



McKinney Economic Development Corporation Agenda

Tuesday, November 19, 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

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 Board 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.

19-0960 [Minutes of the McKinney Economic Development Corporation Meeting of October 21, 2019](#)

Attachments: [Minutes](#)

REPORTS

19-0961 [Board and Liaison Updates](#)
 [Board Chairman](#)
 [City of McKinney](#)
 [Chamber of Commerce](#)

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

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

19-0962 [Consider/Discuss MEDC Monthly Organizational Report](#)

Attachments: [Organizational Report](#)

REGULAR AGENDA

19-0963 [Consider/Discuss/Act on McKinney Chamber of Commerce
Community Awards Selection Process](#)

Attachments: [MEDC Awards Criteria and Recipients List](#)

CITIZEN COMMENTS

BOARD COMMENTS

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

EXECUTIVE SESSION

In Accordance with the Texas Government Code:

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

B. Section 551.087. Deliberation Regarding Economic Development Matters

- Project Axe
- Project Lotus
- Project Sharp
- Project Handle

ACTION ON EXECUTIVE SESSION

ADJOURN

Posted in accordance with the Texas Government Code, Chapter 551, on the 15th day of November, 2019 at or before 5:00 p.m.

*Peter Tokar III, MBA
President*

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

19-0960



TITLE: Minutes of the McKinney Economic Development Corporation Meeting of
October 21, 2019

SUPPORTING MATERIALS:

[Minutes](#)

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

OCTOBER 21, 2019

The McKinney Economic Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on October 21, 2019 at 8:00 am.

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

Staff Present: President Peter Tokar, Executive Vice President Abby Liu, Senior Vice President Danny Chavez, Project Manager Madison Clark, Technology and Infrastructure Specialist Michael DePaola, Office Supervisor Deana Smithee, Administrative Assistant Joanne Isom, Councilman Scott Elliott, Mayor George C. Fuller, Mayor Pro Tem Rainey Rogers, City Manager Paul Grimes, Visit McKinney Executive Director Dee-dee Guerra, MEDC Attorney Mark Houser, and Financial Compliance Manager Chance Miller.

Absent: None

There were 2 guests present.

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

19-0877 Chairman Sipiora called for the Election of Officers. Board members unanimously approved the motion by Board member Cloutier, seconded by Board member Rath to reappoint Chairman Sipiora, Vice Chairman Jones, and Secretary/ Treasurer Loughmiller to their positions.

19-0878 Chairman Sipiora called for the Minutes of the McKinney Economic Development Corporation Meeting of September 17, 2019. Board members unanimously approved the motion by Board member Rath, seconded by Board member Feltus, to approve the minutes.

19-0879 Chairman Sipiora called for Board and Liaison Updates.

City Of McKinney - City Manager Grimes reported they are actively interviewing for the Assistant City Manager position previously held by Jose Madrigal. The City interviewed six semifinalists last week out of 145 applicants and have narrowed it down to two. City Manager Grimes noted an announcement will be made in the next two weeks. City Manager Grimes reported the Communications Department is working with the Housing and Community Development Department in rolling out the 2020 census communication plan. City Manager Grimes noted information gathered by a census counter cannot be used for information on immigration. City Manager Grimes noted social media web pages in English and Spanish are rolling out to help boost the 2020 census count. City Manager Grimes reported the City's activity in permits is down, while commercial permitting is still strong. Last year, McKinney had 1,921 residential single-family permits compared to 1,181 this year. City Manager Grimes announced the new Frisco High School is under permitting and will be located at Stacy Road. They will be a part of Frisco ISD, but in McKinney city limits.

Visit McKinney – Executive Director Guerra reported the ticket prices for the NCAA will increase on December 9th. Information on the NCAA games can be found at d2mckinney.com. Executive Director Guerra noted their participation in the 47th annual Texas Country Reporter Festival in Waxahachie. They displayed videos promoting Home for the Holidays in order to increase attendance. Executive Director Guerra announced their board is currently hearing grant applications. Last year the funds were given to the McKinney Art Studio Tour. Executive Director Guerra announced they are working on a Texas music friendly certification in conjunction with the Sanctuary, Mayor Fuller and Maylee Fuller. Executive Director Guerra noted the article in Community IMPACT on the collection of Airbnb hotel occupancy tax. Executive

Director Guerra reported Marketing Manager Beth Shumate created a newsletter that is distributed each Wednesday which lists upcoming events. Executive Director Guerra noted Sales Manager Vanesa Rhodes had meetings in Green Bay last month. She came back with 15 RFPs for small-market meetings.

19-0880 Chairman Sipiora called for the consideration/discussion of the MEDC Monthly Organizational Report. President Tokar reported the MEDC participated in Governor Abbott's mission to Japan. The trip allowed for visits to companies that have recently made investments in the Texas regions. President Tokar noted he was able to meet and discuss opportunities with Japanese companies looking to make an investment in Texas. President Tokar reported the finalizing of the new Vice President of Business Intelligence position. He is currently working with Human Recourses and once the paper work is finalized the position will be posted. President Tokar also noted Social Media Manager Kristen Ridout has resigned and they are working to replace the role with a Marketing Executive. Until that position is filled, Centipede will continue to update all the social media channels.

MEDC Attorney Houser seated alternate Board member Kruger in the absence of Board Member Minissale.

19-0881 Chairman Sipiora called for the consideration/discussion/action on August Financials. Financial Compliance Manager Miller reported the MEDC spent \$941,000 in project expenditures spread across four projects. The projects were planned for, however it did bring the net position of that month to a decrease of \$221,000. Financial Compliance Manager Miller reported the August sales tax collections were identical to last year's August collections at an \$18,000 increase. Financial Compliance Manager Miller reported a 4.1% increase year to date and noted there are three months of sales tax collections coming through before closing out the fiscal year. Board member Cloutier addressed the

description in the checkbook for the Encore Wire payment in the amount of \$930,000. MEDC Attorney Houser clarified the payment to Encore Wire was for a loan made in 2014 that was paid out of sequence.

Board members unanimously approved the motion by Secretary/Treasurer Loughmiller, seconded by Vice Chairman Jones, to approve the August 2019 Financials. Alternate Board member Krueger voted in absence of Board member Minissale.

19-0882 Chairman Sipiora called for the consideration/discussion/action on an amendment to the MEDC bylaws establishing term limits for Board officers. After careful consideration and discussion by the board it was decided to let the bylaws stand.

19-0883 Chairman Sipiora called for the consideration/discussion/action on a Resolution Approving a Policy Regarding Prior Approval of Certain Operational Expenditures. Chairman Sipiora noted a copy of the resolution is in the packet. President Tokar asked to clarify if the resolution is for items above the threshold that are not itemized on the approved budget. Board member Rath noted the resolution calls for approval on any expenditure above the threshold. MEDC Attorney Houser advised to amend the resolution to add verbiage in the definition of operational expenditure which will exclude prior approved line items. The board will move forward with a motion to approve the resolution as recommended.

Board members unanimously approved the motion by Board member Rath, seconded by Board member Cloutier, to approve a resolution approving a policy regarding prior approval of certain operational expenditures.

19-0884 Chairman Sipiora called for the consideration/discussion of the MEDC Marketing Update. Centipede President Kate Morganelli updated the board on the marketing progress for the MEDC. President Morganelli noted Social Media content is continually being produced and managed along all social media channels and a blog has launched on the website.

President Morganelli also noted we are using marketing automation to send out professionally designed emails and the web site has officially moved over to uniquemckinney.com. President Morganelli reported the next steps to continue marketing with the MEDC is: 1. Virtualize McKinney – Work with several businesses to schedule virtual tours. 2. Newsletter Creation – Create an economic development and community development newsletter. 3. Ad Campaign – Create hyper-targeted ad campaigns to increase traffic and interest in McKinney. 4. Collaboration – Meet with various city groups in order to ensure collaboration of marketing efforts. 5. Business Q&A - Interview several businesses for content creation across website and social channels. 6. Featured Videos - Work with MEDC and business leaders to produce video content that will be shared on website and social channels.

19-0885 Chairman Sipiora called for the consideration/discussion of the Technology & Infrastructure Update. Technology and Infrastructure Specialist DePaola updated the board on the partnership between MEDC and the City Manager's Office. Technology and Infrastructure Specialist DePaola noted the launch of the public portal for information on the City's web page: hot topic Q&A section. The portal will include everything from the FCC reports on health, legal and regulatory framework, and city actions taken so far. Technology and Infrastructure Specialist DePaola noted the portal will be continuously updated and used as a landing page for direction to other sites for information. Technology and Infrastructure Specialist DePaola noted several of the timelines outlined at the communication plan presentation have been delayed due to the selection of the wireless consultant. The wireless consultant has been selected and the contract was approved by City Council last Tuesday. Technology and Infrastructure Specialist DePaola reported the consultants will visit in the next couple of weeks and if possible they will speak at a community forum. Technology and

Infrastructure Specialist DePaola noted the contract with the consultant is broken into two phases. The first phase is a measured approach to citywide policies that will: 1 - Evaluate health concerns. 2 - Review and revise the 5G policy and designed standards. 3 - Conduct a cost recovery study of the right-of-way, 4 - Develop right-of-way policies in a fiber master plan. 5 - Create a map of key fiber arterials and design conduit guidelines to make construction and right-of-way easier for companies to perform underground utility work to connect underserved areas and to incentivize developers. Technology and Infrastructure Specialist DePaola reported they will start once the contract is signed and continue through early Q1. Technology and Infrastructure Specialist DePaola noted phase two is not contracted yet, but will allow for offensive policies to go after and recruit this technology into MEDC owned parcels. Technology and Infrastructure Specialist DePaola noted the city side will be interested in creating a conduit lease model for city incentives for fiber conduits around the city to run along the key arterials. That would be a lease model to spearhead provider outreach for cost and revenue share.

Chairman Sipiora called for Citizen Comments and there were none.

Chairman Sipiora called for Board comments. Board member Rath took the opportunity to congratulate Executive Vice President Liu on being named a Dallas Power Woman honoree by Bisnow.

MEDC Attorney Houser noted Board member Minissale's arrival at 7:50 am. Alternate Board member Krueger stepped down to allow Board member Minissale to resume his role in Executive Session.

Chairman Sipiora recessed the meeting into Executive Session at 8:05 am.

Secretary/Treasurer Loughmiller left the meeting at 8:45 am during Executive Session.

Chairman Sipiora reconvened the meeting to open session at 10:06 am.

Board members unanimously approved the motion by Board member Minissale, seconded by Vice Chairman Jones, to approve Project Keyboard as discussed in Executive Session.

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

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

Board members unanimously approved the motion by Board member Feltus, seconded by Board member Rath, to approve the amendment to AccentCare as discussed in Executive Session.

Board members unanimously approved the motion by Board member Minissale, seconded by Board member Cloutier, to adjourn. Chairman Sipiora adjourned the meeting at 10:09 am.

Kenneth T. Sipiora
Chairman

19-0961



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

SUPPORTING MATERIALS:

[MCDC Report](#)

[Visit McKinney Report](#)



November 12, 2019

TO: McKinney Economic Development Corporation
Visit McKinney

FROM: Cindy Schneible, President

RE: McKinney Community Development Corporation Update

MCDC Board officers for FY 20 were elected at the October 24th meeting, and include:
Chairman: Jackie Brewer; Vice Chairman: Rick Glew; Secretary: Mary Barnes Tilley; Treasurer: Angela Richardson-Woods.

MCDC Grants

Applications for Promotional and Community Event grants are being accepted through November 29, 2019. Grant funds awarded in this category are restricted for advertising and marketing of events that showcase the city for the purpose of business development and/or tourism. The total allocated for the first of two annual cycles is \$75,000. Maximum award for any single grant is \$15,000.

The application period for the first of three cycles of Project Grants will open December 1. Categories of projects eligible for consideration include:

- Projects Related to Recreational or Community (city-owned) Facilities
- Projects Related to Affordable Housing
- Professional and Amateur sports and Athletic Facilities, including children's sports
- Entertainment, Tourist and Convention Facilities
- Public Parks and Open Space Improvements
- Projects Related to the Creation or Retention of Primary Jobs (defined in the Local Government Code)
- Mass Transit-Related Facilities or Equipment
- Certain Airport Facilities
- Projects Related to Job Training to Further Economic Development (Does not include "life skills" or "career skills" training. Must be job specific, initiated by a company, with permanent positions created and market rate salaries paid)
- Infrastructure Improvement Projects Necessary to Develop New or Expanded Business Enterprises (water, sewer, utilities)

The application period for the first of two cycles of Retail Development Infrastructure Grants (RDIG), created to provide funding support for infrastructure improvements for landmark retail properties within the City of McKinney will open January 1, 2020.

"Landmark retail" is defined as buildings within the historic downtown area with boundaries that coincide with the "Cultural District" designation; retail redevelopment opportunities at locations that are viewed as gateways into the city (e.g. Highway 5 and Spur 399 – and other locations along Highway 5; Virginia Parkway and 75).

The maximum award for any single grant will be 50% of total cost of the infrastructure improvements proposed, up to a maximum of \$25,000. The amount requested, must be matched by the property owner or tenant. Funds secured from other City of McKinney sources (TIRZ, Community Grants, etc.) may not be used for the owner/tenant match.

Marketing/Promotion/Advertising

Samples of MCDC advertising to support an initiative to educate McKinney residents about the impact dining and shopping in McKinney has on investment in quality of life amenities in McKinney are attached.

The goals for the campaign are to encourage support for local business and to make a connection with residents between buying local and the ability to invest sales tax dollars in community projects that enhance our quality of life in McKinney, and help attract and retain businesses enterprises.



SPEND IT HERE. **KEEP IT HERE.**

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



28 projects, promotional activities and events funded in 2019



\$155 million grants funded since 1996



\$5.5 million committed annually for parks and recreation projects until 2025

MCDC MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

www.McKinneyCDC.org



October 2019

I. ASSOCIATION/CORPORATE/SMERF COMPLETED SALES CALLS- in October 2019: TTL Room nights: 851; TTL Revenue: \$92,665

WEDDINGS COMPLETED- October 2019 -TTL Room Nights: 361; TTL Rev: \$44,157

Sheraton Hotel

- 9 Weddings Parties
- 198 Room Nights
- \$24,269 Total Revenue

Hampton Inn

- 2 Wedding Parties
- 32 Room Nights
- \$3,450 Revenue

Grand Hotel

- 3 Wedding Parties
- 72 Total Room Nights
- \$11,488 Total Revenue

Comfort Suites (unable to break down #of weddings they do not offer wedding room blocks, they will only offer a booking link that is custom to Visit McKinney)

- 43 Room Nights
- \$3350 Total Revenue

Holiday Day Inn Express

- 1 Wedding Party: 16 Room nights
- \$1,600 Revenue

Assisted following wedding parties with hotel quotes/info, however, no hotel room blocks made nor bags provided.

- Regie O. Spearmon Wedding – October 2019, Gather
- Skertahly/Spangler Wedding – October 2019, Stone Crest
- Basket/McCarty Wedding – October 2019, Stone Crest
- Christy Skertchly – October 2019, Stone Crest
- Stutzman Wedding – October 2019, Stone Crest

ASSOCIATION/CORPORATE/SMERF COMPLETED in October 2019: TTL Room nights: 690 ; TTL Revenue: \$48,508

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

CORPORATE – TTL Room Nights: 483; TTL Rev.: \$47,675

- Torchmark-LNL 201-Sheraton: TTL room nights: 86; TTL Rev. \$8,342
- TorchmarkFHL 101--Sheraton: TTL room nights: 76; TTL Rev. \$7,372
- Torchmark-FHL 201-Sheraton: TTL room nights: 41; TTL Rev. \$3,977
- Torchmark-AIL 101-Sheraton: TTL room nights: 248; TTL Rev. \$24,056
- Pogue Construction-Grand: TTL room nights: 10; TTL Rev. \$ 1,190
- ACM Interviews-Grand: TTL room nights: 4; TTL Rev. \$436
- Lily Pharma – Grand Hotel: TTL room nights: 18 TTL Rev: \$2,302

SMERF: TTL Room nights: 0; TTL Rev: \$0



SPORTS: TTL Room nights: 7 TTL Rev: \$833

- Turlaxin Lacrosse Tournament-Hilton Home 2, TTL room nights: 7; TTL Rev.\$833

II. Visitors: FYTD Total (Oct.'19– Sept.'20): 503

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

- Out of State: 9
- Out of Country: 13
- Texas Residents: 3
- McKinney Residents: 9
- Register Total: 84
- Ticker Counter: 503

Top Five States requesting information:

1. Florida
2. California
3. Tennessee
4. Michigan
5. Pennsylvania

III. RFP's: 17 (3-Association, 2 -Corporate, 10-Weddings, 2-Social, 0-Religious, 0-Sports, 0-Day Trips)

Association:

1. 2021 TACVB Winter Education Conference – Contact: Kim Phillips. Meeting Date: January 25-27, 2021. Alternate date: January 19-21, 2021. Total attendees: 120-150. Expected room nights: 235
2. 2021 TACVB Annual Conference – Contact: Kim Phillips. Meeting date: August 23-27, 2021. Alternate date: August 16-20, 2021. Total attendees: 300-400. Expected room nights: 485
3. Hotel Lobbyists – Contact: Brett Sterenson. Meeting Date: January 13-15, 2020. Attendees: 30, Room nights: 50. Specifically asked for a hotel in downtown with walking distance to shopping & dining.

Corporate:

1. Pogue Construction-Interviews-Grand 10/3-5/19
2. City of McKinney ACM Interviews-Grand 10/15-19/19

SMERF: 12 (10-Weddings,2 -Social, 0-Sport, 0-Religious)

1. North Central Texas College – Contact: Dr. Rochelle Gregory. Conference College Teachers English (CCTE). March 5-7, 2020. Attendees: approximately 50, room nights: 30. **Bid Awarded to Sheraton & Collin Conference Center.**
2. American Guest – Contact: Richard Williams. Meeting Date: February 18 – March 1, 2020. Attendees: 100, Room nights: Approximately 700
3. Carly Pingsterhouse – April 2020, Springs
4. Nicki Harmon – July 2020, Bingham House
5. Morgan Berigan –Rehearsal Dinner needs/locations
6. Kathy Shehan – April 2020, Myers Park
7. Cislo Wedding – February 2020, no hotel room block, Mother of Bride was looking for information about McKinney to provide to guests.
8. Nicole Mancos – May 2020, Stone Crest
9. Kim Cunningham – August 2020
10. Katelyn Collins – August 2020, Springs



11. McKiddy Wedding – October 2020, Springs
12. Ali Leven Wedding – June 2021, Stone Crest

Site Visits: 1

Watson & Chalin-Springhill Suites for a Meeting in November

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

NTTA- 65
 Blog home page- 26
 Benji House (archived) - 22
 Plan Your Trip (Visit Widget) - 21
 Convention South 4th Year Award - 10

BLOG VISITS - FY 19-20	
MONTH	Sessions
Oct. 2018	234
FY 18-19	234

OCTOBER 2019 Homepage News Flash buttons (Top 5):

Weekend Update- 99
 D2 Link- 31
 Ask a Local- 17
 Tours - 14
 Expired Button – 7

OCTOBER Landing Pages

NCS4- 10
 KPIs- 12
 Meeting Planners Guide (pages combined) - 206
 Turlaxin- 190
 Polka News- 1
 360 Readers Business Talk- 2
 Daytripper- 4

V. OCTOBER 2019 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Proofed final version of Native Texan article/submitted photos
- Submitted Dropbox of photos to Sparklight – a marketing firm that reached out for a city project
- Submitted Spring events to Texas Events Calendar
- Submitted McKinney Christmas gift ideas to County Line Magazine
- Submitted bio and headshot to VisitDFW for inclusion on the event webpage dedicated to who is attending
- Submitted videos, photos and text for Horizon Magazine with special added-value of Times Square video
- Submitted changes to Strategic Plan from Board meeting.
- Updated McKinney profile sheet for National Travel Association/Team Texas
- Updated McKinney event info sheet for Vanesa's TIC blitz
- Assembled/completed 2018-19 Year-end Look Book for board
- Revised year-end PowerPoint for the Board meeting.
- Submitted ad to Sports Destination Management – featuring The Courts
- Submitted final draft of info to Scott Sandford's office requesting Tennis Capital of North Texas Designation

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

OCTOBER 2019 SOCIAL MEDIA

FACEBOOK STATS					
FY 19-20	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
OCT. 2019	100	9,383	117,733	614,329	4,583,190
TOTALS	100	N/A	117,733	614,329	4,583,190

TWITTER - OCTOBER 2019	
Followers	5,340 (+54)
Tweets	6874 (+56)
Tweet Impressions	132,000
Profile Visits	142
Mentions	34

OCTOBER 2019 YOUTUBE

YOUTUBE	Views	New Subscribers
Oct. 2019	208	1
TOTAL	208	1

INSTAGRAM	New Followers
From 2018-19	2,341
Oct. 2019	109
TOTAL	2450



OCTOBER 2019 Google Business Page

<i>Google Bus. Pg.</i>	<i>Page Views</i>	<i>Web visits</i>
Oct. 2019	2,540	25
TOTAL	2,540	25

OCTOBER 2019 Website Numbers

Month	Sessions	Pageviews	Users
Oct. 2019	4,633	10,186	3,866
FY 19-20	4,633	10,186	3,866

OCT 2019 Traffic	Users
Mobile	2,242
Desktop	1,364
Tablet	260
TOTAL	3,866

OCTOBER 2019 - TOP WEB PAGES

Page	Pageviews	Unique Page Views
Home Page	1,645	1,324
Calendar (general)	1,506	1,201
Events Page	267	228
Turlaxin	188	166
Shopping Centers	168	149
Visitors Guide	163	130
Explore	152	109
Monthly/Annual Events	123	104
Calendar (October)	118	64
Dining	117	77
Event Planning	114	104
Calendar entry (expired)	113	109
Visitors Guide button	99	79
About McKinney	92	77
Specialty Inn listing page	81	72
Calendar entry (expired)	80	74
Shopping	78	67
Calendar Entry (expired)	76	53
Accommodations	74	66
Historic District Tours	73	62
Nov. 2 Calendar	70	55
Calendar general	68	49
Tours	66	58



Blog – NTTA Tollway	65	57
Calendar entry (expired)	60	49

Top Countries – OCTOBER 2019

Country Breakdown	Users	New Users	Sessions
United States	3,866	3,695	4,633
Canada	70	70	79
(undefined)	22	21	23
Germany	19	19	19
India	17	17	20
South Korea	14	14	14
Denmark	10	10	10
United Kingdom	8	8	8
Philippines	6	6	6
France	3	3	3

Top States

State Breakdown	Users	New Users	Sessions
Texas	2,797	3,503	4,421
Virginia	286	284	286
California	114	113	124
Oklahoma	57	55	68
Florida	45	42	48
Illinois	45	42	48
Georgia	44	43	46
New York	27	26	29
Missouri	27	26	29
Arizona	25	25	27

Top Cities

City Breakdown	Users	New Users	Sessions
Dallas	843	775	972
McKinney	762	683	1,037
Plano	155	145	167
Allen	110	94	132
Frisco	103	95	115
Austin	56	52	63
Prosper	55	51	57
Houston	53	51	63
Fort Worth	44	42	50
Richardson	38	33	48



CROWDRIFT GALLERIES - OCTOBER 2019		
Gallery	Interactions	Views
Being Social	5	26
Explore	48	112
Dining	29	114
History (Downtown)	51	76
Events	44	242
Home Gallery	68	640
TOTAL	245	1,210

VISIT WIDGET - OCTOBER 2019				
	Users	Sessions	Page Views	New Downloads
Widget	41	42	174	
Desktop	28	28	138	
Mobile	13	14	36	
Mobile APP	158	136	729	
App-iOS	114	90	518	24
App-Android	44	46	211	16
TOTAL	199	178	903	40

FY 19-20	Budgeted Amount
Adv. & Promo TTL	\$ 169,617

OCTOBER 2019 - Free Media Coverage for Visit McKinney					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
Community Impact	2 pgs. on McKinney hotels vs Airbnb - by Emily Davis	\$7,440	\$2,500	\$29,820	410,000
Bubble Life	Shared Blog/web updates (1 times)	\$0	\$1,000	\$3,000	300,000
TOTALS		\$7,440	\$3,500	\$32,820	710,000
FY 19-20		\$7,440	\$3,500	\$32,820	710,000



VI. LOST BUSINESS: 2

1. Hotel Lobbyists – Contact: Brett Sterenson. Meeting Date: January 13-15, 2020. Attendees: 30, Room nights: 50. Specifically asked for a hotel in downtown with walking distance to shopping & dining. Grand did not have rooms available.
2. Texas Association of Administrators & Supervisors of Young Children (TAASPYC). Allen/Watters Creek Delta Hotel & Conference won the bid. Date: Feb 10-11, 2020. Approximately 90 attendees and 50 room nights.



19-0962

TITLE: Consider/Discuss MEDC Monthly Organizational Report

SUPPORTING MATERIALS:

[Organizational Report](#)

McKinney Economic Development Corporation

November 2019 Organizational Report

Peter Tokar
MEDC President

President's Report:

A. Organizational Updates

- **SAVE THE DATE:** Our Holiday Party is scheduled for Thursday, December 12th, 6:00 pm – 9:00 pm at Local Yocal BBQ & Grill. Our gathering will be held in their new event space, The Augustus. Board, Staff, Mayor Fuller, Paul Grimes, Mark Houser, City Liaisons and guests will enjoy a plated dinner. Menu options and further details will be forthcoming.

B. Organizational Activity Report (October 2019)

- RFPs received: 6
- RFPs responded to: 2
- Total Pipeline Projects: 13
- New Pipeline Projects: 0
- Project Visits: 1

C. Marketing / Communications (October 2019)

- **Marketing Update:**
 - Marketing Trips: 4
 - Marketing Events: 3
- **Marketing Automation:** Staff attended an informative and in-depth training on automation system, along with email buildouts, dynamic content and workflows.
- **Website:** Website is continually being updated and tweaked based on team's input, trends in the market and search engine optimization needs. The application and information re: the Innovation Fund is being written and will be on the website by end of next week. Kate will meet with Tracy and Gere' in November to go over more website edits. See social media/website report on page 4.
- **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.
- **Content Development:** We have been meeting with McKinney-based businesses to conduct interviews, take action shots and video clips in order to build up content for MEDC Business Spotlight strategy. "Series" launching in November and continuing on a cadence. Worked with Abby Liu on Power Women interview for Bisnow (article launch in November 2019, along with award ceremony scheduled for November 12)
 - Blogs Launched (October)
 - *Progress Continues At The New Terminal At McKinney National Airport — And It's Just 'Plane' Awesome!*

- *There's No Place Like McKinney. Stay A Night or Two – You'll See What We Mean.*
- *Did You Know? McKinney Had The First Privately Held LEED Platinum Building.*
- *Does Weather Affect Your Business? Find Out Why McKinney May Be The Perfect Place For You.*
- *McKinney Achieves Highest Safety Classification*
- *McKinney Ranks #2 for "Most Surprising Cities To Live In If You Want To Make A Lot Of Money"*
- Met with Visit McKinney to discuss how we can collaborate, plus we plan to do a virtual tour of the McKinney (owned) hotels in December 2019.

D. Technology Infrastructure Updates

- **Wireless Committee** – External Consultant:
 - Selection of **HR GREEN** as external wireless consultant.
- **Wireless Committee** – Education:
 - Multiple carriers have reached out to the MEDC about providing an educational presentation to the committee and decision makers to discuss wireless equipment details and specific use cases of next gen services. We are in the process of scheduling these meetings for our committee members to ensure that all members have the same level of wireless technology knowledge.
- **Wireless Committee** - Communication Plan:
 - City hosted Wireless Technology FAQ page has received 188 unique views since the launch. The high was on October 24th, with 73 page views.
- **Electric Vehicle Charging Infrastructure** - City of McKinney/MEDC Partnership:
 - MEDC has partnered with the City and Project Axe to explore the process to bring Tesla branded EV charging infrastructure to Downtown McKinney.

E. Business Retention & Expansion (October 2019)

- BRE Visits: 5
- Annual BRE Total: 84
- Businesses Assisted: 6
- **BRE Partner Events: 1**

F. MEDC Committee Updates

- **Real Estate Committee:** Next meeting date TBD, Joanne working to find a day/time that works with the committee's schedules.
- **Marketing Committee:** Regularly scheduled meeting following the board meeting.
- **Finance Committee:** No meeting scheduled at this time.

G. Upcoming Events

- Smart City World Congress, November 18th – 23rd, Barcelona, Spain
- MEDC Holiday Party, Thursday, December 12th, 6:00 pm – 9:00 pm, Local Yocal BBQ & Grill

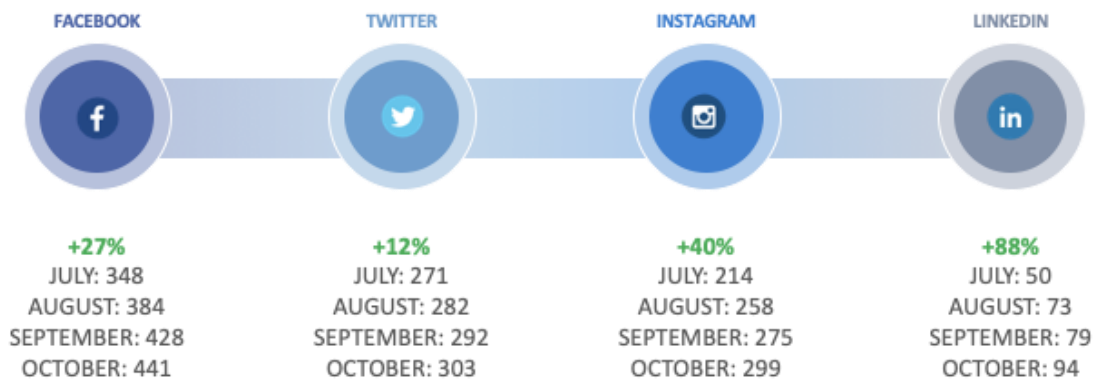


McKinney Economic Development Corporation

Social Media/Website Report October 1-31

Social Media:

Overall each social platform is increasing in both fans/followers and also engagement! The content being placed on each platform has a call to action, which is resulting in an increase web traffic and increase in total website page views.



Website:

Overall the website is experiencing an increase in visits on a daily basis, along with increasing ranking on Google. The unique visitors count is rising, along with the amount of time spent on the website; we can see that social is aiding in the unique visitors, along with the focused blog content.

1,013 Total Visitors **1,049** Total Visits **2,493** Total Page Impressions **2.4** Avg Page Views **7.4** Avg Minutes On Site

Top Entrance Pages

[View All](#)

1	home page	51.88%
2	/announcements/mckinney-ranks-2-for-most-sur...	7.31%
3	/travel/progress-continues-at-the-new-terminal-a...	6.32%
4	/board-and-agendas/	3.46%
5	/leadership/	2.08%

Top Entrance Pages

[View All](#)

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19-0963



TITLE: Consider/Discuss/Act on McKinney Chamber of Commerce Community Awards Selection Process

SUPPORTING MATERIALS:

[MEDC Awards Criteria and Recipients List](#)

McKINNEY ECONOMIC DEVELOPMENT CORPORATION

Corporate Performance Award

Criteria: The company must be a role model in corporate citizenship by contributing to the community in a meaningful way. The company must have met or exceeded all requirements and benchmarks set forth in their incentive agreement with the MEDC. The company must be an active member of the McKinney Chamber of Commerce.

Corporate Performance Award Recipients

2000	Brandon Industries
2001	Performance Food Group
2002	McKinney Aerospace
2003	Encore Wire
2004	Blockbuster
2005	Tenant Tracker
2006	Watson & Chalin
2007	United American Insurance
2008	Craig International
2009	The Raytheon Company
2010	Simpson Strong-Tie
2011	Manner Plastics
2012	Emerson Process Management
2013	Independent Bank
2014	Tong Yang Group
2015	Baylor Medical Center at McKinney
2016	Wistron GreenTech Texas Corporation
2017	Independent Bank
2018	Vazata
2019	Moss Construction

The Encore Wire Award

Criteria: A business that has existed in McKinney for at least three years and has measurable expansion of square footage, number of employees or product lines. Business was directly impacted from the Business and Expansion Program.

Business Retention & Expansion Program Award

2008	Encore Wire, Ltd.
2009	RMCN Credit Services, Inc.
2010	Blue Mountain Equipment
2011	Tong Yang Group
2012	Medical Center of McKinney
2013	Spectacor
2014	Raytheon
2015	Encore Wire
2016	Emerson Process Management StatLab Medical Products
2017	Simpson StrongTie
2018	Hisun Motors
2019	Playful Corp