



McKinney Community Development Corporation Agenda

Thursday, October 24, 2019

8:00 AM

Council Chambers
222 N. Tennessee Street
McKinney, TX 75069

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

CALL TO ORDER

19-0886 [Election of Officers](#)
 [Chair](#)
 [Vice Chair](#)
 [Secretary](#)
 [Treasurer](#)

19-0887 [Overview of Chamber Technology for Council and Board Meetings](#)
Attachments: [Presentation](#)

19-0888 [Training on Type B Corporate Requirements: Type B Permissible Projects and Related Issues](#)
Attachments: [Presentation](#)
 [TEDC Primer 2019](#)

PUBLIC COMMENTS ON AGENDA ITEMS (For Non-Public Hearing 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. Pursuant to Section 551.007 of the Texas Government Code, any person wishing to address the Board for items listed as public hearings will be recognized when the public hearing is opened.

Speakers wishing to address the City Council regarding any non-public hearing 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.

CONSENT ITEMS

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

19-0889 [Minutes of the McKinney Community Development Corporation Meeting of September 26, 2019.](#)

Attachments: [Minutes](#)

REPORTS

19-0890 [Board and Liaison Updates](#)
[Board Chair](#)
[City of McKinney](#)
[Visit McKinney](#)
[McKinney Economic Development Corporation](#)
[McKinney Main Street/MPAC](#)
[McKinney Parks and Recreation](#)

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

19-0891 [Financial Report](#)

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

19-0892 [President's Report](#)

Attachments: [Grant Funds Awarded - FY19 Final](#)
[Grant Funds Awarded - FY20](#)
[Potential Projects](#)
[Social Media Metrics](#)
[Grant Promotions](#)
[MCDC Rebranding Campaign Update](#)

REGULAR AGENDA

- 19-0893** [Update on MCDC Project #17-07, Rehabilitation,
Reconstruction and Expansion of Merritt McGowan Manor](#)

Attachments: [Presentation](#)

- 19-0894** [Consider/Discuss/Act on a Request Submitted by The
Heritage Guild of Collin County to Extend the Term on the
Performance Agreement for Project #18-18, \\$75,000 for
Signage and Fencing at Chestnut Square, to November 30,
2019](#)

Attachments: [Letter](#)
 [Project Timeline](#)

CITIZEN COMMENTS

BOARD OR COMMISSIONER COMMENTS

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

EXECUTIVE SESSION

In Accordance with the Texas Government Code:

C. Section 551.072. Deliberations about Real Property

E. Section 551.087. Deliberation Regarding Economic Development Matters

Project Frost
Project FPS

ACTION ON EXECUTIVE SESSION

ADJOURN

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

*Cindy Schneible
President*

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



19-0886

TITLE: Election of Officers

Chair

Vice Chair

Secretary

Treasurer

SUPPORTING MATERIALS:



19-0887

TITLE: Overview of Chamber Technology for Council and Board Meetings

SUPPORTING MATERIALS:

[Presentation](#)

Meeting Members

Agenda Viewing and Voting Actions

[Edit](#)

Agendas

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

After successful login,
press the JOIN button



Updated 12/10/18 12:12 AM

CALL TO ORDER

CONSENT ITEMS

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



END OF CONSENT

The current topic of discussion
will be highlighted

REGULAR AGENDA ITEMS AND PUBLIC HEARINGS

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



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



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

[Motion](#)

⌏ Current Item
CONSENT ITEMS

[View Speakers](#)[Second](#)

Updated 12/10/18 12:14 AM



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END OF CONSENT

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Motion

Second

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

Request To Speak



Updated 12/10/18 12:35 AM



CALL TO ORDER

CONSENT ITEMS

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



END OF CONSENT

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Motion

Second

🕒 Current Item
CONSENT ITEMS

Chair Only

[View Speakers](#)



Updated 12/10/18 12:37 AM



CALL TO ORDER

CONSENT ITEMS

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Motion

Second

⌚ Current Item
CONSENT ITEMS

Chair Only

[View Speakers](#)

Updated 12/10/18 12:37 AM



CALL TO ORDER

CONSENT ITEMS

18-1037 Minutes of the Planni

END OF CONSENT

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Automotive Repair, Located A

Motion

Second



Updated 12/10/18 12:37 AM



Agendas



Bookmarks



Notes



Videos



Accounts

Speaker List

Done

No Speakers



View Speakers

CALL TO ORDER

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Motion

Second



Updated 12/10/18 12:37 AM



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Accounts

Speaker List

Done



Hamilton Doak



Bill Cox



Rick Franklin



View Speakers

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Motion

Second

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

Withdraw Request



Updated 12/10/18 12:36 AM



CALL TO ORDER

CONSENT ITEMS

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Motion

Second

All Members

🕒 Current Item
CONSENT ITEMS

[Request To Speak](#)

Updated 12/10/18 12:35 AM



CALL TO ORDER

CONSENT ITEMS

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



END OF CONSENT

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Withdraw Motion

Second

All Members

🕒 Current Item
CONSENT ITEMS

[View Speakers](#)

Updated 12/10/18 12:17 AM



CALL TO ORDER

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Motion

Second

All Members

⌚ Current Item
CONSENT ITEMS

[View Speakers](#)

Updated 12/10/18 12:17 AM



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Motion

Withdraw Second

All Members

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CONSENT ITEMS

[View Speakers](#)

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Motion

Withdraw Second



Updated 12/10/18 12:17 AM



Agendas



Bookmarks



Notes



Videos



Accounts

Item

CONSENT ITEMS

Motion

Approved

Wait to see your voting
options, then make a selection

Mover

Rick Franklin

Second

Empress Drane

YES

NO

ABSTAIN

View Speakers

CALL TO ORDER

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Withdraw Second



Updated 12/10/18 12:17 AM



Agendas



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Videos



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Item

CONSENT ITEMS

Motion

Approved

Mover

Rick Franklin

Second

Empress Drane

YES

NO

ABSTAIN



View Speakers

CALL TO ORDER

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Withdraw Second



Updated 12/10/18 12:17 AM



Item

CONSENT ITEMS

Motion

Approved

Mover

Rick Franklin

Second

Empress Drane

YES

NO

ABSTAIN



View Speakers

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Withdraw Second



Updated 12/10/18 12:17 AM



Agendas



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Accounts

Item

CONSENT ITEMS

Motion

Approved

Mover

Rick Franklin

Second

Empress Drane

YES

NO

ABSTAIN

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



19-0888

TITLE: Training on Type B Corporate Requirements: Type B Permissible Projects and Related Issues

SUPPORTING MATERIALS:

[Presentation](#)

[TEDC Primer 2019](#)



Type B Sales Tax

CITY OF MCKINNEY, TEXAS

OCTOBER 24, 2019

Must the MCDCC Conduct a Public Hearing Prior to Funding Type B Projects?

- Must conduct at least one public hearing on proposed Type B projects. § 505.159.
- Must obtain city council approval of the expenditure.
- Must publish notice of the project in newspaper.
- Once sixty (60) days have passed since the first published notice of the projects, the Type B corporation is authorized to make expenditures related to the projects. § 505.160(a).

When must a Type B corporation publish notice of a proposed project?

- ▶ Type B corporations must publish notice of all projects pursuant to section 505.160(a) of Texas Local Government Code.

Can the MCDC grant or gift Type B proceeds to a business entity without a performance agreement?

- ▶ **Must have a performance agreement.**
Performance agreement must contain the following:
 - **schedule of additional payroll or jobs to be created or retained**
 - **schedule of capital investment to be made, and**
 - **specify the terms for any repayment.**
- **Tex. Loc. Gov't Code § 501.158.**

WHO ADMINISTERS AND OVERSEES THE TYPE B SALES TAX?

- Type B sales tax are administered by non-profit corporations – the MCDC.
- The corporations through a board of directors determine which projects to fund.
- City council retains approval authority over all expenditures of the corporation. § 501.073(a) and 501.054(b)(2).

Does City Council have to Approve Expenditures for Type B Projects?

- ▶ The MCDC has the power to expend the sales tax revenue.
- ▶ Yet, City Council retains authority to “approve all programs and expenditures of a corporation.” § 501.073(a).
- ▶ City Council’s oversight includes the authority to approve promotional expenditures as well.
 - ▶ Op. Tex. Att’y Gen. No. GA-0086 (2003).

Does City Council Appoint the Directors of the MCDC?

- The MCDC board of directors consists of seven (7) directors.
- Type B director must reside within the City of McKinney.
- Type B board members are appointed by City Council and can be removed with or without cause.

How Long a Term do Type B Board of Directors serve?

- ▶ Type B board members serve a two (2) year term. § 505.051(b).
- ▶ Under the MCDC Bylaws, board members may serve a total of three 2-year terms.

Who determines which board members serve as chairman, vice-chairman, secretary and treasurer of the corporation?

The board of directors appoint the officers to serve as chairman, vice-chair, secretary, and treasurer.

- Tex. Loc. Gov't Code § 505.053.

How long is the term for officers of the MCDC?

- ▶ The MCDC bylaws provide for a one-year term of office.
- ▶ If the certificate of formation or bylaws do not address the term of office, the officers are elected annually.
 - ▶ Tex. Loc. Gov't Code § 501.065(b).

What Constitutes a Quorum for the MCDC?

- ▶ A majority of the board constitutes a quorum.
- ▶ **Type B**: Four (4) members of the seven (7) member Type B board constitute a quorum.
- ▶ Tex. Loc. Gov't Code § 505.054.

Are the MCDC meetings subject to the Open Meetings Act?

- Yes. Type B corporations are subject to the Open Meetings Act. Sec. 501.072.

Is the MCDC subject to the Public Information Act?

- ▶ **Yes. Type B corporations are subject to the Public Information Act. Section 501.072.**

Can the MCDC amend its bylaws?

- ARE AUTHORIZED TO ADOPT AND AMEND BYLAWS NOT INCONSISTENT WITH:
 - CERTIFICATE OF FORMATION; OR
 - STATE LAW.
- AMENDMENTS TO THE BYLAWS MUST BE APPROVED BY RESOLUTION OF THE CITY COUNCIL.
 - Tex. Loc. Gov't Code § 501.064(c).

Economic Development Corporation Report

- Section 502.151 of the Texas Local Government Code provides the following:
- Requires all Type A & Type B's to submit an annual report to the State Comptroller's Office
- The report must be submitted by April 1st each year (formerly Feb. 1st) (S.B. 450 (2019)).
- \$200 penalty failure to file
- Comptroller must report to Legislature in even numbered years.

Economic Development Corporation Report

16



TEXAS COMPTROLLER OF PUBLIC ACCOUNTS

ECONOMIC DEVELOPMENT CORPORATION REPORT —Fiscal Year Ending 2003

Corporation name			
Contact person		Title	
Street address			
City		State TEXAS	ZIP code
Phone (Area code and number)	FAX (Area code and number)	E-mail address (if applicable)	Type of corporation <input type="checkbox"/> 4A <input type="checkbox"/> 4B

As required by Vernon's Ann. Civ. St. Art. 5190.6 §4C, please complete and return this form to the Comptroller's office by February 1, 2004. Your reply must be postmarked no later than February 1, 2004. Please use the enclosed self-addressed envelope. You may also complete and fax this form to 512/475-0864 no later than the due date. Failure to file a completed report form by February 1, 2004 may result in an administrative penalty. Instructions are on the back of this form.

1. Indicate your corporation's fiscal year _____
2. Check the corporation's primary economic development objective(s):
☐ Job Creation/Job Retention
☐ Tourism
☐ Sports Facilities/Recreation
☐ Infrastructure Projects
☐ Other (You may use a separate sheet to provide additional information, if desired.)
3. List the corporation's total revenues during the preceding fiscal year.

Sales Tax Revenue	\$
State/Federal Grants and Matching Contributions
Rental/Lease/User Fees Income
Bond Proceeds/Loans Obtained
Other Revenue
TOTAL FISCAL YEAR-END 2003 REVENUES	\$
4. List the corporation's total expenditures during the preceding fiscal year in each of the following categories:

Personnel	\$
Administration
Marketing and Promotion
Direct Business Incentives (Do not include payments to other taxing units)
Job Training
Debt Service
Capital Costs
Affordable Housing
Payments to Taxing Units (e.g., school districts, municipalities, counties, etc.)
Other
TOTAL FISCAL YEAR-END 2003 EXPENDITURES	\$
5. List the corporation's capital assets. (Exclude office equipment.)

.....
.....
.....

PERSON COMPLETING THE FORM

Print name		Title
Signature		Phone (Area code and number)

If you have questions concerning the instructions or survey, call the Comptroller's Local Government Assistance Division, toll free at 1-800-531-5441, ext. 9-4679. The Austin number is 512/469-4679.

Type B Sales Tax Permissible Projects



Tovar Rannar



Sec. 501.101. PROJECTS RELATED TO CREATION OR RETENTION OF PRIMARY JOBS.

In this subtitle, "project" includes the land, buildings, equipment, facilities, expenditures, targeted infrastructure, and improvements that are:

- 1) for the creation or retention of primary jobs; and
- 2) found by the board of directors to be required or suitable for the development, retention, or expansion of:
 - a) manufacturing and industrial facilities;
 - b) research and development facilities;
 - c) military facilities, including closed or realigned military bases;
 - d) transportation facilities, including airports, hangars, railports, rail switching facilities, maintenance and repair facilities, cargo facilities, related infrastructure located on or adjacent to an airport or railport facility, marine ports, inland ports, mass commuting facilities, and parking facilities;
 - e) sewage or solid waste disposal facilities; . . .



Sec. 501.101. PROJECTS RELATED TO CREATION OR RETENTION OF PRIMARY JOBS. (cont'd)

- f) recycling facilities;
- g) air or water pollution control facilities;
- h) facilities for furnishing water to the public;
- i) distribution centers;
- j) small warehouse facilities capable of serving as decentralized storage and distribution centers;
- k) primary job training facilities for use by institutions of higher education; or
- l) regional or national corporate headquarters facilities.



What is a “Primary Job”?

Tex. Loc. Gov’t Code § 501.002(12)

- **a job that is:**
 - **available at a company for which a majority of the products or services of that company are ultimately exported to regional, statewide, national, or international markets infusing new dollars into the local economy; and**
 - **is included in one of nearly sixteen (16) NAICS sector codes.**

What is a “Primary Job”? (cont’d)

- NAICS sector code categories include:
 - crop production;
 - animal production;
 - forestry and logging;
 - commercial fishing;
 - support activities for agriculture and forestry;
 - mining;
 - utilities;
 - manufacturing;
 - wholesale trade;
 - transportation and warehousing;
 - information
 - securities, commodity contracts, and other financial investments and related activities;
 - scientific research and development services;
 - management of companies and enterprises;
 - Telephone call centers;
 - correctional institutions; and
 - A job included within National Security sector number 928110.

Sec. 501.103. CERTAIN INFRASTRUCTURE IMPROVEMENT PROJECTS.



In this subtitle, “project” includes expenditures that are found by the board of directors to be required or suitable for infrastructure necessary to promote or develop new or expanded business enterprises, limited to:

- 1) streets and roads, rail spurs, water and sewer utilities, electric utilities, or gas utilities, drainage, site improvements, and related improvements;
- 2) telecommunications and Internet improvements; or
- 3) beach remediation along the Gulf of Mexico.

Sec. 502.052. USE OF TAX REVENUE FOR MASS TRANSIT-RELATED FACILITIES.

A corporation may, as authorized by the corporation's board of directors, spend tax revenue received under this subtitle for the development, improvement, expansion, or maintenance of facilities relating to the operation of commuter rail, light rail, or motor buses.

Sec. 505.152. PROJECTS RELATED TO RECREATIONAL OR COMMUNITY FACILITIES.



For purposes of this chapter, “project” includes land, buildings, equipment, facilities, and improvements found by the board of directors to be required or suitable for use for professional and amateur sports, including children's sports, athletic, entertainment, tourist, convention, and public park purposes and events, including stadiums, ball parks, auditoriums, amphitheaters, concert halls, parks and park facilities, open space improvements, museums, exhibition facilities, and related store, restaurant, concession, and automobile parking facilities, related area transportation facilities, and related roads, streets, and water and sewer facilities, and other related improvements that enhance any of the items described by this section.

Sec. 505.153. PROJECTS RELATED TO AFFORDABLE HOUSING.

For purposes of this chapter, "project" includes land, buildings, equipment, facilities, and improvements found by the board of directors to be required or suitable for the promotion of development and expansion of affordable housing, as described by 42 U.S.C. Section 12745.

Sec. 505.154. PROJECTS RELATED TO WATER SUPPLY FACILITIES AND WATER CONSERVATION PROGRAMS.

For purposes of this chapter, “project” includes land, buildings, equipment, facilities, and improvements found by the board of directors to be required or suitable for:

- 1) the development or improvement of water supply facilities, including dams, transmission lines, well field developments, and other water supply alternatives; or
- 2) the development and institution of water conservation programs, including incentives to install water-saving plumbing fixtures, educational programs, brush control programs, and programs to replace malfunctioning or leaking water lines and other water facilities.

See, Section 505.304 of Texas Local Government Code for ballot wording.

Sec. 505.155. PROJECTS RELATED TO BUSINESS ENTERPRISES THAT CREATE OR RETAIN PRIMARY JOBS.

For purposes of this chapter, "project" includes land, buildings, equipment, facilities, and improvements found by the board of directors to promote or develop new or expanded business enterprises that create or retain primary jobs, including:

- 1) a project to provide public safety facilities, streets and roads, drainage and related improvements, demolition of existing structures, general municipally owned improvements, and any improvements or facilities related to a project described by this subdivision; and
- 2) any other project that the board of directors in the board's discretion determines promotes or develops new or expanded business enterprises that create or retain primary jobs.

APPROVAL OF PROJECTS

Type B Corporations

Sec. 501.073. SUPERVISION BY AUTHORIZING UNIT.

- (a) The corporation's authorizing unit will approve all programs and expenditures of a corporation and annually review any financial statements of the corporation.
- (b) A corporation's authorizing unit is entitled to access to the corporation's books and records at all times.

Type B Corporations

Sec. 505.159. HEARING REQUIRED TO UNDERTAKE PROJECT.

- a) Except as provided by Subsection (b), a Type B corporation shall hold at least one public hearing on a proposed project before spending money to undertake the project.
- b) A Type B corporation the creation of which was authorized by a municipality with a population of less than 20,000 is not required to hold a public hearing under this section if the proposed project is defined by Subchapter C, Chapter 501.

Type B Corporations

Sec. 505.160. ELECTION REQUIRED FOR PROJECT; PETITION.

- a) A Type B corporation may undertake a project under this chapter unless, not later than the 60th day after the date notice of the specific project or general type of project is first published, the governing body of the authorizing municipality receives a petition from more than 10 percent of the registered voters of the municipality requesting that an election be held before the specific project or general type of project is undertaken. . . .

Type B Projects Approval Process

Procedural Steps - Generally:

- 1) Publish notice of project/public hearing in the newspaper (Section 505.160(a)) (Publication can occur later in the process)
- 2) Type B posts agenda (72 hours in advance)
- 3) Type B meeting
 - Conduct public hearing on project (Section 505.159(a))
 - Board takes action on the item (votes up or down the project)
- 4) City Council posts agenda (72 hours in advance)
- 5) City Council meeting
 - City Council takes action on the item (votes up or down the project)
- 6) Once 60 days runs from published notice (step 1) can fund the project (need a performance agreement) (Section 505.160(a))

PROMOTIONAL EXPENDITURES

Sec. 505.105. LIMITATION ON USE OF REVENUES FOR PROMOTIONAL PURPOSES.

A Type B corporation may spend not more than 10 percent of the corporate revenues for promotional purposes.

JOB TRAINING

Sec. 501.162. USE OF TAX REVENUE FOR JOB TRAINING.

A corporation may spend tax revenue received under this subtitle for job training offered through a business enterprise only if the business enterprise has committed in writing to:

- (1) create new jobs that pay wages that are at least equal to the prevailing wage for the applicable occupation in the local labor market area; or
- (2) increase its payroll to pay wages that are at least equal to the prevailing wage for the applicable occupation in the local labor market area.



THE END

The Texas Economic Development Sales Tax

A Primer for Local Officials

2019 Update

Background

The economic development sales tax was created in 1989 to give smaller Texas communities the financial resources to create top-flight economic development programs. Today, the tax is the undisputed workhorse of local economic development efforts, serving as the backbone of economic development programs in more than 600 communities and 700 economic development corporations (EDCs) across the state.

During the 2019 legislative session, the TEDC once again successfully advocated against bills that would have eroded the main purpose of the economic development sales tax -- that is to help create primary jobs and enhance the overall economic vitality of communities.

Recent Changes to the Economic Development Sales Tax

HB 1588 by Rep. Will Metcalf and its companion bill, SB 450 by Beverly Powell, changed the due date for an economic development corporation's annual report to be filed with the Texas Comptroller from February 1 to April 1.

The TEDC successfully advocated against **HB 1221** by Rep. Patterson which would have greatly expanded the definition of "project" and authorized the Type A and Type B corporations to use their funds for general infrastructure and projects related to public safety. The bill also created a section for expenditures to pay for improving public safety facilities, public safety equipment and first responders.

In the nearly 30 years since the economic development sales tax was enacted, the legislature has resisted efforts to expand the law to non-economic development purposes.

With the passage of HB 157 in the 84th Texas Legislative Session, cities have the ability to structure their Type A and Type B sales tax to meet the needs and desires of how to fund their municipal government and economic development programs, thereby rendering the 86th Legislative Session HB 1221 moot. As evidenced in the annual reports filed by the Type A and B corporations with the Texas Comptroller, many EDCs already fund general infrastructure projects that support economic development. In 2017 EDCs funded over \$300 million in infrastructure projects.

Key Terminology

Economic Development Corporations (EDCs) are legal entities with the statutory authority to spend economic development sales tax dollars. The EDCs are city-chartered and governed by a city-appointed board of directors. EDCs are referred to as either "Type A" or "Type B" depending on the type of economic development sales tax uses approved by the local voters.

Chapters 501-501, Local Government Code is the section of the Texas law that contains the rules governing the uses of the economic development sales tax, including eligible uses of revenues and procedures that must be followed to enact the tax.

The Texas Economic Development Sales Tax: A Primer for Local Officials - 2019 Update

1979 Development Corporation Act passed authorizing cities to create economic development corporations

1989 4A tax authorized to provide funding source for recruiting and retaining manufacturing and industrial projects.

1991 4B tax authorized for broader community development projects.

1997 State reporting requirement enacted. 4A corporations authorized to undertake 4B projects with voter approval.

1999 Allowable 4A and 4B projects expanded to include targeted infrastructure, job creation and retention, job training, and educational facilities.

2001 R&D facilities added as eligible projects. Training requirements established.

2005 Restrictions on retail incentives removed for certain communities. Certain sewer utilities, site improvements and military projects added as eligible projects. Call centers added to definition of primary jobs.

2007 Light or commuter rail, or motor buses added to eligible projects. Hangers, airport maintenance and repair and air cargo facilities, related infrastructure located on or adjacent to an airport added to eligible 4B projects.

2009 Statute re-codified into Local Government Code, effective 4/1/09.

2015 HB 157 passed authorizing a city to hold an election to reallocate sales tax revenue within the two percent local sales tax cap.

2019 Deadline to file annual reports with the Texas Comptroller changed to April 1.

Pursuant to the economic development sales tax law, most Type A projects must create or retain PRIMARY JOBS. Exceptions to this rule include business airports, port-related facilities, job training classes, career centers and certain infrastructure improvements that promote new and expanded business enterprises.

The economic development sales tax statute defines a PRIMARY JOB as a job: (1) available at a company for which a majority of the products or services of that company are ultimately exported to regional, statewide, national, or international markets, infusing new dollars into the local economy; and (2) included in one of the following sectors of the North America Industry Classification System (NAICS).

Eligible NAICS Codes

111	Crop Production
112	Animal Production
113	Forestry and Logging
11411	Commercial Fishing
115	Support Activities for Agriculture and Forestry
211 to 213	Mining
221	Utilities
311 to 339	Manufacturing
42	Wholesale Trade
48 and 49	Transportation and Warehousing
51	Information, excluding movie theaters (51213) and drive-in theaters (512132)
523-525	Securities, Commodity Centers, and Other Financial Investments and Related Activities; Insurance Carriers and Related Activities; Funds, Trusts and Other Financial Vehicles
5413, 5415, 5416, 5417 and 5419	Scientific Research and Development Services
551	Management of Companies and Enterprises
56142	Telephone Call Centers
92140	Correctional Institutions
928110	National Security

The Texas Economic Development Sales Tax: A Primer for Local Officials - 2019 Update

Type A Eligible Projects

- Land, buildings, equipment, facilities, improvements, and expenditures that are for the creation and retention of primary jobs and suitable for the development, retention, or expansion of the following types of projects: manufacturing, industrial, research & development, recycling, small warehouses, distribution centers, regional or national corporate headquarters, closed or realigned military bases, and primary job training facilities by higher education institutions
- Job training classes and career centers (no primary job requirement)
- Business airport facilities and port-related facilities
- Clean-up of contaminated project sites (with a special election and specific ballot language)
- Infrastructure assistance to retail or commercial projects
- Business-related sewer utilities and site improvements
- Beach remediation in Gulf communities required or suitable to promote or develop new or expanded business enterprise
- Projects designed to attract new military missions, prevent the closure of existing missions, and redevelop a closed or realigned military base
- General airport facilities for communities located 25 miles from the US/Mexico border only
- Light rail, commuter rail, or motor buses
- Type B projects with voter approval
- The City of Port Arthur is authorized to use the tax on certain general infrastructure, job training and university housing projects
- Ownership of a certain project based in Hidalgo County

Type B Eligible Projects

- Everything authorized under Type A, including retail and commercial projects with the same restrictions
- Water supply facilities (with a special election and specific ballot language)
- Projects that improve a community's quality of life, including parks, professional and amateur sport and athletic facilities, tourism and entertainment facilities, affordable housing, and other improvements or expenditures that promote new or expanded business activity that create or retain primary jobs.
- Projects designed to attract new military missions, prevent the closure of existing missions, and redevelop a closed or realigned military base.
- Sewer or solid waste disposal facilities in Hidalgo County
- Direct incentives for retail in communities with fewer than 20,000 residents and certain land-locked cities
- Hangers, airport maintenance and repair facilities, air cargo facilities, related infrastructure located on or adjacent to an airport facility
- Airport facilities provided that the eligible municipality enter into an approved development agreement with an entity that acquires a leasehold or other possessory interest from the economic development corporation
- Rail ports, rail switching facilities, marine ports, and inland ports

The Texas Economic Development Sales Tax: A Primer for Local Officials - 2019 Update

The Economic Development Sales Tax: Working for Texas

The economic development sales tax is the state's largest and most effective local revenue source for economic development. The best way to protect the tax for years to come is to use it with caution, care, and common sense.

The Texas Economic Development Council (TEDC) will continue to advocate, educate, and inform economic development professionals, local officials, and lawmakers on developments related to the tax, including best practices. The TEDC will continue to offer state-mandated training for local economic development officials, which provides the tools and knowledge needed to develop and implement effective economic development programs.

For More Information About the Economic Development Sales Tax

The Texas Municipal League (TML) publishes an Economic Development Handbook. This comprehensive document provides a legal and technical overview of Texas state and local economic development programs, including an extensive section on the economic development sales tax. Please visit <https://www.tml.org/185/Economic-Development-Handbook-2017>.

The Comptroller of Public Accounts (<https://comptroller.texas.gov>) provides extensive information on the economic development sales tax, links to relevant statutes, and a link to the online mandatory annual expenditure reporting form.

Key Contacts

Carlton Schwab
President & CEO
Texas Economic Development Council
Phone: 512-480-8432
Email: carlton@texasedc.org
Website: www.texasedc.org

Texas Comptroller's Local Government
Assistance
Phone: 800-531-5441 or 512-463-6073
Website: <https://comptroller.texas.gov>



TEXAS ECONOMIC DEVELOPMENT COUNCIL

1601 Rio Grande, Suite 455, Austin, Texas 78701
(512) 480-8432
www.texasedc.org
tedcinfo@texasedc.org

19-0889



TITLE: Minutes of the McKinney Community Development Corporation Meeting of September 26, 2019.

SUPPORTING MATERIALS:

[Minutes](#)

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

SEPTEMBER 26, 2019

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on September 26, 2019 at 8:00 a.m.

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

Absent: Board member Angela Richardson-Woods.

Staff Present: MCDRC President Cindy Schneible; City Manager Paul Grimes; Director of Parks and Recreation Michael Kowski; Assistant Director of Parks and Recreation Ryan Mullins; Financial Compliance Manager Chance Miller; Visit McKinney Communications Manager Beth Shumate; McKinney Marketing and Communications Director CoCo Good; McKinney Marketing and Communications Creative Services Manager Michelle Feldker; and MCDRC Administrative and Marketing Coordinator Linda Jones.

Council Members Present: Scott Elliott and Frederick Frazier.

There were numerous guests present.

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

- 19-0791 & 19-0792** Chairman Kuehn called for action on the minutes of the McKinney Community Development Corporation meeting of August 22, 2019 and the minutes of the McKinney Community Development Corporation Marketing Subcommittee meeting of August 20, 2019. Board members unanimously approved a motion by Board member Barnes-Tilley, seconded by Treasurer Glew, to approve both sets of minutes.
- 19-0790** Chairman Kuehn called for the Financial Report. Chance Miller, Finance Compliance Manager, stated that the August revenues reflect the sale of the MCDRC share of the Sheraton which was a little over \$900,000. The

proceeds are recorded in the fund balance. Expenditures were a little over \$240,000. Excluding the Sheraton sale, there was an increase in net position of just over \$1 million. The August sales tax collections were basically equal to the same period of last year, and the year-to-date sales tax collections are up 4.8% from 2018. Mr. Miller added that the City Council approved the budget at its last meeting. He stated that we have four more days in this fiscal year, and things are prepped and ready to begin the new fiscal year. Mr. Miller asked for questions, and there were none. Chairman Kuehn called for discussion on the Checks Issued report, and there was none.

19-0793 Chairman Kuehn called for Board and Liaison Updates.

City of McKinney. City Manager Paul Grimes restated that the \$158 million operating budget and the \$540 million all funds budget were approved by the Council last week. The audit process for FY19 is now underway. Mr. Grimes announced that Raytheon is not just investing in a new 200,000 square foot facility, but is currently expanding its existing space with a \$2 million investment. HUB 121 continues to progress, and permits have been issued for two retail/restaurant buildings totaling 17,700 square feet with a combined valuation of over \$2 million. He stated that the City's permit activity for single family residences is behind the last few years, with 1,078 this year compared to 1,754 last year. Valuation is down to \$351 million from \$570 million from this time last year. Mr. Grimes asked for questions, and there were none. He thanked Chairman Kuehn and Vice Chairman Clarke for their time serving on the MCDC Board.

Visit McKinney. Communications Manager Beth Shumate stated that Vanesa Rhodes is attending a small market meeting conference in Wisconsin. Ms. Shumate announced that the *Weekend Update* has a new format, and she invited those who aren't already receiving it to sign

up. The “McKinney to Munich” contest has just under 39,000 entries. Visit McKinney will have a “Picture Yourself in Munich” booth at Oktoberfest. The Visit McKinney Board met this week at the new Springhill Suites. It’s a beautiful hotel, and they were wonderful hosts for the meeting. Ms. Shumate offered thanks to the McKinney Marketing and Communications Department for their help refreshing the strategic plan document, which has been approved by their Board. She added that planning for the NCAA game is well underway. The game is December 21 at 2:00 p.m., and *d2mckinney.com* has all the details. Ms. Shumate stated appreciation for the partnership they have had with Chairman Kuehn and Vice Chairman Clarke. Ms. Shumate asked for questions, and there were none. Chairman Kuehn complimented Visit McKinney on the work they are doing.

McKinney Economic Development Corporation. Chairman Kuehn directed the Board to the MEDC report attached.

McKinney Main Street/MPAC. President Schneible stated that Oktoberfest starts tomorrow and features the addition of a Happy Hour that starts at noon on Friday with half priced beer and specials on food.

McKinney Parks and Recreation. Michael Kowski, Director of Parks and Recreation, announced that Party on the Patio events are happening at the Community Center, and these are BYOB. The Senior Recreation Center is hosting a special exhibit today that focuses on loneliness in the 75069 zip code area. Fourteen members of the Senior Rec Center journaled and photographed day-to-day activities, then met with UNT to discuss results. This project is designed as an avenue to reach out to seniors and better engage them in the opportunities offered in McKinney. The grand opening of Fitzhugh Park is October 9 at 4:15 p.m. This is a complete refresh of the park that includes new playground equipment and a brand new sport court donated by Nancy Lieberman and her charity. As a result of working with a charity, the old playground at

Fitzhugh will be shipped and set up to benefit an area outside of the U.S.

Fitzhugh Park is located at east of Highway 5 off of Standifer. George Webb Park will open in mid-October. October events include movies in the neighborhood, Halloween events, a pumpkin dunk at Apex and a journey to the Community Center. Trick or Treat Trails will be held October 26 at Towne Lake this year. Mr. Kowski offered thanks to Chairman Kuehn and Vice Chairman Clarke for their service, support and leadership. Mr. Kowski asked for questions, and there were none.

Chairman Kuehn called for Board comments. Secretary Brewer thanked Chairman Kuehn and Vice Chairman Clarke for how they have served and led the MCDC for the past six years. She reminded the Board of the many grants for projects and events that have been approved and/or completed during their tenure. Treasurer Glew specifically thanked Vice Chairman Clarke for his participation in every event and for taking the time to fully understand all aspects of every organization that presents to the Board. He added that Vice Chairman Clarke humbly volunteers for any job that needs to be done at an event. Treasurer Glew shared that he really appreciates Chairman Kuehn's leadership which combines professionalism with compassion mixed with an element of fun. Board member McGill expressed that Chairman Kuehn and Vice Chairman Clarke have truly made the concept of leadership come to life by serving and setting the bar high for the remaining and future board members. Board member Barnes-Tilley added her appreciation for all that Chairman Kuehn and Vice Chairman Clarke have done to lead and serve. President Scheible presented Chairman Kuehn and Vice Chairman Clarke with a framed board photo and a book about McKinney titled "The First 150 Years" and autographed by the author, Julia Vargo. Secretary Brewer then presented Chairman Kuehn with an engraved crystal gavel.

Chairman Kuehn called for Citizen Comments. Many citizens and organization leaders expressed their gratitude to Chairman Kuehn and Vice Chairman Clarke. Citizens who spoke included Celeste Cox on behalf of Habitat for Humanity, Councilman Scott Elliott, Empress Drane on behalf of Roslyn Miller, Executive Director of McKinney

Housing Authority, Councilman Frederick Frazier, David Riche, Amber Kuehn, Noah Kuehn and Boston Kuehn.

19-0794 Chairman Kuehn called for the President's Report. President Schneible expressed her appreciation to Chairman Kuehn and Vice Chairman Clarke for their service and leadership with the MCDC Board. One of the hallmarks of the Board has been the high standards that each member has lived up to. She thanked them for their vital interest in the community and their investment in personal time both at our meetings and in the community. She acknowledged that both Chairman Kuehn and Vice Chairman Clarke have exemplified a spirit of collaboration that is greatly appreciated. Ms. Schneible stated that it has been a privilege to work for these men; and even more importantly, as a McKinney resident, Ms. Schneible truly appreciates the work they have accomplished as members of the MCDC Board. Ms. Schneible reminded the Board of Oktoberfest and Crape Myrtle Trails run this Saturday and the McKinney Wine and Music Festival on October 19. She stated that Roslyn Miller of the McKinney Housing Authority shared that they plan to begin moving residents back into Merritt McGowan Manor at the end of October. She announced that the monument signage MCDC funded at Chestnut Square is installed and looks great. She also shared that she attended an event at the Collin County History Museum which focused on a McKinney resident who was part of the Bonnie and Clyde gang, and she encouraged the Board to attend events at the museum. Ms. Schneible directed the Board to the reports attached. Ms. Schneible asked for questions, and there were none.

19-0795 Chairman Kuehn called for consideration/discussion/action on a proposal for a MCDC rebranding and marketing campaign. President Schneible introduced Michelle Feldker, Creative Services Manager for the City of McKinney Communications and Marketing Department. Ms.

Feldker stated that the marketing department established the proposed campaign based on the Board's input from the April discussion. She stated that the goals of the new campaign are: (1) to improve communications of sponsored programs, projects and grants; (2) to educate residents that sales tax revenue provides the ability for MCDC to fund projects; and (3) to be more strategic about sharing the "your sales tax" message. She defined the general messaging topics and target audience(s) for each. For residents, the goals are to educate about sales tax generation and reinvestment, as well as to promote projects, programs and events, and to promote the MCDC. For visitors, the goals are to promote sponsored events and the MCDC. Ms. Feldker introduced a new corporate identity which included a new logo and designs for business cards, letterhead and mockups for additional pieces. She then presented a resident-focused education campaign which introduces a new logo featuring "*Buy McKinney -- Spend it here. Keep it here.*" Ads will educate residents about the half-cent sales tax that is generated from shopping/dining in McKinney and then reinvested into the community to improve quality of life. The ads would also include an "*It's My McKinney – My sales tax dollars support this!*" icon. The "*It's My McKinney*" campaign would be used to promote MCDC projects and events to McKinney residents. Plans to promote events to visitors would include similar design elements but would omit the "*It's My McKinney*" references. Additional event promotion materials include a trifold, pull-up signs, large banners and yard signs. She added that based on feedback from the MCDC Marketing Subcommittee, some strategies will need to be discussed further before finalizing collateral pieces. Ms. Feldker presented specific paid advertising channels which would include *Community Impact*, the Historic Preservation calendar, McKinney Chamber's resource guide and map, and *Community Impact* digital for Frisco and McKinney. These would be utilized along with no-cost

advertising with Apex radio, City of McKinney e-newsletter, Facebook events, the Parks guide and general social media. She presented a specific advertising campaign through April 2020 totaling \$13,156, with a projected annual advertising budget of \$20,000-\$25,000 across all markets and messages. If the Board approves the new campaign, next steps will be to determine a phased in launch schedule, confirm event details, finalize materials, prepare branding guidelines, update the website, and develop processes for tracking collateral materials and obtaining information from grant recipients to be used in future collateral. Ms. Feldker asked for questions and comments. Board member McGill thanked Ms. Feldker for accommodating subcommittee member schedules and for the thoroughness of the campaign. She stated that the new campaign and advertising plan are fully on target, and added that it will lead the public to truly understand what the MCDC does. Chairman Kuehn asked if there could be consideration to creating a hashtag that ties to the campaign. He also asked if one of the logos would be available for retailers as a window cling or something similar. Ms. Feldker stated that a window cling has been developed. She stated that MCDC does not currently have an Instagram presence, but marketing is open to a discussion of expanding MCDC's social media offerings. She added that many of the concepts presented today can be taken further for use in other media. Treasurer Glew suggested that if a hashtag is developed, it should be centered around the message of "buy McKinney" not focused on "MCDC." He added that the design and marketing plan are on target, and that the branding appeals to those making shopping decisions. Chairman Kuehn added that the red button logo is something that should be used to consistently communicate the message of your tax dollars at work. Ms. Feldker agreed and stated that there is a focus on education each quarter of the campaign. Treasurer Glew commented that the campaign investment needs to be heavy during the times that our funded

events are doing their marketing. Ms. Feldker replied that the plan will be evaluated each month and will be based on what MCDC is funding. The promotional channels are selected based upon what MCDC has typically funded in the past. Board member Barnes-Tilley agreed that this campaign is on target and addresses the concerns that the Board stated at their earlier meeting. Treasurer Glew asked if there could potentially be permanent signage in the parks to emphasize the educational message. Ms. Feldker stated that they can discuss the idea with Parks and Recreation. Vice Chairman Clarke commented that the education piece was missing before and is a critical part of the campaign, especially the message that MCDC supports the parks in such a major way. Chairman Kuehn added that the focus of education needs to include that the money MCDC grants does not come from the general City budget. Board members unanimously approved a motion by Secretary Brewer, seconded by Board member Barnes-Tilley, to approve the proposal for MCDC rebranding and marketing campaign.

Chairman Kuehn called for Board comments. Vice Chairman Clarke thanked everyone for their support of the Board. He stated that his participation in Leadership McKinney was the springboard to his getting involved in various boards. He added that McKinney is near and dear to his heart, and the last six years serving on MCDC and prior to that the Parks board has been amazing. Additionally, he has appreciated the privilege to work with other volunteer and staff leaders. He stated that it has been an honor to serve the City, and he will be continuing to serve as an alternate on the McKinney Housing Finance Corporation Board and as a member of the Chestnut Square Board. He thanked President Schneible for encouraging him to apply to the Board and for her leadership. He added his thanks to Chairman Kuehn for his guidance, support and leadership. Chairman Kuehn recalled his visit to the MCDC during his Leadership McKinney experience and knowing at that time that the MCDC board is where he wanted to serve. He stated his belief that God had a hand in his selection to this board, and added that he is grateful for the opportunity to serve in this way and thankful he has been allowed to serve alongside

such great staff and volunteer leadership. He added that he appreciates that the MCDC board is not about individuals, but that it has consistently been seven people sharing their opinions and hearts and knowledge to make McKinney better for everyone. He acknowledged the leadership role that President Schneible fills perfectly, as she guides the Board. He added that it amazing to recollect how many projects the MCDC has been a part of over the last six years. He expressed the legacy he imparts on his sons is that when God gives you an opportunity, make the best of it. He stated that the Board has been like a family to him, demonstrating that we can all be stronger when we work together coming alongside organizations and helping them enhance their ideas. He stated that he will be taking a year off, with hopes of serving on this board again or in another capacity for the City. He thanked his wife for supporting all of the events and opportunities that he has had through MCDC. Chairman Kuehn again acknowledged that none of what the MCDC does could be accomplished without the leadership, dedication and focus of President Schneible.

Chairman Kuehn stated that there would be no Executive Session.

Chairman Kuehn called for a motion to adjourn. Board members approved a motion by Board member McGill, seconded by Board member Barnes-Tilley, to adjourn with a vote of 4 - 2 - 0, with Vice Chairman Clarke and Chairman Kuehn voting no. The meeting was adjourned at 9:14 a.m.

KURT KUEHN
Chairman



19-0890

TITLE: Board and Liaison Updates

Board Chair

City of McKinney

Visit McKinney

McKinney Economic Development Corporation

McKinney Main Street/MPAC

McKinney Parks and Recreation

SUPPORTING MATERIALS:

[Visit McKinney Report](#)

[MEDC Report](#)



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/Warzusa 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.

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



19-0891

TITLE: Financial Report

SUPPORTING MATERIALS:

[September 2019 Financial Report](#)
[September 2019 Transmittal Letter](#)
[September 2019 Checks Issued](#)

McKinney Community Development Corporation
Summary Operating Statement
September 2019 Preliminary (100% 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 Receipts	\$ 14,206,739	\$ 1,216,602	\$ 14,006,205	\$ 200,534	98.6%	\$ 1,183,895	\$ 32,707	\$ 14,206,739	\$ (200,534)
Interest Income	1,200,000	100,438	1,369,417	(169,417)	114.1%	100,000	438	1,200,000	169,417
Miscellaneous Revenue	-	200	400	(400)	-	-	200	-	400
Gain/Loss on Sale	-	-	908,495	(908,495)	-	-	-	-	908,495
Total Revenues	\$ 15,406,739	\$ 1,317,240	\$ 16,284,517	\$ (877,778)	105.7%	\$ 1,283,895	\$ 33,345	\$ 15,406,739	\$ (31,117)

Expenses	FY19 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Spent	Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
MCDC Operations									
Personnel Expense	\$ 274,199	\$ 29,056	\$ 270,948	\$ 3,251	98.8%	\$ 22,850	\$ (6,206)	\$ 274,199	\$ 3,251
Supplies Expense	16,250	(422)	4,532	11,718	27.9%	1,354	1,776	16,250	11,718
Maintenance Expense	3,000	-	-	3,000	0.0%	250	250	3,000	3,000
Services/Sundry	303,118	11,763	193,204	109,914	63.7%	25,260	13,497	303,118	109,914
Total Administrative	\$ 596,567	\$ 40,398	\$ 468,685	\$ 127,882	78.6%	\$ 49,714	\$ 9,316	\$ 596,567	\$ 127,882

Projects									
Community Grants & Projects	\$ 6,813,834	\$ 44,336	\$ 621,819	\$ 6,192,015	9.1%	\$ 567,820	\$ 523,484	\$ 6,813,834	\$ 6,192,015
Other Project Expenses	48,000	1,440	36,848	11,152	76.8%	4,000	2,560	48,000	11,152
Total Projects	\$ 6,861,834	\$ 45,776	\$ 658,667	\$ 6,203,167	9.6%	\$ 571,820	\$ 526,044	\$ 6,861,834	\$ 6,203,167

Non-Departmental									
Administrative Fee to GF	\$ 175,000	\$ 14,583	\$ 175,000	\$ 0	100.0%	\$ 14,583	\$ -	\$ 175,000	\$ -
Insurance & Risk Fund	549	46	549		100.0%	46	-	549	-
Park Construction Fund	19,025,567	451,170	2,006,835	17,018,732	10.5%	1,585,464	1,134,294	19,025,567	17,018,732
Aquatic Center - Neutrality	775,270	-	-	775,270	0.0%	64,606	64,606	775,270	775,270
MPAC	375,000	31,250	375,000	-	100.0%	31,250	-	375,000	-
MCDC Debt Service Payments	990,000	-	990,000	-	100.0%	82,500	82,500	990,000	-
MCDC Debt Service I & S	730,792	-	730,792	(0)	100.0%	60,899	60,899	730,792	(0)
Paying Agent	1,000	-	400	600	40.0%	83	83	1,000	600
Capital Equip/Construction-Aquatic Center	31,243	-	28,608	2,635	91.6%	2,604	2,604	31,243	2,635
Total Non-Departmental	\$ 22,104,421	\$ 497,049	\$ 4,307,184	\$ 17,797,237	19.5%	\$ 1,842,035	\$ 1,344,986	\$ 22,104,421	\$ 17,797,237

Total Expenses	\$ 29,562,822	\$ 583,223	\$ 5,434,536	\$ 24,128,286	18.4%	\$ 2,463,569	\$ 1,880,346	\$ 29,562,822	\$ 24,128,285
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Net	\$ (14,156,083)	\$ 734,017	\$ 10,849,980			\$ (1,179,674)	\$ 1,913,691	\$ (14,156,083)	\$ 25,006,063
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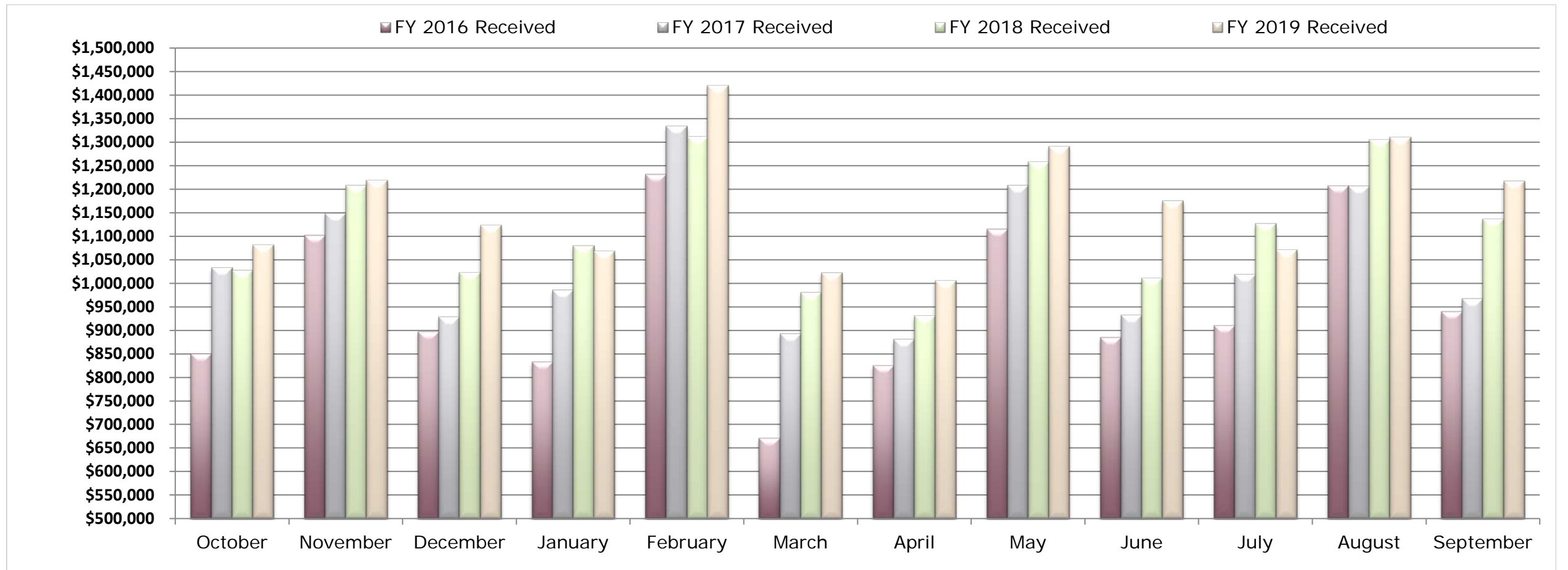
FY19 Beginning Fund Balance	\$ 46,936,646
Add FY19 Budgeted Revenue	15,406,739
Less FY19 Budgeted Expenses	(29,562,822)
FY19 Projected Ending Fund Balance	\$ 32,780,563

McKinney Community Development Corporation
Project Details - September 2019 Preliminary

Community 4B Projects	FY Board Approved	Project Code	Budget FY19	Monthly Actual	YTD Actual	Budget Balance
McKinney Housing Authority (Merritt McGowan Manor)	2016-2017	4B1707	\$ 175,000	\$ -	\$ 175,000	\$ -
Collin County History Museum (McKinney Then and Now)	2017-2018	4B1801	7,038	-	7,038	-
Boys and Girls Club of Collin County (Repair)	2017-2018	4B1803	30,000	-	29,875	125
HUB 121	2017-2018	4B1805	400,000	-	-	400,000
Habitat for Humanity of Collin County (Cotton Groves)	2017-2018	4B1806	828,734	17,809	157,558	671,176
McKinney Main Street	2017-2018	4B1809	35,000	-	33,320	1,680
Heritage Guild of Collin County	2017-2018	4B1810	75,000	-	30,307	44,693
Habitat for Humanity of Collin County (Critical Home Repair)	2018-2019	4B1901	80,000	16,264	28,456	51,544
City of McKinney - Apex Centre (Future Expansion)	2018-2019	4B1902	-	-	-	-
McKinney Parks Foundation (Picnic Tables and Benches)	2018-2019	4B1903	2,000	-	-	2,000
Collin County History Museum (Photo Boards)	2018-2019	4B1904	4,007	-	-	4,007
Heard Craig - Upgrades to Carriage House	2018-2019	4B1905	12,790	-	-	12,790
Salvation Army - Replacement of gymnasium floor	2018-2019	4B1906	33,918	-	-	33,918
Heritage Guild of Collin County (Projects at Chestnut Square Historic	2018-2019	4B1907	59,500	6,508	10,746	48,754
North Texas Family Health Foundation-Federally Qualified Health	2018-2019	4B1908	800,000	-	-	800,000
City of McKinney - Department of Housing and Community Dev	2018-2019	4B1909	-	-	-	-
McKinney Main Street - Neon Signs for Historic Cultural District	2018-2019	4B1911	60,000	-	-	60,000
Boys and Girls Club of Collin County - (Gym floor McKinney Club)	2018-2019	4B1912	135,000	-	-	135,000
Undesignated FY 2019 Budget			44,942	-	-	44,942
Total Community 4B Projects			\$ 2,782,929	\$ 40,581	\$ 472,301	\$ 2,310,629
Promotional and Event Grants	FY Board Approved	Project Code	Budget FY19	Monthly Actual	YTD Actual	Budget Balance
Collin County History Museum - WWI Commemoration	2017-2018	PC1801	\$ 1,700	\$ -	\$ 1,700	\$ -
Heritage Guild - Tour de Coop, Farmers Market, Ice Cream Crank-	2017-2018	PC1808	1,436	-	1,232	204
Collin County Master Gardeners	2017-2018	PC1814	9,000	-	8,869	131
Heard Craig Center for the Arts/Schon Everywhere	2017-2018	PC1815	5,150	-	5,150	-
Crape Myrtle Trails Foundation of McKinney	2017-2018	PC1816	8,000	-	6,887	1,113
SBG Hospitality	2017-2018	PC1817	13,350	-	13,350	-
McKinney Main Street	2017-2018	PC1818	15,000	-	15,000	-
McKinney Rotary Club Foundation	2017-2018	PC1819	5,000	-	5,000	-
Heard Wildlife Museum	2017-2018	PC1821	2,500	-	2,488	12
Heritage Guild of Collin County	2017-2018	PC1822	12,000	-	12,000	-
Heritage Guild of Collin County	2018-2019	PC1901	7,500	-	7,500	-
Collin County History Museum	2018-2019	PC1902	11,675	-	7,414	4,261
St. Peter's Episcopal	2018-2019	PC1903	7,500	-	7,500	-
McKinney Main Street	2018-2019	PC1904	15,000	-	15,000	-
Bernard Game Day Foods/Community Garden Kitchen	2018-2019	PC1905	6,700	-	5,907	793
Kiwanis Club of McKinney	2018-2019	PC1906	2,500	-	-	2,500
ManeGait Therapeutic Horsemanship	2018-2019	PC1907	8,000	-	8,000	-
SBG Hospitality	2018-2019	PC1908	15,000	-	14,999	1
Heritage Guild of Collin County	2018-2019	PC1909	12,500	3,755	3,755	8,745
Crape Myrtle Trails Foundation	2018-2019	PC1911	8,000	-	-	8,000
Direction 61:3	2018-2019	PC1912	4,000	-	-	4,000
McKinney Rotary Club	2018-2019	PC1913	6,000	-	-	6,000
SBG Hospitality	2018-2019	PC1914	10,000	-	-	10,000
McKinney Main Street	2018-2019	PC1915	15,000	-	-	15,000
McKinney Lacrosse Club	2018-2019	PC1916	6,000	-	-	6,000
McKinney ISD Department of Athletics	2018-2019	PC1917	14,625	-	-	14,625
Undesignated FY 2019 Budget			-	-	-	-
Total Promotional & Event Grants			\$ 223,135	\$ 3,755	\$ 141,750	\$ 81,385
Retail Development Infrastructure Grants	FY Board Approved	Project Code	Budget FY19	Monthly Actual	YTD Actual	Budget Balance
Local Yocal Farm to Market	2018-2019	RI1901	\$ 7,769	\$ -	\$ 7,769	\$ -
Undesignated FY 2019 Budget			0	-	-	0
Total Retail Development Infrastructure Grants			\$ 7,769	\$ -	\$ 7,769	\$ 0
Special Projects	FY Board Approved	Project Code	Budget FY19	Monthly Actual	YTD Actual	Budget Balance
Star Center Expansion	2016-2017	4B1701	\$ 500,000	\$ -	\$ -	\$ 500,000
Craig Ranch Hotel	2018-2019	4B1704	3,000,000	-	-	3,000,000
City of McKinney - Apex Centre (Future Expansion)	2018-2019	4B1902	150,000	-	-	150,000
City of McKinney - Department of Housing and Community Dev	2018-2019	4B1909	150,000	-	-	150,000
Total Special Projects			\$ 3,800,000	\$ -	\$ -	\$ 3,800,000
Park Construction Fund	FY Board Approved	Project Code	Budget FY19	Monthly Actual	YTD Actual	Budget Balance
Finch Park Phase IV	2017-2018	PK1211	\$ 1,250,000	\$ -	\$ -	\$ 1,250,000
Hike & Bike Trail Construction	2016-2017	PK1213	270,000	-	-	270,000
Prosper ISD Neighborhood Park	2016-2017	PK1643	705,000	-	-	705,000
Land Acquisition 2016-17	2016-2017	PK1701	1,284,154	-	4,826	1,279,329
Cottonwood Park Redevelopment	2018-2019	PK1737	2,150,000	-	-	2,150,000
Gabe Nesbitt Community Park Improvements	2017-2018	PK1806	1,158,950	-	-	1,158,950
Oak Hollow Golf Course Upgrades	2018-2019	PK1822	150,000	-	84,740	65,260
JMAC Improvements	2018-2019	PK1823	175,000	-	160,805	14,195
Gray Branch Community Park Phase I	2016-2017	PK2206	1,270,000	-	-	1,270,000
Frisco ISD Neighborhood Park (Westridge 3)	2015-2016	PK3224	1,325,000	282,120	1,139,511	185,489
Parks Accessibility	2016-2017	PK4325	196,093	-	12,446	183,647
Rauschhaupt PK Restroom Renovation	2017-2018	PK4392	500,000	-	-	500,000
Senior Center Exp (15K SF New+23K SF)	2017-2018	PK4394	1,367,602	-	59,098	1,308,504
Gabe Nesbitt Tennis CTR Expansion	2015-2016	PK4396	2,698,768	-	-	2,698,768
Old Settler's Renovation	2018-2019	PK4398	4,100,000	169,050	545,409	3,554,591
Parks Projects (Umbrella)	2018-2019	PK4399	225,000	-	-	225,000
Erwin Park Development - Phase I	2016-2017	PK9143	200,000	-	-	200,000
Total Parks Construction Projects			\$ 19,025,567	\$ 451,170	\$ 2,006,835	\$ 17,018,732
Aquatic Center Finishout	2014-2015	4B1800	\$ 31,243	\$ -	\$ 28,608	\$ 2,635
* Other City of McKinney Projects in Eco/Comm Project Allocations						

McKinney Community Development Corporation
Sales Tax Revenue
September 2019 Preliminary (100% of FY Complete)

Month Received	FY 2014 Received	FY 2015 Received	FY 2016 Received	FY 2017 Received	FY 2018 Received	FY 2019 Received	Difference to FY 2018	Variance to FY 2018	% of Budget
October	\$780,694	\$809,613	\$851,178	\$1,032,847	\$1,026,985	\$1,081,713	\$54,728	5.3%	7.6%
November	938,090	982,351	1,101,106	1,148,939	1,208,295	1,219,028	10,733	0.9%	8.6%
December	770,221	826,009	897,304	929,699	1,023,356	1,123,713	100,357	9.8%	7.9%
January	744,988	821,731	833,503	985,393	1,079,316	1,068,303	(11,013)	-1.0%	7.5%
February	1,043,205	1,136,044	1,231,183	1,334,043	1,312,944	1,420,142	107,198	8.2%	10.0%
March	681,914	764,445	671,518	891,649	980,238	1,021,757	41,519	4.2%	7.2%
April	677,086	716,258	825,953	880,093	930,962	1,006,335	75,372	8.1%	7.1%
May	978,399	1,031,572	1,114,575	1,208,091	1,258,169	1,291,030	32,861	2.6%	9.1%
June	765,309	820,908	884,501	932,936	1,011,758	1,174,600	162,842	16.1%	8.2%
July	787,000	840,355	910,886	1,019,409	1,125,759	1,072,098	(53,661)	-4.8%	7.5%
August	980,251	1,055,774	1,207,558	1,206,441	1,306,035	1,310,882	4,847	0.4%	9.2%
September	928,323	1,013,186	938,767	967,150	1,136,996	1,216,602	79,606	7.0%	8.5%
Total	\$10,075,479	\$10,818,246	\$11,468,033	\$12,536,690	\$13,400,813	\$14,006,204	\$605,391	4.5%	98.6%

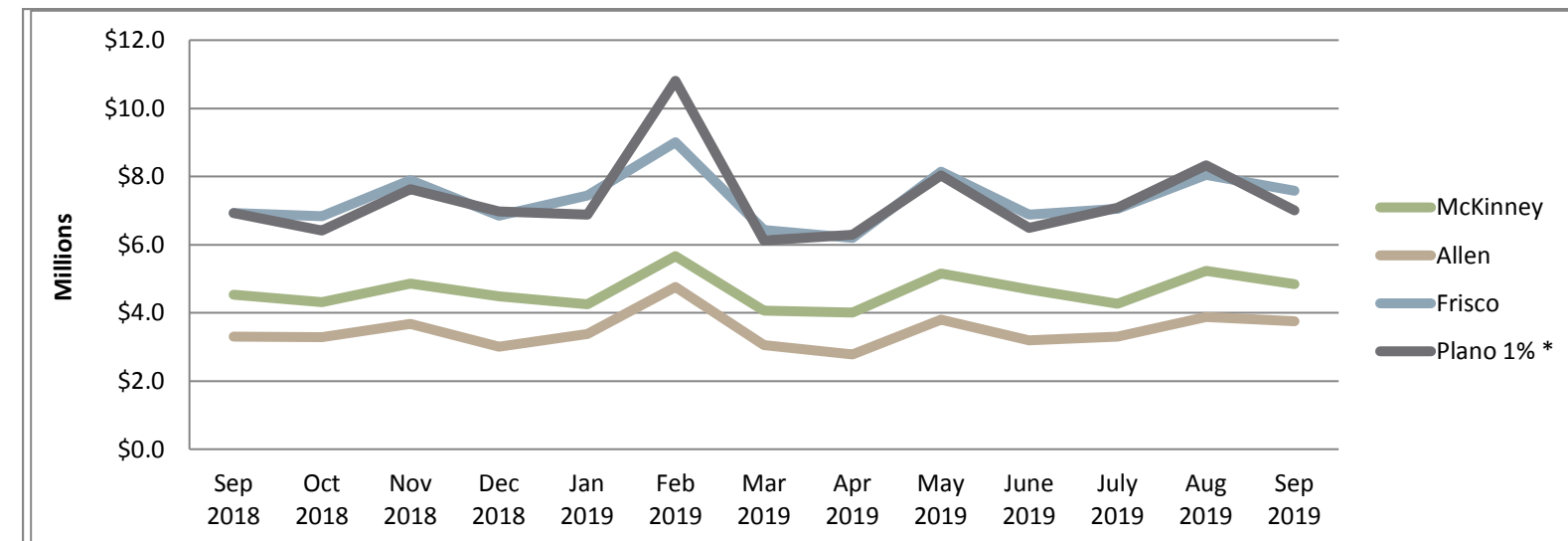


TOTAL SALES TAX COLLECTED

Sister City Comparison

September 2019	McKinney	Allen	Frisco	Plano (1%) *
Diff to LY	\$317,717	\$460,577	\$642,409	\$75,961
Var to LY	7.0%	14.0%	9.3%	1.1%

Year To Date	McKinney	Allen	Frisco	Plano (1%) *
Diff to LY	\$2,409,070	\$2,333,152	\$2,123,682	-\$1,399,713
Var to LY	4.5%	5.9%	2.5%	-1.6%



Year-to-Date Collections

FY 2018	McKinney	Allen	Frisco	Plano 1% *
Oct 2017	\$4,095,706	\$2,345,746	\$6,516,345	\$6,469,308
Nov 2017	4,817,501	3,743,244	7,560,058	7,425,871
Dec 2017	4,077,717	2,609,680	6,423,786	6,797,189
Jan 2018	4,301,538	2,769,814	6,925,012	7,035,464
Feb 2018	5,236,029	4,356,186	9,244,372	10,109,294
Mar 2018	3,905,255	2,906,383	6,553,487	6,502,224
Apr 2018	3,708,130	2,819,091	6,003,234	5,831,763
May 2018	5,016,937	3,934,449	8,118,437	8,396,951
June 2018	4,031,313	3,119,123	6,808,910	6,364,601
July 2018	4,487,248	3,448,476	7,009,090	9,057,538
Aug 2018	5,208,337	4,220,764	8,138,941	8,527,482
Sep 2018	4,531,859	3,295,763	6,933,382	6,927,771
FY 2018 Total	\$53,417,569	\$39,568,719	\$86,235,054	\$89,445,455

FY 2019	McKinney	Allen	Frisco	Plano 1% *
Oct 2018	\$4,310,922	\$3,290,122	\$6,841,118	\$6,413,690
Nov 2018	4,859,750	3,670,160	7,887,283	7,623,824
Dec 2018	4,478,421	3,013,753	6,844,712	6,976,214
Jan 2019	4,256,807	3,385,046	7,447,778	6,883,382
Feb 2019	5,664,055	4,759,140	9,004,963	10,807,698
Mar 2019	4,070,523	3,054,591	6,432,401	6,123,392
Apr 2019	4,008,805	2,780,470	6,198,347	6,289,649
May 2019	5,147,563	3,800,263	8,137,697	8,026,025
June 2019	4,681,773	3,198,738	6,882,169	6,485,856
July 2019	4,271,664	3,307,837	7,057,771	7,088,178
Aug 2019	5,226,781	3,885,411	8,048,707	8,324,101
Sep 2019	4,849,576	3,756,340	7,575,791	7,003,733
FY 2019 Total	\$55,826,639	\$41,901,871	\$88,358,736	\$88,045,742

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

McKinney Community Development Corporation

Balance Sheet September 2019 Preliminary

	MCDC Operations	MCDC Long Term Debt	General Fixed Assets	Consolidated
Assets				
Cash and Cash Equivalents	\$ 215,229	\$ -	\$ -	\$ 215,229
Investments	57,284,241	-	-	57,284,241
Interest Receivable - Investments	23,565	-	-	23,565
Accounts Receivable	2,296,651	-	-	2,296,651
Security Deposits	4,852	-	-	4,852
Prepaid Items	-	-	-	-
Discounts on Investments	(6,437)	-	-	(6,437)
Capital/Land	-	-	4,970,062	4,970,062
Capital/Land Improvements (Net of Depreciation)	-	-	1,723,897	1,723,897
Capital/Construction in Progress*	-	-	-	-
GASB 68 & 75/TMRS Actuarial	-	6,123	-	6,123
GASB 68 & 75/TMRS Investment	-	10,123	-	10,123
GASB 68 & 75/TMRS Contributions	-	16,535	-	16,535
GASB 68 & 75/OPEB Actuarial	-	6	-	6
GASB 68 & 75/OPEB Assumption Change	-	1,409	-	1,409
GASB 68 & 75/OPEB Contributions	-	73	-	73
General Long Term Debt	-	21,598,610	-	21,598,610
Total Assets	\$ 59,818,101	\$ 21,632,879	\$ 6,693,958	\$ 88,144,938
Liabilities				
Vouchers Payable	\$ 8,208	\$ -	\$ -	\$ 8,208
Accrued Payroll Payable	9,685	-	-	9,685
Compensated Absences	-	38,401	-	38,401
Retainage Payable	-	-	-	-
Bonds Payable Interest	-	91,349	-	91,349
Bonds Payable Current	-	990,000	-	990,000
Bonds Payable	-	20,390,000	-	20,390,000
TMRS Pension Liability	-	66,849	-	66,849
OPEB Liability	-	32,134	-	32,134
TMRS Actuarial Experience	-	1,586	-	1,586
TMRS Investment Experience	-	22,560	-	22,560
Total Liabilities	\$ 17,894	\$ 21,632,879	\$ -	\$ 21,650,773
Fund Equity				
Unreserved Fund Balance *	\$ 59,772,726	\$ -	\$ -	\$ 59,772,726
Reserved for Encumbrances	13,793	-	-	13,793
Reserved for Prepays	13,688	-	-	13,688
Investment in Capital Assets	-	-	6,693,958	6,693,958
Total Fund Equity	\$ 59,800,207	\$ -	\$ 6,693,958	\$ 66,494,165
Total Liabilities and Equity	\$ 59,818,101	\$ 21,632,879	\$ 6,693,958	\$ 88,144,938

Unreserved Fund Balance *	\$ 59,772,726
Committed Projects Reserve:	
Community Projects	\$ 2,265,687
Discretionary Prom & Comm Grants	81,385
Retail Development Infrastructure Grants	-
Special Projects	3,800,000
Parks Construction Projects	17,018,732
Aquatic Center Finishout	2,635
Total Committed Projects	\$ 23,087,054
Unreserved Fund Balance after Project Commit.	\$ 36,685,672
Undesignated Reserve:	
Community Projects (FY19)	\$ 44,942
Discretionary Prom & Comm Grants (FY19)	-
Retail Development Infrastructure Grants	0
Total Undesignated Allocations	\$ 44,942
Final Unreserved Fund Balance	\$ 36,640,729

September Monthly Financial Report

October 14, 2019

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

September Analysis

MCDC Revenue-

Revenue of the McKinney Community Development Corporation is over budget YTD by 5.70%. Sales tax figures came in 4.01% above last year's collection through September. Below is a link to the current year-to-date revenue of the MCDC:

[MCDC Revenues - YTD through September](#)

Sales Tax Analysis-

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

[FY2019 Monthly Sales Tax Comparison](#)

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

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

MCDC Expenditures-

Expenditures of the McKinney Community Development Corporation for the month of September were \$583K. Below is a link to the current year-to-date expenditures of the MCDC:

[MCDC Expenditures - YTD through September](#)

Checks Issued-

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

[MCDC September Checks Issued](#)

Project Details-

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

- Habitat for Humanity of Collin County (Cotton Groves), \$17,809
- Habitat for Humanity of Collin County (Critical Home Repair), \$16,264
- Heritage Guild of Collin County (Projects at Chestnut Square Historic), \$6,508
- Heritage Guild of Collin County, \$3,755
- Various Park Projects, \$451,170

Conclusion-

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

Sincerely,

Mark Holloway

Chief Financial Officer

City of McKinney

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
INVOICES PROCESSED - September 2019

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

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

Date	Vendor Name	Transaction Amt	Description	Project #	FPO/PO
9/27/2019	COMMUNITY IMPACT NEWSPAPER	\$688.00	PRING AD - AUGUST 2019		PO190599
9/27/2019	HABITAT FOR HUMANITY COLLIN COUNTY	\$17,808.70	PROJECT GRANT REIMBURSEMENT-COTTON GROVES	4B1806	F39513
9/27/2019	HABITAT FOR HUMANITY COLLIN COUNTY	\$16,263.96	PROJECT GRANT REIMBURSEMENT-NEIGHBORHOOD REVITALIZATION	4B1901	F39515
9/27/2019	HERITAGE GUILD OF COLLIN COUNTY	\$3,755.00	PROMOTIONAL GRANT REIMBURSEMENT-FARMERS MARKET, MURDER MYSTERY, GHOST WALK	PC1909	F39507
9/27/2019	JPMORGAN CHASE BANK (PCARD LJONES)	\$4.24	SAMS CLUB-BOARD PHOTO REPRODUCTION		PCARD
9/27/2019	JPMORGAN CHASE BANK (PCARD LJONES)	\$16.28	KROGER #565 BOARD BREAKFAST		PCARD
9/27/2019	JPMORGAN CHASE BANK (PCARD LJONES)	-\$670.67	AMAZON MKTPLACE FILE CABINET RETURN		PCARD
9/27/2019	JPMORGAN CHASE BANK (PCARD LJONES)	\$162.00	MCDC BROCHURES-PRINT2ORDER TRIFOLDS		PCARD
9/27/2019	MCKINNEY CHAMBER OF COMMERCE	\$35.00	HUB121 BREAKFAST D CLARKE		F39380
9/27/2019	VIANCO ENTERPRISES	\$2,020.00	MCDC SPECIALTY ITEMS-INSULATED TOTES		PO192159
9/27/2019	VIANCO ENTERPRISES	\$362.75	SPECIALTY ITEMS-SHIPPING AND HANDLING		PO192159
9/20/2019	BROWN & HOFMEISTER LLP	\$180.00	MCDC GENERAL LEGAL EXPENSE		F39342
9/20/2019	BROWN & HOFMEISTER LLP	\$1,240.00	LEGAL FEES RELATED TO CRAIG RANCH HOTEL PROJECT	4B1704	F39342
9/20/2019	STATE COMPTROLLER OF PUBLIC ACCOUNT	-\$4,208.32	AUGUST 2019 SALES TAX		
9/20/2019	MARKETINGFX	\$440.38	BOARD ITEMS-PORTFOLIOS		PO192140
9/20/2019	MARKETINGFX	\$20.51	BOARD ITEMS-SHIPPING AND HANDLING		PO192140
9/20/2019	MCKINNEY OFFICE SUPPLY INC	\$793.75	FILE CABINET		PO192120
9/20/2019	MCKINNEY OFFICE SUPPLY INC	\$56.87	FILE CABINET-SHIPPING AND HANDLING		PO192120
9/20/2019	TIME WARNER CABLE	\$200.88	MONTHLY CABLE FEE		F39437
9/20/2019	VIANCO ENTERPRISES	\$569.00	BOARD RECOGNITION-SHIRTS		PO192021
9/20/2019	VIANCO ENTERPRISES	\$30.00	BOARD RECOGNITION ITEM-SHIPPING AND HANDLING		PO192021
9/20/2019	VIANCO ENTERPRISES	\$252.00	BOARD RECOGNITION-HATS		PO192123
9/20/2019	VIANCO ENTERPRISES	\$20.00	BOARD RECOGNITION-SHIPPING AND HANDLING		PO192123
9/13/2019	JONES, LINDA	\$140.94	AUGUST MILEAGE LJONES		F39381
9/13/2019	NOVATECH INC	\$640.50	COPIER RENTAL/LEASE EQUIPMENT		PO190676
9/13/2019	NOVATECH INC	\$213.50	COPIER RENTAL/LEASE EQUIPMENT		PO190676
9/13/2019	NOVATECH INC	\$213.50	COPIER RENTAL/LEASE EQUIPMENT		PO190676
9/13/2019	STANDARD COFFEE SERVICE CO	\$20.60	FOODS: STAPLE GROCERY		PO190676
9/13/2019	STAR LOCAL MEDIA	\$88.31	PUBLIC HEARING NOTICE		F39267
9/13/2019	HEARD NATURAL SCIENCE MUSEUM	\$28.38	PROMOTIONAL GRANT REIMBURSEMENT-HEARD AFTER HOURS	PC1821	F39382
9/13/2019	MANEGAIT THERAPEUTIC HORSEMANSHIP	\$2,500.00	SPONSORSHIP 2019 GALA		F39251
9/13/2019	MARKETINGFX	\$338.18	BOARD RECOGNITION-BOARD SHIRTS		PO192022

9/13/2019	TEXAS ECONOMIC DEV COUNCIL	\$175.00	ECON DEVELOPMENT SALES TAX WORKSHOP CSCHNEIBLE 11/22		F39263
9/13/2019	TEXAS ECONOMIC DEV COUNCIL	\$175.00	ECON DEVELOPMENT SALES TAX WORKSHOP LJONES 11/22/19		F39266
9/13/2019	TEXAS ECONOMIC DEV COUNCIL	\$175.00	ECON DEVELOPMENT SALES TAX WORKSHOP JBREWER 11/22/19		F39264
9/13/2019	TEXAS ECONOMIC DEV COUNCIL	\$175.00	ECON DEVELOPMENT SALES TAX WORKSHOP AWOODS 11/22/19		F39265
9/13/2019	TEXAS ECONOMIC DEV COUNCIL	\$175.00	ECON DEVELOPMENT SALES TAX WORKSHOP KMC GILL 11/22/19		F39286
9/6/2019	CANON FINANCIAL SERVICES INC	\$42.97	COPIER RENTAL/LEASE EQUIPMENT		PO190997
9/6/2019	CANON FINANCIAL SERVICES INC	\$12.71	COPIER RENTAL/LEASE EQUIPMENT		PO190997
9/6/2019	LAKE FOREST MCKINNEY INVESTORS LTD	\$3,253.16	SEPT RENT		PO190474
9/6/2019	LAKE FOREST MCKINNEY INVESTORS LTD	\$299.90	JULY ELECTRIC		PO190474
9/6/2019	VOLUNTEER MCKINNEY CENTER	\$2,000.00	SPONSORSHIP-10/26/19 MAKE A DIFF DAY		F39227
9/6/2019	RETAIL COACH LLC, THE	\$6,783.60	CONSULTING SERVICES		PO191677



19-0892

TITLE: President's Report

SUPPORTING MATERIALS:

[Grant Funds Awarded - FY19 Final](#)

[Grant Funds Awarded - FY20](#)

[Potential Projects](#)

[Social Media Metrics](#)

[Grant Promotions](#)

[MCDC Rebranding Campaign Update](#)

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 <i>McKinney Then and Now</i> exhibit	\$ (11,675.00)
	St. Peter's Episcopal - Empty Bowls event	\$ (7,500.00)
	McKinney Main Street - Historic McKinney Cultural District events	\$ (15,000.00)
	Game Day Foods - 2019 Star-Spangled Salsa Fest	\$ (6,700.00)
	Kiwanis Club of McKinney - 2019 Kiwanis Triathlon	\$ (2,500.00)
	ManeGait Therapeutic Horsemanship - 2019 Country Fair	\$ (8,000.00)
	SBG Hospitality - 2019 McKinney St. Patrick's Day Festival and 5K	\$ (15,000.00)
	Heritage Guild of Collin County - Farmers Market, Ghost Walk, Murder Myster Dinner, Holiday Home Tour	\$ (12,500.00)
	Crape Myrtle Trails Foundation - Crape Myrtle Trails 5K and Festival	\$ (8,000.00)
	Direction 61:3 - Mosaix Christmas Concerts	\$ (4,000.00)
	Rotary Club Foundation - 2019 Parade of Lights	\$ (6,000.00)
	SBG Hospitality - 2019 McKinney Wine and Music Festival	\$ (10,000.00)
	McKinney Main Street - Home for the Holidays	\$ (15,000.00)
	McKinney Lacrosse Club - 2019 Turlaxin Tournament	\$ (6,000.00)
	McKinney ISD - 2019 NCAA Division II Championship Game	\$ (14,625.00)
	Balance	\$ -
Community Projects	MCDC Discretionary 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	\$ -
City of McKinney Administrative Fee		\$ 170,000.00
		\$ (170,000.00)
	Balance	\$ -
MPAC Operations		\$ 375,000.00
		\$ (375,000.00)
	Balance	\$ -
MAFC Operations		\$ 775,270.00
	Balance	\$ 775,270.00
Community/Partnership Projects	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

**McKinney Community Development Corporation
Grants and Transfers - FY 20**

Category	Grant/Transfer	Amount
Promotional & Community Events	MCDC Discretionary Promotional	\$ 150,000.00
	Balance	\$ 150,000.00
Community Projects	MCDC Discretionary Community Projects	\$ 1,563,985.00
	Balance	\$ 1,563,985.00
Retail Development Infrastructure	MCDC Discretionary Retail Infrastructure	\$ 120,000.00
	Balance	\$ 120,000.00
Projects - Parks & Recreation	Project #18-08	\$ 5,500,000.00
	Cottonwood Park Redevelopment	\$ (875,000.00)
	Old Settlers Renovation*	\$ (1,500,000.00)
	Parks Umbrella Fund	\$ (1,150,000.00)
	Oak Hollow Upgrades	\$ (150,000.00)
	Juanita Maxfield Aquatic Center Improvements	\$ (250,000.00)
	Parks Accessibility	\$ (100,000.00)
	Al Ruschhaupt Renovation	\$ (1,000,000.00)
	Parks Master Plan Update	\$ (200,000.00)
	Finch Park Phase V Renovations	\$ (150,000.00)
	Community Center Renovations	\$ (125,000.00)
	Balance	\$ -
City of McKinney Administrative Fee		\$ 175,000.00
		\$ (175,000.00)
	Balance	\$ -
MPAC Operations		\$ 375,000.00
		\$ (375,000.00)
	Balance	\$ -
Community/Partnership Projects	Estimated Fund Balance	\$ 30,000,000.00
	Balance	\$ 30,000,000.00

Potential Projects for MCDC Funding

Prospective Project	Description	Request	Timeframe
City of McKinney	Signage	?	?
City of McKinney Parks & Rec	Signage Project - Digital, Park, Building	?	?
Southgate	Quality of Life Site Amenities	\$1,500,000	?
Training Reimbursement	Alliance of Elite Youth Leadership	?	Q4 2019
McKinney StarCenter	Expansion/addition of 3rd Sheet of Ice	\$4,500,000	Q4 2019

MCDC FACEBOOK METRICS

	Total Posts Original/Total	Followers	Engagements	Total Reach	Impressions
Dec '18	3/6	2134	165	2824	4236
Jan '19	6/11	2135	253	4036	6432
Feb '19	16/25	2148	778	7436	13816
Mar '19	31/41	2190	1865	17940	*33827
Apr '19	22/35	2204	584	9523	18488
May '19	14/25	2228	561	8033	14319
Jun '19	23/35	2245	1190	13823	*23914
Jul '19	26/31	2257	282	9018	17006
Aug '19	27/34	2311	782	18536	*47010
Sep '19	27/33	2356	741	10989	18813

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

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

*August -- Wine & Music Fest multiple posts/shares

MCDC TWITTER METRICS

	Followers	Total Tweets	Retweets	Engagements	Mentions
Dec '18	1118	7	0	0	0
Jan '19	1129	14	7	24	0
Feb '19	1133	28	7	21	7
Mar '19	1150	45	1	16	3
Apr '19	1166	41	11	34	5
May '19	1172	7	5	16	10
Jun '19	1192	22	23	91	7
Jul '19	1210	15	8	41	4
Aug '19	1226	17	7	36	65
Sep '19	1241	12	2	19	9

MCDC WEBSITE METRICS

	Sessions	Pageviews	Users	Desktop Hits	Mobile Hits	Tablet Hits
Dec '18	550	1269	451	349	88	14
Jan '19	535	1223	461	343	105	13
Feb '19	438	1115	376	277	79	20
Mar '19	581	1476	510	386	110	14
Apr '19	443	1211	381	290	72	19
May '19	574	1249	472	336	118	18
Jun '19	493	1069	411	295	99	17
July '19	462	975	400	303	86	11
Aug '19	388	768	336	74	16	1
Sep '19	460	907	400	261	113	26

Y:\LJones\Social Media\[Social Media Metrics.xlsx]Sheet1

[illegible]

Grant Promotions by MCDC and City of McKinney

				8/2, 8/17, 8/23, 9/6, 9/10, 9/14, 9/20, 10/4, 10/5, 10/12,				OTHER CITY PROMO					
Organization	Event	Event Date	Agreement Executed	8/12, 8/28, 10/9, 10/14, 10/15	8/12, 8/28, 10/9, 10/14	City Facebook/ Instagram Promotion	City Twitter Promotion	City Advertising Promotion	City Billboard Promotion	City Ch/PSA Streaming	City Apex Streaming	Promo Items Provided	Board/Staff Attendance
Heritage Guild	Farmers Market	March-August	2/25/2019	1/2, 2/8, 2/11, 2/15, 2/27, 3/15, 3/16, 3/27, 4/26, 4/27, 5/24, 6/7, 6/10, 6/29, 7/5, 7/13, 7/19, 7/26, 8/17, 8/23	1/2, 1/25, 2/8, 2/11, 2/15, 2/27, 4/26, 4/27, 5/24, 6/7, 6/10, 6/29, 7/5, 7/13, 7/19, 7/26, 8/17, 8/23	2/22, 3/2	2/27, 3/2					sun/bug spray	C.Schneible R.Glew L.Jones
	Tour de Coop	4/27/2019	2/25/2019	1/25, 1/31, 3/16, 4/10, 4/17, 4/24, 4/26, 4/27, 5/8	1/25, 4/10, 4/17, 4/24, 4/26, 5/8								
	Ice Cream Crank-off	7/21/2019	2/25/2019	7/30, 8/26, 9/17. 9/23	7/30, 8/26, 9/17, 9/23	6/4	6/4					sun/bug spray	K.Kuehn
Collin County History Museum	2019 Then & Now	Feb-Dec 2019	2/19/2019	2/27, 6/18, 7/25	2/27, 6/18, 7/25	6/30	6/30			July	July		C. Schneible L.Jones R.Glew K.McGill J.Brewer D.Clarke

Organization	Event	Event Date	Agreement Executed	8/12, 8/28, 10/9, 10/14, 10/15	8/12, 8/28, 10/9, 10/14	City Facebook/ Instagram Promotion	City Twitter Promotion	City Advertising Promotion	City Billboard Promotion	City Ch/PSA Streaming	City Apex Streaming	Promo Items Provided	Board/Staff Attendance
St. Peter's Episcopal	Empty Bowls	5/16/2019	2/7/2019	1/28, 3/14, 3/19, 3/26, 4/19, 5/2, 5/8, 5/13, 5/15, 5/16, 6/18	1/28, 4/19, 5/8, 5/14, 5/16			CI - May		May		Trifold	C.Schneible R.Glew K.Kuehn D.Clarke J.Brewer M.Tilley A.Woods
McKinney Main Street	Black History Month	2/1/2019	3/1/2019	8/2, 8/13, 8/21, 8/2	8/2, 8/13, 8/21, 8/29, 8/30, 9/18, 10/14, 10/16								C.Schneible
	Krewe of Barkus	3/1/2019	3/1/2019	10/10	3/1	1/28, 2/24	1/28, 2/20, 2/22, 2/28, 3/1						
	Union the Musical		3/1/2019	10/10, 10/17	10/10, 10/17								
	Goitsche		3/1/2019										
	Janoska		3/1/2019		3/28, 3/29	3/26							L. Jones
	Unique by Nature Juried Art Competition	4/1/2019	3/1/2019	3/21, 4/3, 4/5, 4/12, 4/22, 4/26	4/3, 4/5, 4/12, 4/22, 4/26	4/22	4/4						
	Arts in Bloom	4/12-14/2019	3/1/2019	3/29, 4/1. 4/8, 4/9, 4/11, 4/12, 4/13	3/29, 4/8, 4/9, 4/11, 4/12	4/9, 4/10, 4/11, 4/13	4/8, 4/9, 4/11						D.Clarke M.Barnes-Tilley C.Schneible L.Jones
	Historical District	ongoing	3/1/2019	2/1, 2/5, 3/5, 3/7, 3/14, 3/15, 4/12, 5/2, 5/6, 5/16, 5/21	2/1, 2/5, 3/5, 3/7, 3/14, 3/15, 4/12, 5/6, 5/16, 5/21	4/9, 4/11, 4/12							

Organization	Event	Event Date	Agreement Executed	8/12, 8/28, 10/9, 10/14, 10/15	8/12, 8/28, 10/9, 10/14	City Facebook/ Instagram Promotion	City Twitter Promotion	City Advertising Promotion	City Billboard Promotion	City Ch/PSA Streaming	City Apex Streaming	Promo Items Provided	Board/Staff Attendance
Game Day Foods	Salsa Fest	7/4/2019	2/4/2019	3/5, 6/13, 6/26, 7/1, 7/3, 7/4	3/5, 6/13, 6/26, 7/1, 7/3, 7/4			HOA - June	June 11-29	June		Hand sanitizers	C.Schneible M.Barnes- Tilley D.Clarke
ManeGait	Country Fair	4/27/2019	2/4/2019	3/5, 3/9, 4/16, 4/18, 4/24, 4/25, 4/26, 4/27	3/5, 4/16, 4/18, 4/24, 4/26		4/24	CI - March HOA - April				Trifold	L.Jones
SGB Hospitality	St. Patrick's Day Festival and Run	3/16/2019	2/4/2019	2/8, 2/18, 2/20, 2/27. 3/11, 3/14, 3/15, 3/16, 3/27	2/8, 2/20, 2/27, 3/14, 3/15, 3/16, 3/27	3/13		CI - March				Trifold Hand sanitizers	

Promotional and Community Event Grants - Cycle II 2018

Board Approved: 7/26/2018

Organization	Event	Event Date	Agreement Executed	Final Report Received	MCDC Facebook Promotion	MCDC Twitter Promotion	City Facebook/Instagram Promotion	City Twitter Promotion	City Advertising Promotion	City Billboard Promotion	City Ch/PSA Streaming	City Apex Streaming	Board/Staff Attendance
Collin County Master Gardeners	2019 Garden Show	March 16-17, 2019	8/26/2018		2/26, 3/11, 3/14, 3/15, 3/16, 3/17, 3/27	2/26, 3/14, 3/16, 3/17, 3/27			HOA - Feb CI - March				C.Schneible L.Jones

8/2, 8/17, 8/23, 8/2, 8/17, 8/28/23, 10/4 8/23, 10/4
8/12, 8/28, 10/9 8/12, 8/28, 10/9, 10/14

7/30, 8/26, 9/17 7/30, 8/26, 9/17, 9/23

8/2, 8/13, 8/21, 8/2, 8/13, 8/21, 8/29, 8/30, 9/18, 10/14, 10/16
10/10
10/10, 10/17 10/10, 10/17



MCDC Rebranding Campaign update as of Oct. 15

- Official rebranding kick-off is November
- Corporate Identity designs are complete and items are going to print by Oct. 22
- Resident Education Advertising campaign begins:
 - Education ads are being placed in
 - McKinney's November, December and January Community Impact
 - Annual Chamber Resident and Business Resource Guide
 - Fall Parks Guide
- Promotional advertising campaign begins—details are currently being finalized with plans to start in November
 - Promotional ads will run targeting visitors to McKinney promoting grant recipient events
 - Promotional/Education ads will run targeting McKinney Residents
- MCDC will have a booth at the Chamber's annual State of the City. The new brand will be launched with corporate identity pieces and educational marketing collateral.
- A presentation will be given to the Main Street business members in November to share with them the new branding and campaign elements.

Still in process:

- Website update
- Grant recipient guidelines and collateral

Community Impact
November
December
January



WHEN YOU SHOP & DINE IN MCKINNEY,

IT BUILDS YOUR COMMUNITY.

When residents and visitors shop and dine in McKinney, a half-cent sales tax revenue is reinvested to enhance the community.



**Parks and Open
Space Improvements**



**Recreational, Sports
and Community Facilities**



**Museums, Entertainment,
Events and Tourism**



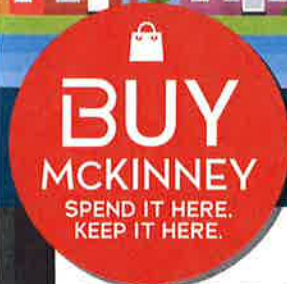
**Retail and Economic
Development Infrastructure**



Affordable Housing



Job Creation



SPEND IT HERE.
KEEP IT HERE.

MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION

www.McKinneyCDC.org

HOW BUYING LOCAL IMPACTS MCKINNEY

WHEN RESIDENTS AND
VISITORS SHOP AND DINE
IN MCKINNEY:

MCDC RECEIVES A HALF-CENT SALES TAX REVENUE



\$155 million invested
since 1996.

PARKS ARE BUILT AND UPDATED

More than 20 parks
built or updated in last
three years



COMMUNITY EVENTS ARE SUPPORTED



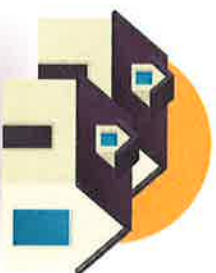
- Home for the Holidays
- Rotary Christmas Parade
- Empty Bowls

RETAIL INFRASTRUCTURE GRANTS ARE AWARDED

Local Yocal BBQ & Grill
received \$7,769
in matching funds



AFFORDABLE HOUSING UNITS ARE UPGRADED AND NEW CONCEPTS ARE SUPPORTED



- Merritt Homes
- Habitat for Humanity

COMMUNITY FACILITIES ARE BUILT AND SUPPORTED



- Apex Centre
- McKinney National
Airport

MCDC

MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION

BUY
MCKINNEY
SPEND IT HERE.
KEEP IT HERE.

19-0893



TITLE: Update on MCDL Project #17-07, Rehabilitation, Reconstruction and Expansion of Merritt McGowan Manor

SUPPORTING MATERIALS:

[Presentation](#)

MCDC partners with MHA

Application 17-07 – Affordable Housing Solutions

Application 17-07

- Redevelopment of Merritt Homes



Treymore Construction, LLC.

Merritt McGowan Manor
McKinney, TX.

Print #181030172
Date: 10/30/18
Lat/Lon: 33.209128 -96.613838
Order No. 66353
Aerial Photography, Inc. 954-568-0484

Merritt Homes – 86 Unit Public Housing Property



Treymore Construction, LLC.

*Merritt McGowan Manor
McKinney, TX.*

Print #181030175
Date: 10/30/18

Lat/Lon: 33.209128 -96.613838
Order No. 66353

 **Aerial Photography, Inc.** 954-568-0484

Abatement & Demolition - November 2018



Demolition



Clean Slate –

Thanks to partners
Like MCDC
History will tell
A new story of
Collaboration to
Provide affordable
Housing in
McKinney.



Treymore Construction, LLC.

*Merritt McGowan Manor
McKinney, TX.*

Print #190102022
Date: 01/02/19
Lat/Lon: 33.209128 -96.613838
Order No. 66353
 **Aerial Photography, Inc.** 954-568-0484

MHA Office – 603 N. Tennessee St.

Repurposed Warehouse



New Office



Merritt McGowan Manor Apartments -





Carleton Companies

*Merritt McGowan Manor
McKinney, TX.*

Print #191001351

Date: 10/01/19

Lat/Lon: 33.209128 -96.613838

Order No. 66353



Aerial Photography, Inc. 954-568-0484

Quality Affordable Housing



Join us to
Celebrate the...

MHA Merritt
Homes &
MCDC Workforce
Center

01/22/2020

11:00am

**1200 N. Tennessee St.
McKinney, TX 75069**





19-0894

TITLE: Consider/Discuss/Act on a Request Submitted by The Heritage Guild of Collin County to Extend the Term on the Performance Agreement for Project #18-18, \$75,000 for Signage and Fencing at Chestnut Square, to November 30, 2019

SUPPORTING MATERIALS:

[Letter](#)

[Project Timeline](#)



October 11, 2019

Cindy Schneible
Executive Director
McKinney Community Development Corporation
5900 S. Lake Forest Drive, Ste. 110
McKinney, TX 75070

Dear Cindy,

I am writing to request a 60 day extension on the project grant #10-18 for signage and fencing at Chestnut Square. As I've reported, we have encountered numerous delays, putting the project behind schedule. I'm attaching a timeline so you can see where the major delays have impacted the progress, but a few items of note:

- Sept 2018 – it took 4 months to get a land survey; the one we had on file was not up to date
- Jan 2019 - Property encroachment discovery, and abandonment process
- May 2019 – 3 month process to get signage permits because of engineering delays at city
- Summer 2019 – signs fabricated and installed

Currently, we are in the fence component of the project. We expect to be complete by November 15. We owe \$16,487.84 on the signs, and after that, \$28,505 remains on the award.

Thank you for your support of this project, and please do not hesitate to ask for clarification or more information.

Sincerely,

Jaymie Pedigo,
Executive Director
The Heritage Guild of Collin County

Bringing Collin County History Alive!

P.O. Box 583 McKinney, TX 75069
972-562-8790
www.chestnutsquare.org

Project Timeline

Signage/Fencing

2018 Aug	#18-10	Grant Awarded	
2018 July		Site Survey Ordered	Paid 1/2 Down
2018 July		Engineering of signage complete	
2018 Aug		Site Survey Filed Work	Paid 1/2
2018 Sept		Grant Docs consummated	
2018 Dec		Survey Delivered	
2019 Jan		Installment to Young Customs for Design work	
2019 Jan		Property encroachment discovered	
2019 Jan		Submitted Abandonment petition	
2019 March		Abandonment Public Hearing	
2019 March		Abandonment granted	
2019 April		Filed for signage permits	
2019 May		Engineering inspection for permits	
2019 May		Installment to Young Customs for Supplies	
2019 June		Sign permits issued	
2019 June		Installment to Young Customs for sign Fabrication	
2019 June		Towers constructed for signs	
2019 July		Signs components fabricated	
2019 July		Signs in powder coating stage	
2019 July		Installments to Young Customs for dirt, concrete	
2019 July		Concrete poured for signage	
2019 July		Site inspection post-concrete	
2019 Aug		Installment on Powder coating	
2019 Aug		Installment to Young Customs for monument sign	
2019 31-Aug		Towers installed for signs	
2019 15-Sep		All 8 Signs intalled	
2019 17-Sep		Former fence posts removed	
2019 4-Oct		Fence materials delivered	
2019 9-Oct		6' fencing installation began	
2019			
2019			
2019			
2019			