



# McKinney Economic Development Corporation Agenda

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Tuesday, September 17, 2019

8:00 AM

Council Chambers  
222 N. Tennessee Street  
McKinney, TX 75069

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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 member making such request prior to a motion and vote on the Consent Items.

**19-0758**      [Minutes of the McKinney Economic Development Corporation Meeting of August 20, 2019](#)

**Attachments:**    [Minutes](#)

## REPORTS

**19-0759**      [Board and Liaison Updates](#)  
                  [Board Chairman](#)  
                  [City of McKinney](#)  
                  [Chamber of Commerce](#)  
                  [Community Development Corporation](#)  
                  [Visit McKinney](#)

**Attachments:**    [MCDC Report](#)  
                          [Visit McKinney Report](#)

**19-0760**      [Consider/Discuss MEDC Monthly Organizational Report](#)

**Attachments:**    [Organizational Report](#)

## **REGULAR AGENDA**

- 19-0761**      [Consider/Discuss/Act on Finance Committee  
Recommendation - Large expenditure review and approval  
process](#)

## **CITIZEN COMMENTS**

## **BOARD COMMENTS**

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

## **EXECUTIVE SESSION**

In Accordance with the Texas Government Code:

- A. Section 551.071(2) Consultation with General Counsel on any Work Session, Special or Regular Session agenda item requiring confidential attorney/client advice necessitated by the deliberation or discussion of said items (as needed) and any legal consultation on the following item(s), if any:
- B. Section 551.071 (A) Pending or contemplated litigation
- MEDC President- FY 2020 Performance Objectives
- C. Section 551.072. Deliberations about Real Property
- Project Handle

## **ACTION ON EXECUTIVE SESSION**

## **ADJOURN**

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

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Peter Tokar III, MBA  
President

In accordance with the Americans with Disabilities Act, it is the policy of the City of McKinney to offer its public programs, services, and meetings in a manner that is readily accessible to everyone, including individuals with disabilities. If you are a person with a disability and require information or materials in an appropriate alternative format; or if you require any other accommodation, please contact the ADA Coordinator at least 48 hours in advance of the event. Phone 972-547-2694 or email [contact-adacompliance@mckinneytexas.org](mailto: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>.

**19-0758**



**TITLE:** Minutes of the McKinney Economic Development Corporation Meeting of August 20, 2019

**SUPPORTING MATERIALS:**

[Minutes](#)

## **MCKINNEY ECONOMIC DEVELOPMENT CORPORATION**

**AUGUST 20, 2019**

The McKinney Economic Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on August 20<sup>th</sup>, at 8:00 am.

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

Staff Present: President Peter Tokar, Executive Vice President Abby Liu, Director of Business Retention & Expansion and Emerging Technology John Valencia, Project Manager Madison Clark, Technology and Infrastructure Specialist Michael DePaola, MEDC Office Supervisor Deana Smithee, MEDC Administrative Assistant Joanne Isom, Social Media Specialist Kristen Ridout, Mayor George C. Fuller, Mayor Pro Tem Rainey Rogers, City Manager Paul Grimes, Visit McKinney Sales Manager Vanesa Rhodes, MEDC Attorney Mark Houser, and Financial Compliance Manager Chance Miller.

Absent: Senior Vice President Danny Chavez

There were 2 guests present.

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

**19-0687** Chairman Sipiora called for the Minutes of the McKinney Economic Development Corporation Meeting of July 16, 2019. Board members unanimously approved the motion by Board member Minissale, seconded by Board member Rath, to approve the minutes.

**19-0688** Chairman Sipiora called for Board and Liaison Updates.  
City of McKinney - City Manager Grimes reported on the budget process. The City proposed \$158 million general fund budget for fiscal year 2020 beginning October 1. Total budget is \$534 million which constitutes the overall revenues are up. The effective tax rate is up 1.25% but the tax rate per \$100 evaluation is down 1 penny to .516. City Manager Grimes

noted the tax rate hearing will be tonight, the budget hearing is scheduled for September 3, and will be adopted on September 17<sup>th</sup>. City Manager Grimes announced the sale of Revenue Bonds for water utility at the rate of 2.5% and we received just over 2% on our general obligation tax exempt financing. City Manager Grimes reported the debt sale went very well and is anticipating more in the coming years with the \$350 million bond supporting a number of capital improvement projects.

Chamber of Commerce – President Hermes noted a few important dates coming up with the Chamber. The legislative wrap-up breakfast will be on August 27<sup>th</sup> at 7:30 am to 9:00 am at Eldorado Country Club. Legislative Consultant, Angela Hill, Chris Wallace from the North Texas Commission, and Mayor Fuller will go over legislation that was passed in the last session. The next development update will be on September 5<sup>th</sup> at 7:30 am at TPC Craig Ranch. The update will focus on the 121 corridor and the speakers will include Shane Jordan from Jordan Realty Partners, David Brooks with Independent Financial, and James Craig with Craig International. The State of the City will be held on November 7<sup>th</sup>. President Hermes gave an update on the Chamber's partnership with the MEDC and MCVB in conducting business retention and expansion tours of our business community. They will be regrouping to ensure the right structure is in place and they are maximizing the time with businesses. President Hermes reported on the third quarter meeting of the Business Development Committee. The business community heard from Clarion. They are the organization helping the city with rewriting and simplifying ordinances for developers. President Hermes announced she has been selected to be part of a nationwide Education and Talent Development Fellowship. In this program she will learn about education and talent development initiatives and programs happening in other communities. President Hermes reported the Leadership McKinney class is starting their ten month journey with a retreat in Alba,

Texas. President Hermes noted the September 11<sup>th</sup> Memorial Day of Remembrance Ceremony will take place on 9/11 at the Collin College Conference Center at 9:00 am.

Visit McKinney – Sales Manager Rhodes reported they are in the process of changing their name from the Convention and Visitors Bureau to Visit McKinney. Sales Manager Rhodes reported some of the advertising they have completed this month includes a 500 word article with photos for consideration for *Meetings Today* magazine. Sales Manager Rhodes noted they are continuing to promote the Munich to McKinney contest. They have had over 7,000 entries and will continue accept through Oktoberfest. The contest is for a round-trip airfare for two and hotel accommodations in Munich. Sales Manager Rhodes reported in sales the Southwest College Football officials visit last month. They also hosted the Texas Agrilife group in for a conference. They were able to secure a contract for the Texas Association for General Dentistry. They will be here in April 2020.

**19-0689** Chairman Sipiora called for the Consideration/Discussion of the MEDC Monthly Organizational Report. President Tokar reported he will be leaving on Friday to go to the University of Virginia LEAD course as part of the high-performance organization training.

**19-0690** Chairman Sipiora called for the Consideration/Discussion/Action on June  
**19-0691** and July Financials. Financial Compliance Manager Miller reported the increase in the June Financials was \$569,000 and the sales tax was 16% higher than last year. Financial Compliance Manager Miller reported with audits coming through the number is highly inflated and he anticipates the next several months to be much lower to level out 4.5% increase we see year-over-year. Financial Compliance Manager Miller reported in July we had \$1.6 million in the sale of land that brought the increase to \$2 million. The year to date increase to \$4.9 million. Financial

Compliance Manager Miller reported we had a 4.8 % decrease over last year's July collections. He noted when averaging June and July, it gives us a 5% increase. We budget a 4.7% increase. Year to date we are 4.7% higher than last year's collection.

Board members unanimously approved the motion by Board member Feltus, seconded by Vice Chairman Jones, to approve the June 2019 and July 2019 financials.

- 19-0692** Chairman Sipiora called for the Consideration/Discussion of the Wireless Communication Plan. Technology and Infrastructure Specialist Michael DePaola presented a plan to help identify how we will communicate with the citizens and business owners about our efforts in the 5G infrastructure. The five goals of the plan are 1. Support the 5G guiding principles set by the McKinney City Council. 2. Enhance presence in the community and provide consistent and transparent communication with all stake holders about technology and infrastructure improvements. 3. Gather valuable community feedback on infrastructure technology deployments. 4. Establish an online portal for infrastructure technology information to serve as the central point for information for citizens, staff, City Council and Board Members. 5. Work with the development community on planning advanced technology infrastructure into existing and future deployment. Technology and Infrastructure Specialist Michael DePaola noted he will be working very closely on a joint committee consisting of the City Manager's office, Planning and Development, Development Services, and Information Technology to ensure the five goals are met. The City will be hiring a wireless consultant to work with the committee, as well as, work closely with Technology and Infrastructure Specialist Michael DePaola to ensure the citizens and employees are receiving accurate information.

Chairman Sipiora called for Citizen Comments and there were none.



MEDC MINUTES

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Chairman Sipiora called for Board Comments and there were none.

Chairman Sipiora recessed the meeting into Executive Session at 8:39 am.

Chairman Sipiora reconvened the meeting to open session at 11:18 am.

Board members unanimously approved the motion by Secretary/Treasurer Loughmiller, seconded by Board member Rath, to approve the proposal for Project Lone Star as discussed in Executive Session.

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

Board members unanimously approved the motion by Board member Cloutier, seconded by Board member Feltus, to approve the amendment to the McKinney Industrial Center as discussed in Executive Session.

Board members unanimously approved the motion by Board member Rath, seconded by Vice Chairman Jones, to approve to adjourn the meeting.

Chairman Sipiora adjourned the meeting at 11:21 am.

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Kenneth T. Sipiora  
Chairman



19-0759

**TITLE:** Board and Liaison Updates  
Board Chairman  
City of McKinney  
Chamber of Commerce  
Community Development Corporation  
Visit McKinney

**SUPPORTING MATERIALS:**

[MCDC Report](#)

[Visit McKinney Report](#)



September 9, 2019

TO: MEDC

FROM: Cindy Schneible, President

RE: McKinney Community Development Corporation Update

### **Project Grants**

MCDC board members approved the project grant applications listed below.

#### **Project Grants – Cycle III – FY 19**

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

### **Communications and Branding**

MCDC has been working with the city's communications and marketing team to address board members' interest in more effectively educating McKinney residents about the importance of buying local, and the impact it has on funding quality of life amenities in our community; and improving communication regarding grants, projects and sponsored events.

In late August, the MCDC marketing committee met to review communications and marketing staff recommendations regarding updated branding and messaging. Committee members were excited about the proposed communications, updated look/brand for MCDC and educational and promotional campaigns.

Full board review will be scheduled for the September 26<sup>th</sup> meeting. If approved, roll-out will begin immediately.

**MCDC FY 20 Grant Calendar** – following page



# McKINNEY COMMUNITY DEVELOPMENT CORPORATION GRANT CALENDAR

**Fiscal Year 2020**

## **Promotional and Community Event Grants:**

<b>Application Deadline</b>	<b>Presentation to MCDC Board</b>	<b>Board Vote and Award Notification</b>
Cycle I: November 29, 2019	December 19, 2019	January 23, 2020
Cycle II: May 29, 2020	June 25, 2020	July 23, 2020

## **Project Grants:**

<b>Application Deadline</b>	<b>Presentation to MCDC Board</b>	<b>Board Vote and Award Notification</b>
Cycle I: December 30, 2019	January 23, 2020	February 27, 2020
Cycle II: March 31, 2020	April 23, 2020	May 28, 2020
Cycle III: June 30, 2020	July 23, 2020	August 27, 2020

## **Retail Development Infrastructure Grants:**

<b>Application Deadline</b>	<b>Presentation to MCDC Board</b>	<b>Board Vote and Award Notification</b>
Cycle I: January 31, 2020	February 27, 2020	March 26, 2020
Cycle II: July 31, 2020	August 27, 2020	September 24, 2020

### **For Additional Information**

Cindy Schneible, President  
5900 S. Lake Forest Drive • Suite 110 • McKinney, TX • 75070  
972.547.7653 phone • 972.542.0926 fax • [cschneible@mckinneycdc.org](mailto:cschneible@mckinneycdc.org)



## August 2019

### I. ASSOCIATION/CORPORATE/SMERF COMPLETED in August 2019: TTL Room nights: 451; TTL Revenue: \$46,308

#### WEDDINGS COMPLETED-August 2019 - TTL Room Nights: 146 TTL Rev.: \$16,488

- Thomas/Hutchens Wedding – Sheraton: TTL room nights: 10, TTL Rev.: \$1,030; Grand: TTL room nights: 29, TTL Rev.: \$4,431
- Demetro/Worsham Wedding – Sheraton: TTL room nights: 30, TTL Rev.: \$3,240
- Heather Cook – Grand: TTL room nights: 1, TTL rev; \$179
- Alpert Wedding – Hampton Inn: TTL room nights: 5, TTL Rev.: \$495
- McKamie/Fuerst Wedding – Hampton Inn: TTL room nights: 14, TTL Rev.: \$1,506
- Wilson/Tew Wedding – Hampton Inn: TTL room nights: 36, TTL Rev.: \$4,137
- Falk/Tate Wedding – One Preston Events in Gunter TX – 10 rooms at La Quinta and 10 at Holiday Inn & Suites, however, they were not in block, therefore unable to obtain a pick up report. (these rooms are not included in the total room nights figure) 21 room nights were picked up from the Comfort Suites booking link they provide, this link provides 20% off of available rates at time of booking. (Rate Averages around \$70). Avg TTL rev: \$1470

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

- Jessica Harshman – Chandlers Garden
- Parker Juarez - Rosemary Barn
- Lourdes Vasquez –Springs

#### ASSOCIATION/CORPORATE/SMERF COMPLETED in August 2019: TTL Room nights: 305; TTL Revenue: \$29,820

##### ASSOCIATION – TTL Room Nights: 49; TTL Rev.: \$4,931

- Texas Christmas Tree Growers Association – Sheraton: TTL room nights: 45 Total Rev.: \$4,455
- Texas Lake Trails – Grand: TTL room nights: 4, TTL Rev.: \$476

##### CORPORATE – TTL Room Nights: 157; TTL Rev.: \$15,229

- Torchmark-LNL 101- 8/5-8/19, Sheraton: TTL room nights: 0; TTL Rev. \$ Class didn't make
- Torchmark-AIL 201- 8/12-14/19, Sheraton: TTL room nights: 103; TTL Rev. \$9,991
- Torchmark-LNL 301- 8/25-28/19, Sheraton: TTL room nights: 54; TTL Rev. \$5,238

**SMERF: TTL Room nights: 0; TTL Rev.: \$ N/A**

**SPORTS: TTL Room nights: 99; TTL Rev.: \$9,660**

- Southwest football college Officials-Sheraton: TTL room nights: 99; TTL Rev. \$9,660

### II. Visitors: FYTD Total (Oct.'18– Sept. '19): 4,726

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

- Out of State: 67
- Out of Country: 34
- Texas Residents: 24
- McKinney Residents: 5
- Register Total: 130
- Ticker Counter: 448

**III. RFP's: 9 (4-Association, 0-Corporate, 5-Weddings, 0-Social, 0-Religious, 0-Sports, 0-Day Trips)**

**Association: 4**

1. TTIA 66<sup>th</sup> Texas Travel Counselors Conference – Spring 2021. April date with a Sunday-Friday pattern. Attendance: Approximately 225. Gave to Sheraton. Room nights: approximately 425
2. TTIA 67<sup>th</sup> Texas Travel Counselors Conference – Spring 2022. April date with a Sunday-Friday pattern. Attendance: Approximately 225. Gave to Sheraton. Room nights: approximately 425
3. National Horseshoe Pitchers Association – July 2022, 2-week event with a Monday-Saturday pattern. Peak room nights: 550 Approximately 1,000 -1,600 participants with approximately 5,000 spectators.
4. National Interscholastic Athletic & Afterschool Safety & Security Summit: Dates: Feb. 4-6, 2020. Arrival Date Feb. 3, 2020. TTL Room nights: 100; Attendees: 125. Meeting: MISD CEC

**Corporate: 0**

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

1. Terry Bracken (MOB) – October 2019, River Rd Chateau
2. Lindi Blake – April 2020, Rosemary Barn
3. Megan White – May 2020, Stone Crest
4. Brooke Barnes – February 2020, Magnolia Grace Ranch
5. Erin Horomanski – August 2020, Stone Crest

**IV. Site Visits: 4**

1. Keisha Mayer – Bride, December 15, 2019 Wedding
2. 8/20/19-NCAA D2 Football Committee: McKinney: Sheraton & Springhill Suites. Allen: Delta & Pin Stack.
3. Lone Star Reel- Hotels, Venues, Restaurants, & Attractions. This is a result of the BREP joint Sales Calls.
4. National Interscholastic Athletic & Afterschool Safety & Security Summit. Dates: Feb. 3-6, 2020, TTL Room nights: 300, Attendees: 150, sent to the Sheraton, using meeting space at MISD CEC, Using Tupps for one evening & catering in Mexican food for dinner. Assisting with a webpage link to our Visit McKinney website of things to do & see while this group is in town in February.

**V. Day Trips: 1**

1. Docents from the DeGolyer House at the Arboretum will be hosting a day trip to McKinney on August 14<sup>th</sup>. They will start at the Heard Craig House then enjoy shopping downtown. I will welcome them on Wednesday and give them coupons from the downtown merchants.

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

**Blogs (Top 5) for AUGUST 2019:**

Blog Home Page - 94

NTTA – 94

Plan Your Trip (Visit Widget) – 44

McKinney Community Concerts -31

Organ Concert – 23

<b>BLOG VISITS - FY 18-19</b>	
<b>MONTH</b>	<b>Sessions</b>
Oct. 2018	384
Nov. 2018	250
Dec. 2018	232
Jan. 2019	380
Feb. 2019	294
Mar. 2019	298
April.2019	367
May.2019	467
June.2019	379
July.2019	500
August.2019	495
<b>FY 18-19</b>	<b>4,046</b>

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

- Weekend Update page – 194
- McKinney to Munich – 152
- Ask a Local - 58
- Tours - 15
- Grants – 14
- Getting Around Downtown – 10
- KPIs – 8
- Meeting Planners Guide – 170
- Yarn Crawl – 85
- THSLL - 5

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

- Bus Tours Magazine info submitted for Sept.-Oct. 2019 issue
- Updated the McKinney-to-Munich page with the new contest logo and other info
- Submitted MPI-DFW Partner info
- Submitted email newsletter info for Tour Texas September 2019
- Submitted Texas Event Calendar events for winter (Dec.-Feb.)
- Made Board's changes to Strategic Plan and submitted to City Comm.
- Created coupon sheets for:
  - Yarn Crawl
  - Dallas Arboretum DeGloyer House docents
  - Texas Lakes Trail

**IX. Advertising- Website & Publication ROI Tracking:**

- Business 360 – 3
- Texas Meetings+Events – 1
- Tour Texas – 1
- Small Market Meetings – 1
- Boyd Broncos – 15
- MHS Lions – 5
- MHNS Bulldogs - 3
- Polka News – 2
- Texas State Travel Guide – 1
- Stonebridge Ranch News – 12

- Texas Highways – 10
- Meet Texas – 1
- Historic Calendar - 3

#### AUGUST 2019 SOCIAL MEDIA

FACEBOOK STATS					
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
August.19	304	8,763	104,625	438,578	4,586,953
TOTALS	1,365	N/A	1,362,959	8,200,919	46,886,621



<b>AUGUST 2019 Web Traffic</b>	<b>Users</b>
Mobile	4,554
Desktop	1,750
Tablet	629
<b>TOTAL</b>	<b>6,933</b>

<b>INSTAGRAM</b>	<b>New Followers</b>
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
August.19	88
<b>TOTAL</b>	<b>1,711</b>

<b>YOUTUBE</b>	<b>Views</b>	<b>Subscribers</b>
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
August.2019	445	2
<b>TOTAL</b>	<b>8,881</b>	<b>48</b>

<b>TWITTER – AUG. 2019</b>	
Followers	5,237 (+47)
Tweets	6818 (+63)
Tweet	140,000
Profile Visits	129
Mentions	10

Month	Sessions	Pageviews	Users
Oct. 2018	3,061	7,459	2,496
Nov. 2018	3,565	7,585	3,140
Dec. 2018	3,043	6,689	2,640
Jan. 2019	2,880	7,381	2,383
Feb. 2019	2,632	6,433	2,200
Mar. 2019	2,900	6,705	2,440
April.2019	3,591	8,387	2,937
May.2019	9,272	17,251	7,837
June.2019	6,503	13,314	5,598
July.2019	6,596	13,422	5,670
August.2019	8,046	15,664	6,933
<b>FY 18-19</b>	<b>52,089</b>	<b>110,290</b>	<b>44,274</b>

#### **AUGUST 2019 Website Numbers**

<b>Google Bus. Page</b>	<b>Page Views</b>	<b>Web visits</b>
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
August.2019	1,490	34
<b>TOTAL</b>	<b>20,889</b>	<b>390</b>

**AUGUST 2019 - TOP 25 WEB PAGES**

Page	Pageviews	Unique Page Views
Home Page	3,075	6,345
Calendar	2,325	2,400
McKinney to Munich	1,979	1,395
Visitors Guide	225	168
Explore	200	151
Events	196	159
Monthly Annual Events	193	177
Shopping Centers	191	170
Weekend Update	178	143
Dining	161	107
Event Planning	149	132
McK-to-Munich home button	137	105
Ask a Local	126	113
Calendar entry	118	103
Parks Trail Map	117	109
Weekend Update sign-up	115	98
Accommodations	114	100
Calendar item	106	84
Calendar Item	104	87
Blog main page	94	88
Blog – toll tag	94	78
Shopping	92	90
About McKinney	90	63
Tours	88	69
Yarn Crawl Landing page	85	62
Bed & Breakfasts	84	73

**Top Countries – AUGUST 2019**

Country Breakdown	Users	New Users	Sessions
United States	6,459	6,221	7,537
Canada	313	312	328
France	40	40	40
Germany	21	21	22
India	20	20	20
South Korea	13	13	13
(not set)	12	12	12
United Kingdom	10	10	10
Mexico	7	6	8
Denmark	5	5	5

**Top States**

State Breakdown	Users	New Users	Sessions
Texas	4,885	4,653	5,815
Virginia	132	128	144
California	115	111	122
Oklahoma	112	111	118
Illinois	82	79	100
New York	74	56	63
Pennsylvania	67	67	72
Florida	66	64	71
Missouri	47	44	49
Tennessee	53	52	58

#### Top Cities

City Breakdown	Users	New Users	Sessions
Dallas	1,481	1,392	1,642
McKinney	1,444	1,285	1,846
Plano	247	237	268
Allen	187	171	219
Frisco	114	137	165
Austin	98	95	115
Prosper	94	90	105
Houston	78	75	84
Fort Worth	75	75	76
Richardson	69	66	83

VISIT WIDGET - AUGUST 2019				
	Users	Sessions	Page Views	New Downloads
<b>Widget</b>	<b>55</b>	<b>57</b>	<b>254</b>	
Desktop	36	38	181	
Mobile	19	19	73	
<b>Mobile APP</b>	<b>168</b>	<b>169</b>	<b>961</b>	
App-iOS	136	137	812	57
App-Android	32	32	149	21
<b>TOTAL</b>	<b>223</b>	<b>226</b>	<b>1215</b>	<b>78</b>

CROWDRIFT GALLERIES - AUGUST 2019		
Gallery	Interactions	Views
Being Social	19	20
Explore	87	164
Dining	8	145
History (Downtown)	30	76
Events	16	168
Home Gallery	69	1,100
<b>TOTAL</b>	<b>229</b>	<b>1,673</b>

Advertising- Website & Publication ROI Tracking:  
Publicity: Does not include \$30,000 for Grants

<b>FY 18-19</b>	<b>Budgeted Amount</b>
<b>Adv. &amp; Promo TTL</b>	<b>\$ 141,470</b>

<b>AUGUST 2019 FREE MEDIA</b>					
<b>Publication</b>	<b>Article/Topic/Writer</b>	<b>Print Value</b>	<b>Web Value</b>	<b>PR Value</b>	<b>Impressions /Reach</b>
Bubble Life	Shared Blog/web updates (10 times)	\$0	\$10,000	\$30,000	700,000
Courier Gazette	Article from info sent to them	\$756	\$1,000	\$5,268	75,000
Courier Gazette	1/2 pg. Article: Guy discusses tours and Visit McKinney	\$2,324	\$1,000	\$9,972	75,000
Meetings Today	Full page article about Visit McKinney/TDA conf.	\$11,000	\$3,000	\$43,500	98,601
<b>TOTALS</b>		<b>\$14,080</b>	<b>\$15,000</b>	<b>\$88,740</b>	<b>948,601</b>
<b>FY 18-19</b>		<b>\$54,467</b>	<b>\$255,515</b>	<b>\$1,104,002</b>	<b>15,974,601</b>

**X. LOST BUSINESS: 3**

1. TTIA 66<sup>th</sup> Texas Travel Counselors Conference – Spring 2021. April timeframe with a Sunday-Friday pattern. Attendance: Approximately 225. Gave to Sheraton. Conference Travel Expo space requirements are too large for Sheraton, unable to accommodate 70 – 10'x10' booths with 8' high back and 10' in between rows.
2. TTIA 67<sup>th</sup> Texas Travel Counselors Conference – Spring 2022. April timeframe with a Sunday-Friday pattern. Attendance: Approximately 225. Gave to Sheraton. Conference Travel Expo space requirements are too large for Sheraton, unable to accommodate 70 – 10'x10' booths with 8' high back and 10' in between rows.
3. National Horseshoe Pitchers Association – July 2022, 2-week event with a Monday-Saturday pattern. Peak room nights: 550 Approximately 1,000 -1,600 participants with approximately 5,000 spectators. Wanted walkability from the hotel to the venue.



**19-0760**

**TITLE:** Consider/Discuss MEDC Monthly Organizational Report

**SUPPORTING MATERIALS:**

[Organizational Report](#)

# McKinney Economic Development Corporation

## September 2019 Organizational Report

Peter Tokar  
MEDC President

MEDC Board of Directors,

I first want to congratulate and welcome back Gere Feltus, Michael Jones, Joe Minissale and Patrick Cloutier in being reappointed to the MEDC Board of Directors by City Council. I also want to welcome William Krueger as our MEDC Board Alternate. I am pleased to be working with you all and appreciate your willingness to serve the City of McKinney and this organization.

You will see a change to these reports moving forward. Previously, the monthly report spanned two different months. Since our Board meeting is in the middle of the month, we decided to report out on the previous month for the purposes of the monthly report. So this September report is focused on activities and metrics from August. This will provide a more accurate snapshot of our organizational activity than one split between two reporting periods.

-Peter

### President's Report:

#### A. Organizational Updates

- **High Performance Organization Training:** Peter Tokar recently completed his LEAD training at UVA as part of our overall HPO implementation program. To continue with our HPO training, Dany Chavez will be the next executive from the EDC to attend the LEDC course at UVA in November.
- **Board On-boarding:** Recently appointed MEDC board alternate, Bill Krueger, is the first to go through our new board on-boarding process. Thus far the new program has been easy to implement and we will be getting feedback from other board members as well as from Mr. Krueger on the process and areas to improve.
- **Marketing Automation Platform:** We have launched our Marketing Automation platform that is provided to us through Centipede Digital. We held an all staff training with Centipede and are currently building out our email campaigns for communication. The focus of those communications will be on reaching out to Site Selectors and Brokers both nationally and locally as well as building a development newsletter that will focus on our internal community and stakeholders.
- **MEDC Projects:** Our project pipeline remains strong. Our projects team is working hard on developing an on-line portal for project management. We have reorganized our project definitions to clean up how we are tracking projects vs. leads to better define

what actually an active project is in our system. This has allowed for better reporting and more efficient tracking of active projects.

#### **B. Organizational Activity Report (August 2019)**

- RFPs received: 10
- RFPs responded to: 8
- New Pipeline Projects: 8
- Project Visits: 3
- Project Site Visits: 2

#### **C. Marketing / Communications (August 2019)**

- **Marketing Update:**
  - Marketing Events: 3
- **Industry Specific Social Media Campaigns:**
- **Japan Trade Mission:** We are Participating in the Governor's Office International Trade Mission to Japan on September 19 – 28.
- **MEDC/ City of McKinney Collaboration:** Now that our formal marketing campaigns have been developed and launched. We re-engaged with the City of McKinney marketing department to find collaborative initiatives that we can jointly work on. We held meetings with marketing leadership to present our full marketing strategy and are scheduling a following up meeting to look into the city's marketing strategy to find areas we can assist each other.
- **Website Launch:** We have experienced a delay in fully launching our new website due to some domain hosting issues with our old URL. Those issues seem to now be resolving and we expect that our new website will be formally launched by the end of the month.
- **Social Media Campaigns:** With the launch of the website, we will be able to better launch our social media campaigns.

#### **D. Technology Infrastructure Updates**

- **Development Update:** We have had several successful meetings with developers along the 121 corridor on technology implementation. Both At&T and T-Mobile have shared their wireless infrastructure plans and we are continuing to engage with them to obtain future build out schedules and plans.
- **Communication Plan:** We have completed our wireless communications plan. The next steps involve securing a portal to relay information to the public. We are working in conjunction with the city on this communications portal.
- **5G Committee met to discuss City RFQ**
  - Review completed 09/06/2019. Selection process is on-going.

#### **E. Business Retention & Expansion (August 2019)**

- BRE Visits: 22
- Annual BRE Total: 73
- Businesses Assisted: 17



- **BRE Partner Events:** Next event is scheduled for September 5<sup>th</sup> at the TPC Craig Ranch club house. The event will be a development update on Hub 121.

#### **F. MEDC Committee Updates**

- **Real Estate Committee:** No meeting scheduled
- **Marketing Committee:** The marketing committee has a standing meeting following our monthly Board meeting. Last month's meeting focused on what our new strategy for the committee was going to be. The committee decided to continue to work on providing strategic recommendations and review on our website, social media and marketing collaboration opportunities with the City of McKinney.
- **Finance Committee:** Next meeting Scheduled for Sept 12, 2019.

#### **G. Upcoming Events**

- Wednesday, September 18<sup>th</sup> Board & Commission Meet and Greet, 5:00 pm Council Chambers
- Tuesday, September 24<sup>th</sup> KVP Groundbreaking, 10:00 am
- Monday, October 28<sup>th</sup> CoreNet Golf Tournament, 8:00 am
- Monday, November 11<sup>th</sup> Tee Up for the Troops, 10:30 am
- Thursday, December 12<sup>th</sup> MEDC's Holiday Party at Local Yocal, more details to follow.



**19-0761**

**TITLE:** Consider/Discuss/Act on Finance Committee Recommendation - Large expenditure review and approval process

**SUPPORTING MATERIALS:**