



McKinney Economic Development Corporation Agenda

Tuesday, January 21, 2020

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.

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.

20-0079 [Minutes of the McKinney Economic Development Corporation Meeting of December 17, 2019](#)

Attachments: [Minutes](#)

REPORTS

20-0080 [Board and Liaison Updates](#)
 [Board Chairman](#)
 [City of McKinney](#)
 [Chamber of Commerce](#)
 [Community Development Corporation](#)
 [Visit McKinney](#)

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

20-0081 [Consider/Discuss MEDC Monthly Organizational Report](#)

Attachments: [Organizational Report](#)

20-0082 [Consider/Discuss Technology & Infrastructure Update](#)

REGULAR AGENDA

20-0083 [Consider/Discuss/Act on November 2019 Financials](#)

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

20-0084 [Consider/Discuss/Act on December 2019 Financials](#)

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

20-0085 [Consider/Discuss 2019 Annual Key Performance Indicators](#)

Attachments: [2019 Annual KPI Report](#)

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 FPS
- Project Handle
- Project LoneStar
- Project Lotus
- Simpson Strong Tie
- Toyoshima Greentech
- Lone Star Reel

ACTION ON EXECUTIVE SESSION

ADJOURN

Posted in accordance with the Texas Government Code, Chapter 551, on the 17th day of January, 2020 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>.

20-0079



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

SUPPORTING MATERIALS:

[Minutes](#)

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

DECEMBER 17, 2019

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

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

Absent: None

Staff Present: President Peter Tokar, Executive Vice President Abby Liu, Senior Vice President Danny Chavez, Technology and Infrastructure Specialist Michael DePaola, MEDC Office Supervisor Deana Smithee, MEDC Administrative Assistant Joanne Isom, Mayor George C. Fuller, Mayor Pro Tem Rainey Rogers, Councilman Scott Elliott, City Manager Paul Grimes, MEDC Attorney Mark Houser, Chief Financial Officer Mark Holloway, Financial Compliance Manager Chance Miller, Visit McKinney Executive Director DeeDee Guerra, and McKinney Community Development Corporation President Cindy Schneible.

Absent: Project Manager Madison Clark

There were 2 guests present.

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

Chairman Sipiora Called for Public Comments for items on the agenda and there were none.

19-1056 Chairman Sipiora called for the Minutes of the McKinney Economic Development Corporation of November 19, 2019. Board members unanimously approved the motion by Board member Feltus, seconded by Board member Cloutier, to approve the minutes.

19-1050 Chairman Sipiora called for Board and Liaison Updates. Chairman Sipiora noted the MEDC Christmas dinner and commended the staff and the Board for the work accomplished in 2019.

City of McKinney - City Manager Grimes noted Kim Flom, the new Assistant City Manager, will start on January 2, 2020. City Manager Grimes noted there will be reorganization within the City Manager's office and a new organizational chart will be posted on the website. City Manager Grimes reported the John and Judy Gay Library is currently under construction for a new addition. There will be a cross access lane connected to Nesbit Park proper from the Library. The Library will be closed January 6th – 13th due to construction.

Chamber of Commerce – President Hermes reported the Chamber office will move on December 30th. The Chamber will locate to 1700 North Redbud Street in the First United Bank Building on the 1st floor. There will be a ribbon cutting ceremony on January 29th at 4:30 pm – 6:00 pm. President Hermes also noted the Annual Business Meeting is scheduled for January 28th at the Sheraton in McKinney. President Hermes noted the Chamber is continuing joint Business, Retention, and Expansion visits with the MEDC and Visit McKinney. They have met with Dynacraft and have meetings scheduled with Aramark and Globe Life. President Hermes noted they are looking to redesign the Chamber's Website and will utilize Centipede Digital. President Hermes announced the first quarter sales results reflect the McKinney Chamber of Commerce in first place in the nation for new member sales. President Hermes also reported the Dallas Business Journal ranked the McKinney Chamber the fifth largest chamber in the Dallas region in terms of the operating budget and third largest in the number of members.

Community Development Corporation – President Schneible noted the CDC completes three cycles of project grants. They have 1.4 million allocated and are accepting applications for the first cycle through December 31st. President Schneible noted they are also accepting applications for the CDC Annual Quality-of-Life awards. The CDC Board will award an individual and an organization. Nominations will be

accepted through Friday, January 3rd. The awards will be presented at the McKinney Chamber Community Award Celebration on February 28th. Visit McKinney - Executive Director Guerra noted Visit McKinney awarded two grants last month for promotional and advertising purposes. One grant was awarded to the Ovation Academy for the musical "Chaplain", in the amount of \$11,595.00. The other grant was awarded to the Odysseus Chamber Orchestra for \$1,700.00. Executive Director Guerra reported round two has opened for the grant cycle and the deadline is February 3rd. Presentations will be heard by the Board on February 25th and grants will be awarded on March 24th. Executive Director Guerra noted the DII football game with Minnesota State versus West Florida will be on Saturday, December 21st.

- 19-1052/** Chairman Sipiora called for the consideration/discussion/action on
- 19-1053** September and October 2019 Financials. Financial Compliance Manager Miller reported on September and October 2019 financials. Finalized September fiscal year 2019 numbers and the sales tax collected was \$50,000 higher than budgeted. Financial Compliance Manager Miller noted October's sales tax was 7.8 percent higher than last year. There was \$4.4 million in project expenditures, to include Independent Bank and McKinney Industrial Center. Financial Compliance Manager Miller noted due to Independent Bank and McKinney Industrial paying out in fiscal year 2020 instead of fiscal year 2019, there will be a reappropriation presented to the board. Board members unanimously approved the motion by Board member Cloutier, seconded by Secretary/Treasurer Loughmiller, to approve the September and October 2019 Financials.
- 19-1054** Chairman Sipiora called for the consideration/discussion/action on the Chamber of Commerce Awards based on nominations. President Tokar noted there are three companies nominated by staff for the Encore Wire Award and are listed in the packet provided as A, B, or C. Board

members unanimously approved the motion by Vice Chairman Jones, seconded by Secretary/Treasurer Loughmiller, to approve Company A as the winner for the Encore Wire Award. Chairman Sipiora noted there are two companies nominated by staff for the Corporate Business Award and are listed in the packet provided as A and B. Board members unanimously approved the motion by Secretary/Treasurer Loughmiller, seconded by Vice Chairman Jones, to approve Company A as the winner for the Corporate Business Award. The winners will be announced at the McKinney Chamber Community Awards Celebration on February 28th.

19-1055 Chairman Sipiora called for the consideration/discussion/action on Gazelle Software Agreement. President Tokar reported the Gazelle Software is being presented to the board by Senior Vice President Chavez. The annual cost of the software is \$15,000.00. Senior Vice President Chavez introduced Gazelle as a software platform that resources thousands of data points to make informed business decisions based on lead generation. Gazelle is back ended by ROI, a company that produces lead generation for marketing trips for economic development organizations. Senior Vice President Chavez noted Gazelle is the only platform that features trained algorithms to index companies based on their likelihood to expand. Senior Vice President Chavez noted that Gazelle heat maps at the state and county levels across 900 six digit NAICS industries. These heat maps allow users to discover density and growth based on employment, total salaries, net sales, gross profits, establishments, and average salaries. Senior Vice President Chavez noted the software will enable associates to identify growing companies in emerging industries through blended search engines. Gazelle's research team performs over 120,000 executive interviews per year. The interviews are designed to uncover companies planning an expansion initiative within a 36-month timeframe. Senior Vice President Chavez explained Gazelle allows users to create lists of

companies based on the location of the headquarters operations, as well as the location of affiliated subsidiary and branch operations. President Tokar noted the MEDC is not currently using any software that assists in lead generation. President Tokar noted the cost of Gazelle is affordable based on the competitor software and can be canceled after a year. Secretary/Treasurer Loughmiller and Board member Feltus both noted they would be interested in feedback on the software from other economic development organizations. Board members unanimously approved the motion by Board member Feltus, seconded by Secretary/Treasurer Loughmiller, to approve the Gazelle Software Agreement.

Chairman Sipiora called for Citizen Comments and there were none.

Chairman Sipiora called for Board Comments. Secretary/Treasurer Loughmiller noted the MEDC presence on social media but would like to see a presence in non-digital media. Board member Minissale requested a monthly dashboard to show trended performance metrics. Senior Vice President Chavez reported the MEDC will generate monthly dashboard reports through Salesforce beginning in January.

Chairman Sipiora recessed the meeting into Executive Session at 8:49 am.

Chairman Sipiora reconvened the meeting to open session at 9:58 am

Board members unanimously approved the motion by Board member Cloutier, seconded by Secretary/Treasurer Loughmiller, to approve Project Axe as discussed in Executive Session.

Board members unanimously approved the motion by Board member Rath, seconded by Board member Feltus, to adjourn the meeting.

Chairman Sipiora adjourned the meeting at 10:00 am.

Kenneth T. Sipiora
Chairman

20-0080



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](#)



January 14, 2020

TO: MEDC Board and Staff
Visit McKinney Board and Staff

FROM: Cindy Schneible

RE: MCDC Update

FY20 Grants

The application period for the first cycle of Promotional and Community Event grants closed November 29th. Twelve applications were received with requests totaling close to \$121,000. The amount available for award is \$75,000. A recap of requests submitted is provided below:

Application #	Organization	Event	Amount Requested
20-01	Odysseus	Spring Concert Series	\$7,500.00
20-02	Heritage Guild	Farmers Mkt and Crank off	\$10,000.00
20-03	SBG Hospitality	St. Patrick's Day Festival	\$15,000.00
20-04	St Peter's	Empty Bowls	\$7,500.00
20-05	Collin Co. History Museum	2020 Then & Now	\$9,275.00
20-06	Tupps Brewery	Music Fest	\$15,000.00
20-07	Game Day Foods	Salsa Fest	\$6,700.00
20-08	McKinney Main Street	Spring 2020 Events	\$15,000.00
20-09	McKinney Lacrosse Club	2020 Turlaxin'	\$9,150.00
20-10	ManeGait	Country Fair	\$7,000.00
20-11	McKinney Garden Club	Garden & Home Tour	\$11,280.00
20-12	Ovation Academy	5 Spring Shows	\$7,500.00
			\$120,905.00

Applications were presented to the board at the December meeting. Board action will be scheduled for January.

Applications for the first cycle of Project Grants were accepted through December 31. Eligible project categories 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
- Infrastructure Improvement Projects Necessary to Develop New or Expanded Business Enterprises (water, sewer, utilities)

Three project grant applications were received:

Collin County Habitat for Humanity - \$739,054

- | | |
|--|-----------|
| • Low income home repair (A Brush with Kindness program) | \$120,000 |
| • Land acquisition for low income resident home construction | \$300,000 |
| • Amenity Center at the Cotton Groves community | \$250,000 |
| • Park Land Dedication Fees – Cotton Groves community | \$ 61,854 |
| • Foundation engineering – Cotton Groves Amenity Center | \$ 7,200 |

ManeGait Therapeutic Horsemanship - \$6,800 for wayfinding signs

MCDC - \$36,800 for the purchase and installation of eight benches around MPAC.

The applications will be reviewed by MCDC's legal counsel regarding applicability for consideration under state law. They will be presented to the MCDC board at the January meeting.

Applications for the first cycle of Retail Development Infrastructure Grants will be accepted January 1 through January 31, 2020.

The Retail Infrastructure Grants program was created to provide resources for "landmark retail" - 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 grants may be used to fund infrastructure improvements that are **exterior** to a property, necessary to promote or develop new or expanded business enterprises, and include:

- Sewer
- Water
- Electric Utilities
- Gas Utilities
- Drainage
- Site Work

For FY 20, MCDC has allocated \$120,000 to the Retail Development Infrastructure Grants Program.

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. If awarded, funds are provided on a reimbursement basis.

Quality of Life Award

MCDC accepted nominations for the annual Quality of Life Award through January 4, 2020. A total of fourteen nominations were received: nine for individuals and five for organizations.

The award is presented annually at the McKinney Chamber's Community Award Celebration, to recognize the efforts of an individual and organization that have been instrumental in enhancing the quality of life in McKinney, Texas, as determined by one or more of the following:

- Made a significant economic, social, cultural or environmental impact on the McKinney community
- Led a public use project/facility or initiative that improves quality of life for the community at large
- Promoted, developed or enriched quality of life in McKinney through support for: expanded recreational, cultural or community activities or amenities; business growth and/or tourism; affordable housing initiatives.

Communications and Branding

MCDC has launched a campaign (Buy McKinney - Spend it Here; Keep it Here) designed to educate McKinney residents about the importance of buying local, and the impact it has on funding quality of life amenities in our community; and improving communication regarding grants, projects and sponsored events. Collateral materials to support the initiative have been created and a year-long advertising developed, that includes print ads in Community Impact News on a monthly basis. Information was shared with the McKinney Downtown Business Association members and materials will be provided upon request.





December 2019

I. ASSOCIATION/CORPORATE/SMERF COMPLETED in December 2019: TTL Room nights: 1,078; TTL Revenue: \$122,302

WEDDINGS COMPLETED- December 2019 – 16 Wedding Room Blocks, TTL Room Nights: 344 TTL Rev: \$40,205

Grand Hotel 1 wedding block

- 54 total room nights
- \$8,394 total revenue

Springhill Suites

- 1 wedding block
- 20 total room nights
- \$2,080 total revenue

Hilton Home 2

- 1 wedding block
- 24 total room nights
- \$2,496 total revenue

Sheraton Hotel

- 9 wedding blocks
- 154 total room nights
- \$17,401 total revenue

Hampton Inn

- 3 wedding blocks
- 87 total room nights
- \$9,122 total revenue

Holiday Inn & Suites

- No pick up

Holiday Inn Express

- 1 wedding block
- 5 total room nights
- \$712 total revenue

Comfort Suites

- No pick up

ASSOCIATION/CORPORATE/SMERF COMPLETED in December 2019: TTL Room nights: 734; TTL Revenue: \$82,097

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

CORPORATE – TTL Room Nights: 162; TTL Rev: \$18,347

- ILEAD Grand: TTL room nights: 39; TTYL Rev. \$4,641
- Encore Wire: TTL room nights: 53; TTYL Rev. \$5,777
- Emerson IV 1006-Holiday Inn-TTL room nights: 55; TTYL Rev. \$5,544
- Ameri-State Bank-Grand Hotel: TTL room nights: 15 room nights; TTYL Rev. \$2,385



SMERF: TTL Room nights: 12; TTL rev: \$1,888

- **Grand Hotel**
 - 12 room nights
 - \$1,888 total revenue

SPORTS: TTL Room nights: 560; TTL Rev: \$61,862

- NCAA D2 Football Dame: TTL room nights: 560; TTYL Rev. \$61,862
 - Sheraton (NCAA & Florida State Team): TTL room nights: 282; TTYL Rev. \$32,430
 - F&B \$4,335 (not included in total)
 - Home 2 (Fans): TTL room nights: 47 ; TTYL Rev. \$5,053
 - Holiday Inn CR: TTL room nights: 31; TTYL Rev. \$2,480
 - Holiday Inn: TTL room nights: 55; TTYL Rev. \$5,544
 - SpringHill Suites TTL room nights: 145; TTYL Rev. \$16,355
 - Officials: TTL room nights: 34; TTYL Rev. \$4,386
 - Fans: TTL room nights: 111; TTYL Rev. \$11,969

**Note: The Delta in Allen: TTL room nights: 161; TTYL Rev. \$19,159
F&B \$10,738.40= \$29,897.40 (EI-lost to Allen)**

II. Visitors: FYTD Total (Oct.'19– Sept. '20): 1,419

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

- Out of State: 6
- Out of Country: 11
- Texas Residents: 9
- McKinney Residents: 0
- Register Total: 26
- Ticker Counter: 491

Top Five States requesting information:

1. Florida
2. California
3. Ohio
4. Michigan
5. Wisconsin

III. RFP's: 32 (1-Association, 28-Corporate, 2-Weddings, 0-Social, 1-Religious, 0-Sports, 0-Day Trips)

Association:

1. Texas Downtown Association Board Meeting-Grand- January 23-24, 2020. Attendees: 25, total room block: 21
2. Church 121 – Contact: Ann Bridgman. Sheraton, Feb 7-8, 2020; Attendees: 120, Room nights: 50

Corporate: 27-Globelife Total rooms: Total attendees:

Meeting Name	Month	Dates	Year	Venue
AIL LA 101	Jan	19-22	2020	Sheraton
LNL LA 201	Jan	26-29	2020	Sheraton
FHL 101	Feb	2-5	2020	Sheraton
AIL LA 201	Feb	10-12	2020	Sheraton



LNL LA 201	Feb	16-20	2020	Sheraton
FHL 201	Feb	19-21	2020	Sheraton
AIL LA 301	Feb	23-25	2020	Sheraton
LNL LA 301	Mar	22-25	2020	Sheraton
FHL 301	Apr	19-21	2020	Sheraton
FHL 101	Apr	21-24	2020	Sheraton
AIL LA 101	Apr	26-29	2020	Sheraton
LNL LA 101	May	10-14	2020	Sheraton
FHL 201	July	12-14	2020	Sheraton
FHL 101	July	14-17	2020	Sheraton
LNL LA 101	July	19-22	2020	Sheraton
AIL LA 101	Aug	2-5	2020	Sheraton
LNL LA 101	Aug	16-20	2020	Sheraton
AIL LA 201	Aug/Sep	31-3	2020	Sheraton
LNL LA 301	Sep	13-16	2020	Sheraton
AIL LA 301	Sep	21-23	2020	Sheraton
FHL 301/401	Sep	27-29	2020	Sheraton
FHL 101	Sep/Oct	29-2	2020	Sheraton
LNL LA 201	Oct	11-14	2020	Sheraton
FHL 201	Oct	12-14	2020	Sheraton
AIL LA 101	Nov	8-11	2020	Sheraton
LNL LA 101	Nov	15-19	2020	Sheraton

Ameristate – Contact: Marci Bond. December 6-7, 2018, Attendees: 20 Room Block 15, Grand Hotel

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

1. Pam Williams – MOB. December 31, 2019, Bella Donna
2. Lauren Williams

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

Blogs (Top 5) for DECEMBER 2019: 259

Benji House – 118

NTTA – 80

Blog Home Page - 27

Archived blog – 18

Special Experiences for Christmas Gifts - 16



BLOG VISITS - FY 19-20	
MONTH	Sessions
Oct. 2018	234
Nov. 2019	618
Dec. 2019	379
FY 18-19	1,231

DECEMBER 2019 Homepage News Flash buttons (Top 5): 234

Weekend Update – 122

NCAA Tickets - 52

Tourism Grants - 36

Then & Now Exhibit - 11

Ask a Local - 13

DECEMBER Landing Pages

NCS4 – 9

KPIs – 4

Meeting Planners Guide (pages combined) – 233

Turlaxin – 2

DECEMBER 2019 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Wrote "Ring in 2020 in McKinney" blog/posted
- Wrote "Give the Gift of a Special McKinney Experience" blog/posted
- Created coupon pages for three visiting groups (for Vanesa)
- Created coupon pages & final itinerary for NCAA coaches' wives event
- Cover photos submitted for Bus Tours Magazine
- Wrote draft of Visit McKinney press release for board review
- Wrote/submitted NCAA game press release after finalists named

V. DECEMBER 2019 Advertising- Website & Publication ROI Tracking:

- Daytripper - 2
- Boyd Broncos – 3
- MHS Program - 3
- Historic Calendar - 1

DECEMBER 2019 SOCIAL MEDIA

FACEBOOK STATS					
FY 19-20	New Likes	Lifetime Likes	Engaged Users	Total Reach	Impressions
OCT. 2019	100	9,383	117,733	614,329	4,583,190
NOV. 2019	160	9,543	121,629	1,127,541	4,041,914
DEC. 2019	110	9,653	157,730	1,565,106	4,678,448
TOTALS	370	N/A	397,092	3,306,976	13,303,552



TWITTER – DECEMBER 2019	
Followers	5,370 (+19)
Tweets	7005 (+28)
Tweet Impressions	168,200
Profile Visits	106
Mentions	102

INSTAGRAM	Followers
From 2018-19	2,341
Oct. 2019	109
Nov.2019	53
Dec. 2019	64
TOTAL	2,567

DECEMBER 2019 YOUTUBE

YOUTUBE	Views	Subscribers
Historical #s	9,242	49
Oct. 2019	208	1
Nov.2019	172	0
Dec. 2019	370	2
TOTAL	9,992	52

DECEMBER 2019 GOOGLE BUSINESS PAGE

Google Bus. Pg	Page Views	Web visits
Oct. 2019	2,540	25
Nov.2019	4,820	31
Dec.2019	3,360	22
TOTAL	10,720	78

WEBSITE – DECEMBER 2019

Month	Sessions	Pageviews	Users
Oct. 2019	4,633	10,186	3,866
Nov.2019	5,202	10,499	4,428
Dec. 2019	4,909	9,338	4,237
FY 19-20	14,744	30,023	12,531



DEC 2019 Traffic	Users
Mobile	2,678
Desktop	1,347
Tablet	212
TOTAL	4,237

DECEMBER 2019 - TOP WEB PAGES

Page	Pageviews	Unique Page Views
Home Page	1413	1173
Calendar (general)	1062	844
NCAA (general info – drive to D2 site)	945	853
Shopping Centers	233	213
Calendar listing for NCAA game	190	176
Events	171	136
Visitors Guide	142	116
Shopping	138	123
Weekend Update button	122	98
Benji House Blog	151	77
Explore page	100	86
Calendar home page	96	77
Bed & Breakfast directory	90	79
Dining	82	59
NTTA Blog	80	66
January calendar page	80	50
Expired calendar entry	78	70
Event Planning home page	76	66
Monthly/Annual Events	71	69
Calendar item – Collin Co. Jr. Livestock	64	52
DCI Press release/blog	59	54
Heard Museum events	59	44
Accommodations page	56	49
Dinosaurs Live calendar listing	64	59
Home page button - NCAA	52	47

Top Countries – DECEMBER 2019

Country Breakdown	Users	New Users	Sessions
United States	4,075	3,959	4,739
Canada	58	58	61
India	15	15	16
Germany	12	11	12
S. Korea	11	11	11
Denmark	8	8	8
(undefined)	6	6	6
China	3	3	3



United Kingdom	3	3	3
Indonesia	3	3	3

Top States – DECEMBER 2019

State Breakdown	Users	New Users	Sessions
Texas	2,797	3,503	4,421
Florida	101	96	116
California	90	89	97
Oklahoma	55	54	59
Virginia	55	54	55
Illinois	51	48	54
Minnesota	50	48	64
Pennsylvania	42	40	46
Michigan	39	39	42
New York	39	39	41

Top Cities – DECEMBER 2019

City Breakdown	Users	New Users	Sessions
Dallas	940	887	1046
McKinney	940	856	1160
Plano	143	136	162
Allen	132	122	141
Frisco	118	115	130
Austin	66	62	68
Prosper	56	54	58
Houston	50	49	55
Fort Worth	41	38	46
Anna	36	34	39

CROWDRIFT GALLERIES - DECEMBER 2019		
Gallery	Interactions	Views
Dining	24	89
History (Downtown)	30	112
Home Gallery	47	543
Explore McKinney	6	87
Being Social	2	31
Events	5	218
TOTAL	114	1,080



VISIT WIDGET - DECEMBER 2019				
	Users	Sessions	Page Views	New Downloads
Widget	48	48	188	
Desktop	33	33	134	
Mobile	15	15	54	
Mobile APP	123	98	563	
App-iOS	89	75	475	24
App-Android	34	23	88	8
TOTAL	171	146	751	32

FY 19-20	Budgeted Amount
Adv. & Promo TTL	\$ 186,167

DECEMBER 2019 - Free Media Coverage for Visit McKinney					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions/ Reach
Community Impact	NCAA Game Preview	\$1,860	\$3,000	\$14,580	420,000
Courier- Gazette	Feature on We Ate Well - 1/2 pg.	\$1,680	\$1,500	\$9,540	100,000
Courier- Gazette	NCAA Game Preview	\$0	\$1,500	\$6,750	100,000
Living Magazine	DCI coming to McKinney (full pg.)	\$3,400	\$1,000	\$13,200	85,000
Bubble Life	Shared Blog/web updates (2 times)	\$0	\$2,000	\$6,000	275,000
TOTALS		\$6,940	\$9,000	\$50,070	980,000
FY 19-20 Totals		\$15,,930	\$19,200	\$106,140	2,500,000

VI. **LOST BUSINESS: 0**



20-0081

TITLE: Consider/Discuss MEDC Monthly Organizational Report

SUPPORTING MATERIALS:

[Organizational Report](#)

McKinney Economic Development Corporation

January 2020 Organizational Report

Peter Tokar
MEDC President

President's Report:

Board,

Happy New Year! I am excited to get started on our 2020 development projects and move some McKinney dirt! This is going to be an amazing year for the MEDC and the City of McKinney and I look forward to working with each of you in the coming year.

Peter

A. Organizational Updates

- We have posted for the Director of Business Intelligence position. We hope to have interviews scheduled in the next few weeks for the new position.
- Gazelle AI software: We are up and running with our new business intelligence software. We have additional staff training scheduled on January 23rd with ROI Analytics.
- MEDC KPI Report is attached to the org report. All in all we achieved the majority of our KPI's for the year. Year one of new KPI's are best estimates of actual performance. Since there is little to no benchmark data, these numbers are our best estimate of performance based on general industry trends and knowledge. We will schedule a KPI and strategic outlook retreat with the board in the next few weeks to look at year one KPI results in greater detail in order to better forecast our new KPI's for the current year.
- 2019 MEDC Holiday Reception: We want to recognize and thank Local Yocal and Board member Tracy Rath for helping organize our spectacular holiday reception.

B. Organizational Activity Report (December 2019)

- RFPs received: 3
- RFPs responded to: 1
- Total Pipeline Projects: 15
- New Pipeline Projects: 3
- Project Visits: 1

C. Marketing / Communications (December 2019)

- **Marketing Update:**
 - Marketing Trips: 2
 - Marketing Events: 0

- **Marketing Automation:** Our Quarterly newsletter for both site selectors and general community is scheduled to go out on January 23rd.
- **Community Forums:** In Partnership with the City of McKinney Neighborhood Services Department, we participated in their December community event to launch our first community forum for economic development. This is part of our social awareness initiative to better communicate and educate McKinney residents on the mission and purpose of the MEDC. We hope to do many more of these in 2020.
- **Social Media Campaigns:** See the attached report.
- **Recent Marketing Trips:**
 - **Economix:** The MEDC participated in the annual Economix Site Consultants Forum in Charleston, SC. This site selector conference is one of the main events we participate in to foster relationships with the brokerage community and market the City for corporate recruitment.

D. Technology & Infrastructure Update

- Wireless Committee held kick off meeting with HR Green to discuss deliverables and Wireless Community Town Hall. Town Hall Date pending confirmation with City Management Staff.

E. Business Retention & Expansion (December 2019)

- BRE Visits: 4
- Annual BRE Total: 90
- Businesses Assisted: 8
- BRE Partner Events: 0

F. MEDC Committee Updates

- **Real Estate Committee:** Next meeting slated for February
- **Marketing Committee:** Regularly scheduled meeting following the board meeting
- **Finance Committee:** We will begin budget prep next month and hold a finance committee meeting.

G. Upcoming Events

- Chamber Annual Business Mtg/Luncheon, Tuesday, January 28th
- Chamber Community Awards, Friday, February 21st
- Bisnow 121 Corridor Event, Thursday, March 26th



McKinney Economic Development Corporation

2019

**KEY
PERFORMANCE
INDICATORS
REPORT**

EXECUTIVE SUMMARY

GOOD TO KNOW

The Key Performance Indicators (KPI) were brand new for the 2018-2019 business year. When considering these KPI's, please take into account that year one Key Performance Indicators are "best estimates" and have not been benchmarked by actual historical organizational performance.

These first year KPI's will help better influence the development of future KPI's moving forward.



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SUMMARY

The Key Performance Indicators contained within this Executive Summary represent the culmination of the results of our strategic objectives for the 2019 calendar operational year of the McKinney Economic Development Corporation. These KPI's were adopted at the July 16, 2019 MEDC Board of Directors meeting, held at the City of McKinney City Hall.

While the time-line of these KPI's suggest that they do not represent the full year of organizational activity, the development of these KPI's spanned the entire organizational operational year. With any new KPI development process, year one KPI's take additional time to develop as the organization transitions into its new strategic objectives. This report quantifies the results of the KPI's defined within pre and post adoption by the **MEDC Board of Directors.**

**"If you really look closely,
most overnight success
took a long time."
- Steve Jobs**

STRATEGIC OBJECTIVES

MEDC PRIORITIES

01

New Business Attraction

Continue to seek out qualified businesses in identified targeted industries to relocate to the City of McKinney.

02

Marketing

Coordinate to create a uniform marketing campaign for the MEDC to clearly showcase the City of McKinney as a business and lifestyle destination and to promote development opportunities.

03

Website/ Social Media

Refresh the existing MEDC website with updates in information and design. Revamp existing social media channels and start new ones to properly represent MEDC communications.

04

Outbound Recruitment/ Lead Generation

The MEDC will participate in outbound trade missions to recruit national and international business prospects to promote McKinney as the premier city to locate and grow business in the DFW Metro.

05

Infrastructure Development

Utilizing Infrastructure-led economic development principles, the MEDC will seek to engage technology infrastructure that will serve as a catalyst for business attraction and community lifestyle improvement.

06

Increase Commercial Tax Base

As a primary objective, the MEDC will seek opportunities for increasing the commercial tax base of the City of McKinney to help balance the proportion of tax base from relying heavily on residential property tax.

07

Build new B.R.E Program

Develop a personalized Business Retention and Expansion program to serve the existing McKinney business community.



UNIQUE MCKINNEY

As part of the re-branding campaign for the MEDC, the brand “Unique McKinney” rose to the top as part of our branding image. The City has long held the tag-line “Unique by Nature”, which successfully represents the community in the metro area. However, when it came to economic development, the tag-line needed to be hyper-focused for business recruitment. Thankfully, we did not have to change much.

With a two word change, we became “Unique McKinney.” Without the suggestive nature tones, we have the opportunity to retain the “Unique” attributes of McKinney, while broadening the scope of use for our own unique tag-line.

It was important for the MEDC to remain in concert with the City of McKinney brand being a component department of the City. This joint branding effort blends seamlessly to create a new brand for the economic development while not losing any brand identity for the City as a whole.

THE RESULTS ARE IN

The following is the Executive Summary of the McKinney Economic Development Corporation Key Performance Indicators achieved in the 2019 calendar year.

2019

01 New Business Attraction

1. Maintain an active project pipeline of minimum 20 active projects.

Active Pipeline Projects (Year End 2019) : 17

KPI Met: NO

Details: The project pipeline is an in and out flow. There were times during the year when we had well over 20 projects in the active pipeline. During the year, we redefined what the qualification criteria for what is considered a "project." Once we reevaluated the project pipeline using the new criteria, many "projects" that were in the existing pipeline were removed because they did not meet the new criteria for being considered a project. These items were then moved to the "Leads" category. Because of this we saw a sharp decline in the active project deal sheet. However, through the remainder of the year, we were able to bring in more qualified projects that met the new criteria.

In addition to the revised criteria, several projects were announced in the last quarter of 2018. Once a project is announced, an incentive agreement is agreed upon or a project is canceled, we consider this a closed project and remove it from the active project deal sheet. We anticipate that the project load will increase in active projects in the new year through our organizational efforts.

2. Host at least 1 Familiarization Tour (FAM) Annually.

Hosted FAM Tours (Year End 2019): 2

KPI Met: YES

Details:

September 2019: FAM Tour for Catalyst Commercial and Colleagues

October 2019: FAM Tour for CCIM Japanese Delegation



3. Participate in Industry Trade Shows and Missions.

Trade Shows and Missions Attended (Year End 2019): 18

KPI Met: YES

Details

January - International Economic Development Council Annual Leadership Conference

February - Collin County Days (Partnership with McKinney Chamber of Commerce)

April - San Antonio Trade Mission - The Pearl Brewery and Hotel Emma Development District

April - TEAM Texas - Chicago Trade Mission

June - Dallas Regional Chamber Trade Mission - Chicago

July - International Trade Mission - Taiwan

August - TEAM Texas Economic Summit

September - Governors Mission to Japan

September - Smart Cities Expo - Atlanta

September - WESTEC TEAM Texas Trade Mission - Long Beach

September - TEAM Texas Mission Trip - New York

October - International Economic Development Council Annual Conference

October - Texas Economic Development Council Annual Conference

October - GO BIG Texas Trade Mission - Boston

November - Smart Cities World Congress

November - Hi-Rex Expo and E-Sports Summit

December - Economix Site Selectors Conference

December - Houston Consultants Forum

02

MARKETING

UNIQUE MCKINNEY

1. Complete Marketing and Re-branding Campaign on-time and on budget.

Marketing and Re-branding Completion Date: October 1, 2019

KPI Met: YES

Details: Utilizing the marketing and communications firm, Centipede Digital, we were able to complete this goal. Centipede Digital provided full website design, logo redesign, branding campaign design, social media channel redesign, marketing automation and search engine optimization services to deliver our new website and corporate brand. This type of project typically takes over a year to produce. Through strategic planning and very high levels of service, we were able to complete this in roughly 12 months.

2. Achieve an open rate of 40% on digital marketing material distributed.

Number of publications produced (Year End 2019) : 2

KPI Met: YES (Open Rate Average - 44.5%)

Details:

There were only 2 digital publications produced in 2019 during our rebuilding and re-branding year. Much of the new digital material was recently completed in Q4 of 2019. We will continue to track this information as we launch more campaigns.

*Digital Campaign 1: MEDC Presidents Report - Open rate: 70%

Digital Campaign 2: First launch of Site Selectors and Brokers Newsletter (Q4 of 2019) - Open Rate 19%

*The open rate for the Brokers newsletter is skewed based on multiple bad addresses in our internal database we used for distribution. We have since cleaned up the database and expect better results in our 2020 Q1 newsletter.

3. Distribute to at least 20 Unique strategic marketing audiences.

Unique Audiences (Year End 2019) : 20

KPI Met: YES (Although all 20 audiences were included in a single campaign.)

Details: Future distributions will go to the individual audiences as separate campaigns.



MEDC NEW CORPORATE LOGO



McKinney Economic Development Corporation

MEDC NEW BRANDING LOGO/CAMPAIGN MARKER

UNIQUE MCKINNEY

WEBSITE / SOCIAL MEDIA

2019

1. Increase traffic to the MEDC website by 30% in the first year of launch.**Website Launch Date:** September 1, 2019**KPI Met:** N/A

Details: Since the website has not been active for a full calendar year, we are not able to calculate the result of this KPI at this time. However, we have furnished the website performance metrics to date in the attached chart.

2. Increase Social Media viewership, likes, subscriptions and related interactions.

Details: Like the website, until we have collected over 12 months of data, it is difficult to show increased performance over established channels as these KPI's are new. Overall, we have seen increases in engagement across all new channels and an increase month-over-month on all channels.

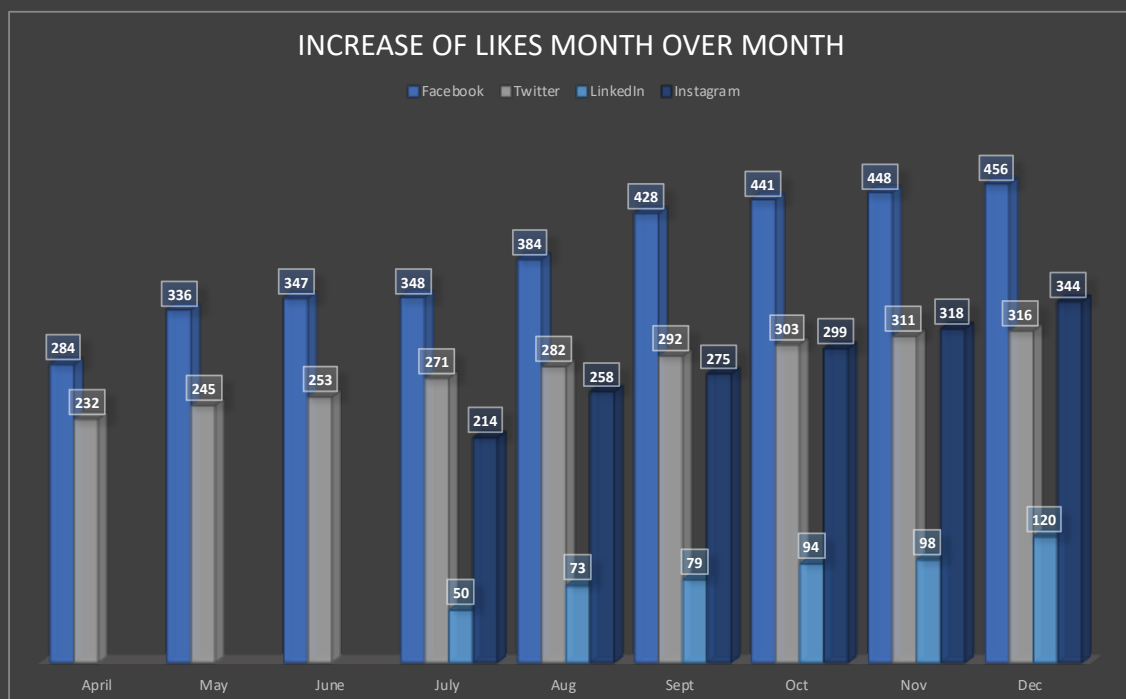
**Website Statistics:****Total Visits:** 16,099**Length of Visit:** 11.59 minutes (increase of 8.8 minutes from June to December)**Location Data of Visitors:**

Jan-Jun 32% U.S., 2.8% International, 65.2% Other
 July-Dec 86.68% U.S., 13.32% International

Bounce Rate: 63% (September to December)**Increase Visits:** +18% Feb, +9% March, -14% April, -9% May, +57% Oct, -38% Nov, -4.7% Dec



Social Media	Jan-June	July-Dec	Total
Likes	829	992	1,821
Followers	454	1,258	1,712
Impressions	15,149	39,164	54,313
Shares	81	180	261
# of Views	507	1,250	1,757
# of Posts	238	650	888



04

Outbound Recruitment & Lead Generation

1. Generate at least 5 National and International project leads.

Total National and International Leads: 17

KPI Met: YES

Details: Through our networking and trade missions, our projects team generated 17 qualified leads. Like the renewed criteria for active Projects, we redefined our definitions and qualifications for project leads. Our objective is to make sure that leads generated have at minimum the potential for a project rather than just be a casual interaction with a company that has no intention of making a relocation or expansion decision.

2. Develop a database of Site Selectors and Brokers.

Completion date of Site Selectors and Brokers Database: October 2019

KPI Met: YES

Details: Through a lot of research, attendance at site selectors events and networking at local and regional brokers events, we were able to compile a database of site selection consultants and local, regional and national commercial retail brokers. The list is over 400 members strong across the stated audiences.



McKinney Is UNSTOPPABLE

Welcome to the McKinney Economic Development Corporation's quarterly community focused newsletter! Feel free to share with friends, family, and everyone in between. Every quarter we'll highlight a few MEDC metrics and community focused updates, and highlight important events in McKinney coming up.

The McKinney Economic Development Corporation (MEDC) would like to share statistics from our work in 2019. The goal of the MEDC is to grow and diversify the McKinney economy while creating jobs and improving the quality of life for our residents, business owners, and visitors.

2019 Snapshot!



1,010 New Jobs Created



\$171,000,000 in New Capital Investment



12.50:1 Investment ROI



It is such a great recruiting tool for us honestly... we have had a few people who are skeptical at first, especially if they're from the coast and then they get here and see McKinney, and are like "oh this is great!"

—Paul Bettner, CEO and Founder of Playful Studios

Major Commercial Updates



Hub 121 - Mixed Use Development

McKinney, Texas

The mixed-use development is home to 286 residential units centered around craft culture, dining, and live music. Some tenants include Serendipity Labs, Cedar Brook Brewery, and Black Rock Coffee.



SRS HQ Topping Out

McKinney, Texas

New 100k RSF Office HQ topped out for SRS Distribution, a wholesale roofing supply company. The four-story Class A property is located in the new Hub 121 Mixed Use Development.

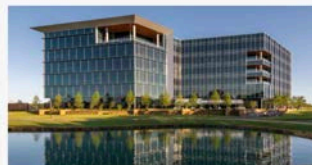
Recent Wins



Raytheon SAS - McKinney Expansion

McKinney, Texas

Raytheon Space and Airborne Systems is expanding its footprint with plans for an additional 500 high-tech jobs and \$120M in capital investment. Construction is expected to be finished in Q4 2020, and at completion will employ ~3,500 at their McKinney, TX location.



Independent Financial HQ

McKinney, Texas

In Q3 2019, Independent Financial began occupying their new 165,000 RSF six-story building in Craig Ranch, located along SH-121 in McKinney. Recently Independent Financial announced a merger with Texas Capital valued at \$5.5 billion. All employees will be located in McKinney and we're very happy to continue partnering with Independent Financial.

[Read More](#)

[Read More on DMN](#)

SITE SELECTORS AND BROKERS QUARTERLY NEWSLETTER

Our digital marketing agency, Centipede Digital, has helped us create a quarterly newsletter aimed at the site selection and brokerage communities. One of the most important things these professionals look for is deal flow in a community.

Deal flow is the development or business activity that is currently happening in the community. Are we winning projects? Is development happening? These are crucial indicators our community is ripe for corporate relocations and development opportunities.

Many communities claim they are a top-tier city to relocate or expand in, however, if there is no deal flow, then how is that claim substantiated. This and other targeted campaigns the MEDC is creating are aimed at answering that question. Is Deal Flow happening in McKinney?

Yes it is.

**“ONCE A NEW TECHNOLOGY ROLLS OVER YOU, IF YOU’RE NOT
PART OF THE STEAMROLLER, YOUR PART OF THE ROAD”**

- STEWART BRAND

1. Have a Tech Infrastructure strategy completed and implemented by year end.

Tech Strategy Completion Date: November 2019

KPI Met: YES

Details: The MEDC is one of the, if not the first, to hire a Technology & Infrastructure Specialist as a full time staff member. Michael DePaola was hired for this position to specifically address this challenge in McKinney. How do we plan for tech infrastructure engagement as a development and attraction tool? Mike completed a comprehensive plan addressing this challenge in November of 2019, which was presented to the Board at the monthly Board Meeting. Our plan will help us prepare for the future of technology in the city and use that advanced network to recruit high tech industries and improve quality of life.

2. Engage at least one development as a test site for Tech Infrastructure roll-out.

Test sites engaged (Year End 2019) : 5

KPI Met: YES

Details: The 5 test sites we are engaging to specifically look at 5G technology implementation are:

McKinney Corporate Center at Craig Ranch - We have an agreement with the developer to include tech infrastructure that includes 5G on all new development that happens within the corporate park.

HUB 121 - Fiber optic infrastructure and small cell deployment to support 5G is currently being built into the development as it is constructed. We are continuing to look at ways in which we can support this deployment.

McKinney Owned Properties: (Southgate + 2 vacant parcels) We are pursuing developers to build mixed-use destination centers on MEDC owned properties. Tech infrastructure will be a mandatory component of these developments.

06 Increase Commercial Tax Base

1. Bring a minimum of \$100M in capital investment from MEDC projects annually.

Total Capital Investment (Year End 2019): \$171,921,000

KPI Met: YES

Details: Despite being a transitional year for the organization, we had a record project year for MEDC Project capital investment. This \$171 Million in investment is spread out over 12 Project Wins for the MEDC. This capital investment only represents the projects the MEDC had an active role in bringing to McKinney and does not represent the total amount of commercial capital investment that occurred in the City of McKinney for the year (2019).

2. Aim for an increase in capital investment of at least 20% Year over Year.

Percentage increase in Cap-X from 2018 to 2019 : 182%

KPI Met: YES

Details: The percentage of increase over the prior year is staggering. 182% is an incredible achievement for the MEDC. I believe our new marketing and branding, as well as our efforts from our new projects team have significantly influenced the spike in project activity and project win rate.

2018 Total Capital Investment - \$61,036,308

2019 Total Capital Investment - \$171,921,000



1. Visit at least 300 McKinney businesses annually.

Total B.R.E Visits (Year End 2019): 98

KPI Met: NO

Details: The bar was set very high for these corporate visits. Despite partnering with community agencies, such as Visit McKinney and the McKinney Chamber of Commerce, we fell well short of our goal of 300 visits. We will research and study industry norms and other economic development agency best practices for targeted B.R.E visits to gauge a suitable number of corporate visits to implement for future years. We are researching to build a database of all the available businesses in the City of McKinney to better establish visit targets as well. To date, a full directory of McKinney businesses does not exist.



TOTAL B.R.E VISITS

98

B.R.E visits are aimed at engaging our existing business community as a form of corporate "Check-Up" to gauge if we can provide any assistance.



COMMUNITY FORUMS

4

We will be hosting many more community forums to better engage with the residents and citizens of McKinney. Our goal is to educate about what the MEDC does.



B.R.E WORKSHOPS

2

Businesses sometimes don't know they need help. These workshops are aimed at providing industry knowledge and education to McKinney businesses.

2. Engage Top 10 Employers at least 3 times per year.

KPI Met: YES / UNKNOWN

Details: We will have better information as to whether we actually achieved this KPI once we bring our Director of Business Intelligence on board with the organization. Since we do not have a central directory of McKinney businesses, it's hard to say if we have had 3 touch-points with our 10 largest employers. There may be large companies that we do know of in the community. Of the companies we have identified, we did have at least 3 engagements with each one. While we were able to reach this goal in the prior year, many times when we reach out to the companies, they decline a meeting. In addition, this past year we had several staff turnover, one of which was the B.R.E Director. We have not been able to accurately account for their engagement activity in these KPI's due to a lack of reporting.

EMPLOYER	ENGAGEMENTS	EMPLOYER	ENGAGEMENTS
Encore Wire	3+	Independent Financial	3+
Raytheon	3+	SRS Distribution	3+
Playful Corp.	3+	Globe Life	3+
Dynacraft	3+	Watson & Chalin	3+
Traxxas	3+*	Emerson	3+

*Multiple attempts to meet

3. Host two community forums annually.

Community Forums completed : 4 complete, 6 planned

KPI Met: YES

Details: Finding the correct outlet for community forums proved to be rather difficult. Our goal with this KPI is to better communicate to the general public and citizens of McKinney what the MEDC does and how we are here to enhance the City. With nearly 200K residents, this is a large audience to reach. During a meet and greet with the City of McKinney Neighborhood Services Department we were fortunate to be invited to participate in their regularly scheduled community forums to meet this objective. They have a robust calendar of community meetings, including meetings with HOA boards and Presidents which gives us access to full neighborhoods within the city. At their invitation, we will be participating in the vast majority of their community outreach efforts, as well as continue to look for more outlets to engage the community.

Additional Community Presentations Given:

Presentation to the McKinney Rotary Club

Presentation to the McKinney ROMEO Club

Presentation to the McKinney LIONS Club

Presentation to HOA Board Members through McKinney Neighborhood Services Dept.



McKinney Economic Development Corporation

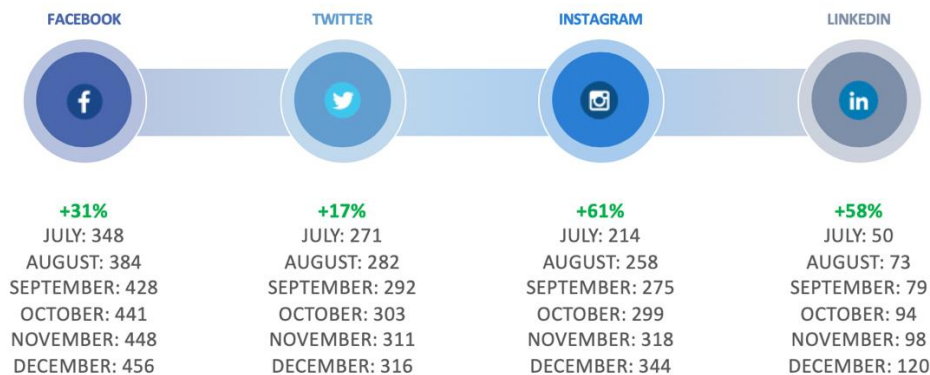
Thank You

©2019 McKinney Economic Development Corp.

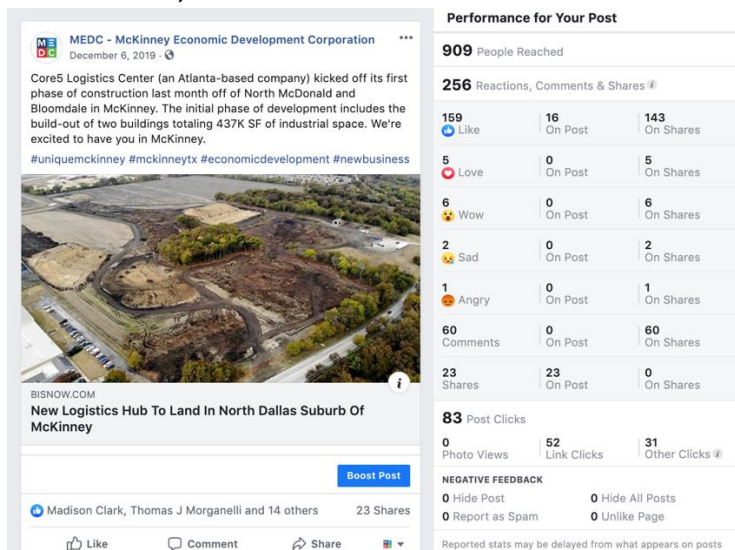
Social Media/Website Report December 1-31

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. During November, it was normal to see a drop in engagement in our industry due to holidays, people taking time off of work and family time taking a lead. However, in December we saw an uptake in engagement and follower/fan count. We saw that as the holidays ended, people returned back to work and business news. Overall, we have a 5% increase in engagement over 30 days, which is higher than the competitors with one week's engagement reaching 647% higher than Frisco EDC.



The post with the most engagement can be found below from Facebook, with 909 people reached, 256 reactions, 23 shares.





McKinney Economic Development Corporation

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; with the average time increase to 8.1 minutes. We are on track to see a large increase in January as the holidays somewhat maintained November's visitor count.

581 Total Visitors	598 Total Visits	1,229 Total Page Impressions	2.1 Avg Page Views	8.1 Avg Minutes On Site
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Referral Traffic: In December we saw an increase in referral traffic from the sources listed below:

- Google
- LinkedIn
- Dallas Culture Map
- Instagram
- Facebook

Top Pages Visited in December:

- Homepage
- Meet Paul Bettner
- Demographics
- Leadership
- Board and Agendas
- History of McKinney
- Economic Incentives

20-0082



TITLE: Consider/Discuss Technology & Infrastructure Update

SUPPORTING MATERIALS:

20-0083



TITLE: Consider/Discuss/Act on November 2019 Financials

SUPPORTING MATERIALS:

[November 2019 Financials](#)

[November 2019 Invoices](#)

[November 2019 Transmittal Letter](#)

McKinney Economic Development Corporation
Balance Sheet
November 2019

	MEDC Operations	Interest and Sinking	Reserve Fund	Long-Term Debt	General Fixed Assets	Total
Assets						
Cash and Cash Equivalents	\$ 96,377	\$ 128,590	\$ 83,395	\$ -	\$ -	\$ 308,361
Investment Pools	9,805,004	716,246	1,527,357	-	-	12,048,607
Accounts Receivable/Other Taxes & Franchise Fees	2,586,612	-	-	-	-	2,586,612
Deposits/Security Deposits	5,528	-	-	-	-	5,528
Deferred Charges/Prepaid Items	-	-	-	-	-	-
Land	-	-	-	-	66,905,887	66,905,887
Land Improvements (Net of Depreciation)	-	-	-	-	-	-
Machinery & Equipment (Net of Depreciation)	-	-	-	-	31,187	31,187
GASB 68 TMRS/Actuarial	-	-	-	29,951	-	29,951
GASB 68 TMRS/Investment	-	-	-	255,635	-	255,635
GASB 68 TMRS/Contributions	-	-	-	110,146	-	110,146
GASB 75 OPEB/Actuarial	-	-	-	3,314	-	3,314
GASB 75 OPEB/Assumption Change	-	-	-	9,556	-	9,556
GASB 75 OPEB/Contributions	-	-	-	2,229	-	2,229
Total Assets	\$ 12,493,522	\$ 844,836	\$ 1,610,752	\$ 410,831	\$ 66,937,074	\$ 82,297,014
Other Debits						
Deferred Charges/Unamortized Advance Refunding	\$ -	\$ -	\$ -	\$ 61,873	\$ -	\$ 61,873
Amount Available for Debt Service	-	-	-	1,721,796	-	1,721,796
Amount Provided for Retirement of Long-term Debt	-	-	-	25,734,735	-	25,734,735
Total Other Debits	\$ -	\$ -	\$ -	\$ 27,518,405	\$ -	\$ 27,518,405
Total Assets and Other Debits	\$ 12,493,522	\$ 844,836	\$ 1,610,752	\$ 27,929,236	\$ 66,937,074	\$ 109,815,419
Liabilities						
Vouchers Payable	\$ 17,022	\$ -	\$ -	\$ -	\$ -	\$ 17,022
Accrued Payroll	-	-	-	-	-	-
Compensated Absences Payable	-	-	-	80,279	-	80,279
Accrued Interest Payable	-	-	-	75,391	-	75,391
Bonds Payable	-	-	-	26,745,000	-	26,745,000
TMRS Pension Liability	-	-	-	686,178	-	686,178
OPEB Liability	-	-	-	223,126	-	223,126
TMRS Actuarial Experience	-	-	-	14,112	-	14,112
TMRS Investment Experience	-	-	-	105,150	-	105,150
Total Liabilities	\$ 17,022	\$ -	\$ -	\$ 27,929,236	\$ -	\$ 27,946,258
Fund Balances/Equity						
Reserve for Encumbrances	\$ 495,570	\$ -	\$ -	\$ -	\$ -	\$ 495,570
Reserve for Prepaids	5,528	-	-	-	-	5,528
Unreserved Fund Balance	11,975,401	844,836	1,610,752	-	-	14,430,988
Investment in Capital Assets	-	-	-	-	66,937,074	66,937,074
Total Fund Balances/Equity	\$ 12,476,499	\$ 844,836	\$ 1,610,752	\$ -	\$ 66,937,074	\$ 81,869,161
Total Liabilities and Fund Balances	\$ 12,493,522	\$ 844,836	\$ 1,610,752	\$ 27,929,236	\$ 66,937,074	\$ 109,815,419

McKinney Economic Development Corporation
Summary Operating Statement
November 2019 (17% of FY Complete)

Revenues	FY20 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Received	Monthly Comparison		YTD Comparison	
						Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
Sales Tax	\$ 14,885,247	\$ 1,380,273	\$ 2,545,753	\$ 12,339,494	17.1%	\$ 1,240,437	\$ 139,836	\$ 2,480,875	\$ 64,878
Interest Income	200,000	15,241	38,573	161,427	19.3%	16,667	(1,426)	33,333	5,240
Miscellaneous Revenue	-	280	280	(280)	0.0%	-	280	-	280
Total Revenues	\$ 15,085,247	\$ 1,395,794	\$ 2,584,606	\$ 12,500,641	17.1%	\$ 1,257,104	\$ 138,690	\$ 2,514,208	\$ 70,398
Expenditures	FY20 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Spent	Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
MEDC Operations									
Personnel	\$ 1,576,609	\$ 110,440	\$ 189,755	\$ 1,386,854	12.0%	\$ 131,384	\$ 20,944	\$ 262,768	\$ 73,013
Supplies	52,000	5,502	5,581	46,419	10.7%	4,333	(1,169)	8,667	3,086
Maintenance	5,000	-	-	5,000	0.0%	417	417	833	833
Services/Sundry	1,134,410	51,866	115,751	1,018,659	10.2%	94,534	42,668	189,068	73,317
Total MEDC Operational Exp.	\$ 2,768,019	\$ 167,809	\$ 311,087	\$ 2,456,932	11.2%	\$ 230,668	\$ 62,859	\$ 461,337	\$ 150,249
Projects									
Committed Projects	\$ 7,850,000	\$ 21,080	\$ 4,450,653	\$ 3,399,348	56.7%	\$ 654,167	\$ 633,087	\$ 1,308,333	\$ (3,142,319)
Total Project Expenses	\$ 7,850,000	\$ 21,080	\$ 4,450,653	\$ 3,399,348	56.7%	\$ 654,167	\$ 633,087	\$ 1,308,333	\$ (3,142,319)
Non-Departmental									
Other - Adm Fee	\$ 450,000	\$ 37,500	\$ 75,000	\$ 375,000	16.7%	\$ 37,500	\$ -	\$ 75,000	\$ -
Insurance & Risk Fund	10,211	851	1,702	8,509	16.7%	851	-	1,702	-
MEDC I & S Fund	3,950,889	329,241	658,482	3,292,408	16.7%	329,241	-	658,482	-
Total Non-Departmental Expenses	\$ 4,411,100	\$ 367,592	\$ 735,183	\$ 3,675,917	16.7%	\$ 367,592	\$ -	\$ 735,183	\$ -
Total Expenses	\$ 15,029,119	\$ 556,480	\$ 5,496,923	\$ 9,532,196	36.6%	\$ 1,252,427	\$ 695,946	\$ 2,504,853	\$ (2,992,070)
Net	\$ 56,128	\$ 839,313	\$ (2,912,317)			\$ 4,677	\$ 834,636	\$ 9,355	\$ (2,921,672)
FY20 Beginning Fund Balance	\$ 15,388,817								
Add FY20 Budgeted Revenue	15,085,247								
Less FY20 Budgeted Expense	(15,029,119)								
FY20 Proj. End Fund Balance	\$ 15,444,945								

MEDC Project Detail/Cash Flow

November 2019

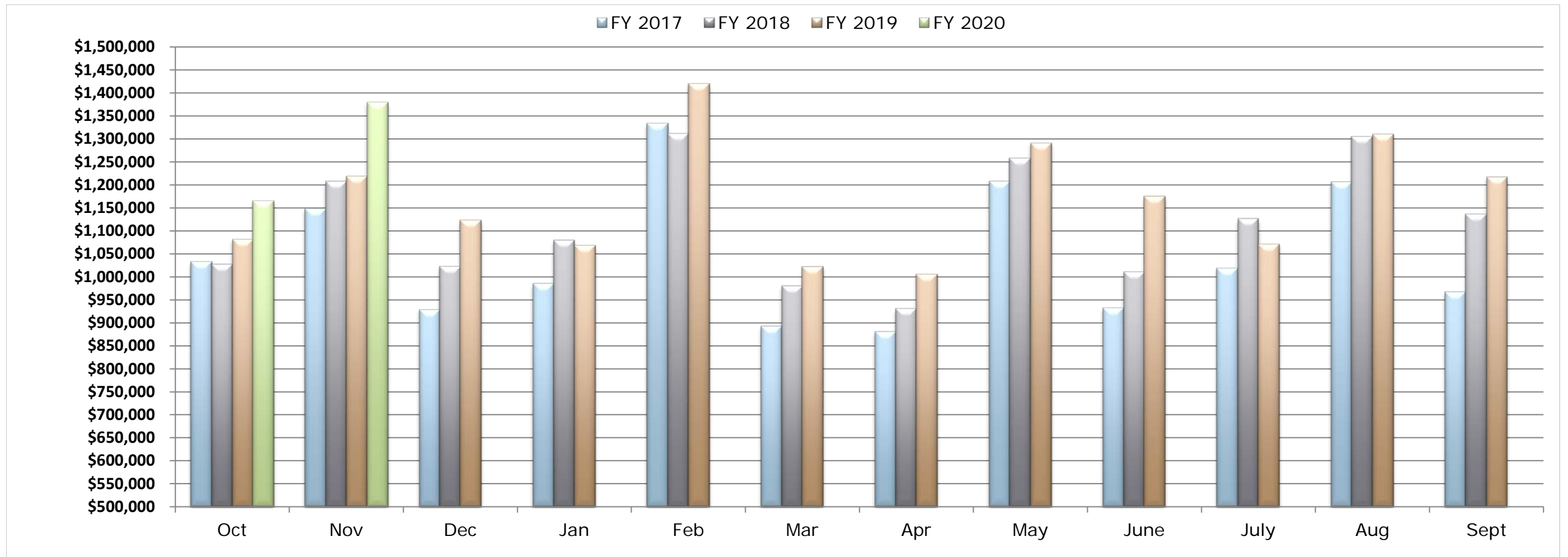
All active MEDC projects are listed below, with the future cash flows based on a conservative estimate of the timing of incentive payments.

Projects	Project Number	Approved Project Amount	Project Expenses to date	Remaining Commitments	FY 20	FY21	FY22	FY23	FY24 and Thereafter
Hisun	E13011	\$ 240,000	\$ 114,000	\$ 126,000	\$ 126,000				
O'Hara Flying Service	E14003	144,000	48,000	96,000	96,000				
UPS*	E14009	900,000	810,000	-	-				
Encore Wire - 2014	E14017	930,000	930,000	-	-				
Tupps Brewery	E14019	27,500	27,500	-	-				
AIM	E14021	144,900	75,900	69,000	69,000				
Popular Ink II	E15005	40,000	40,000	-	-				
Wright IMC	E15007	108,000	-	108,000	108,000				
Accent Care	E15008	460,110	291,090	169,020	169,020				
Horizon Data Center	E15010	256,000	205,000	51,000	-	-	51,000		
Cookies-N-Milk	E16002	100,080	94,520	5,560	5,560				
SFMC	E17002	768,000	-	768,000	768,000				
TPUSA	E17003	610,000	-	610,000	610,000				
PACCAR 2017	E17004	3,300,000	1,100,000	2,200,000	2,200,000				
Cotiviti USA	E17005	792,000	-	792,000	792,000				
Simpson Strong Tie	E17006	467,000	-	467,000	467,000				
Playful	E17007	2,514,400	1,613,080	901,320	901,320				
3-TAB Beacon	E17008	248,500	185,500	63,000	63,000				
Lone Star Reel	E17009	224,982	143,988	80,994	80,994				
Independent Bank	E17010	5,381,000	4,381,000	1,000,000	1,000,000				
Hisun Motors (Grant)	E17011	80,000	-	80,000	80,000				
Volunteer Mobilization	E18002	55,111	55,111	-	-				
Toyoshima Greentech	E19002	50,000	-	50,000	50,000				
McKinney Industrial Center	E19003	165,793	165,793	-	-				
PACCAR 2018	E19005	360,000	-	360,000	-	-	360,000		
Dalfen	E19006	268,000	-	268,000	268,000				
Virtuwave Loan	E19007	699,189	699,189	-	-				
Moss	E19009	245,000	112,000	133,000	84,000	49,000			
EnginSoft	E19010	8,190	6,143	2,048	2,048				
Herald Entertainment	E19011	50,000	33,328	16,672	16,672				
SRS	E19012	1,479,000	-	1,479,000	1,290,000	189,000			
McKinney National Business Park	E19013	244,143	-	244,143	244,143				
KVP	E19014	261,500	-	261,500	-	261,500			
Vintage	E19015	762,300	-	762,300	-	762,300			
Yankon Lighting	E19016	34,000	-	34,000	34,000				
Tupps Brewery 2	E19017	65,200	65,200	-	-				
Totals		\$ 22,483,898	\$ 11,196,342	\$ 11,197,557	\$ 9,524,757	\$ 1,261,800	\$ 411,000	\$ -	\$ -

Unaudited

McKinney Economic Development Corporation
Sales Tax Revenue
 November 2019 (17% of FY Complete)

Month Received	FY 2015 Received	FY 2016 Received	FY 2017 Received	FY 2018 Received	FY 2019 Received	FY 2020 Received	Difference to FY 2019	Variance to FY 2019	% of Budget
October	\$809,613	\$851,178	\$1,032,847	\$1,026,985	\$1,081,713	\$ 1,165,480 1,380,273	\$ 83,767 161,245	7.7% 13.2%	7.8% 9.3%
November	982,351	1,101,106	1,148,939	1,208,295	1,219,028				
December	826,009	897,304	929,699	1,023,356	1,123,713				
January	821,731	833,503	985,393	1,079,316	1,068,303				
February	1,136,044	1,231,183	1,334,043	1,312,944	1,420,142				
March	764,445	671,518	891,649	980,238	1,021,757				
April	716,258	825,953	880,093	930,962	1,006,335				
May	1,031,572	1,114,575	1,208,091	1,258,169	1,291,030				
June	820,908	884,501	932,936	1,011,758	1,174,600				
July	840,355	910,886	1,019,409	1,125,759	1,072,098				
August	1,055,774	1,207,558	1,206,441	1,306,035	1,310,882				
September	1,013,186	938,767	967,150	1,136,996	1,216,602				
Total	\$10,818,246	\$11,468,033	\$12,536,690	\$13,400,813	\$14,006,204	\$ 2,545,753	\$ 245,012	1.7%	17.1%

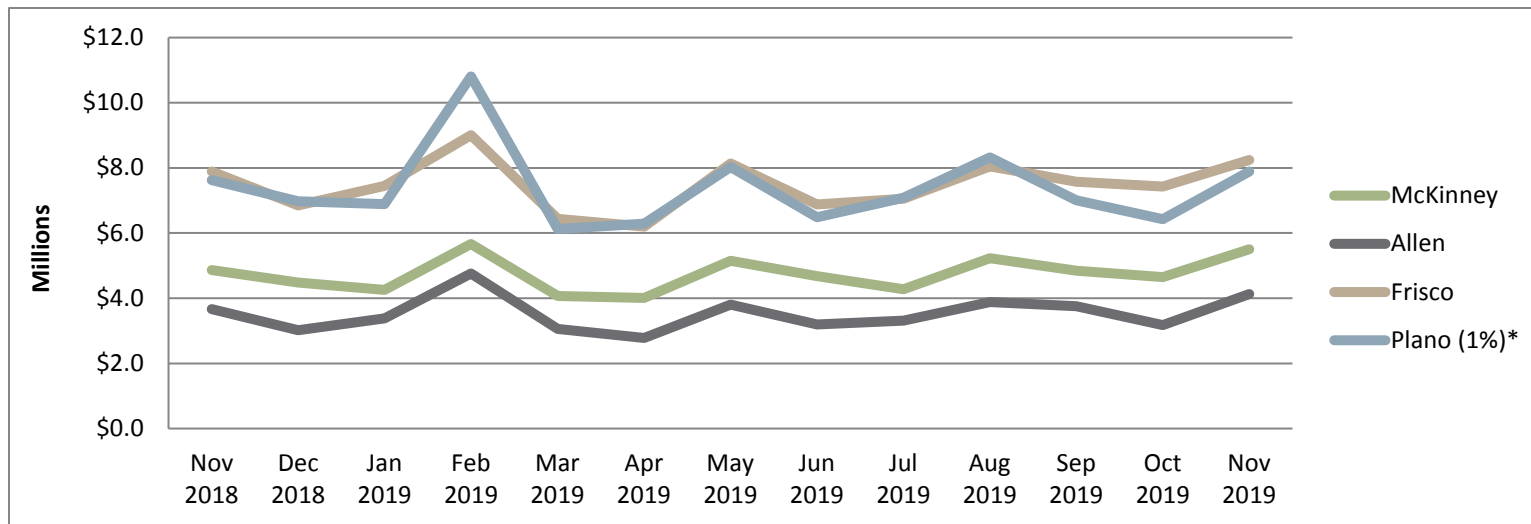


TOTAL SALES TAX COLLECTED

Sister City Comparison

Nov-19	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	\$644,334	\$461,221	\$353,735	\$262,045
Var to LY	13.3%	12.6%	4.5%	3.4%

Year To Date	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	\$978,769	\$343,594	\$942,533	\$275,610
Var to LY	10.7%	4.9%	6.4%	2.0%



Year-to-Date Collections

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
FY 2019 Total	\$9,170,672	\$6,960,282	\$14,728,401	\$14,037,514

FY 2020	McKinney	Allen	Frisco	Plano 1% *
Oct 2019	4,645,356	3,172,495	7,429,917	6,427,255
Nov 2019	5,504,085	4,131,381	8,241,018	7,885,869
FY 2020 Total	\$10,149,440	\$7,303,876	\$15,670,934	\$14,313,125

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

McKINNEY ECONOMIC DEVELOPMENT CORPORATION
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Date	Vendor Name	Amount	Description 1	Description 2	Proj. #	Proj. Description
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$1,595.00	D CHAVEZ 12/2-12/6	ECONOMIX REGISTRATION		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$24.55	BENNYS CAFE	VERIZON MEETING		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$10.07	PANERA BREAD #606048 P	BOARD MEMBER MEETING		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$689.70	EXPEDIA*1129008203621	ECONOMIX HOTEL		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$446.00	DELTA 00623352120112	ECONOMIX FLIGHT		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$48.49	CHEESECAKE ALLEN	RICHARDSON CHAMBER LUNCH		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$2,000.00	P TOKAR 3/9-3/11	SITE SELECTORS GUILD 2020		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$36.99	SHIPLEY DONUTS	BOARD MEETING		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$1,339.65	P TOKAR 10/11-10/16	IEDC CONFERENCE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$144.00	DFW AIRPORT PARKING	IEDC CONFERENCE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$34.16	UBER TECHNOLOGIES INC	IEDC CONFERENCE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$372.72	ST ELMO	GIS PLANNING		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$41.06	UBER TECHNOLOGIES INC	IEDC CONFERENCE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$4.00	UBER EATS	ED ROUNDTABLE DINNER		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$48.59	UBER EATS	ED ROUNDTABLE DINNER		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$34.05	STARWOOD CAFE - ADRIAT	MAYOR FULLER MEETING		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$163.30	DELTA 00623352120112	ESPORTS SUMMIT		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$628.00	DELTA 00623352120112	UVA LEAD COURSE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$15.59	EMPORIUM PIES	PROJECT LOTUS		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$19.75	LYFT *RIDE THU 12PM	STANTEC MEETING		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$560.68	SOUTHWES 005260619838482	ECONOMIX FLIGHT		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$36.00	SOUTHWES 005260619838482	ECONOMIX FLIGHT		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$363.96	SOUTHWES 005260619838482	TS2 CONSULTANTS FORUM		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$35.54	LYFT *RIDE THU 12PM	TEDC ANNUAL CONFERENCE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$6.55	LYFT *RIDE THU 12PM	TEDC ANNUAL CONFERENCE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$31.29	LYFT *RIDE THU 12PM	TEDC ANNUAL CONFERENCE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$15.12	LYFT *RIDE THU 12PM	TEDC ANNUAL CONFERENCE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$6.55	LYFT *RIDE THU 12PM	TEDC ANNUAL CONFERENCE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$65.13	RICKS CHOPHOUSE	BOARD MEMBER MEETING		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$9.28	TRAVISMATHEW.COM	MEDC LOGO SHIRTS		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$149.91	TRAVISMATHEW.COM	MEDC LOGO SHIRTS		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$172.41	TWC*TIME WARNER CABLE	MONTHLY CABLE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$108.88	SAMS INTERNET	BREAK ROOM RESTOCK		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$96.83	READYREFRESH BY NESTLE	MONTHLY WATER DELIVERY		

McKINNEY ECONOMIC DEVELOPMENT CORPORATION
INVOICES PROCESSED - November 2019

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Date	Vendor Name	Amount	Description 1	Description 2	Proj. #	Proj. Description
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$221.00	ADVANTAGE STORAGE CRAI	MONTHLY STORAGE FEE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$46.10	D J*WALL-ST-JOURNAL	PAPER DELIVERY		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$14.57	SHIPLEY DONUTS	STAFF MEETING		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$15.52	PARADISE BAKERY	PROJECT LOTUS		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$20.11	WHOLEFDS FVW 10358	PROJECT LOTUS		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	-\$1,500.00	TEE IT UP FOR THE TROO	REFUND - EVENT CANCELED		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$149.97	LOWES #02878*	3 WATER FILTERS		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$136.39	MINUTEMAN PRESS MCKINN	MEDC THANK YOU CARDS		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$20.29	DALLAS MORNING NEWS PA	PAPER DELIVER		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$10.00	MCKINNEY CHAMBER OF CO	BREAKFAST W/THE MAYOR		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$29.21	AMAZON MKTPLACE PMTS	LAPTOP STAND AND		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$14.97	LA MADELEINE #021	PROJECT LOTUS MEETING		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	-\$320.71	THE BOXER	HOTEL REFUND		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$29.98	LA MADELEINE #021	PROJECT LOTUS MEETING		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$962.13	THE BOXER	TXEDC BOSTON MISSION		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$3.21	THE BOXER	HOTEL CHARGE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$230.40	RICKS CHOPHOUSE	JAPAN CCIM LUNCH		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$10.25	EINSTEIN BAGELS 4023-O	BROKER BREAKFAST		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$40.00	MCKINNEY CHAMBER OF CO	MYP PROFESSIONAL DEVELOP		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$30.00	AMERICAN 00123635994473	TEDC ANNUAL CONFERENCE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$1.00	UBER TECHNOLOGIES INC	TEDC ANNUAL CONFERENCE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$6.98	UBER TECHNOLOGIES INC	TEDC ANNUAL CONFERENCE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$10.52	UBER TECHNOLOGIES INC	TEDC ANNUAL CONFERENCE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$65.51	UBER TECHNOLOGIES INC	TEDC ANNUAL CONFERENCE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$505.01	TOWNEPLACE SUITES	TEDC ANNUAL CONFERENCE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$7.93	UBER TECHNOLOGIES INC	TEDC ANNUAL CONFERENCE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$1.00	UBER TECHNOLOGIES INC	TEDC ANNUAL CONFERENCE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$7.75	UBER TECHNOLOGIES INC	TEDC ANNUAL CONFERENCE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$30.00	AMERICAN 00123635994473	TEDC ANNUAL CONFERENCE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$3.00	UBER TECHNOLOGIES INC	TEDC ANNUAL CONFERENCE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$62.74	UBER TECHNOLOGIES INC	TEDC ANNUAL CONFERENCE		
11/29/2019	JPMORGAN CHASE BANK (PCARD)	\$21.50	UBER TECHNOLOGIES INC	TEDC ANNUAL CONFERENCE		
11/27/2019	D MAGAZINE	\$1,527.00	COMMUNICATIONS/MEDIA SERV	MARKETING AD		
11/27/2019	LIU, WEI	\$161.19	OCTOBER MILEAGE			

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11/27/2019	BEACON SALES ACQUISITION, INC.	\$14,000.00	2018 GRANT 2ND INSTALLMNT		E17008	3-TAB BEACON
11/27/2019	CDW GOVERNMENT	\$2,972.14	COMPUTER HARDWARE-MICRO			
11/27/2019	CDW GOVERNMENT	\$203.92	COMPUTER HDWR EQUIP MICRO			
11/27/2019	CDW GOVERNMENT	\$418.32	11/6/19 - 11/5/22			
11/22/2019	PEAK PROMOTIONS	\$1,750.00	AMUSEMENT/DECORATIONS			
11/22/2019	DALLAS REGIONAL CHAMBER	\$65.00	STATE HIGHER EDUCATION	M CLARK 5/13		
11/22/2019	PEAK PROMOTIONS	\$738.50	AMUSEMENT/DECORATIONS			
11/22/2019	PEAK PROMOTIONS	\$71.50	SHIPPING AND HANDLING			
11/22/2019	PEAK PROMOTIONS	\$345.00	AMUSEMENT/DECORATIONS			
11/22/2019	PEAK PROMOTIONS	\$35.00	SHIPPING AND HANDLING			
11/22/2019	PEAK PROMOTIONS	\$1,174.00	AMUSEMENT/DECORATIONS			
11/22/2019	PEAK PROMOTIONS	\$194.51	SHIPPING AND HANDLING			
11/22/2019	CDW GOVERNMENT	\$316.30	COMPUTER ACCESSY'S/SUPPLY			
11/22/2019	CANON FINANCIAL SERVICES INC	\$100.26	RENTAL/LEASE EQUIPMENT			
11/22/2019	DEPAOLA, MICHAEL	\$98.88	CORPUS CHRISTI 11/6-8	TATOA CONFERENCE		
11/22/2019	TOKAR, PETER	\$177.50	CHARLESTON, SC 12/3-5	ECONOMIX CONFERENCE		
11/22/2019	DEPAOLA, MICHAEL	\$138.62	WACO, TX 11/11-15	BEDC TRAINING		
11/22/2019	LIU, WEI	\$192.58	BOSTON, MA 10/22-10/25	TXEDC BOSTON MISSION		
11/22/2019	STATE COMPTROLLER OF PUBLIC ACCO	-\$4,251.60	OCTOBER 2019 SALES TAX			
11/22/2019	TIME WARNER CABLE	\$468.73	8260 13 100 0001447	SRV 11/7-12/6		
11/22/2019	CANON FINANCIAL SERVICES INC	\$17.79	RENTAL/LEASE EQUIPMENT			
11/22/2019	CENTIPEDE DIGITAL	\$15,684.38	COMMUNICATIONS/MEDIA SERV			
11/22/2019	CHAVEZ, DANIEL	\$319.50	CHARLESTON, SC 12/2-6	THRIVE & ECONOMIX		
11/22/2019	CHAVEZ, DANIEL	\$213.50	HOUSTON, TX 12/7-12/10	TS CONSULTANTS FORUM		
11/22/2019	CANON FINANCIAL SERVICES INC	\$17.79	RENTAL/LEASE EQUIPMENT			
11/22/2019	PEAK PROMOTIONS	\$150.00	SHIPPING AND HANDLING			
11/15/2019	VOLUNTEER MOBILIZATION, LLC	\$2,913.75	NOV RENT REIMBURSEMENT		E18002	VOLUNTEER MOBILIZATION
11/15/2019	HERALD ENTERTAINMENT, INC.	\$4,166.00	NOV RENT REIMBURSEMENT		E19011	Harold Entertainment
11/15/2019	TOKAR, PETER	\$140.00	TOKYO, JAPAN 9/19-28	GOVERNOR'S MISSION TRIP		
11/15/2019	BROWN & HOFMEISTER LLP	\$1,135.00	MISC PROFESSIONAL SERVICE			
11/15/2019	BROWN & HOFMEISTER LLP	\$1,400.00	MISC PROFESSIONAL SERVICE			
11/15/2019	BROWN & HOFMEISTER LLP	\$720.00	MISC PROFESSIONAL SERVICE			
11/15/2019	BROWN & HOFMEISTER LLP	\$200.00	MISC PROFESSIONAL SERVICE			
11/15/2019	BROWN & HOFMEISTER LLP	\$140.00	MISC PROFESSIONAL SERVICE			

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<u>Date</u>	<u>Vendor Name</u>	<u>Amount</u>	<u>Description 1</u>	<u>Description 2</u>	<u>Proj. #</u>	<u>Proj. Description</u>
11/15/2019	BROWN & HOFMEISTER LLP	\$100.00	MISC PROFESSIONAL SERVICE			
11/15/2019	BROWN & HOFMEISTER LLP	\$822.50	MISC PROFESSIONAL SERVICE			
11/15/2019	BROWN & HOFMEISTER LLP	\$610.00	MISC PROFESSIONAL SERVICE			
11/15/2019	BROWN & HOFMEISTER LLP	\$340.00	MISC PROFESSIONAL SERVICE			
11/15/2019	BROWN & HOFMEISTER LLP	\$420.00	MISC PROFESSIONAL SERVICE			
11/15/2019	DEPAOLA, MICHAEL	\$68.90	OCTOBER MILEAGE			
11/8/2019	CHAVEZ, DANIEL	\$532.50	C'VILLE, VA 11/15-11/22	UVA LEAD COURSE		
11/8/2019	TEXAS ECONOMIC DEV CORP	\$3,000.00	P.TOKAR 9/19-9/28			
11/8/2019	CORPORATE GOLF IMPRINTING	\$12,285.00	AMUSEMENT/DECORATIONS			
11/8/2019	CORPORATE GOLF IMPRINTING	\$225.00	SHIPPING AND HANDLING			
11/8/2019	RED MEDIA GROUP	\$1,802.37	CONSULTING SERVICES			
11/1/2019	DEPAOLA, MICHAEL	\$252.00	WACO, TX 11/11-11/15	TEDC		
11/1/2019	TOKAR, PETER	\$165.00	ATLANTA, GA 11/13-15	HI-REZ EXPO		
11/1/2019	TOKAR, PETER	\$994.50	BARCELONA, SPAIN 11/15-23	SMART CITIES CONFERENCE		
11/1/2019	LAKE FOREST MCKINNEY INVESTORS LT	\$667.10	SEPT ELECTRIC			
11/1/2019	LAKE FOREST MCKINNEY INVESTORS LT	\$7,590.72	NOV RENT			
	TOTAL	\$88,230.78				

November Monthly Financial Report

December 17, 2019

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

November Analysis

MEDC Revenue -

Revenue of the McKinney Economic Development Corporation is 2.72% above the budgeted revenue. Sales tax figures are 10.7% above last year's collections through November. Below is a link to the current year-to-date revenue of the MEDC:

[MEDC Revenues - November](#)

MEDC Expenditures -

Expenditures of the McKinney Economic Development Corporation are 119% over budget due to project milestones becoming due at the first of the fiscal year. There were no significant expenditures outside of normal operations in the month of November.

[MEDC Expenditures - November](#)

Sales Tax Analysis -

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

[FY 2019 Monthly Sales Tax Comparison](#)

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

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

Project Details-

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

Checks Issued-

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

[MEDC November Checks Issued](#)

Conclusion-

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

Sincerely,

Mark Holloway

Chief Financial Officer

City of McKinney

20-0084



TITLE: Consider/Discuss/Act on December 2019 Financials

SUPPORTING MATERIALS:

[December 2019 Financials](#)

[December 2019 Invoices](#)

[December 2019 Transmittal Letter](#)

McKinney Economic Development Corporation
Balance Sheet
December 2019

	MEDC Operations	Interest and Sinking	Reserve Fund	Long-Term Debt	General Fixed Assets	Total
Assets						
Cash and Cash Equivalents	\$ 359,151	\$ 456,757	\$ 88,595	\$ -	\$ -	\$ 904,504
Investment Pools	10,316,024	717,360	1,524,660	-	-	12,558,044
Accounts Receivable/Other Taxes & Franchise Fees	2,541,501	-	-	-	-	2,541,501
Deposits/Security Deposits	5,528	-	-	-	-	5,528
Deferred Charges/Prepaid Items	-	-	-	-	-	-
Land	-	-	-	-	66,905,887	66,905,887
Land Improvements (Net of Depreciation)	-	-	-	-	-	-
Machinery & Equipment (Net of Depreciation)	-	-	-	-	28,684	28,684
GASB 68 TMRS/Actuarial	-	-	-	29,951	-	29,951
GASB 68 TMRS/Investment	-	-	-	255,635	-	255,635
GASB 68 TMRS/Contributions	-	-	-	110,146	-	110,146
GASB 75 OPEB/Actuarial	-	-	-	3,314	-	3,314
GASB 75 OPEB/Assumption Change	-	-	-	9,556	-	9,556
GASB 75 OPEB/Contributions	-	-	-	2,229	-	2,229
Total Assets	\$ 13,222,205	\$ 1,174,117	\$ 1,613,256	\$ 410,831	\$ 66,934,571	\$ 83,354,979
Other Debits						
Deferred Charges/Unamortized Advance Refunding	\$ -	\$ -	\$ -	\$ 61,873	\$ -	\$ 61,873
Amount Available for Debt Service	-	-	-	1,721,796	-	1,721,796
Amount Provided for Retirement of Long-term Debt	-	-	-	25,734,735	-	25,734,735
Total Other Debits	\$ -	\$ -	\$ -	\$ 27,518,405	\$ -	\$ 27,518,405
Total Assets and Other Debits	\$ 13,222,205	\$ 1,174,117	\$ 1,613,256	\$ 27,929,236	\$ 66,934,571	\$ 110,873,384
Liabilities						
Vouchers Payable	\$ 30,706	\$ -	\$ -	\$ -	\$ -	\$ 30,706
Accrued Payroll	-	-	-	-	-	-
Compensated Absences Payable	-	-	-	80,279	-	80,279
Accrued Interest Payable	-	-	-	75,391	-	75,391
Bonds Payable	-	-	-	26,745,000	-	26,745,000
TMRS Pension Liability	-	-	-	686,178	-	686,178
OPEB Liability	-	-	-	223,126	-	223,126
TMRS Actuarial Experience	-	-	-	14,112	-	14,112
TMRS Investment Experience	-	-	-	105,150	-	105,150
Total Liabilities	\$ 30,706	\$ -	\$ -	\$ 27,929,236	\$ -	\$ 27,959,942
Fund Balances/Equity						
Reserve for Encumbrances	\$ 475,051	\$ -	\$ -	\$ -	\$ -	\$ 475,051
Reserve for Prepays	5,528	-	-	-	-	5,528
Unreserved Fund Balance	12,710,919	1,174,117	1,613,256	-	-	15,498,292
Investment in Capital Assets	-	-	-	-	66,934,571	66,934,571
Total Fund Balances/Equity	\$ 13,191,498	\$ 1,174,117	\$ 1,613,256	\$ -	\$ 66,934,571	\$ 82,913,442
Total Liabilities and Fund Balances	\$ 13,222,205	\$ 1,174,117	\$ 1,613,256	\$ 27,929,236	\$ 66,934,571	\$ 110,873,384

McKinney Economic Development Corporation
Summary Operating Statement
December 2019 (25% of FY Complete)

						Monthly Comparison		YTD Comparison	
Revenues	FY20 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Received	Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
Sales Tax	\$ 14,885,247	\$ 1,253,931	\$ 3,799,684	\$ 11,085,563	25.5%	\$ 1,240,437	\$ 13,494	\$ 3,721,312	\$ 78,372
Interest Income	200,000	12,565	51,138	148,862	25.6%	16,667	(4,101)	50,000	1,138
Miscellaneous Revenue	-	-	280	(280)	0.0%	-	-	-	280
Total Revenues	\$ 15,085,247	\$ 1,266,496	\$ 3,851,102	\$ 11,234,145	25.5%	\$ 1,257,104	\$ 9,393	\$ 3,771,312	\$ 79,790
Expenditures	FY20 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Spent	Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
MEDC Operations									
Personnel	\$ 1,576,609	\$ 76,734	\$ 266,489	\$ 1,310,120	16.9%	\$ 131,384	\$ 54,650	\$ 394,152	\$ 127,663
Supplies	52,000	3,018	8,599	43,401	16.5%	4,333	1,315	13,000	4,401
Maintenance	5,000	-	-	5,000	0.0%	417	417	1,250	1,250
Services/Sundry	1,134,410	97,940	213,692	920,718	18.8%	94,534	(3,406)	283,603	69,911
Total MEDC Operational Exp.	\$ 2,768,019	\$ 177,693	\$ 488,780	\$ 2,279,239	17.7%	\$ 230,668	\$ 52,976	\$ 692,005	\$ 203,225
Projects									
Committed Projects	\$ 12,850,000	\$ 6,214	\$ 4,456,866	\$ 8,393,134	34.7%	\$ 1,070,833	\$ 1,064,620	\$ 3,212,500	\$ (1,244,366)
Total Project Expenses	\$ 12,850,000	\$ 6,214	\$ 4,456,866	\$ 8,393,134	34.7%	\$ 1,070,833	\$ 1,064,620	\$ 3,212,500	\$ (1,244,366)
Non-Departmental									
Other - Adm Fee	\$ 450,000	\$ 37,500	\$ 112,500	\$ 337,500	25.0%	\$ 37,500	\$ -	\$ 112,500	\$ -
Insurance & Risk Fund	10,211	851	2,553	7,658	25.0%	851	-	2,553	-
MEDC I & S Fund	3,950,889	329,241	987,722	2,963,167	25.0%	329,241	-	987,722	-
Total Non-Departmental Expense:	\$ 4,411,100	\$ 367,592	\$ 1,102,775	\$ 3,308,325	25.0%	\$ 367,592	\$ -	\$ 1,102,775	\$ -
Total Expenses	\$ 20,029,119	\$ 551,498	\$ 6,048,421	\$ 13,980,698	30.2%	\$ 1,669,093	\$ 1,117,595	\$ 5,007,280	\$ (1,041,141)
Net	\$ (4,943,872)	\$ 714,999	\$ (2,197,319)			\$ (411,989)	\$ 1,126,988	\$ (1,235,968)	\$ (961,351)
FY20 Beginning Fund Balance	\$ 15,388,817								
Add FY20 Budgeted Revenue	15,085,247								
Less FY20 Budgeted Expense	(20,029,119)								
FY20 Proj. End Fund Balance	\$ 10,444,945								

MEDC Project Detail/Cash Flow

December 2019

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

Projects	Project Number	Approved Project Amount	Project Expenses to date	Remaining Commitments	FY 20	FY21	FY22	FY23	FY24 and Thereafter
Perfectly Green Corporation	E12019	\$ 170,000	\$ 60,000	\$ 110,000	\$ 110,000				
Hisun	E13011	240,000	114,000	126,000	126,000				
O'Hara Flying Service	E14003	144,000	48,000	96,000	96,000				
UPS*	E14009	900,000	810,000	-	-				
Encore Wire - 2014	E14017	930,000	930,000	-	-				
Tupps Brewery	E14019	27,500	27,500	-	-				
AIM	E14021	144,900	75,900	69,000	69,000				
Popular Ink II	E15005	40,000	40,000	-	-				
Wright IMC	E15007	108,000	-	108,000	108,000				
Accent Care	E15008	460,110	291,090	169,020	169,020				
Horizon Data Center	E15010	256,000	205,000	51,000	-	-	51,000		
Cookies-N-Milk	E16002	100,080	94,520	5,560	5,560				
SFMC	E17002	768,000	-	768,000	768,000				
TPUSA	E17003	610,000	-	610,000	610,000				
PACCAR 2017	E17004	3,300,000	1,100,000	2,200,000	2,200,000				
Cotiviti USA	E17005	792,000	-	792,000	792,000				
Simpson Strong Tie	E17006	467,000	-	467,000	467,000				
Playful	E17007	2,514,400	1,613,080	901,320	901,320				
3-TAB Beacon	E17008	248,500	185,500	63,000	63,000				
Lone Star Reel	E17009	224,982	143,988	80,994	80,994				
Independent Bank	E17010	5,381,000	4,381,000	1,000,000	1,000,000				
Hisun Motors (Grant)	E17011	80,000	-	80,000	80,000				
Volunteer Mobilization	E18002	55,111	55,111	-	-				
Toyoshima Greentech	E19002	50,000	-	50,000	50,000				
McKinney Industrial Center	E19003	165,793	165,793	-	-				
PACCAR 2018	E19005	360,000	-	360,000	-	-	360,000		
Dalfen	E19006	268,000	-	268,000	268,000				
Virtuwave Loan	E19007	699,189	699,189	-	-				
Moss	E19009	245,000	112,000	133,000	84,000	49,000			
EnginSoft	E19010	8,190	8,190	-	-				
Herald Entertainment	E19011	50,000	37,494	12,506	12,506				
SRS	E19012	1,479,000	-	1,479,000	1,290,000	189,000			
McKinney National Business Park	E19013	244,143	-	244,143	244,143				
KVP	E19014	261,500	-	261,500	-	261,500			
Vintage	E19015	762,300	-	762,300	-	762,300			
Yankon Lighting	E19016	34,000	-	34,000	34,000				
Tupps Brewery 2	E19017	65,200	65,200	-	-				
Block-It Now	E20001	205,250	-	205,250	205,250				
Totals		\$ 22,859,148	\$ 11,262,555	\$ 11,506,593	\$ 9,833,793	\$ 1,261,800	\$ 411,000	\$ -	\$ -

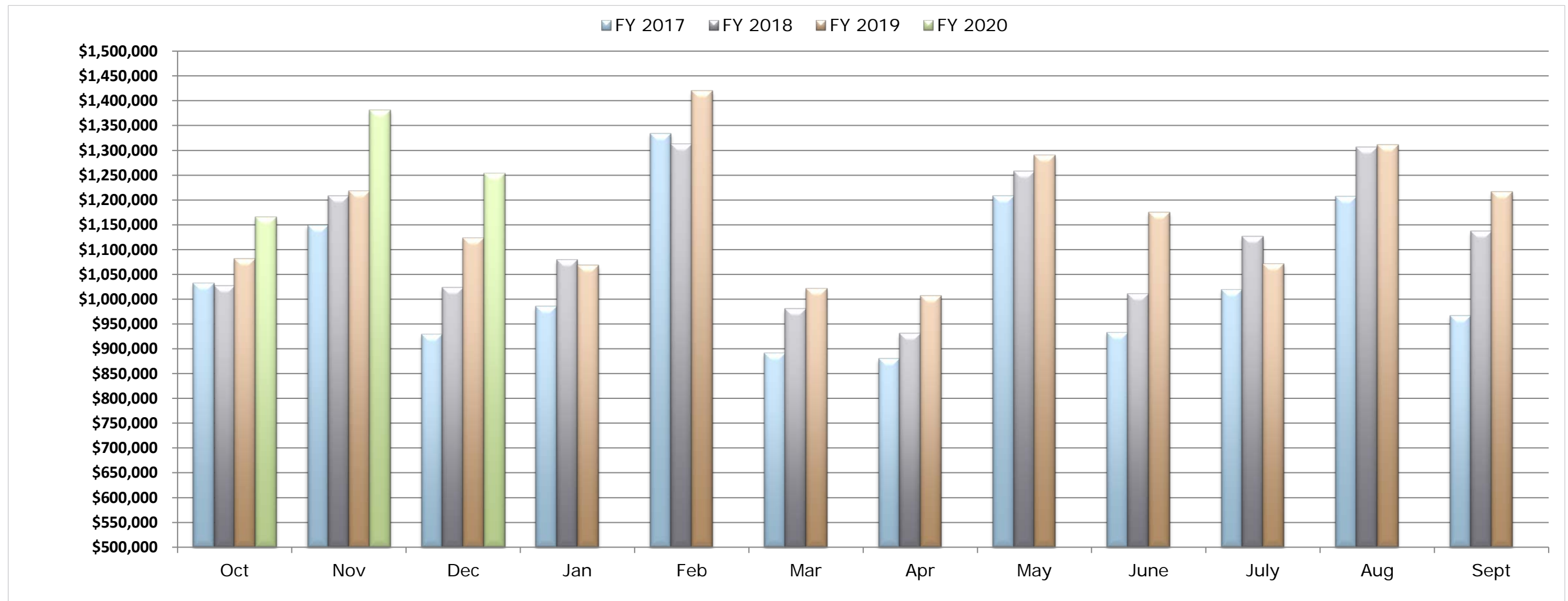
Unaudited

McKinney Economic Development Corporation

Sales Tax Revenue

December 2019 (25% of FY Complete)

Month Received	FY 2015 Received	FY 2016 Received	FY 2017 Received	FY 2018 Received	FY 2019 Received	FY 2020 Received	Difference to FY 2019	Variance to FY 2019	% of Budget
October	\$809,613	\$851,178	\$1,032,847	\$1,026,985	\$1,081,713	\$ 1,165,480	\$ 83,767	7.7%	7.8%
November	982,351	1,101,106	1,148,939	1,208,295	1,219,028	1,380,273	161,245	13.2%	9.3%
December	826,009	897,304	929,699	1,023,356	1,123,713	1,253,931	130,218	11.6%	8.4%
January	821,731	833,503	985,393	1,079,316	1,068,303				
February	1,136,044	1,231,183	1,334,043	1,312,944	1,420,142				
March	764,445	671,518	891,649	980,238	1,021,757				
April	716,258	825,953	880,093	930,962	1,006,335				
May	1,031,572	1,114,575	1,208,091	1,258,169	1,291,030				
June	820,908	884,501	932,936	1,011,758	1,174,600				
July	840,355	910,886	1,019,409	1,125,759	1,072,098				
August	1,055,774	1,207,558	1,206,441	1,306,035	1,310,882				
September	1,013,186	938,767	967,150	1,136,996	1,216,602				
Total	\$10,818,246	\$11,468,033	\$12,536,690	\$13,400,813	\$14,006,204	\$ 3,799,684	\$ 375,230	11.0%	25.5%

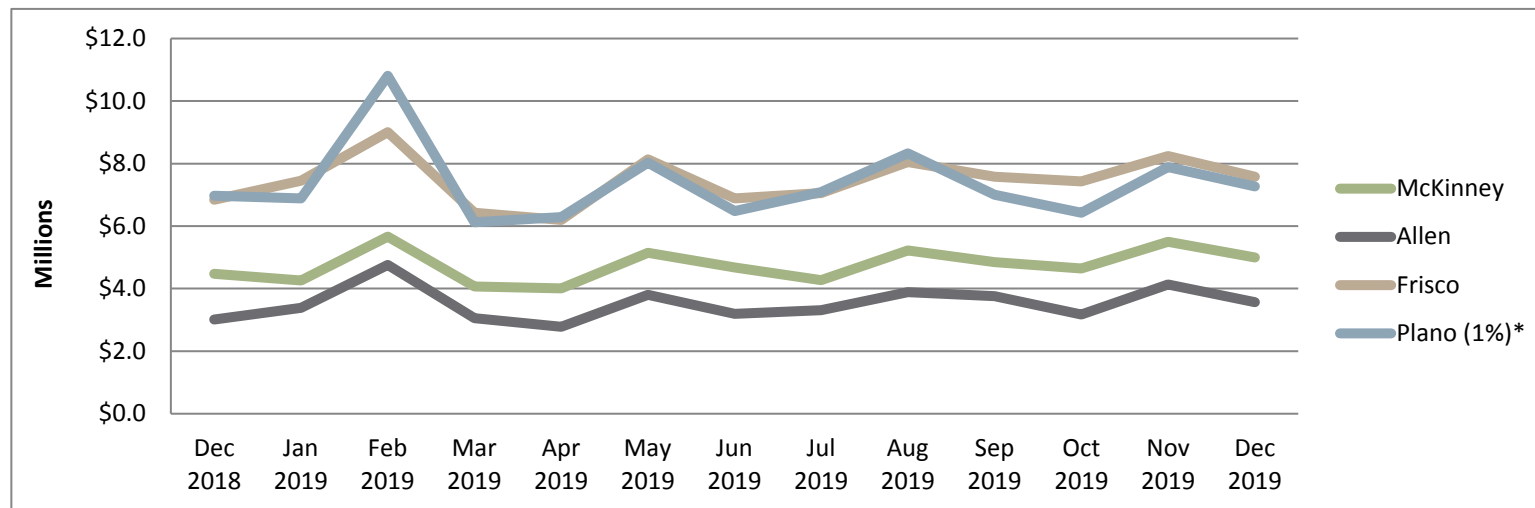


TOTAL SALES TAX COLLECTED

Sister City Comparison

Dec-19	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	\$520,318	\$557,553	\$734,731	\$291,553
Var to LY	11.6%	18.5%	10.7%	4.2%

Year To Date	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	\$1,499,087	\$901,147	\$1,677,265	\$567,163
Var to LY	11.0%	9.0%	7.8%	2.7%



Year-to-Date Collections

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
FY 2019 Total	\$13,649,093	\$9,974,035	\$21,573,113	\$21,013,728

FY 2020	McKinney	Allen	Frisco	Plano 1% *
Oct 2019	4,645,356	3,172,495	7,429,917	6,427,255
Nov 2019	5,504,085	4,131,381	8,241,018	7,885,869
Dec 2019	4,998,739	3,571,305	7,579,444	7,267,767
FY 2020 Total	\$15,148,179	\$10,875,182	\$23,250,378	\$21,580,891

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

McKINNEY ECONOMIC DEVELOPMENT CORPORATION
INVOICES PROCESSED - November 2019

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

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

Date	Vendor Name	Amount	Description 1	Description 2	Proj. #	Proj. Description
12/27/2019	TOKAR, PETER	\$140.00	BARCELONA SPAIN 11/15-23	INTERNATIONAL PHONE PLAN		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$35.00	EXPEDIA*1129008203621	AIRLINE INSURANCE		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$168.62	VUELING AIHJCFQH	PETER TOKAR		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$10.07	UBER TECHNOLOGIES INC	ECONOMIX TRANSPORTATION		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$26.73	UBER TECHNOLOGIES INC	ECONOMIX TRANSPORTATION		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$33.30	MAMA KIMS	CONSULTANT LUNCH		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$23.02	PANERA BREAD #606048 K	BOARD MEMBER LUNCH		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$926.12	HOTEL DUQUESA CARDONA	SMART CITIES HOTEL		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$264.00	DFW AIRPORT PARKING	AIRPORT PARKING		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$18.07	LLICENCIA 3254	SMART CITY TRANSPORTATION TAXI		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$17.60	METRO BARCELONA	SMART CITY TRANSPORTATION TAXI		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$0.21	INTERNATIONAL TRANSACTION	INTERNATIONAL FEES		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$0.16	INTERNATIONAL TRANSACTION	INTERNATIONAL FEES		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$20.84	LICENCIA TAXI 304	SMART CITY TRANSPORTATION TAXI		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$16.40	LICENCIA 9184 MUNIB	SMART CITY TRANSPORTATION TAXI		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$397.02	REST LOS CARACOLES	DALLAS INNOVATES DINNER		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$75.01	EUREST FIRA BCN	MAYOR FULLER LUNCH		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$15.76	TAXI LICENCIA 1226	BARCELONA TRANSPORTATION		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$0.38	INTERNATIONAL TRANSACTION	INTERNATIONAL FEES		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$38.14	TAXI LLICENCIA 3285	SMART CITY TRANSPORTATION TAXI		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$17.67	UBER TECHNOLOGIES INC	HRX EXPO TRANSPORTATION		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$6.84	GOLDBERGS BALLPARK VIL	ESPORTS SUMMIT COFFEE		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$34.31	UBER TECHNOLOGIES INC	HRX EXPO TRANSPORTATION		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$41.34	UBER TECHNOLOGIES INC	HRX EXPO TRANSPORTATION		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$34.10	UBER TECHNOLOGIES INC	SMART CITY TRANSPORTATION		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$170.94	AVIS RENT-A-CAR 1	HRX EXPO RENTAL CAR		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$8.14	HOTEL AT AVALON	ESPORTS SUMMIT COFFEE		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$28.40	UBER TECHNOLOGIES INC	HRX EXPO TRANSPORTATION		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$55.98	TST* JEKYLL BREWING -	ESPORTS SUMMIT LUNCH		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$15.00	LAZ PARKING 620919	BISNOW PARKING		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$65.21	SUSHI KOSHI	CITY LUNCH - B. SHELTON		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$30.93	BENNYS CAFE	BOARD MEMBER LUNCH		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$7.02	LYFT *RIDE THU 12PM	THRIVE: TRANSPORTATION		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	-\$21.99	SOUTHWES 005260619838482	FLIGHT CHANGE REFUND		

McKINNEY ECONOMIC DEVELOPMENT CORPORATION
INVOICES PROCESSED - November 2019

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

Date	Vendor Name	Amount	Description 1	Description 2	Proj. #	Proj. Description
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$31.38	LYFT *RIDE THU 12PM	THRIVE: TRANSPORTATION		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$21.76	LYFT *RIDE THU 12PM	THRIVE: TRANSPORTATION		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$50.40	PF CHANGS #9825	BROKER LUNCH		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$6,000.00	C2 BRANDS	2020 SUMMIT REGISTRATION		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$151.54	WAYFAIR*RACKS AND STAN	OFFICE SHELIVING		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$148.91	UVA INN DARDEN19402494	UVA LEAD HOTEL		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$21.00	UVA INN DARDEN19402494	TRAVEL REIMBURSEMENT		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$30.00	DELTA 00682148782840	UVA LEAD BAG CHECK		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$46.73	LYFT *RIDE TUE 1PM	UVA LEAD : TRANSPORTATION		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$21.91	LYFT *RIDE THU 12PM	UVA LEAD: TRANSPORTATION		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$54.30	LYFT *RIDE TUE 1PM	UVA LEAD TRANSPORTATION		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$18.12	LYFT *RIDE THU 12PM	UVA LEAD TRANSPORTATION		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$30.00	DELTA 00682148782840	UVA LEAD BAGGAGE CHECK		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$15.82	LYFT *RIDE THU 12PM	UVA LEAD: TRANSPORTATION		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$686.68	COURTYARD WACO	ECONOMIC DEV. COURSE		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$279.45	ALOFT CORPUS CHRISTI	TOTOA CONFERENCE		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$172.41	TWC*TIME WARNER CABLE	MONTHLY CABLE		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$120.79	SAMS INTERNET	BREAKROOM RESTOCK		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$140.84	READYREFRESH BY NESTLE	MONTHLY WATER		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$584.16	ETSY.COM	DIRECTOR GIFTS		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$27.21	WM SUPERCENTER #5211	BREAKROOM RESTOCK		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$32.28	WM SUPERCENTER	HOLIDAY PARTY DECORATIONS		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$53.47	HARMON FIRE EXTINGUISH	ANNUAL MAINTENANCE		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$46.10	D J*WALL-ST-JOURNAL	MONTHLY SUBSCRIPTION		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$221.00	ADVANTAGE STORAGE CRAI	MONTHLY STORAGE		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$10.99	AMAZON MKTPLACE PMTS	BATTERIES		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$188.98	AMAZON MKTPLACE PMTS	SURFACE PRO EQUIPMENT		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$75.00	DALLAS REGIONAL CHAMBE	STATE OF THE CITY DRC		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$75.00	DALLAS REGIONAL CHAMBE	STATE OF THE CITY DRC		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$47.13	STAPLS0167290992000001	OFFICE SUPPLIES		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$240.05	AMAZON.COM	SURFACE PRO EQUIPMENT		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$196.72	STAPLS0167290992000001	OFFICE SUPPLIES		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$486.80	ETSY.COM - SMARTIESPAR	BOARD HOLIDAY GIFTS		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$21.43	WALGREENS #11908	HOLIDAY PARTY INVITATION		

McKINNEY ECONOMIC DEVELOPMENT CORPORATION
INVOICES PROCESSED - November 2019

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

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

Date	Vendor Name	Amount	Description 1	Description 2	Proj. #	Proj. Description
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$534.18	STAPLS0167290992000001	OFFICE SUPPLIES		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$641.99	THE GALLERY COLLECTION	HOLIDAY CARDS		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$20.29	DALLAS MORNING NEWS PA	MONTHLY SUBSCRIPTION		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$18.90	SHIPLEY DONUTS	MEDC STAFF MEETING		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$39.42	KROGER #0567	BREAKROOM SUPPLIES		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$77.58	BAYOU JACK'S CAJUN GRI	MEDC/TYG/WINSTRON LUNCH		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$116.15	LOCAL YOCAL	MEDC/PACCAR/TYG LUNCH		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$55.20	RICKS CHOPHOUSE	ALLEN/MCKINNEY EDC		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$47.15	RICKS CHOPHOUSE	PROJECT GHOST LUNCH		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$115.00	RICKS CHOPHOUSE	PROJECT MEETING/A. LIU		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$103.92	ANIMOTO INC	VIDEO MARKETING		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$75.00	GROUP C MEDIA INC	BUSINESS FACILITIES EVENT		
12/27/2019	JPMORGAN CHASE BANK (PCARD)	\$20.00	LAZ PARKING 620919	BISNOW PARKING		
12/27/2019	BISNOW LLC	\$2,500.00	COMMUNICATIONS/MEDIA SERV	DALLAS POWER WOMAN		
12/27/2019	CIVICPLUS	\$51.26	COMMUNICATIONS/MEDIA SERV	WEBSITE		
12/27/2019	STANDARD COFFEE SERVICE CO	\$91.11	FOODS: STAPLE GROCERY	COFFEE DELIVERY		
12/27/2019	FOLIAGE DESIGN SYSTEM DFW	\$300.00	BUILDING MAINT/REPAIR SRV	OFFICE CHRISTMAS TREE		
12/20/2019	STATE COMPTROLLER OF PUBLIC ACCO	-\$4,246.35	NOVEMBER 2019 SALES TAX			
12/20/2019	HARVARD KENNEDY SCHOOL	\$9,100.00	CUTTING EDGE OF ECONOMIC	P TOKAR 2/10-2/14/20 REGISTRATION		
12/20/2019	PITNEY BOWES	\$106.62	OFFICE MACHINES & ACCESS	POSTAGE		
12/20/2019	LIU, WEI	\$98.03	NOVEMBER MILEAGE			
12/20/2019	LIU, WEI	\$82.51	GIFTS TO INDEPENDENT BANK			
12/20/2019	CLARK, MADISON A	\$210.13	SEPT 2019 MILEAGE			
12/20/2019	CLARK, MADISON A	\$54.66	OCT 2019 MILEAGE			
12/20/2019	CLARK, MADISON A	\$167.61	NOV 2019 MILEAGE			
12/20/2019	CHAVEZ, DANIEL	\$89.55	OCTOBER MILEAGE			
12/20/2019	CHAVEZ, DANIEL	\$48.84	NOVEMBER MILEAGE			
12/20/2019	TIME WARNER CABLE	\$468.73	8260 13 100 0001447	SERVICE 12/7-1/6		
12/20/2019	TIME WARNER CABLE	-\$468.73	8260 13 100 0001447	SERVICE 12/7-1/6		
12/20/2019	TIME WARNER CABLE	\$468.73	8260 13 100 0001447	SERVICE 12/7-1/6		
12/20/2019	CANON FINANCIAL SERVICES INC	\$100.26	RENTAL/LEASE EQUIPMENT	COPIERS		
12/20/2019	HI REZ PRODUCTIONS	\$20,000.00	2019 SPONSORSHIP PACKAGE			
12/20/2019	GREATER DALLAS TAIWANESE CHAMBE	\$500.00	ANNUAL MEMBERSHIP			
12/20/2019	CENTIPEDE DIGITAL	\$15,684.38	COMMUNICATIONS/MEDIA SERV			

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

<u>Date</u>	<u>Vendor Name</u>	<u>Amount</u>	<u>Description 1</u>	<u>Description 2</u>	<u>Proj. #</u>	<u>Proj. Description</u>
12/20/2019	CIVICPLUS	\$3,465.00	10/1/19 - 9/30/20	ANNUAL WEBSITE FEE		
12/20/2019	FOLIAGE DESIGN SYSTEM DFW	\$150.00	BUILDING MAINT/REPAIR SRV			
12/20/2019	ENGINSOFT, LLC	\$2,047.50	OCT - DEC 2019		E19010	EnginSoft
12/13/2019	HERALD ENTERTAINMENT, INC.	\$4,166.00	DEC RENT REIMBURSEMENT		E19011	Harold Entertainment
12/13/2019	BROWN & HOFMEISTER LLP	\$940.00	MISC PROFESSIONAL SERVICE			
12/13/2019	BROWN & HOFMEISTER LLP	\$1,620.00	MISC PROFESSIONAL SERVICE			
12/13/2019	BROWN & HOFMEISTER LLP	\$440.00	MISC PROFESSIONAL SERVICE			
12/13/2019	BROWN & HOFMEISTER LLP	\$40.00	MISC PROFESSIONAL SERVICE			
12/13/2019	BROWN & HOFMEISTER LLP	\$500.00	MISC PROFESSIONAL SERVICE			
12/13/2019	BROWN & HOFMEISTER LLP	\$1,697.50	MISC PROFESSIONAL SERVICE			
12/13/2019	BROWN & HOFMEISTER LLP	\$900.00	MISC PROFESSIONAL SERVICE			
12/13/2019	BROWN & HOFMEISTER LLP	\$1,840.00	MISC PROFESSIONAL SERVICE			
12/13/2019	BROWN & HOFMEISTER LLP	\$60.00	MISC PROFESSIONAL SERVICE			
12/13/2019	BROWN & HOFMEISTER LLP	\$1,072.50	MISC PROFESSIONAL SERVICE			
12/6/2019	RED MEDIA GROUP	\$1,749.25	CONSULTING SERVICES			
12/6/2019	LAKE FOREST MCKINNEY INVESTORS LT	\$7,590.72	DEC RENT			
12/6/2019	CANON FINANCIAL SERVICES INC	\$17.79	RENTAL/LEASE EQUIPMENT	COPIERS		
12/6/2019	CANON FINANCIAL SERVICES INC	\$100.26	RENTAL/LEASE EQUIPMENT	COPIERS		
12/6/2019	STANDARD COFFEE SERVICE CO	\$74.32	FOODS: STAPLE GROCERY	COFFEE DELIVERY		
	TOTAL	\$88,811.66				

December Monthly Financial Report

January 15, 2020

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

December Analysis

MEDC Revenue -

Revenue of the McKinney Economic Development Corporation is 2.11% above the budgeted revenue. Sales tax figures are 11% above last year's collections through December. Below is a link to the current year-to-date revenue of the MEDC:

[MEDC Revenues - December](#)

MEDC Expenditures -

Expenditures of the McKinney Economic Development Corporation are 20.79% over budget due to project milestones becoming due at the first of the fiscal year. There were no significant expenditures outside of normal operations in the month of December.

[MEDC Expenditures - December](#)

Sales Tax Analysis -

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

[FY 2019 Monthly Sales Tax Comparison](#)

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

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

Project Details-

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

Checks Issued-

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

[MEDC December Checks Issued](#)

Conclusion-

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

Sincerely,

Mark Holloway

Chief Financial Officer

City of McKinney

20-0085



TITLE: Consider/Discuss 2019 Annual Key Performance Indicators

SUPPORTING MATERIALS:

[2019 Annual KPI Report](#)



McKinney Economic Development Corporation

2019

**KEY
PERFORMANCE
INDICATORS
REPORT**

EXECUTIVE SUMMARY

GOOD TO KNOW

The Key Performance Indicators (KPI) were brand new for the 2018-2019 business year. When considering these KPI's, please take into account that year one Key Performance Indicators are "best estimates" and have not been benchmarked by actual historical organizational performance.

These first year KPI's will help better influence the development of future KPI's moving forward.



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*	3	SUMMARY
*	4	STRATEGIC OBJECTIVES
*	6	NEW BUSINESS ATTRACTION
*	8	MARKETING
*	10	WEBSITE/SOCIAL MEDIA
*	12	OUTBOUND RECRUITMENT/LEAD GEN
*	14	INFRASTRUCTURE DEVELOPMENT
*	15	INCREASE COMMERCIAL TAX BASE
*	16	BUILD A NEW BRE PROGRAM

SUMMARY

The Key Performance Indicators contained within this Executive Summary represent the culmination of the results of our strategic objectives for the 2019 calendar operational year of the McKinney Economic Development Corporation. These KPI's were adopted at the July 16, 2019 MEDC Board of Directors meeting, held at the City of McKinney City Hall.

While the time-line of these KPI's suggest that they do not represent the full year of organizational activity, the development of these KPI's spanned the entire organizational operational year. With any new KPI development process, year one KPI's take additional time to develop as the organization transitions into its new strategic objectives. This report quantifies the results of the KPI's defined within pre and post adoption by the **MEDC Board of Directors.**

**"If you really look closely,
most overnight success
took a long time."
- Steve Jobs**

STRATEGIC OBJECTIVES

MEDC PRIORITIES

01

New Business Attraction

Continue to seek out qualified businesses in identified targeted industries to relocate to the City of McKinney.

02

Marketing

Coordinate to create a uniform marketing campaign for the MEDC to clearly showcase the City of McKinney as a business and lifestyle destination and to promote development opportunities.

03

Website/ Social Media

Refresh the existing MEDC website with updates in information and design. Revamp existing social media channels and start new ones to properly represent MEDC communications.

04

Outbound Recruitment/ Lead Generation

The MEDC will participate in outbound trade missions to recruit national and international business prospects to promote McKinney as the premier city to locate and grow business in the DFW Metro.

05

Infrastructure Development

Utilizing Infrastructure-led economic development principles, the MEDC will seek to engage technology infrastructure that will serve as a catalyst for business attraction and community lifestyle improvement.

06

Increase Commercial Tax Base

As a primary objective, the MEDC will seek opportunities for increasing the commercial tax base of the City of McKinney to help balance the proportion of tax base from relying heavily on residential property tax.

07

Build new B.R.E Program

Develop a personalized Business Retention and Expansion program to serve the existing McKinney business community.



UNIQUE MCKINNEY

As part of the re-branding campaign for the MEDC, the brand “Unique McKinney” rose to the top as part of our branding image. The City has long held the tag-line “Unique by Nature”, which successfully represents the community in the metro area. However, when it came to economic development, the tag-line needed to be hyper-focused for business recruitment. Thankfully, we did not have to change much.

With a two word change, we became “Unique McKinney.” Without the suggestive nature tones, we have the opportunity to retain the “Unique” attributes of McKinney, while broadening the scope of use for our own unique tag-line.

It was important for the MEDC to remain in concert with the City of McKinney brand being a component department of the City. This joint branding effort blends seamlessly to create a new brand for the economic development while not losing any brand identity for the City as a whole.

THE RESULTS ARE IN

The following is the Executive Summary of the McKinney Economic Development Corporation Key Performance Indicators achieved in the 2019 calendar year.

2019

01 New Business Attraction

1. Maintain an active project pipeline of minimum 20 active projects.

Active Pipeline Projects (Year End 2019) : 17

KPI Met: NO

Details: The project pipeline is an in and out flow. There were times during the year when we had well over 20 projects in the active pipeline. During the year, we redefined what the qualification criteria for what is considered a "project." Once we reevaluated the project pipeline using the new criteria, many "projects" that were in the existing pipeline were removed because they did not meet the new criteria for being considered a project. These items were then moved to the "Leads" category. Because of this we saw a sharp decline in the active project deal sheet. However, through the remainder of the year, we were able to bring in more qualified projects that met the new criteria.

In addition to the revised criteria, several projects were announced in the last quarter of 2018. Once a project is announced, an incentive agreement is agreed upon or a project is canceled, we consider this a closed project and remove it from the active project deal sheet. We anticipate that the project load will increase in active projects in the new year through our organizational efforts.

2. Host at least 1 Familiarization Tour (FAM) Annually.

Hosted FAM Tours (Year End 2019): 2

KPI Met: YES

Details:

September 2019: FAM Tour for Catalyst Commercial and Colleagues

October 2019: FAM Tour for CCIM Japanese Delegation



3. Participate in Industry Trade Shows and Missions.

Trade Shows and Missions Attended (Year End 2019): 18

KPI Met: YES

Details

January - International Economic Development Council Annual Leadership Conference

February - Collin County Days (Partnership with McKinney Chamber of Commerce)

April - San Antonio Trade Mission - The Pearl Brewery and Hotel Emma Development District

April - TEAM Texas - Chicago Trade Mission

June - Dallas Regional Chamber Trade Mission - Chicago

July - International Trade Mission - Taiwan

August - TEAM Texas Economic Summit

September - Governors Mission to Japan

September - Smart Cities Expo - Atlanta

September - WESTEC TEAM Texas Trade Mission - Long Beach

September - TEAM Texas Mission Trip - New York

October - International Economic Development Council Annual Conference

October - Texas Economic Development Council Annual Conference

October - GO BIG Texas Trade Mission - Boston

November - Smart Cities World Congress

November - Hi-Rex Expo and E-Sports Summit

December - Economix Site Selectors Conference

December - Houston Consultants Forum

02

MARKETING

UNIQUE MCKINNEY

1. Complete Marketing and Re-branding Campaign on-time and on budget.

Marketing and Re-branding Completion Date: October 1, 2019

KPI Met: YES

Details: Utilizing the marketing and communications firm, Centipede Digital, we were able to complete this goal. Centipede Digital provided full website design, logo redesign, branding campaign design, social media channel redesign, marketing automation and search engine optimization services to deliver our new website and corporate brand. This type of project typically takes over a year to produce. Through strategic planning and very high levels of service, we were able to complete this in roughly 12 months.

2. Achieve an open rate of 40% on digital marketing material distributed.

Number of publications produced (Year End 2019) : 2

KPI Met: YES (Open Rate Average - 44.5%)

Details:

There were only 2 digital publications produced in 2019 during our rebuilding and re-branding year. Much of the new digital material was recently completed in Q4 of 2019. We will continue to track this information as we launch more campaigns.

*Digital Campaign 1: MEDC Presidents Report - Open rate: 70%

Digital Campaign 2: First launch of Site Selectors and Brokers Newsletter (Q4 of 2019) - Open Rate 19%

*The open rate for the Brokers newsletter is skewed based on multiple bad addresses in our internal database we used for distribution. We have since cleaned up the database and expect better results in our 2020 Q1 newsletter.

3. Distribute to at least 20 Unique strategic marketing audiences.

Unique Audiences (Year End 2019) : 20

KPI Met: YES (Although all 20 audiences were included in a single campaign.)

Details: Future distributions will go to the individual audiences as separate campaigns.



MEDC NEW CORPORATE LOGO



McKinney Economic Development Corporation

MEDC NEW BRANDING LOGO/CAMPAIGN MARKER

UNIQUE MCKINNEY

WEBSITE / SOCIAL MEDIA

2019

1. Increase traffic to the MEDC website by 30% in the first year of launch.**Website Launch Date:** September 1, 2019**KPI Met:** N/A

Details: Since the website has not been active for a full calendar year, we are not able to calculate the result of this KPI at this time. However, we have furnished the website performance metrics to date in the attached chart.

2. Increase Social Media viewership, likes, subscriptions and related interactions.

Details: Like the website, until we have collected over 12 months of data, it is difficult to show increased performance over established channels as these KPI's are new. Overall, we have seen increases in engagement across all new channels and an increase month-over-month on all channels.

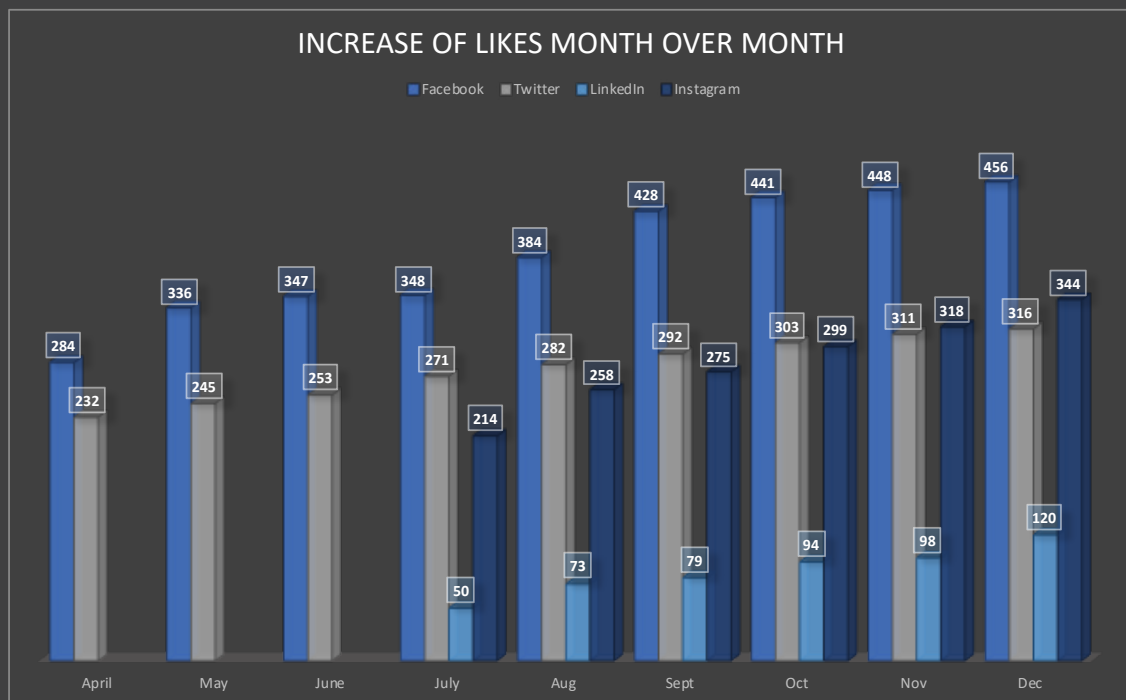
**Website Statistics:****Total Visits:** 16,099**Length of Visit:** 11.59 minutes (increase of 8.8 minutes from June to December)**Location Data of Visitors:**

Jan-Jun 32% U.S., 2.8% International, 65.2% Other
 July-Dec 86.68% U.S., 13.32% International

Bounce Rate: 63% (September to December)**Increase Visits:** +18% Feb, +9% March, -14% April, -9% May, +57% Oct, -38% Nov, -4.7% Dec



Social Media	Jan-June	July-Dec	Total
Likes	829	992	1,821
Followers	454	1,258	1,712
Impressions	15,149	39,164	54,313
Shares	81	180	261
# of Views	507	1,250	1,757
# of Posts	238	650	888



04

Outbound Recruitment & Lead Generation

1. Generate at least 5 National and International project leads.

Total National and International Leads: 17

KPI Met: YES

Details: Through our networking and trade missions, our projects team generated 17 qualified leads. Like the renewed criteria for active Projects, we redefined our definitions and qualifications for project leads. Our objective is to make sure that leads generated have at minimum the potential for a project rather than just be a casual interaction with a company that has no intention of making a relocation or expansion decision.

2. Develop a database of Site Selectors and Brokers.

Completion date of Site Selectors and Brokers Database: October 2019

KPI Met: YES

Details: Through a lot of research, attendance at site selectors events and networking at local and regional brokers events, we were able to compile a database of site selection consultants and local, regional and national commercial retail brokers. The list is over 400 members strong across the stated audiences.



McKinney Is UNSTOPPABLE

Welcome to the McKinney Economic Development Corporation's quarterly community focused newsletter! Feel free to share with friends, family, and everyone in between. Every quarter we'll highlight a few MEDC metrics and community focused updates, and highlight important events in McKinney coming up.

The McKinney Economic Development Corporation (MEDC) would like to share statistics from our work in 2019. The goal of the MEDC is to grow and diversify the McKinney economy while creating jobs and improving the quality of life for our residents, business owners, and visitors.

2019 Snapshot!



1,010 New Jobs Created



\$171,000,000 in New Capital Investment



12.50:1 Investment ROI



It is such a great recruiting tool for us honestly... we have had a few people who are skeptical at first, especially if they're from the coast and then they get here and see McKinney, and are like "oh this is great!"

—Paul Bettner, CEO and Founder of Playful Studios

Major Commercial Updates



Hub 121 - Mixed Use Development

McKinney, Texas

The mixed-use development is home to 286 residential units centered around craft culture, dining, and live music. Some tenants include Serendipity Labs, Cedar Brook Brewery, and Black Rock Coffee.



SRS HQ Topping Out

McKinney, Texas

New 100k RSF Office HQ topped out for SRS Distribution, a wholesale roofing supply company. The four-story Class A property is located in the new Hub 121 Mixed Use Development.

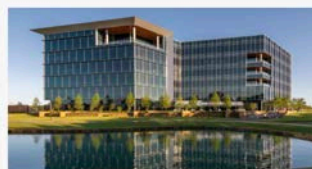
Recent Wins



Raytheon SAS - McKinney Expansion

McKinney, Texas

Raytheon Space and Airborne Systems is expanding its footprint with plans for an additional 500 high-tech jobs and \$120M in capital investment. Construction is expected to be finished in Q4 2020, and at completion will employ ~3,500 at their McKinney, TX location.



Independent Financial HQ

McKinney, Texas

In Q3 2019, Independent Financial began occupying their new 165,000 RSF six-story building in Craig Ranch, located along SH-121 in McKinney. Recently Independent Financial announced a merger with Texas Capital valued at \$5.5 billion. All employees will be located in McKinney and we're very happy to continue partnering with Independent Financial.

[Read More](#)

[Read More on DMN](#)

SITE SELECTORS AND BROKERS QUARTERLY NEWSLETTER

Our digital marketing agency, Centipede Digital, has helped us create a quarterly newsletter aimed at the site selection and brokerage communities. One of the most important things these professionals look for is deal flow in a community.

Deal flow is the development or business activity that is currently happening in the community. Are we winning projects? Is development happening? These are crucial indicators our community is ripe for corporate relocations and development opportunities.

Many communities claim they are a top-tier city to relocate or expand in, however, if there is no deal flow, then how is that claim substantiated. This and other targeted campaigns the MEDC is creating are aimed at answering that question. Is Deal Flow happening in McKinney?

Yes it is.

**“ONCE A NEW TECHNOLOGY ROLLS OVER YOU, IF YOU’RE NOT
PART OF THE STEAMROLLER, YOUR PART OF THE ROAD”**

- STEWART BRAND

1. Have a Tech Infrastructure strategy completed and implemented by year end.

Tech Strategy Completion Date: November 2019

KPI Met: YES

Details: The MEDC is one of the, if not the first, to hire a Technology & Infrastructure Specialist as a full time staff member. Michael DePaola was hired for this position to specifically address this challenge in McKinney. How do we plan for tech infrastructure engagement as a development and attraction tool? Mike completed a comprehensive plan addressing this challenge in November of 2019, which was presented to the Board at the monthly Board Meeting. Our plan will help us prepare for the future of technology in the city and use that advanced network to recruit high tech industries and improve quality of life.

2. Engage at least one development as a test site for Tech Infrastructure roll-out.

Test sites engaged (Year End 2019) : 5

KPI Met: YES

Details: The 5 test sites we are engaging to specifically look at 5G technology implementation are:

McKinney Corporate Center at Craig Ranch - We have an agreement with the developer to include tech infrastructure that includes 5G on all new development that happens within the corporate park.

HUB 121 - Fiber optic infrastructure and small cell deployment to support 5G is currently being built into the development as it is constructed. We are continuing to look at ways in which we can support this deployment.

McKinney Owned Properties: (Southgate + 2 vacant parcels) We are pursuing developers to build mixed-use destination centers on MEDC owned properties. Tech infrastructure will be a mandatory component of these developments.

06 Increase Commercial Tax Base

1. Bring a minimum of \$100M in capital investment from MEDC projects annually.

Total Capital Investment (Year End 2019): \$171,921,000

KPI Met: YES

Details: Despite being a transitional year for the organization, we had a record project year for MEDC Project capital investment. This \$171 Million in investment is spread out over 12 Project Wins for the MEDC. This capital investment only represents the projects the MEDC had an active role in bringing to McKinney and does not represent the total amount of commercial capital investment that occurred in the City of McKinney for the year (2019).

2. Aim for an increase in capital investment of at least 20% Year over Year.

Percentage increase in Cap-X from 2018 to 2019 : 182%

KPI Met: YES

Details: The percentage of increase over the prior year is staggering. 182% is an incredible achievement for the MEDC. I believe our new marketing and branding, as well as our efforts from our new projects team have significantly influenced the spike in project activity and project win rate.

2018 Total Capital Investment - \$61,036,308

2019 Total Capital Investment - \$171,921,000



1. Visit at least 300 McKinney businesses annually.

Total B.R.E Visits (Year End 2019): 98

KPI Met: NO

Details: The bar was set very high for these corporate visits. Despite partnering with community agencies, such as Visit McKinney and the McKinney Chamber of Commerce, we fell well short of our goal of 300 visits. We will research and study industry norms and other economic development agency best practices for targeted B.R.E visits to gauge a suitable number of corporate visits to implement for future years. We are researching to build a database of all the available businesses in the City of McKinney to better establish visit targets as well. To date, a full directory of McKinney businesses does not exist.



TOTAL B.R.E VISITS

98

B.R.E visits are aimed at engaging our existing business community as a form of corporate "Check-Up" to gauge if we can provide any assistance.



COMMUNITY FORUMS

4

We will be hosting many more community forums to better engage with the residents and citizens of McKinney. Our goal is to educate about what the MEDC does.



B.R.E WORKSHOPS

2

Businesses sometimes don't know they need help. These workshops are aimed at providing industry knowledge and education to McKinney businesses.

2. Engage Top 10 Employers at least 3 times per year.

KPI Met: YES / UNKNOWN

Details: We will have better information as to whether we actually achieved this KPI once we bring our Director of Business Intelligence on board with the organization. Since we do not have a central directory of McKinney businesses, it's hard to say if we have had 3 touch-points with our 10 largest employers. There may be large companies that we do know of in the community. Of the companies we have identified, we did have at least 3 engagements with each one. While we were able to reach this goal in the prior year, many times when we reach out to the companies, they decline a meeting. In addition, this past year we had several staff turnover, one of which was the B.R.E Director. We have not been able to accurately account for their engagement activity in these KPI's due to a lack of reporting.

EMPLOYER	ENGAGEMENTS	EMPLOYER	ENGAGEMENTS
Encore Wire	3+	Independent Financial	3+
Raytheon	3+	SRS Distribution	3+
Playful Corp.	3+	Globe Life	3+
Dynacraft	3+	Watson & Chalin	3+
Traxxas	3+*	Emerson	3+

*Multiple attempts to meet

3. Host two community forums annually.

Community Forums completed : 4 complete, 6 planned

KPI Met: YES

Details: Finding the correct outlet for community forums proved to be rather difficult. Our goal with this KPI is to better communicate to the general public and citizens of McKinney what the MEDC does and how we are here to enhance the City. With nearly 200K residents, this is a large audience to reach. During a meet and greet with the City of McKinney Neighborhood Services Department we were fortunate to be invited to participate in their regularly scheduled community forums to meet this objective. They have a robust calendar of community meetings, including meetings with HOA boards and Presidents which gives us access to full neighborhoods within the city. At their invitation, we will be participating in the vast majority of their community outreach efforts, as well as continue to look for more outlets to engage the community.

Additional Community Presentations Given:

Presentation to the McKinney Rotary Club

Presentation to the McKinney ROMEO Club

Presentation to the McKinney LIONS Club

Presentation to HOA Board Members through McKinney Neighborhood Services Dept.



McKinney Economic Development Corporation

Thank You

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