Center has increased capacity
- 19 School Pick Ups - 2 Communities



Financials

2019 Annual Budget of \$3.625 million



Special Events	28%
Fees	17%
Corporations	8%
In-Kind Contributions	10%
Individuals	7%
Foundations	7%
BGCA Grants	6%
City Governments	5%
Federal Government	2%
State Government	3%
United Way	2%
Misc. Income	4%



Program Expenses	82%
Fundraising Expenses	11%
Management & General Expenses	7%



McKinney Club History

- 1972** Main Building
- 1974** Building Completed = Building 45 year-old
- 1997** Gym & Physical Education Building = 20 + year-old
- 2009** MCDC Grant for \$500,000 (Commercial Kitchen, Flooring, Bathrooms, Office Space, Sprinkler System, Air Conditioners)
- 2018** MCDC Grant for \$40,000 (Reimbursement Roof)
- 2018** MCDC Grant for \$30,000 (Club Refurbishment and Recreational Equipment Repair)



McKinney Club Improvements

- Education Rooms
- Teen Center
- Sports Court
- Playground
- New Roof
- Recreational Equipment



McKinney Club Present

Project: Replacement of Gym Floor

Location: Gym

Scope of Work:

- Removal of current floors
- Replace floors with hardwood

Amount Requested: \$85,000



McKinney Club Present

Project: Replacement of Bleachers

Location: Gym

Scope of Work:

- Removal current metal bleachers
- Installation of retractable bleachers

Amount Requested: \$ 28,000



McKinney Club Present

Project: Replacement of Wall Padding

Location: Gym

Scope of Work:

- Removal current wall padding
- Installation of 2" wall padding around the perimeter of gym

Amount Requested: \$ 3,500



McKinney Club Present

Project: Gym Divider Curtain

Location: Gym

Scope of Work:

- Purchase of curtain
- Installation of gym divider curtain

Amount Requested: \$19,000





Total Investment \$135,500.00



GREAT FUTURES START **HERE.**





19-0700

TITLE: Consider/Discuss/Act on Revised FY 20 McKinney Community Development Corporation Budget.

SUPPORTING MATERIALS:

[Budget Packet 8.22.19](#)

Budget Summary - MCDC FY 19-20 (Revised)

		Draft	Revised
Revenue			
Sales Tax		\$ 14,690,857.00	\$ 14,885,247.00
Interest		\$ 949,000.00	\$ 1,050,000.00
Total Revenue		\$ 15,639,857.00	\$ 15,935,247.00
Admin & Op Expense			
Personnel		\$ 292,523.00	\$ 294,683.00
Supplies		\$ 14,250.00	\$ 17,250.00
Maintenance		\$ 3,000.00	\$ 3,000.00
Services/Sundry		\$ 199,050.00	\$ 196,050.00
Advertising and Promotion, Marketing, Events, Sponsorship, Recognition		\$ 130,500.00	\$ 130,500.00
Information Service Fee		\$ 2,283.00	\$ 2,283.00
Total Adm & Ops		\$ 641,606.00	\$ 643,766.00
Debt Service			
Parks & Rec - Apex Centre		\$ 1,721,792.00	\$ 1,722,230.00
Loan principal; Loan Interest; Agent Fees			
Project Costs and Fees			
Legal, prof. services, etc.		\$ 38,000.00	\$ 38,000.00
MPAC Operations Subsidy		\$ 375,000.00	\$ 375,000.00
City Admin Fee		\$ 175,000.00	\$ 175,000.00
Risk/Insurance Fund		\$ 549.00	\$ 549.00
Total Project Costs & Fees		\$ 588,549.00	\$ 588,549.00
Total Expense		\$ 2,951,947.00	\$ 2,954,545.00
Net available for grants		\$ 12,687,910.00	\$ 12,980,702.00
Parks & Recreation CIP		\$ 5,500,000.00	\$ 5,500,000.00
Discretionary Projects		\$ 1,563,985.00	\$ 1,563,985.00
Promotional and Community Events		\$ 150,000.00	\$ 150,000.00
Sales Tax Grant - HUB 121		\$ 50,000.00	\$ 50,000.00
Retail Development Infrastructure		\$ 120,000.00	\$ 120,000.00
Grant Total		\$ 7,383,985.00	\$ 7,383,985.00
Future Projects (fund balance)		\$ 5,303,925.00	\$ 5,596,717.00
Total (Grants & Future Projects)		\$ 12,687,910.00	\$ 12,980,702.00
		\$ 15,639,857.00	\$ 15,935,247.00

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

Account Number	Description / Itemization	Actual FY 16-17	Actual FY 17-18	Original FY 18-19	Revised FY 18-19	Y-T-D 1/31/19	Adjusted FY 18-19	EOY Estimate FY 18-19	Continuation FY 19-20
MCKINNEY COMMUNITY DEVELOPMENT CORPORATION									
MCDC Revenues									
060-0000-313-1001	Sales Taxes	12,590,081	13,466,103	14,255,971	14,255,971	9,232,022		14,255,971	14,885,247
060-0000-361-1000	Interest Income	354,891	657,843	949,000	949,000	929,838	151,000	1,100,000	1,050,000
060-0000-369-1001	Other Income	53,282	0	0	0	0		0	0
060-0000-393-1000	Bond Issuance	0	0	0	0	0		0	0
TOTAL-REV	MCDC Revenue Total	12,998,254	14,123,947	15,204,971	15,204,971	10,161,860	151,000	15,355,971	15,935,247
1245 MCDC Community Development									
060-1245-451-8001	Administrative	129,313	141,750	0	0	0		0	0
060-1245-451-8002	Clerical	0	0	0	0	0		0	0
060-1245-451-8003	Full-Time	0	5,670	201,638	201,638	125,173	(4,931)	196,707	213,557
060-1245-451-8005	Part-Time	0	0	0	0	0		0	0
060-1245-451-8008	Payroll Allowances	0	0	1,200	1,200	0		1,200	1,200
	Continuation:								
	Cell Phone Allowances								
	Director								
	Overtime	0	0	0	0	0		0	0
060-1245-451-8010	Longevity / Stability	385	445	565	565	505	(60)	505	625
060-1245-451-8011	Vacation	3,645	0	0	0	0		0	0
060-1245-451-8012	Sick	3,392	0	0	0	0		0	0
060-1245-451-8013	Holiday	4,320	0	0	0	0		0	0
060-1245-451-8015	FICA	10,015	10,341	15,560	15,560	8,254	(381)	15,179	16,477
060-1245-451-8020	TMRS	21,725	22,899	30,735	30,735	19,216	(759)	29,976	32,192
060-1245-451-8021	Health Benefits Fee	27,374	29,432	29,432	29,432	22,074		29,432	29,432
060-1245-451-8022	Wellness Program Fee	600	1,200	1,200	1,200	1,200		1,200	1,200
Subtotal: Personnel		200,770	211,737	280,330	280,330	176,422	(6,131)	274,199	294,683
060-1245-453-8101	Operational Supplies	1,146	791	5,250	5,250	529		5,250	6,250
	Continuation:								
	Office Supplies								
	Photographic Supplies								
	Recognition								
060-1245-453-8103	Food (non-travel)	1,586	1,109	4,500	4,500	518		4,500	4,500
060-1245-453-8106	Non-Capital Equipment	377	754	3,000	3,000	504		3,000	3,000
	Continuation:								
	Tools / Equipment								
	Furniture & Appliances								
060-1245-453-8115	Postage	220	202	0	0	0		0	0
060-1245-453-8125	Reproduction Outside	665	19	0	0	0		0	0
060-1245-453-8140	Technology Equipment	0	0	3,500	3,500	1,050		3,500	3,500
	Continuation:								
	Computer Equipment - iPads board (City S								
Subtotal: Supplies		3,994	2,876	16,250	16,250	2,602	0	16,250	17,250
060-1245-453-8301	Building Maintenance	0	0	1,000	1,000	0		1,000	1,000
060-1245-453-8420	Maintenance-Computer Software	0	0	2,000	2,000	0		2,000	2,000
Subtotal: Maintenance		0	0	3,000	3,000	0	0	3,000	3,000
060-1245-453-8501	Utilities - Communications	4,471	2,077	7,685	7,685	2,590		7,685	7,000
	Continuation:								
	Phone/cable/Internet/wireless (TWC)								

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

Account Number	Description / Itemization	Actual FY 16-17	Actual FY 17-18	Original FY 18-19	Revised FY 18-19	Y-T-D 1/31/19	Adjusted FY 18-19	EOY Estimate FY 18-19	Continuation FY 19-20
060-1245-453-8502	Mileage	142		0	0			0	0
060-1245-453-8504	Office Rental	43,099	33,610	42,000	42,000	38,400		42,000	45,600
	Continuation:								
	12 months @ \$3,800								
060-1245-453-8505	Postage / Shipping Services								
060-1245-453-8506	Travel / Training / Mileage	0	0	300	300	11		300	300
	Continuation:	4,196	3,556	12,950	12,950	3,178		12,950	13,650
	TEDC, ICSC, Retail Live								
	Mileage								
060-1245-453-8507	Publications	70	140	0	0	0		0	0
060-1245-453-8508	Utilities - Electric	2,834	3,357	6,000	6,000	2,431		6,000	6,000
	Continuation:								
	\$500/month								
060-1245-453-8511	Dues / Subscriptions / Licenses								
	Continuation:	1,464	1,304	2,500	2,500	1,595		2,500	3,500
	TEDC, ICSC								
	Publications								
060-1245-453-8515	Rental Fee (Equipment)								
	Continuation:	2,703	2,562	8,000	8,000	1,019		8,000	8,000
	Copier \$367/mo; overage \$300/mo;								
	Utilizing City copier lease option								
060-1245-453-8516	Professional / Contracted Services								
	Continuation:	38,776	28,464	86,900	86,900	42,450		86,900	107,500
	Strategic Planning								
	Developer/Commercial/Retail Event								
	Website/Social Media								
	Q of L Survey								
	The Retail Coach Contract Renewal								
	Special Events/Projects								
	Chamber Community Awards, Other Chamber								
	Other Services (moved from 8510)								
060-1245-453-8517	Promotional	893	2,521	0	0	0		0	0
060-1245-453-8520	Marketing / Promotional	78,291	60,432	110,000	110,000	67,802		110,000	117,500
	Continuation:								
	Promotional								
	Marketing/Sponsorship/Advertising								
	includes MCDC, cooperative, Retail								
060-1245-453-8523	Recognition	600	331	0	0	0		0	0
060-1245-453-8525	Printing / Reproduction Services	0	0	1,500	1,500	262		1,500	1,500
060-1245-453-8538	Temporary Personnel Services	7,656	3,985	5,000	5,000	5,018		5,000	6,000
060-1245-453-8539	Legal Fees	10,054	4,349	8,000	8,000	2,703		8,000	10,000
060-1245-453-8581	Special Events / Projects	17,859	6,616	30,000	30,000	7,498		30,000	0
060-1245-453-8595	Technology Replacement Fee	4,567	4,567	2,283	2,283	1,520		2,283	2,283
	Subtotal: Services/Sundry	217,675	157,871	323,118	323,118	176,475	0	323,118	328,833
060-1245-456-9201	Non-Fleet Capital Equipment	0	0	0	0	0		0	0
	Subtotal: Capital	0	0	0	0	0	0	0	0

