



McKinney Economic Development Corporation Agenda

Monday, October 21, 2019

7:00 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

PUBLIC COMMENTS ON AGENDA ITEMS

If you wish to address the Board on a posted item on this agenda, please fill out a "Request to Speak" card and present it to the Clerk before the meeting.

Speakers wishing to address the Board regarding any item on this agenda shall have a time limit of three (3) minutes per speaker, per agenda item. The Board Chair may reduce the speaker time limit uniformly to accommodate the number of speakers or improve meeting efficiency.

19-0877 [Election of Officers](#)

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.

19-0878 [Minutes of the McKinney Economic Development Corporation Meeting of September 17, 2019](#)

Attachments: [Minutes](#)

REPORTS

19-0879 [Board and Liaison Updates](#) [Board Chairman](#) [City of McKinney](#) [Chamber of Commerce](#)

[Community Development Corporation](#)
[Visit McKinney](#)

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

19-0880 [Consider/Discuss MEDC Monthly Organizational Report](#)

Attachments: [Organizational Report](#)

REGULAR AGENDA

19-0881 [Consider/Discuss/Act on August 2019 Financials](#)

Attachments: [August 2019 Financials](#)
[August 2019 Invoices](#)
[August 2019 Transmittal Letter](#)

19-0882 [Consider/Discuss/Act on an amendment to the MEDC bylaws establishing term limits for Board officers](#)

19-0883 [Consider/Discuss/Act on a Resolution Approving a Policy Regarding Prior Approval of Certain Operational Expenditures](#)

Attachments: [Resolution](#)

DISCUSSION ITEMS

19-0884 [Consider/Discuss MEDC Marketing Update](#)

Attachments: [Presentation](#)

19-0885 [Consider/Discuss Technology & Infrastructure Update](#)

CITIZEN COMMENTS

BOARD COMMENTS

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

EXECUTIVE SESSION

In Accordance with the Texas Government Code:

A. Section 551.071 (2). Consultation with General Counsel on any Work Session, Special or Regular Session agenda item requiring confidential, attorney/client advice necessitated by the deliberation or discussion of said items (as needed) and legal consultation on the following item(s), if any:

B. Section 551.087. Deliberation Regarding Economic Development Matters

- Project Keyboard II
- Project Cube II
- Project Roadrunner
- Project Handle
- Project 46
- Project Lotus
- Project FPS
- AccentCare

ACTION ON EXECUTIVE SESSION

ADJOURN

Posted in accordance with the Texas Government Code, Chapter 551, on the 17th day of October, 2019 at or before 5:00 p.m.

*Peter Tokar III, MBA
President*

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



19-0877

TITLE: Election of Officers

SUPPORTING MATERIALS:

19-0878



TITLE: Minutes of the McKinney Economic Development Corporation Meeting of
September 17, 2019

SUPPORTING MATERIALS:

[Minutes](#)

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

SEPTEMBER 17, 2019

The McKinney Economic Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on September 17, 2019 at 8:00 am.

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

Absent: None

Staff Present: President Peter Tokar, Senior Vice President Danny Chavez, 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, Councilman Scott Elliott, Mayor George C. Fuller, City Manager Paul Grimes, Visit McKinney Sales Manager Vanesa Rhodes, and MEDC Attorney Mark Houser,

Absent: Executive Vice President Abby Liu

There was 1 guest

Chairman Sipiora called the meeting to order at 8:01 am after determining a quorum present.

19-0758 Chairman Sipiora called for the Minutes of the McKinney Economic Development Corporation Meeting of August 20, 2019. Board members unanimously approved the motion by Secretary/Treasurer Loughmiller, seconded by Board member Feltus, to approve the minutes.

19-0759 Chairman Sipiora called for Board and Liaison Updates. Chairman Sipiora noted this will be the last meeting of the current fiscal year. The election for the new officers will be in October and Chairman Sipiora encouraged the board to consider term limits for officers.

City of McKinney - City Manager Grimes reported tonight is the final public budget hearing for fiscal year 2020. City Manager Grimes noted

the audit has begun for the current fiscal year and is going well. City Manager Grimes reported last weekend was Collin County Giving Day at Finch Park. He also announced the City dedicated the new sculpture at Mitchell Park. City Manager Grimes reported McKinney Main Street Program Director Amy Rosenthal has requested funds through the Community Development Corporation for new signage for the downtown area. There will be a sign outside the new parking garage, a large rooftop sign, and a sign at the corner of the parking lot next to Mitchell Park on the west side of the square.

The Chamber of Commerce - President Hermes gave an update on the Chamber's partnership with the MEDC. The Chamber and the MEDC hosted a development update on HUB 121. President Hermes reported there were over 140 business leaders, City Officials, and citizens present. President Hermes noted MEDC Senior Vice President Chavez assisted the Chamber and Visit McKinney to develop a stronger business retention and expansion plan for joint visits. President Hermes noted the MEDC also hosted a tour and discussion with the leaders at Watson & Chalin to uncover their current and future needs. This was followed up with a manufacturer's roundtable to include Paccar, Manner Polymer, Encore Wire, Hisun, and TYG. They discussed workforce challenges and how they can work together in the community as similar industries. President Hermes reported they will be partnering with the MEDC to host a series called Tech Topics McKinney. The first topic is "Risky Business, Are you living in a hacker's paradise", and will be held on October 22nd at Tech Culture. President Hermes noted other upcoming events are State of the City on November 7th at Christ Fellowship Church from 11 am to 1 pm. The Chamber will also have the Best of Awards luncheon on October 10th. Board Member Cloutier took an opportunity to commend the MEDC, Visit McKinney, and the

Chamber of Commerce for their work in the Business Retention and Expansion Program.

Visit McKinney – Sales Manager Rhodes shared a few awards Visit McKinney received at the People's Choice Marketing Awards. They received second place on a video collaboration between MCDC, Main Street and City Communications. They received second place in sports marketing for the NCAA and third place in cooperative marketing with Guy Giersch from the Preservation office. And lastly, they received third place for the tourism promotion for the Nights of Artists and Chefs. Sales Manager Rhodes announced they are accepting applications for the tourism grant. The first round is October 1st. Sales Manager Rhodes also encouraged registration in the McKinney to Munich contest. There are currently 28,000 entries and the winner will receive two free tickets to Munich to attend Oktoberfest in 2020 with hotel accommodations. Sales Manager Rhodes noted the NCAA will be on December 21st and early bird tickets are \$15.00 and \$20.00 for reserved seats. Tickets can be purchased at www.D2.McKinney.com.

19-0760 Chairman Sipiora called for the consideration / discussion of the MEDC Monthly Organizational Report. President Tokar noted he will be leaving to attend the Governor's trade mission to Japan on September 19th. The trip is sponsored by the Governor's office and will allow President Tokar to generate leads and network with the governor's staff. President Tokar noted the final hosting issue with the website has been solved. President Tokar reported the MEDC has been working with the City Marketing Department for ways to be more collaborative now that the new brand has launched. Director of Communications and Marketing CoCo Good was very helpful in assisting the MEDC in rolling our previous URL under the same server as the uniquemckinney.com.

19-0761 Chairman Sipiora called for the consideration / discussion on the Finance Committee Recommendation – Large expenditure review and approval process. Vice Chairman Jones noted the finance subcommittee consists of himself, Chairman Sipiora, and Board member Rath. The last meeting was September 12th and a topic of discussion was large expenditures from the MEDC. Vice Chairman Jones noted the subcommittee will establish a process of reviewing and approving large expenses. The process would be a notification to the subcommittee on any large expenditures over \$10,000. Board member Minissale volunteered to create a draft policy for the process by the next board meeting.

Chairman Sipiora called for Citizen Comments. Chairman Sipiora welcomed the new MEDC Board Member Alternate Bill Krueger.

Chairman Sipiora called for Board Comments and there were none.

City Attorney Houser noted for the record a correction on the executive session agenda. Section B 551.071 (A) should be listed as Section 551.074 Personnel Matters and Section C 551.072 should be listed as Section 551.087 Deliberation Regarding Economic Matters.

Chairman Sipiora recessed the meeting into Executive Session at 8:29 am.

Chairman Sipiora swore alternate Board member Krueger into office.

Chairman Sipiora reconvened the meeting to open session at 10:03 am. There are no action items from Executive Session.

Board members unanimously approved the motion by Board member Cloutier, seconded by Board member Minissale, to adjourn.

Chairman Sipiora adjourned the meeting at 10:05 am.

Kenneth T. Sipiora
Chairman

19-0879



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](#)



October 15, 2019

TO: MEDC

FROM: Cindy Schneible, President

RE: McKinney Community Development Corporation Update

MCDC will welcome two new board members at the meeting on October 24th, John Mott and David Kelly, along with Board Alternate Deborah Bradford. Board orientation was conducted on October 9th. Council Member Scott Elliott joined to share his perspective on Council expectations for board members and board service and address questions from the group.

Officers for FY 20 will be elected at the October 24th meeting. Appointments to MCDC subcommittees and board liaison positions will also be made at that time.

The October 24th meeting will feature a training, presented by Jeff Moore, partner with Brown and Hofmeister, on MCDC/Type B permissible projects and related issues.

A recap of grants awarded in FY 20 is provided on the following page.

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

Category	Grant/Transfer	Amount
Promotional & Community Events	MCDC Discretionary Promotional	\$ 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 McKinney Then and Now 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 Community Projects	\$ 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	\$ (4,007.00)
	#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)
	#19-11 - McKinney Main Street - Neon signs to identify Cultural District	\$ (60,000.00)
	#19-12 - Boys and Girls Club of Collin County - replacement of gym floor, replacement of gym padding and retractable bleachers at McKinney Club.	\$ (135,000.00)
	Unused funds reallocated from Bike Share	\$ 75,000.00
	Unused funds reallocated from Retail Development Infrastructure Grants	\$ 47,288.90
	Balance	\$ 0.00
Retail Development Infrastructure	MCDC Discretionary Retail Infrastructure	\$ 100,000.00
	RDIG #19-01 - Local Yocal Farm to Market - infrastructure improvements at Local Yocal BBQ and Grill	\$ (7,668.82)
	Reallocate unused funds to Community Projects	\$ (47,288.90)
	Balance	\$ 45,042.28
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	\$ -
MPAC Operations		\$ 375,000.00
		\$ (375,000.00)
	Balance	\$ -
MAFC Operations		\$ 775,270.00
	Balance	\$ 775,270.00
Community/Partnership Projects	Estimated Fund Balance	\$ 33,152,591.00
	Amendment to Project #17-04 Craig Ranch Resort Hotel & Conference Center - loan increased from \$5,000,000 to \$8,250,000; grant remains \$3,000,000 at CO	\$ (3,250,000.00)
	Balance	\$ 29,902,591.00

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



September 2019

I. **ASSOCIATION/CORPORATE/SMERF COMPLETED SALES CALLS- September 2019 - TTL Room Nights: 1,611, TTL Rev: \$165,475**

WEDDINGS COMPLETED- September 2019 - TTL Room Nights: 509, TTL Rev: \$56,550

- Davis/Edwards Wedding: Springhill Suites – TTL room nights: 9; TTL rev: \$1,075
- Proctor/Fuller Wedding: Hampton Inn - TTL room nights: 11; TTL rev: \$1,314
- Engelskirchen/Whitaker Wedding: Hampton Inn – TTL room nights: 2; TTL rev: \$ 268
- Kacey Wedding: Hampton Inn – TTL room nights: 5; TTL rev: \$613
- Bell/Horton Wedding: Hampton Inn- TTL room nights: 5; TTL rev: \$595
- Miller/DeSouza Wedding: Hampton Inn – TTL room nights: 3; TTL rev: \$285
- Thompson/Dowling Wedding: Hampton Inn – TTL room nights: 5; TTL rev: \$595
- Freeman/Zeisler Wedding: Hampton Inn – TTL room nights: 29; TTL rev: \$3,076
- Rennie/Ramirez Wedding: Hampton Inn- TTL room nights: 11; TTL rev: \$1,050
- Jarzombek/Dawson Wedding: Hampton Inn – TTL room nights: 13; TTL rev: \$1,285
- Fox/Board Wedding: Hampton Inn – TTL room nights: 27; TTL rev: \$3,213
- Prater/Points Wedding: Hampton Inn – TTL room nights: 7; TTL rev: \$805
- Grassley/McDonald Wedding: Hampton Inn – TTL room nights: 14; TTL rev: \$1,521
- Goodman/Endo Wedding: Grand Hotel - TTL room nights: 17; TTL rev: \$2743
- Donaldson Wedding: Grand Hotel – TTL room nights: 17; TTL rev: \$2,863
- Harvey/Warzuska Wedding: Sheraton Hotel – TTL room nights: 11; TTL rev: \$1,232
- Killingsworth/Wilmoth Wedding: Sheraton Hotel – TTL room nights: 17; TTL rev: \$1,938
- Mata/Mei Wedding: Sheraton Hotel – TTL room nights: 40; TTL rev: \$4,720
- Mesecher/Lowery Wedding: Sheraton Hotel – TTL room nights:15; TTL rev: \$1,680
- Nielsen Wedding: Sheraton Hotel – TTL room nights:12; TTL rev: \$1,380
- Peoples/Ritter Wedding: Sheraton Hotel – TTL room nights: 23; TTL rev: \$3,174
- Ploof/Davenport Wedding: Sheraton Hotel – TTL room nights: 39; TTL rev: \$4,134
- Richardson/Boyd Wedding: Sheraton Hotel – TTL room nights: 23; TTL rev: \$ 2,852
- Rosenkrance/Clawson Wedding: Sheraton Hotel – TTL room nights: 28; TTL rev: \$3,220
- Tallchief/Peterson Wedding: Sheraton Hotel – TTL room nights: 41; TTL rev: \$3,220
- Thomas/Hutchens Wedding: Sheraton Hotel – TTL room nights:11; TTL rev: \$1,199
- Tomlinson/Biermann Wedding: Sheraton Hotel, TTL room nights: 25; TTL rev: \$2,800
- Comfort Inn Wedding Link - TTL room nights: 49; TTL rev: \$3,700

ASSOCIATION/CORPORATE/SMERF COMPLETED in September 2019: TTL Room nights: 1,102 ; TTL Revenue: \$109,295

ASSOCIATION – TTL Room Nights: 0; TTL Rev.: \$ 0

CORPORATE – TTL Room Nights: 1,014; TTL Rev.: \$96,737

- Torchmark-LNL 101- 9/15-19/19 Sheraton: TTL room nights: 359; TTL Rev. \$34,823
- UPS-Sheraton: TTL room nights: 478; TTL Rev. \$43,976
- Torchmark-All-301- 9/23-25/19, Sheraton: TTL room nights: 42; TTL Rev. \$4,074
- Texas Instruments – Grand Hotel: TTL room nights: 29, TTL rev: \$3,791
- Clayton Homes – Grand Hotel: TTL room nights: 106, TTL rev: \$10,073



SMERF: TTL Room nights: 88 TTL Rev: \$12,558

- Yarn Crawl – Grand Hotel: TTL room nights: 2; TTL rev; \$195
- Johnson Family Reunion – Sheraton Hotel: TTL room nights: 75; TTL rev: \$8,400
- Christian Women’s Group/Karen Bourg – Grand Hotel: TTL room nights: 8; TTL rev: \$1,112
- Ladies/Girls Night Out Trip – Neathery Estates: 3 room nights, TTL rev: \$2,851

SPORTS: TTL Room nights: 0; TTL Rev.: \$ 0

II. Visitors: FYTD Total (Oct.’18– Sept. ’19): 6,044

September 2019 Total: (includes all individuals that have come through the visitor’s center)

- Out of State: 53
- Out of Country: 14
- Texas Residents: 6
- McKinney Residents: 7
- Register Total: 80
- Ticker Counter: 378 + 940 (Oktoberfest)=1318

Top Five States requesting information:

1. Texas
2. California
3. Florida
4. Georgia
5. Michigan

III. RFP’s: 33 (2-Association, 3-Corporate, 13 -Weddings, 13-Social, 0-Religious, 2-Sports, 0-Day Trips)

Association: 2

1. International Textile & Apparel Association – Contact: Donald Duszynski. Attendees: 450-575, Room nights: 650-800, Preferred dates: October – November (except Halloween weekend and the week before Thanksgiving); No exact day pattern is given, however, the event is 3.5-5 days. Booking for 2021. Gave RFP to Sheraton
2. American Society of Parasitologists – Attendees: 180-300, Room nights: 400-600, 3-5 day event. Preferred meeting dates: May 15-August 15. Booking for 2021. Gave RFP to Sheraton.

Corporate: 3

1. Mitas Group-Grand Hotel April 5-8, 2019. Using Rick’s and Harvest for lunch/dinner. Assisting Sherrie with transportation and ideas for the April 7th dinner.
2. Clayton Homes – Contact: Evelyn Radford/Gary Garza. Grand Hotel. September 23-27, 2019. Attendees: 34, approximately 107 room nights.
3. Texas Instruments – Contact: Denine Chron. Working with the Grand on a small group coming to the Grand September 17-18, 2019. Attendees: 30.

SMERF: 28 (13-Weddings, 13-Social, 2-Sport, 0-Religious)

1. Destinations International 2020 Fall Summit & Learning Week. This RFP combines three different fall summits and a learning week program. Proposed dates: October 16-23, 2020 or October 23-30, 2020. TTL room nights: 1310, TTL Attendees for Membership Summit: 125-150, TTL attendees for The Technology, Finance & Operations Summit: 80-140, TTL attendees for the Visitor Services Summit: 75-140, TTL attendees for Fall Learning Week: 30-50. Gave **2 RFP’s** to the Sheraton.
2. NCAA D2 College Classic - Fastpitch Tournament – Henderson State is the anchor school. Dates: February 12-14, 2021. Venue: Melissa Ball Fields. Approximately 10-12 teams competing. Sent RFP to hotels as requested



- by contact Kevin Shelton. (Sheraton, Hampton Inn, Comfort Suites, Holiday Inn, Holiday Inn Express, La Quinta, Springhill Suites, and Hilton Home 2).
3. NCAA D1 College Classic – Tracy Beard College Classic, University of N. Texas is the anchor school. Dates: February 18-21, 2021. Venue: Melissa Ball Fields. Approximately 10-12 teams competing. (Sheraton, Hampton Inn, Comfort Suites, Holiday Inn, Holiday Inn Express, La Quinta, Springhill Suites, and Hilton Home 2).
 4. HMM/VMM-265 Squadron's Reunion – Attendees: 50-100, room nights total unknown. Meeting pattern – 5 days. Preferred meeting dates: May-November, no strong preference. Booking for 2021. Gave RFP to Sheraton.
 5. Naval Support Activity (NSA) DaNang Reunion – Contact: Bill Neal. Attendees: 150-200, room nights: approximately 450. Meeting day pattern – Sunday –Saturday. Preferred meeting dates: Any week in April or early May, excluding Easter weekend. Booking for 2020 and beyond. Gave RFP to Sheraton.
 6. Navy Reunions – Contact: Mary Neal. Attendees: 40-70, Meeting day pattern: Sunday-Saturday. Total room nights: 125+. Preferred meeting dates: September – October. Booking for 2020 and beyond. Gave RFP to Sheraton.
 7. Civil Air Patrol – Contact: Missie Harris. Attendees: 30-50, room nights: 70-80. Meeting pattern: Monday-Wednesday. Preferred meeting dates: April and December. Booking for April 2020 and December 2020. Gave RFP to Sheraton.
 8. Morehouse School of Medicine – Contact: Zena Young. Attendees: 150-200. Total room nights: 300. Preferred meeting date: September 2020. Booking for 2020. Gave RFP to Sheraton.
 9. Clown Education Promotions – Contact: Patricia Roeser. Attendees: 150, Total room nights: 310. Meeting Pattern: Tuesday-Sunday. Preferred meeting dates: April-May 2021. Booking for 2021. Gave RFP to Sheraton.
 10. *Council of Administration of Special Education – Contact: Gary Myrah. Attendees: *125-for Hybrid Conference, 400 for the Fall Annual Conference*. Total room nights: unknown at this time. Preferred meeting dates: Late February-early March for the Hybrid Conference, mid to late October for Fall Annual Conference. Bidding for 2022. Gave RFP to Sheraton. (*2 RFP's)
 11. *Our Little Miss – Contact: Teri Chandler. (2 RFP's) Our Little Miss July Event -Attendees: 600-1000, 7-day event. Total room nights: 150. Preferred meeting date: First or second week in July. Model/Entertainer of the Year. The two-day competition, 400 Attendees. Total room nights unknown at this time, this is a new event. Preferred meeting dates: TBD/flexible. (* 2 RFP's)
 12. Rendezvous South 2021 – Contact: Ashley Strickland. Attendees: 150-200, Conference Pattern: 3 day/2night – Total room nights: 400. Bidding for 2021.
 13. Kelley Bramer (MOG) Bramer/Cavendar Wedding– December 2019, Springs
 14. Shannon Ellis (MOG) – September 2019, Magnolia Grace Ranch
 15. Regie O Spearmon Wedding – October 2019, Gather
 16. Skertahly/Spangler Wedding – October 2019, Stone Crest
 17. Basket/McCarty Wedding – October 2019, Stone Crest
 18. Drouillard/McKee Wedding – October 2019, Avalon Legacy
 19. Haddock/Want Wedding – November 2019, Magnolia Grace
 20. Demarco/Nix Wedding – November 2019, Avalon Legacy
 21. Emmons/Tompkins Wedding – November 2019, Stone Crest
 22. Whitmire/Krister Wedding – November 2019, Stone Crest
 23. Sandra Squires (MOG) – January 2020, Rustic Grace
 24. Kaysie Guillory – April 2020, Magnolia Grace Ranch
 25. Gleason Wedding – November 2019, Avalon Legacy



Site Visits:3

1. Heard Craig Center for the Arts Site Tour of New Art Machine
2. Tech Culture
3. Kaycie Gillroy-Bride

Day Trips: 0

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

Blogs (Top 5) for SEPTEMBER 2019:

Blog Home Page - 84

NTTA – 63

Plan Your Trip (Visit Widget) – 43

Art-o-Mat -34

Benji House (archived) – 19

BLOG VISITS - FY 18-19	
MONTH	Sessions
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
Sept.2019	425
FY 18-19	4,471

V. SEPTEMBER 2019 Visits on Homepage News Flash buttons & landing pages:

- McKinney to Munich – 193 (button)
- Weekend Update – 130 (button)
- Ask a Local – 22 (button)
- Grants – 40
- Getaway Itineraries – 38
- NCS4 – 15
- NCAA D2 - 19
- KPIs – 8
- Meeting Planners Guide (pages combined) – 275
- Yarn Crawl – 85
- THSLL – 5
- TSAE – 7



- Polka News – 3
- Dallas Map (Certified) – 4
- Daytripper - 3

VI. SEPTEMBER 2019 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Photos at Oktoberfest
- Redesigned Weekend Update
- Phone interview for Native Texan content for AJR; revised outline writer provided.
- Created updated Tacos and Tequila letter/send out to participants
- Wrote a blog about Art-o-Mat
- Submitted TSAE digital banners
- Created QR code sheets/mock-up of the card for McKinney to Munich booth
- Took photos at Springhill Suites/shared on social media
- Updated the online itineraries and created an Itinerary page on the website

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



SEPTEMBER 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
September.19	518	9,281	135,376	609,997	5,226,395
TOTALS	1,883	N/A	1,498,335	8,810,916	52,113,016

INSTAGRAM: SEPTEMBER 2019

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
August.19	88
September.19	630
TOTAL	2341



TWITTER - SEPTEMBER 2019	
Followers	5,287 (+50)
Tweets	6874 (+56)
Tweet Impressions	173,000
Profile Visits	126
Mentions	14

SEPTEMBER 2019 YOUTUBE

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
August.2019	445	2
September.2019	243	1
TOTAL	9,124	49



SEPTEMBER 2019 Website Numbers

Month	Sessions	Pageviews	Users
Oct. 2018	3,061	7,459	2,496
Nov. 2018	3,565	7,585	3,140
Dec. 2018	3,043	6,689	2,640
Jan. 2019	2,880	7,381	2,383
Feb. 2019	2,632	6,433	2,200
Mar. 2019	2,900	6,705	2,440
April.2019	3,591	8,387	2,937
May.2019	9,272	17,251	7,837
June.2019	6,503	13,314	5,598
July.2019	6,596	13,422	5,670
August.2019	8,046	15,664	6,933
September.2019	6,791	12,969	5,891
FY 18-19	58,880	123,259	50,165

SEPT 2019 USERS by FORMAT	
Mobile	2,996
Desktop	2,484
Tablet	411
TOTAL	5,891



SEPTEMBER 2019 - TOP WEB PAGES

Page	Pageviews	Unique Page Views
Home Page	2,019	1,717
McKinney to Munich/Okt	3,025	2,569
Calendar	1,122	915
Events	222	185
Explore	200	151
M2M front page button	193	172
Visitors Guide	171	137
Shopping Centers	159	140
Explore	152	129
About McKinney	150	125
Dining	135	90
Monthly/Annual Events	135	124
Weekend update button	130	111
Accommodations	127	113
Turlaxin landing page	123	93
Event planning	115	101
Calendar item/expired	93	51
NTX Yarn Crawl landing pg.	91	82
Blog main page	84	75
Staff directory	83	55
Calendar item/expired	94	78
Weekend update sign-up	72	60
McKinney Foodie Scene	71	62
Hotel/Motel directory	68	61
Blog – NTTA/tollway	63	53

Top Countries – SEPTEMBER 2019

Country Breakdown	Users	New Users	Sessions
United States	5,675	5,469	6,562
Canada	76	76	78
Argentina	25	25	25
India	21	21	23
Germany	14	14	14
France	14	14	14
Denmark	8	8	8
South Korea	8	8	8
United Kingdom	7	7	7
China	4	4	4



Top States

State Breakdown	Users	New Users	Sessions
Texas	5,675	5,469	6,562
Virginia	286	284	286
California	114	113	124
Oklahoma	57	55	68
Florida	45	42	48
Illinois	45	42	48
New York	44	43	46
Arkansas	27	26	29
Tennessee	27	26	29
Washington	25	25	27

Top Cities

City Breakdown	Users	New Users	Sessions
Dallas	1,427	1,360	1,564
McKinney	1,109	978	1,464
Plano	296	285	326
Allen	194	174	214
Frisco	127	122	139
Prosper	102	99	109
Austin	86	83	91
Wylie	79	78	82
Fort Worth	68	65	81
Garland	62	61	65

VISIT WIDGET - SEPTEMBER 2019				
	Users	Sessions	Page Views	New Downloads
Widget	60	62	283	
Desktop	38	38	206	
Mobile	22	24	77	
Mobile APP	200	203	1,077	
App-iOS	170	173	986	51
App-Android	30	30	91	11
TOTAL	260	265	1,360	62



CROWDRIFT GALLERIES - SEPTEMBER 2019	
Interactions	Views
33	34
48	112
10	124
32	73
1	198
40	675
164	1,216

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

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

SEPTEMBER 2019 FREE MEDIA						
Publication	Article/Topic/Writer		Print Value	Web Value	PR Value	Impressions /Reach
Bubble Life	Shared Blog/web updates (3 times)		\$0	\$3,000	\$9,000	90,000
TOTALS			\$0	\$3,000	\$9,000	90,000
FY 18-19			54,467	\$258,515	\$942,926	17,468,601

VII. **LOST BUSINESS: 1**

1. Rendezvous South 2021 – Contact: Ashley Strickland. Attendees: 150-200, Conference Pattern: 3 day/2night – Total room nights: 400. Bidding for 2021.



19-0880

TITLE: Consider/Discuss MEDC Monthly Organizational Report

SUPPORTING MATERIALS:

[Organizational Report](#)

McKinney Economic Development Corporation

October 2019 Organizational Report

Peter Tokar
MEDC President

MEDC Board of Directors,

I had the pleasure this past month to participate in the Governor Abbott's Trade Mission to Japan. During the trip we spent one week in Japan visiting Japanese companies that have either made a recent investment in Texas or those companies looking for investment opportunities in Texas. In addition to business prospecting, the trip provided a great introduction to the Governor himself, his executive staff and the Texas Economic Development Corporation led by Robert Allen. Only a limited number of delegates are afforded the opportunity and I am fortunate McKinney was able to participate.

September 30th marks the close of our 2018-2019 Fiscal Year. I believe the MEDC had an exceptional year for being a year in transition. Our pipeline looks strong to close out the calendar year and we stand to mark 2019 as our most successful capital investment year to date. We have a new bar set for our 2020 goals and I believe we will only see record numbers in the future.

-Peter

President's Report:

A. Organizational Updates

- **New Staff Position:** The search will soon be underway for a new MEDC VP of Business Intelligence. This role will replace the former Data & Research Specialist and bring the position to a more prominent standing within the organization. With such a heavy importance on data, analytics and research, we need a seasoned professional for this position that can innovate new ways in which we collect, report and distribute data through the organization.
- **Japan Trade Mission:** Peter Tokar participated in the Governor's Office International Trade Mission to Japan on September 19th – 28th. The delegation included EDC's and Partners from around the state. Our mission was to engage those Japanese companies that have recently made an investment in Texas as well as meet companies that are interested in Texas as an investment opportunity.

B. Organizational Activity Report (September 2019)

- RFPs received: 4
- RFPs responded to: 2

- Total Pipeline Projects: 12
- New Pipeline Projects: 1
- Project Visits: 1

C. Marketing / Communications (September 2019)

- **Marketing Update:**
 - Marketing Trips: 4
 - Marketing Events: 5
- **MEDC Marketing Executive:** We will soon be on the hunt for a new MEDC Marketing Executive. Our Social Media Manager is no longer with us and we are developing the position to take a more active role in overall organizational marketing rather than just focusing on Social Media.
- **MEDC/City of McKinney Collaboration:** We are in the planning phase with the Chamber of Commerce on our next roundtable series and TECH TALK events.
- **Marketing Automation:** Launched a targeted quarterly development update newsletter to the professional site selector network. Staff is working on developing a broker newsletter as well. The next launch is scheduled for January 2020.
- **Marketing Video:** <https://drive.google.com/open?id=1mJlaOOtH1WW2ULclgKtdgYfFX9Xiyh>
- **Website Launch:** We are officially launched as uniquemckinney.com. Thanks to the City Marketing Department for helping finalize the transition of our old URL to our new servers so we can properly optimize the new site.
- **Social Media Campaigns:** Centipede has reorganized our Social Media Campaign calendar and will be continuing our social media presence in absence of the Social Media Manager. We should experience no lapse in content release.

D. Technology Infrastructure Updates

- **Communication Plan:**
 - The Wireless Technology FAQ has been completed and published. This is the first step in establishing outward facing communication with the community in a partnership with the City. <https://www.mckinneytexas.org/2209/Wireless-Technology-5G>
 - The timeline for community forums focused on wireless technology has shifted due to the selection of the consulting firm being delayed until late October.
- **5G Committee:** Interviews were completed on Sept 27. The committee selected an external wireless consulting firm. The task is with the City Manager's Office & Purchasing to negotiate contract details. A report is expected to go before council in late October.

E. Business Retention & Expansion (September 2019)

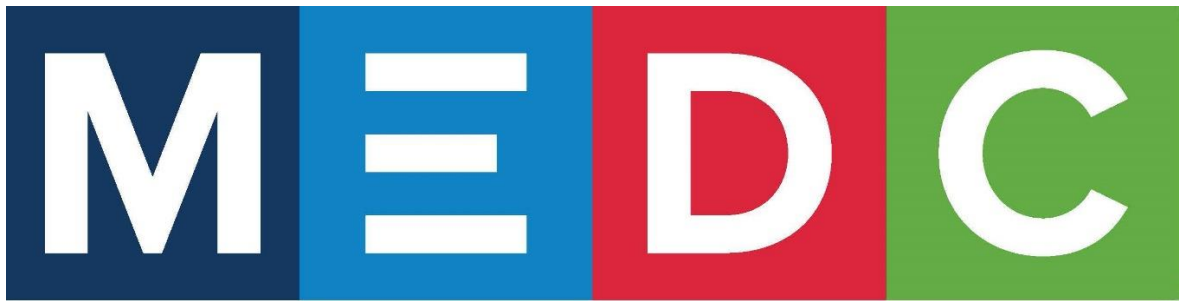
- BRE Visits: 6
- Annual BRE Total: 79
- Businesses Assisted: 1
- **BRE Partner Events:** The next scheduled event is Tech Talks-Risky Business on October 22nd at Tech Culture.

F. MEDC Committee Updates

- **Real Estate Committee:** The real estate committee met on September 18th at McKinney City Hall. The committee viewed a presentation from a mixed-use developer that is interested in starting a project in McKinney. The committee heard the presentation and directed staff to follow-up with them on formulating a formal proposal.
- **Marketing Committee:** The marketing committee held a meeting on September 17th. We reviewed the new website before the official launch, engaged in discussion about social media strategy and discussed the launch of our targeted email campaigns through our marketing automation software.
- **Finance Committee:** Next meeting to be scheduled in November.

G. Upcoming Events

- Monday, October 21st SRS Topping Out
- Tuesday, October 22nd BRE Tech Talk
- Monday, October 28th CoreNet Golf Tournament
- Thursday, December 12th MEDC Holiday Party at Local Yocal, more details to follow



McKinney Economic Development Corporation

Social Media Report

September 1, 2019 –September 30, 2019

Overview:

We would love to have all board members follow and like our Social platforms.

- Twitter, LinkedIn, Facebook and Instagram.

All social platforms are organic followers/likes. No paid Ads.

Our Social Media Campaign has launched and is thriving.

We are seeing a lot of interest and activity happening on social media. We are reaching more viewers and people daily. We connect and tag others that are within the post. Knowledge that our platforms are live is important for growing our following.

Events:

- HUB 121 Development Update September 5, 2019. Kenneth Sipiora Chairman spoke on behalf of Peter Tokar. Thank you again Ken.
 - o HUB 121 development update had a great turn out. It was a packed event. All updates for the community and
- NTCAR at Gilley's in Dallas.
 - o We had 42 form submissions on our Website for NTCAR. All emails are in the system for our email campaigns.
- Peter Tokar trip to Japan for Greg Abbott's Trade Mission.
- Danny Chavez trip to Long Beach, CA for Team Texas West EC.
 - o MEDC social platform are showing interest in the trips are team members have been on.
- Our Executives and Cars in McKinney project has begun.
 - o We have tested the vehicle Audi agreed to sponsor. We tested the equipment for the day of. All equipment works well. We are scheduling our first couple of executives for the Executives and Cars in McKinney. We are excited to launch this part of our campaign.

Upcoming Events:

TxEDC – Regional Business Summit














































Tech Talk McKinney – October 22 at 11:30AM

McKinney Chamber Quarterly Luncheon

Facebook

Total Number of Likes – 384

Our top post for the month of September was the Playful Corporation.

09/30/2019 9:41 AM	 Update on the McKinney National Airport. Follow link to view a status			80		4 8		Boost Post
09/25/2019 6:30 PM	 MEDC - McKinney Economic Development Corporation and			101		20 8		Boost Post
09/25/2019 4:18 PM	 Our President of McKinney EDC, Peter Tokar at the Governor Greg			126		12 7		Boost Post
09/24/2019 12:05 PM	 Executive Terminal at McKinney National Airport Goes Vertical.			110		5 50		Boost Post
09/23/2019 12:10 PM	 2019 CFO of the Year Awards! Congratulations to Shawn Mural			135		11 11		Boost Post
09/19/2019 12:52 PM	 A member of our executive team will be joining the governor's office			78		1 8		Boost Post
09/19/2019 6:55 AM	 An exciting time for the McKinney Air Center. The construction at the			147		8 25		Boost Post
09/17/2019 12:15 PM	 How can we help your business grow in #McKinney, Texas?			98		5 9		Boost Post
09/13/2019 12:05 PM	 The UNT Social Economic Research Group found that			91		3 19		Boost Post
09/11/2019 12:30 PM	 #McKinney-based Playful Corp. recently raised \$23 million from			144		20 237		Boost Post
09/11/2019 10:28 AM	 Never forget. #911			82		7 7		Boost Post
09/10/2019 5:30 AM	 McKinney, Texas ranking Top 10 for "best" housing markets & Top			65		2 2		Boost Post
09/09/2019 6:10 AM	 Tech Culture McKinney offers 25,000 square feet of co-working			338		29 14		Boost Post
09/05/2019 12:19 PM	 A packed house this morning at TPC Craig Ranch for the HUB 121			144		48 10		Boost Post
09/02/2019 7:45 AM	 Happy Labor Day from McKinney Economic Development			84		0 5		Boost Post

Twitter

Total number of Followers: 282

Our top Tweet, Follower, Mention are below.

Sep 2019 • 30 days

TWEET HIGHLIGHTS

Top Tweet earned 2,784 impressions

2019 **#CFO** of the Year Awards!

#Congratulations to Shawn Mural Vice
President of Finance and CFO,
#Raytheon Space and Airborne Systems.

bizjournals.com/dallas/news/20...

#UniqueMcKinney #McKinney #Texas #Raytheon #Headquarters #NorthTexas #DFW #EconDev

♥ 5

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 4,422 people



CS Europe ✓

@Export2Europe **FOLLOWS YOU**

We help US exporters compete and win in global markets. Located in 78 markets and 100 US cities. Part of **@TradeGov** and an official **@CommerceGov** account.

[View profile](#)

[View followers dashboard](#)

Top mention earned 28 engagements



Danny Chavez

@DannyChavezTX · Sep 11

Growth is happening everywhere in
#McKinney especially in our **#tech** sector
#development #GameDeveloper #gamedev #Dallas #DFW #texas @PlayfulStudios @McKinneyTxEDC @dallasnews dallasnews.com/business/techn...

↩ 1 ♥ 7

[View Tweet](#)

SEP 2019 SUMMARY

Tweets	Tweet impressions
19	10.3K

Profile visits	Mentions
86	18

New followers
Currently unavailable

Top media Tweet earned 533 impressions

The new SRS Distribution at northwest corner of SH 121 and Alma Road.

@SRSDistribution @gensler_design @KDC_Development

#UniqueMcKinney #EconDev #Growth #Headquarters #RealEstate #HUB121 #McKinney #Texas #DFW #NorthTexas #EconomicDevelopment pic.twitter.com/bNeoBnWemu



↩ 2 ♥ 6

[View Tweet activity](#)

[View all Tweet activity](#)

Instagram

Total Number of Followers: 258

Our top post for Instagram was the HUB 121 Development event.



LinkedIn

Total number of LinkedIn Followers: 79

Our top post for LinkedIn was Danny Chavez Team Texas event.



McKinney Economic Development Corporation

83 followers

6d • Edited • Anyone

McKinney Economic Development Corporation SVP [Danny Chavez](#) representing Team Texas at [#WESTEC2019](#) in Long Beach, CA this week.

[#Jobs](#) [#EconDev](#) [#Texas](#) [#McKinney](#) [#DFW](#) [#Dallas](#) [#Relo](#) [#NorthTexas](#)



39

Like Comment

Be the first to comment on this

Organic impressions: 922 Impressions

Hide stats

Organic stats

Targeted to: All followers

922	39	2.6%	0
Impressions	Reactions	Click-through rate	Comments
0	24	6.83%	
Shares	Clicks	Engagement rate	



19-0881

TITLE: Consider/Discuss/Act on August 2019 Financials

SUPPORTING MATERIALS:

[August 2019 Financials](#)

[August 2019 Invoices](#)

[August 2019 Transmittal Letter](#)

McKinney Economic Development Corporation
Balance Sheet
August 2019

	MEDC Operations	Interest and Sinking	Reserve Fund	Long-Term Debt	General Fixed Assets	Total
Assets						
Cash and Cash Equivalents	\$ 30,597	\$ 97,342	\$ 77,488	\$ -	\$ -	\$ 205,428
Investment Pools	12,313,258	514,285	1,525,177	-	-	14,352,720
Accounts Receivable/Other Taxes & Franchise Fees	2,318,820	-	-	-	-	2,318,820
Deposits/Security Deposits	5,528	-	-	-	-	5,528
Deferred Charges/Prepaid Items	16,832	-	-	-	-	16,832
Land	-	-	-	-	66,905,887	66,905,887
Land Improvements (Net of Depreciation)	-	-	-	-	-	-
Machinery & Equipment (Net of Depreciation)	-	-	-	-	31,187	31,187
GASB 68 TMRS/Actuarial	-	-	-	38,017	-	38,017
GASB 68 TMRS/Investment	-	-	-	62,848	-	62,848
GASB 68 TMRS/Contributions	-	-	-	102,660	-	102,660
GASB 75 OPEB/Actuarial	-	-	-	36	-	36
GASB 75 OPEB/Assumption Change	-	-	-	8,747	-	8,747
GASB 75 OPEB/Contributions	-	-	-	455	-	455
Total Assets	\$ 14,685,034	\$ 611,628	\$ 1,602,666	\$ 212,763	\$ 66,937,074	\$ 84,049,164
Other Debits						
Deferred Charges/Unamortized Advance Refunding	\$ -	\$ -	\$ -	\$ 81,509	\$ -	\$ 81,509
Amount Available for Debt Service	-	-	-	1,721,796	-	1,721,796
Amount Provided for Retirement of Long-term Debt	-	-	-	29,332,512	-	29,332,512
Total Other Debits	\$ -	\$ -	\$ -	\$ 31,135,818	\$ -	\$ 31,135,818
Total Assets and Other Debits	\$ 14,685,034	\$ 611,628	\$ 1,602,666	\$ 31,348,581	\$ 66,937,074	\$ 115,184,982
Liabilities						
Vouchers Payable	\$ 23,039	\$ -	\$ -	\$ -	\$ -	\$ 23,039
Accrued Payroll	-	-	-	-	-	-
Compensated Absences Payable	-	-	-	84,562	-	84,562
Accrued Interest Payable	-	-	-	93,550	-	93,550
Note Payable to Primary Government	-	-	-	815,999	-	815,999
Bonds Payable	-	-	-	29,590,000	-	29,590,000
TMRS Pension Liability	-	-	-	415,043	-	415,043
OPEB Liability	-	-	-	199,511	-	199,511
TMRS Actuarial Experience	-	-	-	9,846	-	9,846
TMRS Investment Experience	-	-	-	140,070	-	140,070
Total Liabilities	\$ 23,039	\$ -	\$ -	\$ 31,348,581	\$ -	\$ 31,371,619
Fund Balances/Equity						
Reserve for Encumbrances	\$ 149,845	\$ -	\$ -	\$ -	\$ -	\$ 149,845
Reserve for Prepaids	44,174	-	-	-	-	44,174
Unreserved Fund Balance	14,467,976	611,628	1,602,666	-	-	16,682,270
Investment in Capital Assets	-	-	-	-	66,937,074	66,937,074
Total Fund Balances/Equity	\$ 14,661,995	\$ 611,628	\$ 1,602,666	\$ -	\$ 66,937,074	\$ 83,813,363
Total Liabilities and Fund Balances	\$ 14,685,034	\$ 611,628	\$ 1,602,666	\$ 31,348,581	\$ 66,937,074	\$ 115,184,982

McKinney Economic Development Corporation
Summary Operating Statement
August 2019 (92% of FY Complete)

Revenues	FY19 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Received	Monthly Comparison		YTD Comparison	
						Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
Sales Tax	\$ 14,255,971	\$ 1,310,882	\$ 12,789,602	\$ 1,466,369	89.7%	\$ 1,187,998	\$ 122,885	\$ 13,067,973	\$ (278,371)
Interest Income	120,000	24,874	318,669	-	265.6%	10,000	14,874	110,000	208,669
Sale of Land	-	-	2,058,168	-	100.0%	-	-	-	2,058,168
Total Revenues	\$ 14,375,971	\$ 1,335,757	\$ 15,166,439	\$ 1,466,369	105.5%	\$ 1,197,998	\$ 137,759	\$ 13,177,973	\$ 1,988,466
Expenditures	FY19 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Spent	Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
MEDC Operations									
Personnel	\$ 1,493,162	\$ 83,370	\$ 1,053,376	\$ 439,786	70.5%	\$ 124,430	\$ 41,061	\$ 1,368,732	\$ 315,355
Supplies	69,000	5,383	60,029	8,971	87.0%	5,750	367	63,250	3,221
Maintenance	11,000	-	649	10,351	5.9%	917	917	10,083	9,434
Services/Sundry	1,174,410	86,871	935,803	238,607	79.7%	97,868	10,996	1,076,543	140,739
Total MEDC Operational Exp.	\$ 2,747,572	\$ 175,624	\$ 2,049,858	\$ 697,714	74.6%	\$ 228,964	\$ 53,340	\$ 2,518,608	\$ 468,750
Projects									
Committed Projects	\$ 11,663,580	\$ 941,309	\$ 3,600,500	\$ 8,063,080	30.9%	\$ 971,965	\$ 30,656	\$ 10,691,615	\$ 7,091,115
Other Project Expenses	15,000	-	134	14,866	0.9%	1,250	1,250	13,750	13,616
Total Project Expenses	\$ 11,678,580	\$ 941,309	\$ 3,600,634	\$ 8,077,946	30.8%	\$ 973,215	\$ 31,906	\$ 10,705,365	\$ 7,104,731
Non-Departmental									
Other - Adm Fee	\$ 450,000	\$ 37,500	\$ 412,500	\$ 37,500	91.7%	\$ 37,500	\$ -	\$ 412,500	\$ -
Insurance & Risk Fund	10,211	851	9,360	851	91.7%	851	-	9,360	-
MEDC I & S Fund	4,761,145	396,762	4,364,383	396,762	91.7%	396,762	-	4,364,383	-
Total Non-Departmental Expenses	\$ 5,221,356	\$ 435,113	\$ 4,786,243	\$ 435,113	91.7%	\$ 435,113	\$ -	\$ 4,786,243	\$ -
Total Expenses	\$ 19,647,508	\$ 1,552,046	\$ 10,436,735	\$ 9,210,773	53.1%	\$ 1,637,292	\$ 85,246	\$ 18,010,216	\$ 7,573,480
Net	\$ (5,271,537)	\$ (216,290)	\$ 4,729,704			\$ (439,295)	\$ 223,005	\$ (4,832,242)	\$ 9,561,946
FY19 Prelim Beginning Fund Balance	\$ 10,013,576								
Add FY19 Budgeted Revenue	14,375,971								
Less FY19 Budgeted Expense	(19,647,508)								
FY19 Proj. End Fund Balance	\$ 4,742,039								

MEDC Project Detail/Cash Flow

August 2019

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

Projects	Project Number	Approved Project Amount	Project Expenses to date	Remaining Commitments	FY19	FY20	FY21	FY22 and Thereafter
Hisun	E13011	\$ 240,000	\$ 114,000	\$ 126,000	\$ 126,000			
O'Hara Flying Service	E14003	144,000	48,000	96,000	96,000			
UPS	E14009	900,000	810,000	-	-			
Encore Wire	E14017	930,000	930,000	-	-			
Tupps Brewery	E14019	27,500	27,500	-	-			
AIM	E14021	144,900	75,900	69,000	69,000			
Popular Ink II	E15005	40,000	40,000	-	-			
Wright IMC	E15007	108,000	-	108,000	108,000			
Accent Care	E15008	460,110	291,090	169,020	169,020			
Horizon Data Center	E15010	256,000	205,000	51,000	-	-	-	51,000
Cookies-N-Milk	E16002	100,080	94,520	5,560	5,560			
SFMC	E17002	768,000	-	768,000	-	768,000		
TPUSA	E17003	610,000	-	610,000	610,000			
PACCAR 2017	E17004	3,300,000	1,100,000	2,200,000	-	2,200,000		
Cotiviti USA	E17005	792,000	-	792,000	792,000			
Simpson Strong Tie	E17006	467,000	-	467,000	-	467,000		
Playful	E17007	2,514,400	1,613,080	901,320	901,320			
3-TAB Beacon	E17008	248,500	171,500	77,000	14,000	63,000		
Lone Star Reel	E17009	224,982	143,988	80,994	80,994			
Independent Bank	E17010	5,381,000	221,000	5,160,000	4,160,000	1,000,000		
Hisun Motors (Grant)	E17011	80,000	-	80,000	80,000			
Volunteer Mobilization	E18002	55,111	49,284	5,827	5,827			
BlockIt	E19001	34,965	34,965	0	0			
Toyoshima Greentech	E19002	50,000	-	50,000	50,000			
McKinney Industrial Center	E19003	165,793	-	165,793	-	165,793		
Intelledox	E19004	20,547	20,049	497	497			
PACCAR 2018	E19005	360,000	-	360,000	-	-	-	360,000
Dalfen	E19006	268,000	-	268,000	-	268,000		
Virtuwave Loan	E19007	699,189	699,189	-	-			
Moss	E19009	245,000	112,000	133,000	-	84,000	49,000	
EnginSoft	E19010	8,190	-	8,190	8,190			
Herald Entertainment	E19011	50,000	20,830	29,170	29,170			
SRS	E19012	1,479,000	-	1,479,000		1,290,000	189,000	
McKinney National Business Park	E19013	244,143	-	244,143	244,143			
KVP	E19014	261,500	-	261,500	-	-	261,500	
Vintage	E19015	762,300	-	762,300	-	-	762,300	
Yankon Lighting	E19016	34,000	-	34,000	-	34,000		
Tupps Brewery 2	E19017	65,200	-	65,200	65,200	-		
Totals		\$ 22,539,410	\$ 6,821,895	\$ 15,627,515	\$ 7,614,922	\$ 6,339,793	\$ 1,261,800	\$ 411,000

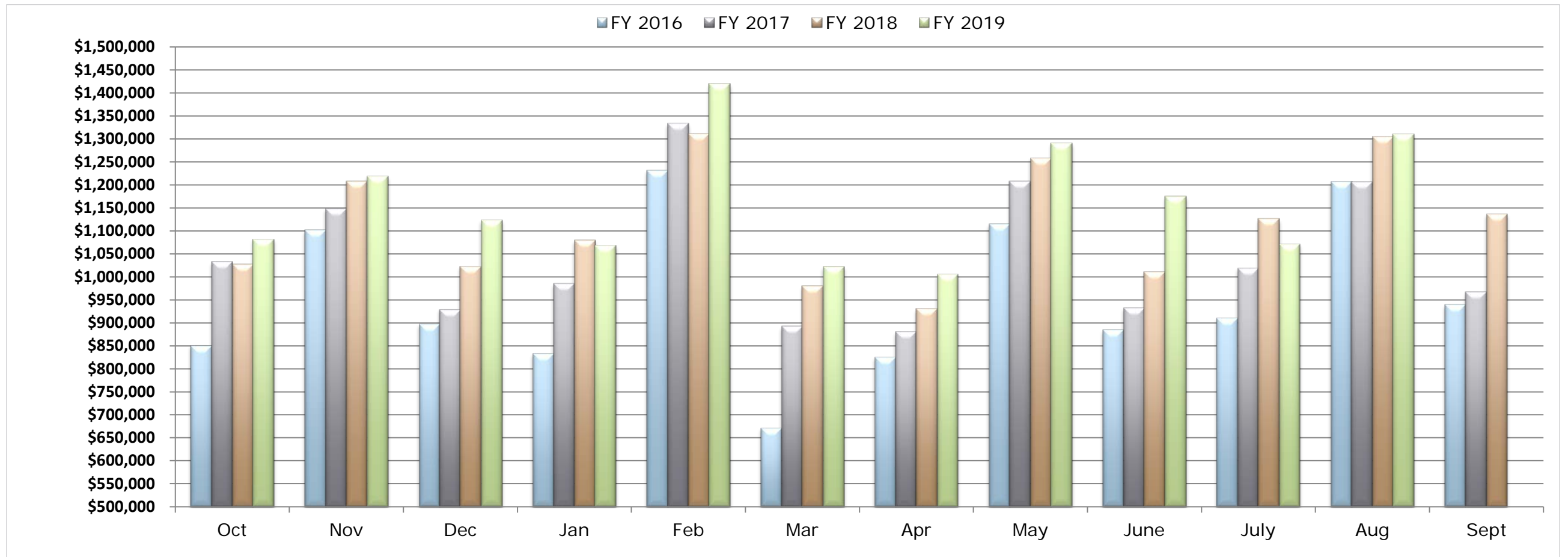
Unaudited

McKinney Economic Development Corporation

Sales Tax Revenue

August 2019 (92% of FY Complete)

Month Received	FY 2014 Received	FY 2015 Received	FY 2016 Received	FY 2017 Received	FY 2018 Received	FY 2019 Received	Difference to FY 2018	Variance to FY 2018	% of Budget
October	\$780,694	\$809,613	\$851,178	\$1,032,847	\$1,026,985	\$ 1,081,713	\$ 54,728	5.3%	7.6%
November	938,090	982,351	1,101,106	1,148,939	1,208,295	1,219,028	10,733	0.9%	8.6%
December	770,221	826,009	897,304	929,699	1,023,356	1,123,713	100,357	9.8%	7.9%
January	744,988	821,731	833,503	985,393	1,079,316	1,068,303	(11,014)	-1.0%	7.5%
February	1,043,205	1,136,044	1,231,183	1,334,043	1,312,944	1,420,142	107,198	8.2%	10.0%
March	681,914	764,445	671,518	891,649	980,238	1,021,757	41,519	4.2%	7.2%
April	677,086	716,258	825,953	880,093	930,962	1,006,335	75,372	8.1%	7.1%
May	978,399	1,031,572	1,114,575	1,208,091	1,258,169	1,291,030	32,861	2.6%	9.1%
June	765,309	820,908	884,501	932,936	1,011,758	1,174,600	162,842	16.1%	8.2%
July	787,000	840,355	910,886	1,019,409	1,125,759	1,072,098	(53,661)	-4.8%	7.5%
August	980,251	1,055,774	1,207,558	1,206,441	1,306,035	1,310,882	4,847	0.4%	9.2%
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	\$ 12,789,601	\$ 525,784	4.3%	89.7%

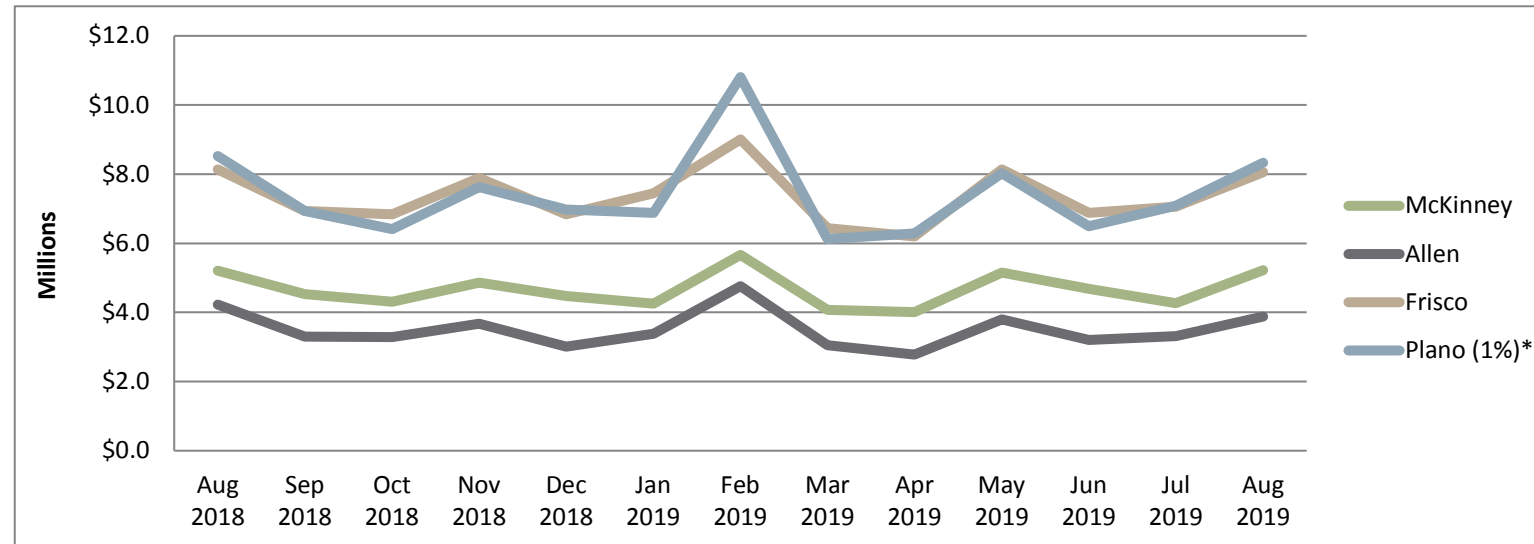


TOTAL SALES TAX COLLECTED

Sister City Comparison

Aug-19	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	\$18,444	-\$335,353	-\$90,235	-\$203,381
Var to LY	0.4%	-7.9%	-1.1%	-2.4%

Year To Date	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	\$2,091,352	\$1,872,575	\$1,481,273	-\$1,475,674
Var to LY	4.3%	5.2%	1.9%	-1.8%



Year-to-Date Collections

FY 2018	McKinney	Allen	Frisco	Plano 1% *
Oct 2017	\$4,095,706	\$2,345,746	\$6,516,345	\$6,469,308
Nov 2017	4,817,501	3,743,244	7,560,058	7,425,871
Dec 2017	4,077,717	2,609,680	6,423,786	6,797,189
Jan 2018	4,301,538	2,769,814	6,925,012	7,035,464
Feb 2018	5,236,029	4,356,186	9,244,372	10,109,294
Mar 2018	3,905,255	2,906,383	6,553,487	6,502,224
Apr 2018	3,708,130	2,819,091	6,003,234	5,831,763
May 2018	5,016,937	3,934,449	8,118,437	8,396,951
Jun 2018	4,031,313	3,119,123	6,808,910	6,364,601
Jul 2018	4,487,248	3,448,476	7,009,090	9,057,538
Aug 2018	5,208,337	4,220,764	8,138,941	8,527,482
FY 2018 Total	\$48,885,710	\$36,272,956	\$79,301,672	\$82,517,684

FY 2019	McKinney	Allen	Frisco	Plano 1% *
Oct 2018	\$4,310,922	\$3,290,122	\$6,841,118	\$6,413,690
Nov 2018	4,859,750	3,670,160	7,887,283	7,623,824
Dec 2018	4,478,421	3,013,753	6,844,712	6,976,214
Jan 2019	4,256,807	3,385,046	7,447,778	6,883,382
Feb 2019	5,664,055	4,759,140	9,004,963	10,807,698
Mar 2019	4,070,523	3,054,591	6,432,401	6,123,392
Apr 2019	4,008,805	2,780,470	6,198,347	6,289,649
May 2019	5,147,563	3,800,263	8,137,697	8,026,025
Jun 2019	4,681,773	3,198,738	6,882,169	6,485,856
Jul 2019	4,271,664	3,307,837	7,057,771	7,088,178
Aug 2019	5,226,781	3,885,411	8,048,707	8,324,101
FY 2019 Total	\$50,977,063	\$38,145,531	\$80,782,945	\$81,042,010

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

McKINNEY ECONOMIC DEVELOPMENT CORPORATION
INVOICES PROCESSED - August 2019

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

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

Date	Vendor Name	Amount	Description 1	Description 2	Proj. #	Proj. Description
8/30/2019	CHAVEZ, DANIEL	\$266.00	NEW YORK, NY 9/4-9/7	TEAM TX NY TRADE MISSION		
8/30/2019	DEPAOLA, MICHAEL	\$231.00	ATLANTA, GA 9/10-9/13	SMART CITY EXPO		
8/30/2019	DEPAOLA, MICHAEL	\$26.91	AUGUST MILEAGE			
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$221.00	ADVANTAGE STORAGE CRAI	MONTHLY		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$46.10	D J*WALL-ST-JOURNAL	MONTHLY		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$45.95	STARWOOD CAFE - ADRIAT	LUNCH: J. VALENCIA		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$313.44	DILLAS MCKINNEY	7/19 BRE MANUFACTURING		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$26.38	CRISTINA S MEXICAN RES	LUNCH: J VALENCIA		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$20.29	DALLAS MORNING NEWS PA	MONTHLY		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$38.95	HARBOR FREIGHT TOOLS 1	2 DOLLYS TO MOVE		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$26.00	HARVEST	LUYNCH: J VALENCIA		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$52.38	THE BRITISH LION PUB	LUNCH P TOKAR		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$42.60	ROCKFISHSEAFOODGRILL M	LUNCH P TOKAR AND		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$125.33	SILKS PLACE TAINAN	7/25-7/26 P TOKAR		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$216.00	DFW AIRPORT PARKING	AIRPORT PARKING		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$281.29	HYATT HOTELS	7/26-7/27 P TOKAR		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$221.76	THE LIN HOTEL & BANQUE	7/23-7/24 P TOKAR		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$466.95	HYATT HOTELS	7/21-7/23 P TOKAR		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$71.22	SHIAWASE	LIUNCH W P TOKAR		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$640.00	DELTA 00623352120112	8/24-8/30 P. TOKAR		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$5,803.83	DELTA 00623352120112	9/19-9/28 P TOKAR		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$39.99	TPC CRAIG RANCH	LUNCH P TOKAR AND		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$31.28	MCDONALD'S F30474	STAFF BREAKFAST		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$1,500.00	C2 BRANDS	8/19-8/20 D CHAVEZ		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$841.96	SOUTHWES 005260619838482	8/18-8/20 D CHAVEZ		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$1,650.00	HALCYON BUSINESS PUBLI	12/8-12/10 D CHAVEZ		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$695.00	TEXAS ECONOMIC DEVELOP	10/9-10/11 D CHAVEZ		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$2,000.00	DALLAS REGIONAL CHAMBE	9/9/18 P.TOKAR AND		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$597.52	CRAIG RANCH FITNESS &	AUGUST PAYMENT		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$1,146.38	TRAVIS MATHEW LLC	SHIRTS FOR MEDC		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$82.91	CENTIPEDE DIGITAL LLC	BUSINESS CARDS		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$169.23	TWC*TIME WARNER CABLE	MONTHLY FEE		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$3,640.00	DOC-USFCS-3019753880	TAIWAN MISSION TRIP		

McKINNEY ECONOMIC DEVELOPMENT CORPORATION
INVOICES PROCESSED - August 2019

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Date	Vendor Name	Amount	Description 1	Description 2	Proj. #	Proj. Description
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$89.33	READYREFRESH BY NESTLE	MOTHLY WATER		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$90.75	MINUTEMAN PRESS MCKINN	BRUCE COLEMAN 1000		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$847.77	MINUTEMAN PRESS MCKINN	500 PAGE 1 LETTER HEAD,		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$89.72	STAPLS0167290992000001	HANGING FILE FOLDERS,		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$17.98	SHIPLEY DONUTS	DONUTS FOR		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$206.00	MOD DISPLAYS	2 OPTIMOUNT LCD MOUNTS		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$16.00	TIFF'S TREATS DALLAS	SMART CITY SOLUTION		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$368.04	OFFICE DEPOT #1079	OFFICE CHAIR FOR		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$250.00	MOD DISPLAYS	2 BANNER DISPLAYS FOR THE		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$136.48	JIMMY JOHN'S # 1093 -	BOARD MEETING LUNCH		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$25.96	KROGER #0567	BREAKFAST FOR		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$9.88	WM SUPERCENTER #5211	LEGAL HANGING		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$95.40	ROSATI'S PIZZA	MEDC STAFF LUNCH		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$21.96	AMAZON MKTPLACE PMTS	2 BADGE HOLDERS THAT		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$79.94	AMAZON MKTPLACE PMTS	PENS AND		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$6.74	STAPLS0167290992000001	DESK ORGANIZER		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$62.14	STAPLS0167290992000001	DESK SUPPLIES FOR		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$84.11	SAN CHING	LUNCH TAIWAN		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$95.05	HYATT HOTELS	A.LIU TRANSPORTATION		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$0.84	INTERNATIONAL TRANSACTION	INTERNATIONAL FEES		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$125.33	SILKS PLACE TAINAN	7/25/19 A. LIU		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$185.03	HYATT HOTELS	7/26-7/27		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$458.30	YU YUE LOU RESTAURANT	DIINER: G2 MEETING		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$18.14	THE LIN HOTEL & BANQUE	ROOM SERVICE		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$93.44	TAIWAN GLOBAL BUSINESS	TRAM TICKET FOR		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$0.93	INTERNATIONAL TRANSACTION	INTERNATIONAL FEES		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$4.58	INTERNATIONAL TRANSACTION	INTERNATIONAL FEES		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$221.76	THE LIN HOTEL & BANQUE	7/23-7/24 A LIU		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$370.70	HYATT HOTELS	7/21-7/23 A. LIU		
8/30/2019	JPMORGAN CHASE BANK (PCARD)	\$15.72	SPOONS CAFE	MEETING WITH M CLARK		

McKINNEY ECONOMIC DEVELOPMENT CORPORATION
INVOICES PROCESSED - August 2019

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<u>Date</u>	<u>Vendor Name</u>	<u>Amount</u>	<u>Description 1</u>	<u>Description 2</u>	<u>Proj. #</u>	<u>Proj. Description</u>
8/30/2019	RED MEDIA GROUP	\$1,666.67	CONSULTING SERVICES			
8/30/2019	NATIONAL BUSINESS FURNITURE	\$1,281.80	FURNITURE, OFFICE			
8/30/2019	NATIONAL BUSINESS FURNITURE	\$189.00	MISCELLANEOUS SERVICES			
8/30/2019	NATIONAL BUSINESS FURNITURE	\$258.00	SHIPPING AND HANDLING			
8/30/2019	TRAVISMATHEW, LLC	\$10,274.22	CLOTHING & APPAREL			
8/30/2019	TRAVISMATHEW, LLC	\$831.00	MISCELLANEOUS SERVICES			
8/30/2019	TRAVISMATHEW, LLC	\$86.27	SHIPPING AND HANDLING			
8/23/2019	CENTIPEDE DIGITAL	\$17,562.50	COMMUNICATIONS/MEDIA SERV	AUGUST		
8/23/2019	FOLIAGE DESIGN SYSTEM DFW	\$150.00	BUILDING MAINT/REPAIR SRV			
8/23/2019	INK PUBLISHING CORPORATION	\$17,750.00	COMMUNICATIONS/MEDIA SERV			
8/23/2019	LANGUAGE LINE SERVICES INC	\$76.78	A. LIU BIO TRANSLATED			
8/23/2019	TIME WARNER CABLE	\$334.81	8260 13 100 0001447	SERVICE 8/7-9/6		
8/16/2019	BROWN & HOFMEISTER LLP	\$440.00	MISC PROFESSIONAL SERVICE			
8/16/2019	BROWN & HOFMEISTER LLP	\$827.50	MISC PROFESSIONAL SERVICE			
8/16/2019	BROWN & HOFMEISTER LLP	\$1,940.00	MISC PROFESSIONAL SERVICE			
8/16/2019	BROWN & HOFMEISTER LLP	\$340.00	MISC PROFESSIONAL SERVICE			
8/16/2019	BROWN & HOFMEISTER LLP	\$40.00	MISC PROFESSIONAL SERVICE			
8/16/2019	BROWN & HOFMEISTER LLP	\$1,182.50	MISC PROFESSIONAL SERVICE			
8/16/2019	BROWN & HOFMEISTER LLP	\$360.00	MISC PROFESSIONAL SERVICE			
8/16/2019	BROWN & HOFMEISTER LLP	\$80.00	MISC PROFESSIONAL SERVICE			
8/16/2019	BROWN & HOFMEISTER LLP	\$662.50	MISC PROFESSIONAL SERVICE			

McKINNEY ECONOMIC DEVELOPMENT CORPORATION
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Date	Vendor Name	Amount	Description 1	Description 2	Proj. #	Proj. Description
8/16/2019	BROWN & HOFMEISTER LLP	\$40.00	MISC PROFESSIONAL SERVICE			
8/16/2019	BROWN & HOFMEISTER LLP	\$640.00	MISC PROFESSIONAL SERVICE			
8/16/2019	BROWN & HOFMEISTER LLP	\$2,320.00	MISC PROFESSIONAL SERVICE			
8/16/2019	BROWN & HOFMEISTER LLP	\$320.00	MISC PROFESSIONAL SERVICE			
8/16/2019	BROWN & HOFMEISTER LLP	\$400.00	MISC PROFESSIONAL SERVICE			
8/16/2019	BROWN & HOFMEISTER LLP	\$320.15	MISC PROFESSIONAL SERVICE			
8/16/2019	BROWN & HOFMEISTER LLP	\$1,900.00	MISC PROFESSIONAL SERVICE			
8/16/2019	CLARK, MADISON A	\$82.50	LUBBOCK, TX 8/27-8/28	TEAM TX ECONOMIC SUMMIT		
8/16/2019	HERALD ENTERTAINMENT, INC.	\$4,166.00	AUG RENT REIMB		E19011	Harold Entertainment
8/16/2019	LIU, WEI	\$401.78	TAIWAN, CHINA 7/20-8/4	TAIWAN BUSINESS MISSION		
8/16/2019	STATE COMPTROLLER OF PUBLIC ACCOUNT	-\$4,186.99	JULY 2019 SALES TAX			
8/16/2019	ENCORE WIRE CORPORATION	\$930,000.00	COMPLIANCE		E14017	ENCORE WIRE
8/16/2019	MISCELLANEOUS VENDOR	\$62.39	MEDC PRES. LUNCH REV 8/2			
8/9/2019	AMERICAN DIVERSITY BUSINESS SOL INC	\$36.00	BADGES & OTHER ID EQUIP.			
8/9/2019	AMERICAN DIVERSITY BUSINESS SOL INC	\$3.25	SHIPPING AND HANDLING			
8/9/2019	BLOCKIT INC	\$1,315.92	REMAINDER OF LA		E19001	BLOCKIT
8/9/2019	CANON FINANCIAL SERVICES INC	\$100.26	RENTAL/LEASE EQUIPMENT			
8/9/2019	CANON FINANCIAL SERVICES INC	\$12.70	RENTAL/LEASE EQUIPMENT			
8/9/2019	CHAVEZ, DANIEL	\$190.00	CHICAGO, IL 8/18-8/20	THRIVE		
8/9/2019	DALLAS CHINESE NEWS	\$175.00	TRANSLATION SERVICES			
8/9/2019	STANDARD COFFEE SERVICE CO	\$50.76	FOODS: STAPLE GROCERY			
8/9/2019	TOKAR, PETER	\$532.50	C-VILLE, VA 8/23-8/30	2019 LEAD		
8/9/2019	VOLUNTEER MOBILIZATION, LLC	\$2,913.75	AUG RENT REIMBURSEMENT		E18002	VOLUNTEER MOBILIZATION

McKINNEY ECONOMIC DEVELOPMENT CORPORATION
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<u>Date</u>	<u>Vendor Name</u>	<u>Amount</u>	<u>Description 1</u>	<u>Description 2</u>	<u>Proj. #</u>	<u>Proj. Description</u>
8/2/2019	CHAVEZ, DANIEL	\$159.15	MILEAGE 6/7-7/18/19			
8/2/2019	LAKE FOREST MCKINNEY INVESTORS LTD	\$7,441.88	AUGUST RENT			
8/2/2019	LAKE FOREST MCKINNEY INVESTORS LTD	\$660.55	JUNE ELECTRIC			
8/2/2019	PLAYFUL CORP	\$73,080.00	EE INCENTIVE PAYMENT		E17007	PLAYFUL CORP
8/2/2019	RED MEDIA GROUP	\$1,666.67	CONSULTING SERVICES			
8/2/2019	VALENCIA, JOHN	\$84.68	JULY MILEAGE			
8/2/2019	NATIONAL BUSINESS AVIATION ASSOC	\$9,310.00	BOOTH RENTAL 3/10-3/13/20	F38972		
8/2/2019	POPULAR INK LLC	\$24,000.00	FINAL PAYMENT		E15005	POPULAR INK II
	Total	\$1,140,198.12				

August Monthly Financial Report

September 16, 2019

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

August Analysis

MEDC Revenue -

Revenue of the McKinney Economic Development Corporation is 0.53% below the budgeted revenue excluding the sale of land. Sales tax figures are 4.3% above last year's collections through August. Below is a link to the current year-to-date revenue of the MEDC:

[MEDC Revenues - August](#)

MEDC Expenditures -

Expenditures of the McKinney Economic Development Corporation are 42.05% under budget due to project milestones becoming due later in the year. The only significant expenditure outside of normal operations in the month of July was a \$930,000 economic incentive to Encore Wire.

[MEDC Expenditures - August](#)

Sales Tax Analysis -

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

[FY 2019 Monthly Sales Tax Comparison](#)

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

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

Project Details-

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

Checks Issued-

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

[MEDC August Checks Issued](#)

Conclusion-

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

Sincerely,

Mark Holloway

Chief Financial Officer

City of McKinney



19-0882

TITLE: Consider/Discuss/Act on an amendment to the MEDC bylaws establishing term limits for Board officers

SUPPORTING MATERIALS:

19-0883



TITLE: Consider/Discuss/Act on a Resolution Approving a Policy Regarding Prior Approval of Certain Operational Expenditures

SUPPORTING MATERIALS:

[Resolution](#)

RESOLUTION NO. _____

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MCKINNEY ECONOMIC DEVELOPMENT CORPORATION APPROVING A POLICY REGARDING PRIOR APPROVAL OF CERTAIN OPERATIONAL EXPENDITURES OF THE CORPORATION

WHEREAS, the MEDC desires to adopt a policy to maintain fiscal responsibility and efficient corporate operations and in conjunction with its Bylaws.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE MCKINNEY ECONOMIC DEVELOPMENT CORPORATION, AS FOLLOWS:

Section 1. The foregoing recital is hereby found to be true and correct and is fully incorporated into the body of this Resolution.

Section 2. The Board of Directors of the McKinney Economic Development Corporation hereby approves the following policy regarding notice and prior board approval of certain corporation expenditures:

The President, or his/her designee, shall present a request to the Chairperson of the Board of Directors, or the Vice Chairperson in the Chairperson's absence, for any Operational Expenditure (hereinafter defined), or group of related expenditures, which singularly or combined, equal an amount greater than Ten Thousand and No/100 Dollars (\$10,000.00) prior to obligating the MEDC for payment of such Operational Expenditure. For purposes of this Resolution, "Operational Expenditure" shall mean the purchase of goods or services which support the function and operation of the MEDC, including but not limited to personal property, third-party services, employee educational/travel expenses, food/beverage, and/or memberships. "Operational Expenditure" shall not include MEDC project obligations, employee compensation, rent, utilities or pre-existing contract obligations. The President shall submit such requests to the Chairperson, or Vice Chairperson via email and shall have received approval, if at all, prior to making any expenditure commitment thereof. The Request shall specifically describe the Operational Expenditure, and it shall be delivered to the Chairperson via email at least three days prior to the final date approval is needed, whenever possible. Nothing herein shall limit the Board's authority to review, approve, or deny a corporation expenditure not subject of this Resolution.

Section 3. This Resolution shall become effective immediately upon its passage.

DULY RESOLVED by the Board of Directors of the McKinney Economic Development Corporation, on this the 21st day of October 2019.

APPROVED:

Kenneth T. Sipiora, Chairman

Brian Loughmiller, Secretary



19-0884

TITLE: Consider/Discuss MEDC Marketing Update

SUPPORTING MATERIALS:

[Presentation](#)

Marketing Updates

October 21, 2019

Marketing Updates



Social Media Content Creation/Distribution

Social content is continually being produced and managed across Facebook, Twitter, LinkedIn and Instagram.



Blog Content – News/Announcements

A blog has launched on uniquemckinney.com, with original content/news/stories being produced by our professional copywriters.



Email Marketing

We have begun using marketing automation to send out professionally designed emails. We have several being built for targeted campaigns.

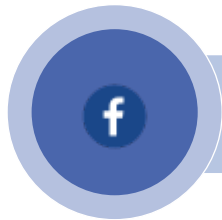


Website Updates/SEO

The website has officially moved over to uniquemckinney.com and updates have been made on design and content. SEO work continues.

Social Channel Update

FACEBOOK



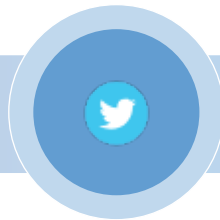
+23%

JULY: 348

AUGUST: 384

SEPTEMBER: 428

TWITTER



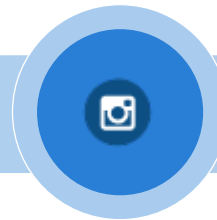
+8%

JULY: 271

AUGUST: 282

SEPTEMBER: 292

INSTAGRAM



+29%

JULY: 214

AUGUST: 258

SEPTEMBER: 275

LINKEDIN



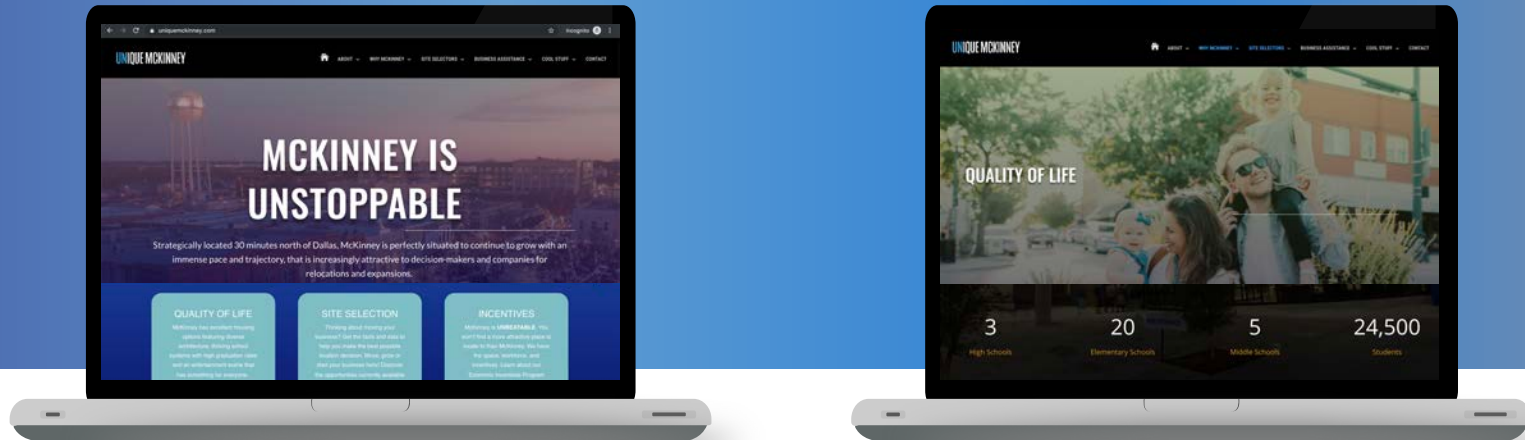
+58%

JULY: 50

AUGUST: 73

SEPTEMBER: 79

Website



The website transition is complete

Website has been submitted to Google Webmaster and Bing Webmaster. It is in the final stages of the foundation of search engine optimization completed.

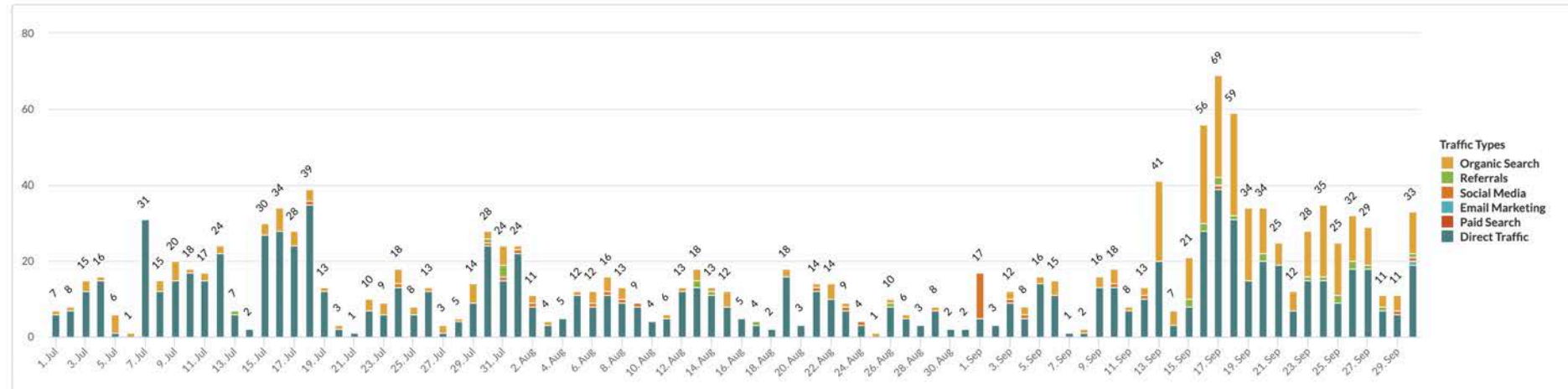
Website Traffic



CENTIPEDETM
DIGITAL

Traffic Over Time

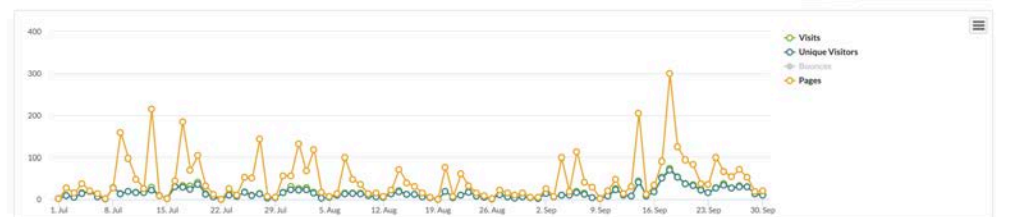
Day Week Month



Source	Visits	%
Organic Search	372	26
Google	332	23
Bing	20	1
Yahoo!	10	1
Ask.com	1	0
Other	9	1
Referrals	28	2
www.mckinneytexas.org	3	0
www.mckinneycdc.com	3	0
com.google.android.googlequicksearchbox	2	0
super-seo-guru.com	2	0
www.mckinneychamber.com	2	0
www.lzito.com	1	0
junipersquare.lightning.force.com	1	0
www.mckinneycdc.org	1	0
app.zoominfo.com	1	0
www.zoominfo.com	1	0
Social Media	32	2
Facebook	15	1
Twitter	10	1
Instagram	4	0
LinkedIn	3	0
Other	0	0

59% Bounce Rate 1,362 Total Visitors 1,470 Total Visits 4,426 Total Page Impressions 3.0 Avg Page Views 13.9 Avg Minutes On Site SITE STATS

Web Visits



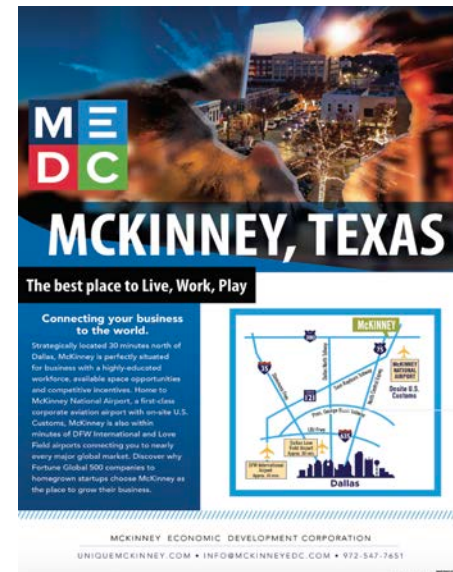
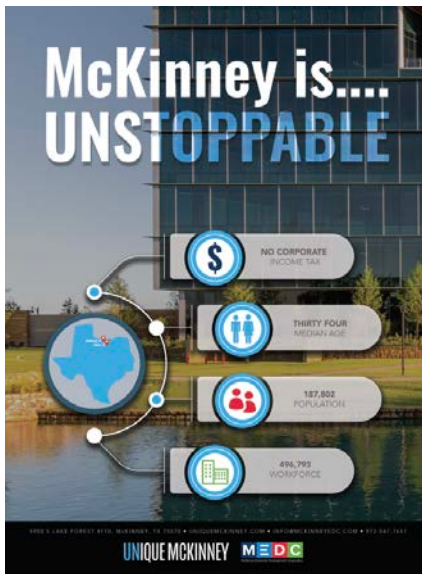
Top Referrers

		View All
1	www.google.com	54.41%
2	uniquemckinney.com	28.12%
3	www.bing.com	2.83%
4	m.facebook.com	2.33%
5	www.uniquemckinney.com	1.50%

Top Entrance Pages

		View All
1	home page	63.08%
2	/board-and-agendas/	4.84%
3	/leadership/	4.36%
4	/97/Major-Employers	3.13%
5	/quality-of-life/	1.91%

Marketing



- Continuing to design brand right content.
- Content is being used for print publications or sales material.
- Assets have call tracking numbers in order to measure ROI.



Email Update

UNIQUE MCKINNEY

McKinney Economic Development Corporation Quarterly Update

Q3, 2019 - 09/30/2019



Raytheon Announces 200K RSF Expansion in McKinney

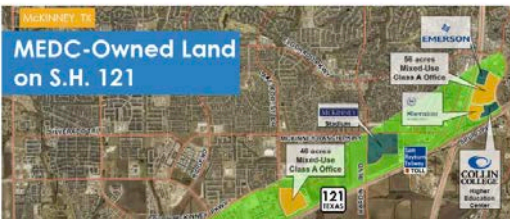
Raytheon is expanding its footprint, with plans for an additional 500 high-tech jobs and \$120M in capital investment. Construction is expected to be finished by late 2020. The company currently employs around 3,000 people in McKinney. The University of North Texas Economic Research Group performed a study, commissioned by Raytheon, and found that the company contributed \$4.8 billion to the state economy. We are very proud to be a partner with Raytheon and we look forward to the continued partnership.

[LEARN MORE!](#)



tytle destination for shopping, craft culture, live music, and derway. Construction of the mixed-use development began ie to 42K RSF of restaurant and retail space paired with 25K lopment is also home to 286 units of multifamily housing art of Hub 121. The development is centered around a pace complete with a pavilion for entertainment and live ome to SRS Distribution's new national headquarters.

[LEARN MORE!](#)



SRS Distribution Constructing New National Headquarters

Construction has begun on the brand new 100K RSF, SRS Distribution national headquarters building located in the Hub 121 development. The four-story building will sit on 4.2 acres of land at the corner of Alma and 121. MEDC is proud partner with SRS Distribution to expand their footprint in McKinney. SRS is a local McKinney based company that choose to build their new headquarter building

Quarterly Development Update Email Launch

The MEDC finalized and launched a targeted quarterly development update newsletter to the professional site selector network of contacts that were gathered through staff. The update contained several large announcements such as Raytheon, Hub 121, and SRS HQ. The next launch is scheduled in January 2020 and staff will also be developing a broker newsletter at that time as well.

- Targeted Site Selectors
- 144 Sent Messages
- 116 Delivered Messages
- 17.2% open rate

Advanced Training Scheduled For October to ensure all MEDC employees can fully utilize the system and all of it's features.

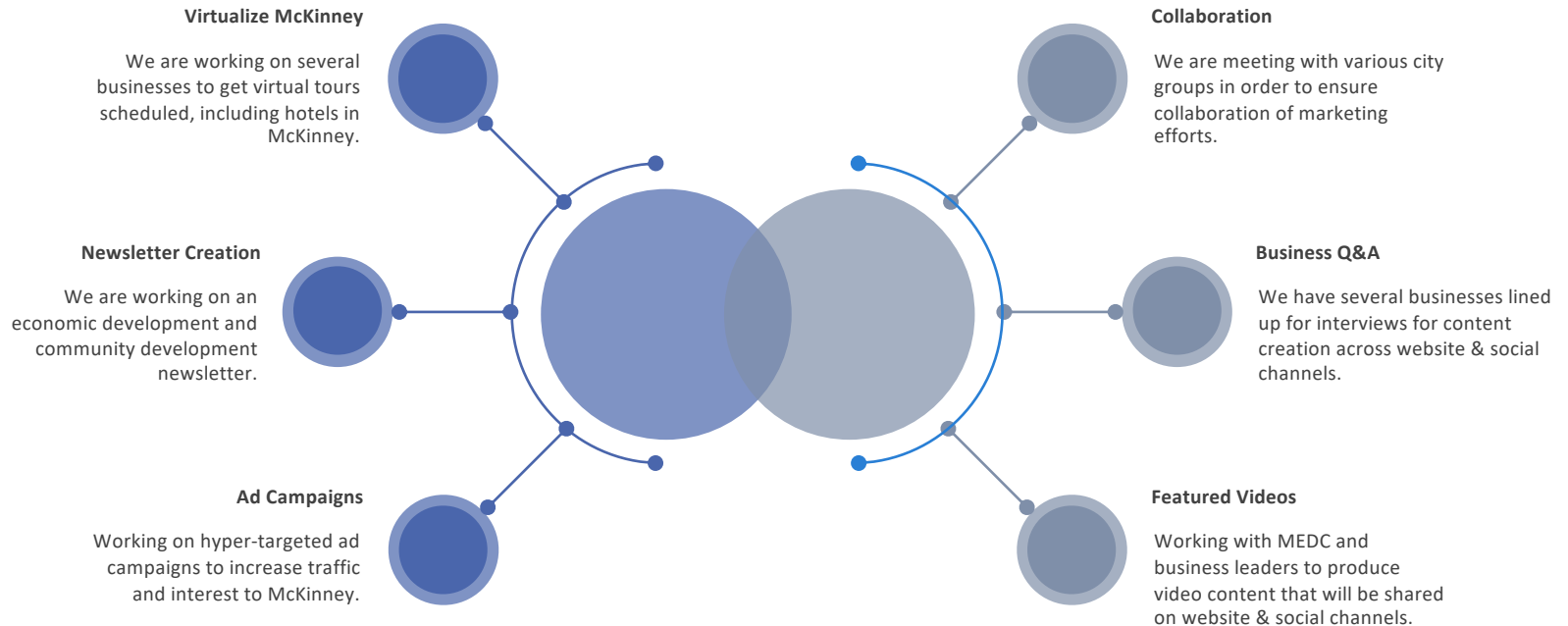
Targeted Ad Campaigns



Coming Soon- Hyper-Targeted National Ad Campaigns



Content & Collaboration





19-0885

TITLE: Consider/Discuss Technology & Infrastructure Update

SUPPORTING MATERIALS: