



McKinney Community Development Corporation Agenda

Thursday, September 24, 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.

WATCH THE BROADCAST LIVE

This meeting will be broadcast live on cable television and through the City's website. Members of the public who wish to watch this meeting may watch the live broadcast on:

*Spectrum Channel 16;
AT&T U-Verse Channel 99;
and online at <http://mckinney.legistar.com>.*

Please note that a quorum of the MCDC Board may not all be present at the same location. Some members may instead participate in this meeting from one or more remote locations in an effort to contain the spread of COVID-19. In addition, there may be occasions when the audio and/or video transmission may not be clear or may be interrupted. In those instances, the meeting will continue as long as a quorum is still present.

CALL TO ORDER

PLEDGE

PUBLIC COMMENTS ON AGENDA ITEMS (For Non-Public Hearing Agenda Items)

Pursuant to Section 551.007 of the Texas Government Code, speakers wishing to address the MCDC 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 Chairman may reduce the speaker time limit uniformly to accommodate the number of speakers or improve meeting efficiency.

Speaker Request Cards must be submitted to the MCDC Board before the start of the meeting either in person or by email to info@mckinneycdc.org.

Written Public Comments regarding agenda items, including Public Hearings, may be submitted online to the MCDC Board at <http://www.mckinneytexas.org/CitizenComments>.

To be included in the meeting record, online submittals regarding agenda items must clearly state that they should be included in the meeting record and must be received between the time of this posting and 5:00 PM on Wednesday, September 23, 2020.

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.

20-0825 [Minutes of the McKinney Community Development Corporation Meeting of August 27, 2020.](#)

Attachments: [Minutes](#)

20-0826 [Minutes of the McKinney Community Development Corporation Project Grant Subcommittee Meeting of August 24, 2020.](#)

Attachments: [Minutes](#)

20-0827 [Minutes of the McKinney Community Development Corporation Project Grant Subcommittee Meeting of September 10, 2020.](#)

Attachments: [Minutes](#)

REPORTS

20-0828 [Financial Report](#)

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

20-0829

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

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

20-0830

[President's Report](#)

Attachments: [Grant Funds Awarded FY20](#)
[Social Media Metrics \(September\)](#)
[Grant Promotions - Cycle I & II 2020 \(September\)](#)
[Final Report - Heritage Guild PC20-02](#)

REGULAR AGENDA

20-0737

[Conduct a Public Hearing and Consider/Discuss/Act on an Amendment to Project #20-08, Submitted by District 121, LLC in the Amount of Two Million Forty Thousand Two Hundred Fifty and No/100 Dollars \(\\$2,040,250.00\) for the Development and Construction of The Commons at District 121, a minimum .65 Acre Privately Owned and Maintained, Publicly Accessible Open Space and Landscaped Area, including but not limited to, a Stage with LED Screen, Outdoor Rooms Defined with Floor Pavers/Stamped Concrete, Cushioned Seating, Tables and Umbrellas, Outdoor Fire Pits, Children's Play Area, Lighting, Sound Systems and Seating for the District 121 Office, Entertainment, Retail and Restaurant Mixed-Use Development in Craig that will include a minimum of 37,725 sf of Retail/restaurant space \(29,725 sf Phase I; 8,000 sf Phase II\).](#)

Attachments: [Application Packet](#)
[Presentation](#)
[Conceptual Site Plan](#)

20-0831 [Consider/Discuss/Act on a Request from Boys & Girls Club of Collin County to extend the term of the Loan Agreement, Executed with McKinney Community Development Corporation for Project #19-12, Effective August 22, 2019 from October 31, 2020 to February 28, 2021.](#)

Attachments: [Term Extension Request](#)

20-0832 [Update on McKinney Monarch Initiative.](#)

Attachments: [Presentation](#)

CITIZEN COMMENTS

BOARD OR COMMISSIONER COMMENTS

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

EXECUTIVE SESSION

In Accordance with the Texas Government Code:

A. Section 551.071(2) Consultations with Attorney on any Work Session, Special Session, or Regular Session agenda item requiring confidential attorney/client advice necessitated by the deliberation or discussion of said items (as needed)

C. Section 551.072. Deliberations about Real Property

E. Section 551.087. Deliberation Regarding Economic Development Matters

Project FPS
20-08 District 121
20-09 TUPPS Brewery
18-05 HUB 121

ACTION ON EXECUTIVE SESSION

ADJOURN

Posted in accordance with the Texas Government Code, Chapter 551, on the 18th day of September 2020 at or before 5:00 p.m.

*Cindy Schneible
President*

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

20-0825



TITLE: Minutes of the McKinney Community Development Corporation Meeting of August 27, 2020.

SUPPORTING MATERIALS:

[Minutes](#)

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

AUGUST 27, 2020

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on August 27, 2020 at 8:00 a.m.

Board Members Present: Chairman Jackie Brewer, Vice Chairman Rick Glew, Treasurer Angela Richardson-Woods and Board members David Kelly, John Mott and Deborah Bradford.

Absent: Secretary Mary Barnes-Tilley.

City Council Members Present: Councilman Scott Elliott and Councilman Frederick Frazier.

Staff Present: President Cindy Schneible, City Manager Paul Grimes, Financial Compliance Manager Chance Miller, Assistant Director of Parks and Recreation Ryan Mullins, Main Street/MPAC Director Amy Rosenthal, Visit McKinney Communications/Marketing Manager Beth Shumate, City Attorney Mark Houser and MCDC Administrative and Marketing Coordinator Linda Jones.

There were several guests present.

Chairman Brewer called the meeting to order at 8:02 a.m. after determining a quorum was present. She invited attendees to stand and join in the United States Pledge of Allegiance. Ms. Brewer announced that today was “just because” day. She invited everyone to spend a moment reflecting on courage.

Chairman Brewer called for public comments on agenda items, and there were none.

20-0729 Chairman Brewer called for action on the minutes of the McKinney Community Development Corporation meeting of July 23, 2020. Board members unanimously approved a motion by Board member Mott, seconded by Board member McGill, to approve the minutes.

20-0730 Chairman Brewer called for action on the minutes of the McKinney Community Development Corporation Project Grant Subcommittee

meeting of August 3, 2020. Board members unanimously approved a motion by Board member Mott, seconded by Board member McGill, to approve the minutes.

20-0731 Chairman Brewer called for the Financial Report. Financial Compliance Manager Chance Miller stated that July showed a net profit of \$320,000, with revenues of \$1.3 million and expenditures of \$970,000. Included in the expenditures is approximately \$750,000 related to Parks projects, mostly Finch Park and Old Settlers renovation projects. July sales tax, which reflects May sales, showed an 18.2% increase over 2019. Mr. Miller noted that about \$120,000 was related to audit collections. He added that even when factoring out the \$120,000, the sales tax increase was 15%. The year-to-date sales tax revenue is about 12.8% above last year's collections, through July. Sales tax numbers for sister cities were down again for the month. Allen and Frisco both showed 7% decreases, while Plano showed a 17.4% decrease. Mr. Miller added that most of McKinney's increase is related to retail trade. He asked for questions. Board member Kelly inquired about the reason interest income is below budget, and Mr. Miller explained that interest income will likely not catch up because the treasury rate has decreased so much. Chairman Brewer asked for questions on the Checks Issued report, and there were none.

20-0732 Chairman Brewer called for Board and Liaison Updates. Chairman Brewer expressed interest in having the MCDC Board participate in the Parks and Recreation Adopt-A-Spot program and suggested the Board consider adopting Bonnie Wenk Park. Additionally, Chairman Brewer mentioned that Jason Hernandez is organizing a program called *ATLAST (Aspiring Texas Latinos Achieving Succeeding Together)* designed to provide high school students interested in local government with an opportunity to learn about how the city business is conducted. She suggested the Board consider offering students the opportunity to

come to MCDC Board meetings and for the Board to serve in a mentor-like capacity with students.

City of McKinney. City Manager Paul Grimes shared that the U.S. Census is ongoing, adding that the original deadline of August 31 for enumerators to send in counts had previously been extended to October 31, but has since been brought back to September 30. McKinney has successfully counted about 70% of the population so far compared to about 58% across Texas. Mr. Grimes shared that the annual budget workshop was August 14. The proposed budget includes no new revenue, which reflects a decreased tax rate and the levy is flat. The proposed total budget is \$641 million with \$159 million budgeted for the general fund. Public Hearings for the budget will take place September 1 and 15, and Council vote on approval of the budget will be scheduled for the September 15 meeting. Mr. Grimes shared that Collin County has approved \$15 million for small business recovery funding from the CARES Act and will include businesses in incorporated and unincorporated areas. Small businesses who already received CARES Act funding from the Tri-City grant can still apply, but there is a maximum total of \$25,000 per small business across all CARES Act funding programs. Mr. Grimes asked for questions. Chairman Brewer expressed her thanks to the County Commissioners and Judge Hill for the county-wide small business funding program and added that applications will open September 4.

Visit McKinney. Communications/Marketing Manager Beth Shumate stated that weddings are picking up and the sales team is working on other potential events. She stated that the YOLO Texas crew who aired a show in June highlighting McKinney, aired a second show featuring Goodies Texas in July. Their Board reviewed and approved their FY21 budget at the last meeting. Ms. Shumate thanked two of the Visit McKinney Board members, Connie Gibson and Vince Vittatoe, for acting

as judges for the Lucky 13 grant program. She added that McKinney will be hosting two more influencers/bloggers over Labor Day weekend. Ms. Shumate added that, even with reduced hours, the Visitor Center is still greeting guests and tracking visits via a new iPad login system. She asked the Board to watch for information coming soon regarding a walk-through Patriot's Day celebration. She asked for questions, and there were none.

McKinney Economic Development Corporation. Chairman Brewer directed Board members to the report attached to the agenda.

McKinney Main Street/MPAC. Director Amy Rosenthal thanked Chairman Brewer and Secretary Barnes-Tilley for serving as judges for the Lucky 13 small business grant program, admitting that the decisions were tough. Awards of \$13,000 from the t-shirt sales funds were made and Lucky Transformation donated another \$2,000 in grant funds. Ms. Rosenthal stated that while special events cannot currently be hosted at MPAC, the drive-in concert series has proven to be successful. She added that the Margarita Walk, in partnership with SBG, is September 12. Ms. Rosenthal announced that the Better Block in a Box will be delivered September 21. Additionally, Parktoberfest, a drive-in "Oktoberfest" festival, is scheduled for September 26 and will include music, keg tapping and steinholding competition. Main Street is working with SBG on an Oktober Bier Walk to take place October 3 and 4. She also shared that the McKinney Wine & Music Festival has now changed to a stroll event in Downtown. Ms. Rosenthal announced that the Monarchs of McKinney displays are being installed, and there are eight beautiful large butterfly designs throughout the Cultural District. She credited Jakia Brunell for the organization of the project. Ms. Rosenthal asked for questions, and there were none. Vice Chairman Glew complimented Ms. Rosenthal and her team on the creativity of the drive-

ins and encouraged Board members to attend these events. He also encouraged Ms. Rosenthal to continue with the drive-ins post-pandemic. McKinney Parks and Recreation. Assistant Director Ryan Mullins stated that this summer has presented challenges and opportunities to learn how to program virtually. Capacity and attendance are lower in all recreation centers. Some changes to programs that have proven to be successful include taking the Special Needs Dance virtual and requiring parents in the water with their child for swim lessons. The department is currently working on renovations to eight parks: Wattley, North, Murphy, Mary Will Craig, E.A. Randels, W.B. Finney, Katherine B. Winniford and Falcon Creek. Renovations include replacing aged playground equipment and overall design/purpose updates. New restroom facilities will be installed at Al Rauschhaupt and will be designed to alleviate issues that could arise from the flood plain location. Mr. Mullins announced that the new Parks and Rec bus is in and will start with a simple wrap, including MCDC messaging. Plans are underway to update the wrap with new Parks and Recreation branding that Marketing and Communications is developing as part of a total marketing plan. Mr. Mullins added that the Fall Recreation Guides are online this year to afford flexibility in scheduling that is necessary with COVID. Mr. Mullins asked for questions. Chairman Brewer asked if she described the Adopt-A-Spot program correctly, and Mr. Mullins said she did and agreed that Bonnie Wenk would be a great choice for the MCDC Board if they choose to move forward in adopting a location. Mr. Mullins added that they have explored several design options for digital kiosks, stressing that they are looking for something that has clarity when patrons are reading the signs up close. They have found a vendor that may work for the monument sign, which does not require the close-up clarity. Vice Chairman Glew thanked Mr. Mullins for involving him in the visit from the sign vendor. Mr.

Mullins added that they are focusing on signs with cooling mechanisms that can handle the Texas heat.

20-0733 Chairman Brewer called for the President's Report. President Cindy Schneible congratulated Chairman Brewer, Vice Chairman Glew, Treasurer Richardson-Woods and Board member McGill on their reappointments to the MCDC Board for another term. She stated that the COVID Small Business Recovery Grant payments were completed at the end of July, with 352 small businesses and 61 home-based businesses receiving a total of just under \$500,000. She expressed appreciation for the support this program received from City Manager's Office, Development Services, Finance, MPAC and Visit McKinney. She thanked Chairman Brewer and Secretary Barnes-Tilley for participating in Lucky 13 as judges. Ms. Schneible called attention to several new promotional items, including a webcam cover giveaway packaged to share the BUY McKINNEY messaging. She thanked Parks and Recreation for their widespread efforts in incorporating the IT'S MY McKINNEY campaign into their project messaging. Ms. Schneible directed the Board to the reports attached to the agenda, calling special attention to the social media metrics and Chestnut Square's final report on their project grant which allowed them to upgrade several of the buildings in the historic village. Ms. Schneible asked for questions, and there were none. Chairman Brewer thanked Chestnut Square for the great before and after pictures provided in their final report.

20-0734 Chairman Brewer called for consideration/discussion/action on a request from SBG Hospitality to amend Promotional and Community Event Grant (PC20-18) for reallocation of funds in the amount of \$3,000 for advertising, marketing and promotion of the McKinney Oktober Bier Walk. President Schneible clarified that this request allows SBG to redirect a portion of funds awarded for McKinney Wine and Music

Festival to promote the Oktober Bier Walk. Board member Kelly sought clarification on what the funds were originally awarded for, and Ms. Schneible stated they were originally awarded for the Wine and Music Festival. Vice Chairman Glew asked for an explanation of how the event will be designed. SBG's Andrew Stephan explained that the Bier Walk will be similar to the walks/strolls they've been hosting in Downtown during the pandemic. Merchants will have different beer samples to give to patrons and ticketholders will check in throughout Downtown at staggered times to support social distancing. He added that there will be German music and food throughout Downtown, and guests will be encouraged to dress in theme. Board member Kelly asked for clarity on the new format for the Wine and Music event, and Mr. Stephan stated that the format will be similar to the strolls with vendors set up throughout Mitchell Park and Downtown. Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Board member Kelly, to approve the reallocation. Mr. Stephan thanked the Board for their consideration and support. Vice Chairman Glew requested that Board members make their motions out loud in addition to using the voting system.

- 20-0735** Chairman Brewer called for consideration/discussion/action on a request by TUPPS Brewery to extend the term on Promotional and Community Event Grant (PC #20-06) to June 8, 2021 to accommodate promotion of the McKinney Music Festival postponed to May 7-8, 2021. President Schneible reminded the Board that grant recipients have one year to use promotional grant funds from the date the award is made. An extension of the term is needed for TUPPS to be able to use the promotional funds for this event. Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Board member Kelly, to approve the term extension.

20-0738 Chairman Brewer announced that the Retail Development Infrastructure Grant Application submitted by IDA Realty, LLC (RDIG 20-03) in an amount of up to \$25,000 for replacement and relocation of electrical services and installation of new water line at Bresnan Artisan Bakery, located at 110 West Virginia, McKinney, Texas was withdrawn, so no action will be taken on this item taken. Board member Kelly asked if the applicant is expected to reapply at a later date, and Ms. Schneible responded that she spoke to the applicant's representative and it is not known if an application will be submitted in the future.

Chairman Brewer recessed the meeting to Executive Session at 8:38 a.m. in accordance with the Texas Government Code. Items to be discussed under Section 551.087 regarding economic development matters were Project 18-05 HUB 121, Project 20-08 District 121, Project 20-09 TUPPS Brewery, Project 20-10 Heard Museum, Project 20-11 Sanchez Charities, Project 20-12 St. James CME Church, RDIG 20-02 Cadence Cyclery and RDIG 20-03 Bresnan Artisan Bakery.

Chairman Brewer reconvened the Board meeting back into regular session at 10:13 a.m.

20-0736 Chairman Brewer called for consideration/discussion/action on a request for a second amendment to Project #18-05 (HUB 121) to extend the required completion date from May 15, 2020 to March 15, 2021 and to increase the grant amount for the project from four hundred thousand and NO/100 dollars (\$400,000.00) to seven hundred thousand and NO/100 dollars (\$700,000.00) for the construction of a privately owned, public access pavilion that will provide landscaping, shade structures, amphitheater, electrical system, sound system and seating areas for the HUB 121 entertainment, retail, restaurant mixed-use development in Craig Ranch. Vice Chairman Glew shared that the discussion in Executive Session focused on supporting the request while fundamentally assuring the completion of the project prior to the 2021

Byron Nelson Golf Tournament. Chairman Brewer emphasized the importance of having the project complete, so that tournament patrons have the opportunity to BUY McKINNEY. Board members unanimously approved a motion by Board member Mott, seconded by Board member Kelly, to approve a second amendment to Project 18-05 to extend the required completion date to May 15, 2021 and to increase the grant amount from \$400,000 to \$700,000 subject to the following conditions: \$150,000 if a certificate of occupancy for shell structures is secured for buildings 1, 2, 3 and music pavilion by January 15, 2021; and \$150,000 if a certificate of occupancy is secured for three restaurants by May 1, 2021.

20-0737 Chairman Brewer stated that the Public Hearing and consideration/discussion/action on an amendment to Project #20-08, submitted by District 121, LLC in the amount of two million forty thousand two hundred fifty and No/100 dollars (\$2,040,250.00) for the development and construction of The Commons at District 121, a minimum .65 acre privately owned and maintained, publicly accessible open space and landscaped area, including but not limited to, a stage with LED screen, outdoor rooms defined with floor pavers/stamped concrete, cushioned seating, tables and umbrellas, outdoor fire pits, children's play area, lighting, sound systems and seating for the District 121 office, entertainment, retail and restaurant mixed-use development in Craig Ranch that will include a minimum of 37,725 square feet of retail/restaurant space (29,725 sf Phase I; 8,000 sf Phase II) will be tabled until the next regularly-scheduled MCDC Board meeting on September 24, 2020 by request of the applicant.

20-0739 Chairman Brewer called for consideration/discussion/action on a request for funding submitted by Heard Natural Science Museum and Wildlife Sanctuary (Project #20-10) in the amount of forty thousand and NO/100

dollars (\$40,000.00) to upgrade trails and to improve accessibility at the facility located at 1 Nature Place, McKinney, Texas. Board members unanimously approved a motion by Board member Kelly, seconded by Board member Mott, to approve funding as requested.

20-0740 Chairman Brewer called for consideration/discussion/action on a request for funding submitted by Sanchez Charities, LLC (Project #20-11) in the amount of fifty thousand and NO/100 dollars (\$50,000.00) to locate a monument at the Mexican Cemetery located in Pecan Grove Cemetery at 1701 McDonald Street, McKinney, Texas. Vice Chairman Glew expressed the importance of signage at each entrance to direct visitors to the various cemeteries and inform them of the significance of each section. Board member McGill stated her appreciation for the work that has been done so far and shared that this project and the cemetery tour has inspired her to learn more about McKinney's history. She expressed that the potential additional collaboration among Pecan Grove partners is great. Board member Kelly encouraged the applicant to look at the project holistically as part of a bigger Pecan Grove, Potters, Ross and Mexican Cemetery project. Mr. Kelly thanked Board member Bradford for her comments during Executive Session which provided great insight and helped move the Board forward with this request. He expressed the need to see additional detail on the project budget. Chairman Brewer encouraged the applicant to continue the project beyond the currently defined scope. Treasurer Richardson-Woods thanked Jason Hernandez for the time he spent with Board members touring the cemetery and sharing some of the rich Mexican history of McKinney. Board members unanimously approved a motion by Board member Bradford, seconded by Vice Chairman Glew, to approve project funding in the amount of \$50,000 subject to the following conditions: a letter of support for the project is secured from the Pecan Grove Cemetery Board of Trustees

and a detailed budget for the project is provided to MCDC. Chairman Brewer thanked Board members for the level of discussion on this project during Executive Session.

20-0741 Chairman Brewer called for consideration/discussion/action on a request for funding submitted by St. James CME Church (Project #20-12) in the amount of one hundred fifty thousand and NO/100 dollars (\$150,000.00) for construction of eight low-income housing units on land parcels owned by the Church on McDonald Street, McKinney, Texas. Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Board member Mott, to approve funding as requested.

20-0742 Chairman Brewer called for consideration/discussion/action on revised FY21 McKinney Community Development Corporation budget. President Schneible shared that the budget has been reviewed by City Manager's staff and by Council, and there are very few changes since the initial draft approved by the MCDC Board. She added that sales tax revenue has been increased slightly while interest revenue was decreased slightly. The overall impact to revenue for FY 21 is \$300,000 more than what was projected in the draft budget approved in May. There were minimal changes in expenditures. Areas impacted include an increase in personnel costs; additional funding for the promotion of the Texas Music Revolution, an event considering a move from Plano to McKinney; slight increase for Board recognition; increase in project costs to include an owner's representative for the TUPPS Brewery project; and additional funding for legal expenses related to projects funded by MCDC. The increase in expenses totals about \$300,000. Funding for grants remains the same at \$8.9 million, which includes \$5.5 million for Parks and Recreation projects. The amount budgeted to flow into fund balance for future projects is about \$2.5 million. Board member Kelly asked what the originally budgeted fund balance addition was, and Ms.

Schneible responded that it was just over \$3 million. Mr. Kelly also asked for clarification that the category of revenue reduced from the draft budget approved in May is from the adjustment in interest income. Ms. Schneible indicated that was correct. Board members unanimously approved a motion by Board member McGill, seconded by Vice Chairman Glew, to approve the revised budget as presented.

In response to action taken during the Executive Session, Chairman Brewer called for a motion to approve land purchase from the City of McKinney for TUPPS Brewery Project #20-09. Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Board member Mott, for purchase of the land as discussed in Executive Session.

Chairman Brewer called for Citizen Comments, and there were none.

Chairman Brewer called for Board or Commissioner Comments. Treasurer Richardson-Woods expressed her gratitude for her reappointment to the Board and shared that she appreciates the passion, ideas and perspectives that each Board member brings to the table. She thanked staff for their work and support to continue the great work going forward.

Chairman Brewer called for a motion to adjourn. Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Vice Chairman Glew, to adjourn. Chairman Brewer adjourned the meeting at 10:55 a.m.

MARY BARNES-TILLEY
Secretary

20-0826



TITLE: Minutes of the McKinney Community Development Corporation Project Grant Subcommittee Meeting of August 24, 2020.

SUPPORTING MATERIALS:

[Minutes](#)

McKinney Community Development Corporation
Project Grants Subcommittee
August 24, 2020

The McKinney Community Development Corporation Project Grants Subcommittee met at 5:00 p.m. on August 24, 2020, in the MCDC offices at 5900 S. Lake Forest Blvd., Ste. 110, McKinney, Texas.

MCDC board members present: Chairman Jackie Brewer, Vice Chairman Rick Glew and Board member Kathryn McGill.

Staff present: MCDC President Cindy Schneible, MEDC President Peter Tokar, City Manager Paul Grimes and MCDC Administrative and Marketing Coordinator Linda Jones.

Mr. Tokar presented information and updates regarding Project FPS including a detailed conceptual site plan, general industry information, potential economic impact to McKinney, projected project development costs and possible funding scenarios.

The meeting was adjourned 7:25 p.m.

Mary Barnes-Tilley, Secretary

20-0827



TITLE: Minutes of the McKinney Community Development Corporation Project Grant Subcommittee Meeting of September 10, 2020.

SUPPORTING MATERIALS:

[Minutes](#)

McKinney Community Development Corporation

Project Grants Subcommittee

September 10, 2020

The McKinney Community Development Corporation Project Grant Subcommittee met at 5:00 p.m. on September 10, 2020 at Craig Ranch Information Center located at 6850 TPC Drive in McKinney, Texas.

MCDC board members present: Chairman Jackie Brewer, Vice Chairman Rick Glew and Board member Kathryn McGill.

Staff present: President Cindy Schneible and Administrative and Marketing Coordinator Linda Jones.

The Project Grant subcommittee met with the leadership team for District 121 to review and discuss a revised development plan. The updated plan includes minor changes to the park area for which MCDC funding has been requested. Additionally, the development includes retail, high end restaurants, office buildings, parking and a hotel. Planned retail square footage has been reduced by 27% from the original plan.

The subcommittee members had an opportunity to ask questions. The District 121 team will present its plans to the MCDC Board at its regularly scheduled meeting on September 24, 2020.

The subcommittee meeting was adjourned at approximately 6:15 p.m.

Mary Barnes-Tilley, Secretary



20-0828

TITLE: Financial Report

SUPPORTING MATERIALS:

[August Financial Report](#)

[August Transmittal Letter](#)

[August Checks Issued](#)

McKinney Community Development Corporation
Summary Operating Statement
 August 2020 (92% 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 Receipts	\$ 14,885,247	\$ 1,516,349	\$ 14,462,040	\$ 423,207	97.2%	\$ 1,240,437	\$ 275,911	\$ 13,644,810	\$ 817,230
Interest Income	1,050,000	15,487	654,329	395,671	62.3%	87,500	(72,013)	962,500	(308,171)
Total Revenues	\$ 15,935,247	\$ 1,531,836	\$ 15,116,369	\$ 818,878	94.9%	\$ 1,327,937	\$ 203,898	\$ 14,607,310	\$ 509,059

Expenses	FY20 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Spent	Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
MCDC Operations									
Personnel Expense	\$ 294,683	\$ 19,611	\$ 263,068	\$ 31,615	89.3%	\$ 24,557	\$ 4,946	\$ 270,126	\$ 7,058
Supplies Expense	17,250	179	2,559	14,691	14.8%	1,438	1,258	15,813	13,254
Maintenance Expense	3,000	-	-	3,000	0.0%	250	250	2,750	2,750
Services/Sundry	328,833	26,021	157,339	171,494	47.8%	27,403	1,382	301,430	144,091
Total Administrative	\$ 643,766	\$ 45,812	\$ 422,966	\$ 220,800	65.7%	\$ 53,647	\$ 7,835	\$ 590,119	\$ 167,153

Projects									
Community Grants & Projects	\$ 13,026,998	\$ 38,092	\$ 1,777,411	\$ 11,249,587	13.6%	\$ 1,085,583	\$ 1,047,491	\$ 11,941,415	\$ 10,164,004
Other Project Expenses	38,000	5,380	8,840	29,160	23.3%	3,167	(2,213)	34,833	25,993
Total Projects	\$ 13,064,998	\$ 43,472	\$ 1,786,251	\$ 11,278,747	13.7%	\$ 1,088,750	\$ 1,045,278	\$ 11,976,248	\$ 10,189,997

Non-Departmental									
Administrative Fee to GF	\$ 175,000	\$ 14,583	\$ 160,417	\$ 14,583	91.7%	\$ 14,583	\$ -	\$ 160,417	\$ -
Insurance & Risk Fund	549	46	503	46	91.7%	46	-	503	-
Park Construction Fund	22,448,089	695,925	4,994,498	17,453,591	22.2%	1,870,674	1,174,749	20,577,415	15,582,916
MPAC	375,000	31,250	343,750	31,250	91.7%	31,250	-	343,750	-
MCDC Debt Service Payments	1,010,000	1,010,000	1,010,000	-	100.0%	84,167	(925,833)	925,833	(84,167)
MCDC Debt Service I & S	711,230	355,615	711,230	0	100.0%	59,269	(296,346)	651,961	(59,269)
Paying Agent	1,000	200	400	600	40.0%	83	(117)	917	517
Total Non-Departmental	\$ 24,720,868	\$ 2,107,619	\$ 7,220,798	\$ 17,500,070	29.2%	\$ 2,060,072	\$ (47,546)	\$ 22,660,796	\$ 15,439,997

Total Expenses	\$ 38,429,632	\$ 2,196,902	\$ 9,430,015	\$ 28,999,617	24.5%	\$ 3,202,469	\$ 1,005,567	\$ 35,227,163	\$ 25,797,147
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Net	\$ (22,494,385)	\$ (665,067)	\$ 5,686,354			\$ (1,874,532)	\$ 1,209,465	\$ (20,619,853)	\$ 26,306,207
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FY20 Beginning Fund Balance	\$ 59,976,654
Add FY20 Budgeted Revenue	15,935,247
Less FY20 Budgeted Expenses	(38,429,632)
FY20 Projected Ending Fund Balance	\$ 37,482,269

McKinney Community Development Corporation
Project Details - August 2020

Community 4B Projects	FY Board Approved	Project Code	Budget FY20	Monthly Actual	YTD Actual	Budget Balance
HUB 121	2017-2018	4B1805	\$ 400,000	\$ -	\$ -	\$ 400,000
Habitat for Humanity of Collin County (Cotton Groves)	2017-2018	4B1806	671,176	-	625,575	45,602
Heritage Guild of Collin County	2017-2018	4B1810	44,693	-	44,348	346
Habitat for Humanity of Collin County (Critical Home Repair)	2018-2019	4B1901	51,544	-	51,544	-
City of McKinney - Apex Centre (Future Expansion)	2018-2019	4B1902	150,000	-	80,589	69,411
McKinney Parks Foundation (Picnic Tables and Benches)	2018-2019	4B1903	2,000	-	2,000	-
Collin County History Museum (Photo Boards)	2018-2019	4B1904	4,007	-	3,588	419
Heard Craig - Upgrades to Carriage House	2018-2019	4B1905	12,790	-	12,790	-
Salvation Army - Replacement of gymnasium floor	2018-2019	4B1906	33,918	-	33,918	-
Heritage Guild of Collin County (Projects at Chestnut Square Histori	2018-2019	4B1907	48,754	-	48,667	87
North Texas Family Health Foundation-Federally Qualified Health	2018-2019	4B1908	800,000	-	-	800,000
City of McKinney - Department of Housing and Community Dev	2018-2019	4B1909	150,000	-	-	150,000
McKinney Main Street - Neon Signs for Historic Cultural District	2018-2019	4B1911	60,000	-	60,000	-
Boys and Girls Club of Collin County - (Gym floor McKinney Club)	2018-2019	4B1912	135,000	-	81,004	53,996
ManeGait Therapeutic Horsemanship	2019-2020	4B2002	6,800	-	6,800	-
Habitat for Humanity of Collin County	2019-2020	4B2003	773,224	-	125,226	647,998
MCDC Park Benches @MPAC	2019-2020	4B2004	36,800	-	-	36,800
McKinney Parks Foundation (shipping container/tool storage)	2019-2020	4B2005	5,925	-	-	5,925
Hugs Café (Greenhouse Equipment)	2019-2020	4B2006	13,325	-	-	13,325
McKinney Main Street (Better Block in a Box)	2019-2020	4B2007	66,000	15,220	15,220	50,780
Heard Museum	2019-2020	4B2010	40,000	-	-	40,000
Sanchez Charities	2019-2020	4B2011	50,000	-	-	50,000
St. James CME Church	2019-2020	4B2012	150,000	-	-	150,000
Undesignated FY 2020 Budget			471,911	-	-	471,911
Total Community 4B Projects			\$ 4,177,867	\$ 15,220	\$ 1,191,268	\$ 2,986,599

Promotional and Event Grants	FY Board Approved	Project Code	Budget FY20	Monthly Actual	YTD Actual	Budget Balance
Collin County History Museum	2018-2019	PC1902	\$ 4,261	\$ -	\$ 4,261	\$ -
Kiwanis Club of McKinney	2018-2019	PC1906	2,500	-	-	2,500
Heritage Guild of Collin County	2018-2019	PC1909	8,745	-	8,745	-
Crape Myrtle Trails Foundation	2018-2019	PC1911	8,000	-	8,000	-
Direction 61:3	2018-2019	PC1912	4,000	-	3,815	185
McKinney Rotary Club	2018-2019	PC1913	6,000	-	5,934	66
SBG Hospitality	2018-2019	PC1914	10,000	-	10,000	-
McKinney Main Street	2018-2019	PC1915	15,000	-	15,000	-
McKinney Lacrosse Club	2018-2019	PC1916	6,000	-	5,730	270
McKinney ISD Department of Athletics	2018-2019	PC1917	14,625	-	13,068	1,558
McKinney Philharmonic Orchestra (Odysseus Youth Orchestra)	2019-2020	PC2001	4,000	-	1,315	2,685
Heritage Guild of Collin County - Farmers Mkt & Crank Off	2019-2020	PC2002	7,000	420	6,674	326
SBG Hospitality - St.Patrick's Day Festival	2019-2020	PC2003	8,500	-	8,266	234
St. Peter's Episcopal - Empty Bowls	2019-2020	PC2004	5,000	-	5,000	-
Collin County History Museum - 2020 Then & Now	2019-2020	PC2005	6,000	-	4,250	1,750
Tupps Brewery Music Festival	2019-2020	PC2006	9,500	-	-	9,500
Game Day Foods Star-Spangled Salsa Fest-Community Garden	2019-2020	PC2007	4,500	-	-	4,500
McKinney Main Street - Spring 2020 Events	2019-2020	PC2008	12,000	-	-	12,000
McKinney Lacrosse Club - 2020 Turlaxin'	2019-2020	PC2009	6,000	1,550	1,779	4,221
ManeGait Therapeutic Horsemanship-Country Fair	2019-2020	PC2010	4,400	-	4,400	-
McKinney Garden Club - Garden and Home Tour	2019-2020	PC2011	4,100	4,057	4,057	43
Ovation Academy of Performing Arts - 5 Spring Shows	2019-2020	PC2012	4,000	190	1,091	2,909
Odysseus Chamber Orchestra - 2020-2021 Concert Series	2019-2020	PC2013	5,000	-	-	5,000
Heritage Guild of CC	2019-2020	PC2014	13,000	-	-	13,000
McK Community Band - Three Performances	2019-2020	PC2015	7,000	-	-	7,000
MISD Athletics - NCAA D2 Football Game	2019-2020	PC2016	15,000	-	-	15,000
Ovation Academy of Performing Arts - 2020-2021 Season	2019-2020	PC2017	5,000	128	128	4,872
SBG Hospitality - Wine & Music Festival	2019-2020	PC2018	10,000	-	-	10,000
McK Rotary Foundation - Parade of Lights	2019-2020	PC2019	6,000	-	-	6,000
Crape Myrtle Trails Foundation - Crape Myrtle Run/Festival	2019-2020	PC2020	5,000	-	-	5,000
McK Main Street - Home for the Holidays	2019-2020	PC2021	7,500	-	-	7,500
Undesignated FY 2020 Budget			1,500	-	-	1,500
Total Promotional & Event Grants			\$ 229,131	\$ 6,345	\$ 111,512	\$ 117,619

Retail Development Infrastructure Grants	FY Board Approved	Project Code	Budget FY20	Monthly Actual	YTD Actual	Budget Balance
East End Salvage Ltd. Co.	2019-2020	RI2001	25,000	\$ -	-	25,000
Undesignated FY 2020 Budget			95,000	-	-	95,000
Total Retail Development Infrastructure Grants			\$ 120,000	\$ -	\$ -	\$ 120,000

Special Projects	FY Board Approved	Project Code	Budget FY20	Monthly Actual	YTD Actual	Budget Balance
Craig Ranch Hotel	2018-2019	4B1704	3,000,000	\$ -	-	3,000,000
Star Center Expansion	2019-2020	4B2001	4,500,000	-	-	4,500,000
MCDC COVID-19 Business Grant	2019-2020	MP2001	1,000,000	16,527	474,631	525,369
Total Special Projects			\$ 8,500,000	\$ 16,527	\$ 474,631	\$ 8,025,369

Park Construction Fund	FY Board Approved	Project Code	Budget FY20	Monthly Actual	YTD Actual	Budget Balance
Finch Park Phase IV	2017-2018	PK1211	\$ 1,250,000	\$ 33,206	\$ 400,167	\$ 849,833
Hike & Bike Trail Construction	2016-2017	PK1213	270,000	-	104,646	165,354
Prosper ISD Neighborhood Park	2016-2017	PK1643	705,000	-	-	705,000
Land Acquisition 2016-17	2016-2017	PK1701	279,329	-	-	279,329
Cottonwood Park Redevelopment	2018-2019	PK1737	3,017,915	210,097	499,091	2,518,824
Gabe Nesbitt Community Park Improvements	2017-2018	PK1806	1,158,950	-	-	1,158,950
Oak Hollow Golf Course Upgrades	2018-2019	PK1822	215,260	3,762	112,693	102,567
JMAC Improvements	2018-2019	PK1823	264,195	10,858	204,608	59,587
Renovations - Aging Park	2019-2020	PK1831	1,204,583	8,688	202,718	1,001,865
Finch Park Phase V	2019-2020	PK2039	150,000	-	-	150,000
Parks Master Plan	2019-2020	PK2040	200,000	-	72,912	127,088
Parks & Recreation Bus	2019-2020	PK2060	175,000	-	136,317	38,683
Wonder Special Event	2019-2020	PK2061	50,000	-	37,490	12,510
Bonnie Wenk Park Outdoor Equipment	2019-2020	PK2062	150,000	-	99,700	50,300
OSCR Aquatic and Park Renovation	2019-2020	PK2041	1,500,000	11,688	120,927	1,379,073
Gray Branch Community Park Phase I	2016-2017	PK2206	65,417	-	-	65,417
Frisco ISD Neighborhood Park (Westridge 3)	2015-2016	PK3224	145,772	27,500	31,142	114,630
Parks Accessibility	2016-2017	PK4325	278,767	-	20,200	258,567
Rauschhaupt PK Restroom Renovation	2017-2018	PK4392	1,500,000	5,565	721,918	778,083
Senior Center Exp (15K SF New+23K SF)	2017-2018	PK4394	3,308,504	-	88,037	3,220,467
Gabe Nesbitt Tennis CTR Expansion	2015-2016	PK4396	2,698,768	-	949,100	1,749,668
Community Center Renovation	2019-2020	PK4397	125,000	-	-	125,000
Old Settler's Renovation	2018-2019	PK4398	3,535,630	384,560	1,192,833	2,342,797
Erwin Park Development - Phase I	2016-2017	PK9143	200,000	-	-	200,000
Total Parks Construction Projects			\$ 22,448,090	\$ 695,925	\$ 4,994,498	\$ 17,453,591

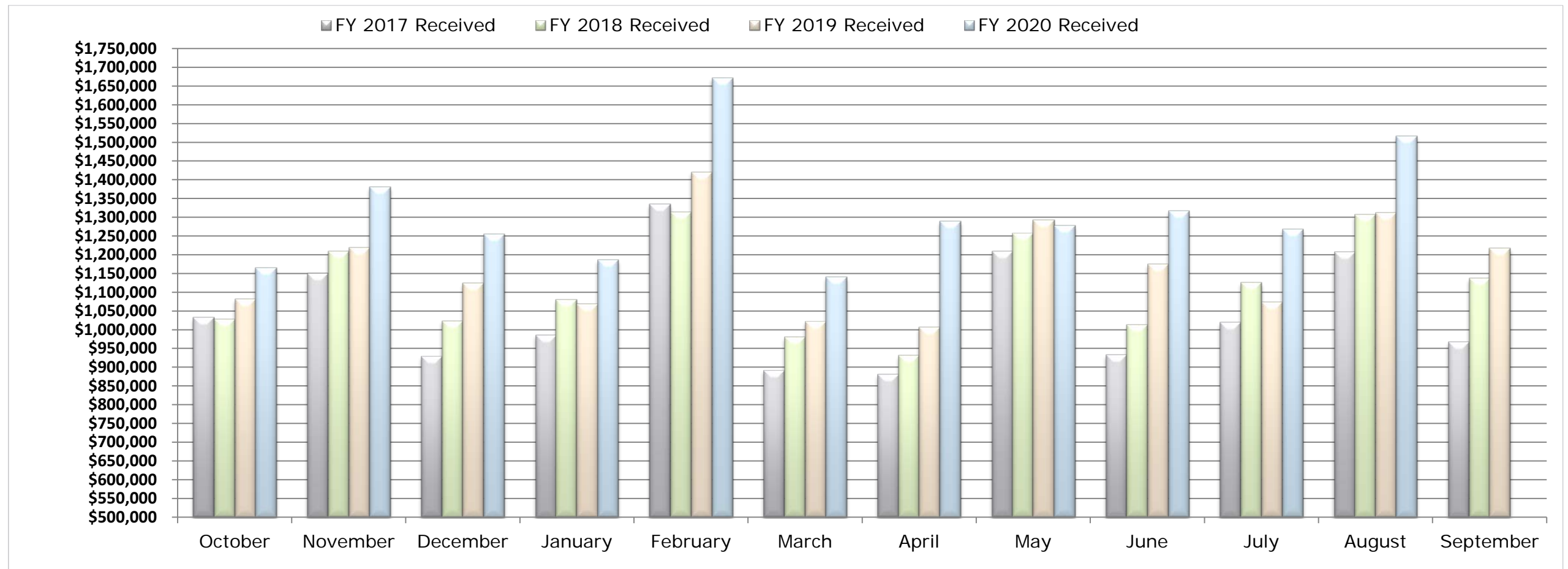
* Other City of McKinney Projects in Eco/Comm Project Allocations

McKinney Community Development Corporation

Sales Tax Revenue

August 2020 (92% 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	1,185,717	117,414	11.0%	8.0%
February	1,136,044	1,231,183	1,334,043	1,312,944	1,420,142	1,670,492	250,350	17.6%	11.2%
March	764,445	671,518	891,649	980,238	1,021,757	1,140,182	118,424	11.6%	7.7%
April	716,258	825,953	880,093	930,962	1,006,335	1,288,819	282,485	28.1%	8.7%
May	1,031,572	1,114,575	1,208,091	1,258,169	1,291,030	1,276,942	(14,088)	-1.1%	8.6%
June	820,908	884,501	932,936	1,011,758	1,174,600	1,316,761	\$142,161	12.1%	8.8%
July	840,355	910,886	1,019,409	1,125,759	1,072,098	1,267,094	\$194,996	18.2%	8.5%
August	1,055,774	1,207,558	1,206,441	1,306,035	1,310,882	1,516,349	\$205,467	15.7%	10.2%
September	1,013,186	938,767	967,150	1,136,996	1,216,602			0.0%	0.0%
Total	\$10,818,246	\$11,468,033	\$12,536,690	\$13,400,813	\$14,006,204	\$14,462,040	\$1,672,438	13.1%	97.2%

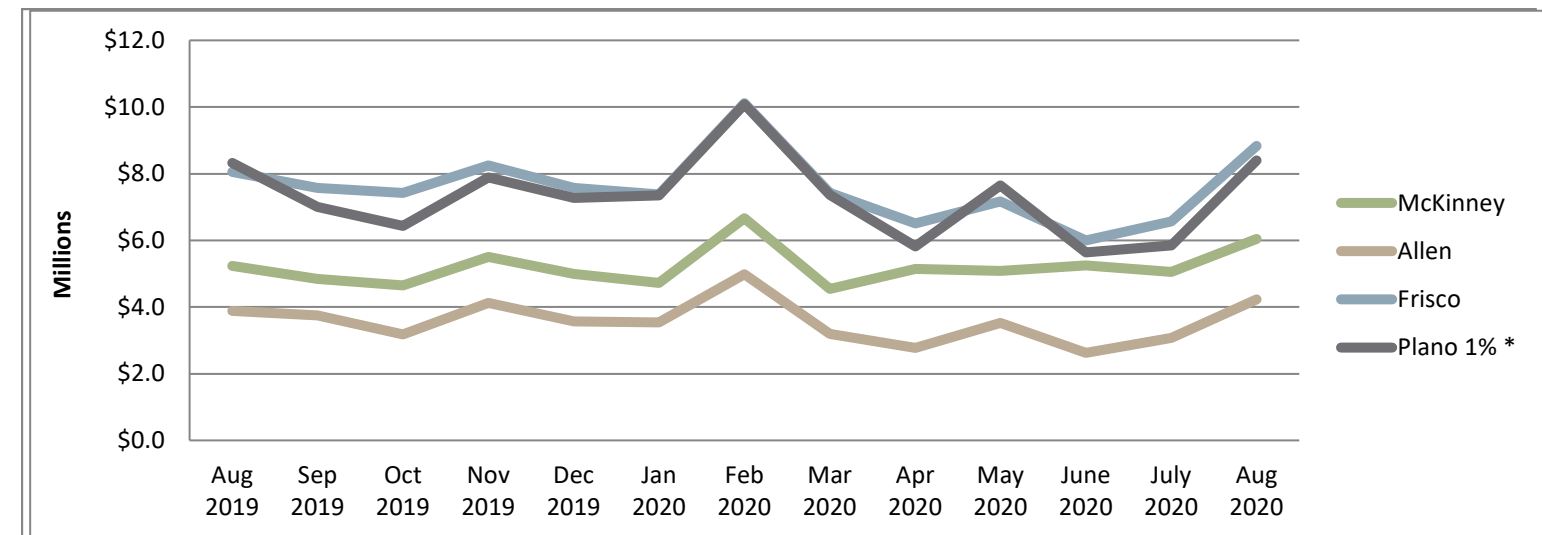


TOTAL SALES TAX COLLECTED

Sister City Comparison

Aug 2020	McKinney	Allen	Frisco	Plano (1%) *
Diff to LY	\$821,245	\$346,343	\$783,408	\$72,965
Var to LY	15.7%	8.9%	9.7%	0.9%

Year To Date	McKinney	Allen	Frisco	Plano (1%) *
Diff to LY	\$6,682,895	\$679,845	\$2,438,707	-\$1,329,154
Var to LY	13.1%	1.8%	3.0%	-1.6%



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
Jan 2019	4,256,807	3,385,046	7,447,778	6,883,382
Feb 2019	5,664,055	4,759,140	9,004,963	10,807,698
Mar 2019	4,070,523	3,054,591	6,432,401	6,123,392
Apr 2019	4,008,805	2,780,470	6,198,347	6,289,649
May 2019	5,147,563	3,800,263	8,137,697	8,026,025
June 2019	4,681,773	3,198,738	6,882,169	6,485,856
July 2019	4,271,664	3,307,837	7,057,771	7,088,178
Aug 2019	5,226,781	3,885,411	8,048,707	8,324,101
FY 2019 Total	\$50,977,063	\$38,145,531	\$80,782,945	\$81,042,010

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
Jan 2020	4,725,819	3,541,772	7,377,847	7,343,070
Feb 2020	6,664,810	4,983,860	10,114,109	10,081,521
Mar 2020	4,543,574	3,197,094	7,419,004	7,360,178
Apr 2020	5,138,112	2,773,612	6,504,135	5,812,620
May 2020	5,090,573	3,521,174	7,161,112	7,644,898
June 2020	5,249,796	2,625,812	5,998,169	5,639,455
July 2020	5,051,068	3,075,116	6,564,783	5,853,157
Aug 2020	6,048,026	4,231,755	8,832,115	8,397,066
FY 2020 Total	\$57,659,958	\$38,825,375	\$83,221,651	\$79,712,856

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

McKinney Community Development Corporation

Balance Sheet

August 2020

	MCDC Operations	MCDC Long Term Debt	General Fixed Assets	Consolidated
Assets				
Cash and Cash Equivalents	\$ 712	\$ -	\$ -	\$ 712
Investments	63,145,893	-	-	63,145,893
Accounts Receivable	2,541,501	-	-	2,541,501
Security Deposits	2,977	-	-	2,977
Capital/Land	-	-	630,952	630,952
Capital/Land Improvements (Net of Depreciation)	-	-	124,059	124,059
GASB 68 & 75/TMRS Actuarial	-	4,824	-	4,824
GASB 68 & 75/TMRS Investment	-	41,175	-	41,175
GASB 68 & 75/TMRS Contributions	-	17,741	-	17,741
GASB 68 & 75/OPEB Actuarial	-	534	-	534
GASB 68 & 75/OPEB Assumption Change	-	1,539	-	1,539
GASB 68 & 75/OPEB Contributions	-	359	-	359
General Long Term Debt	-	20,618,804	-	20,618,804
Total Assets	\$ 65,691,083	\$ 20,684,976	\$ 755,011	\$ 87,131,070
Liabilities				
Vouchers Payable	\$ 28,075	\$ -	\$ -	\$ 28,075
Compensated Absences	-	40,405	-	40,405
Bonds Payable Interest	-	88,904	-	88,904
Bonds Payable Current	-	1,010,000	-	1,010,000
Bonds Payable	-	19,380,000	-	19,380,000
TMRS Pension Liability	-	110,520	-	110,520
OPEB Liability	-	35,938	-	35,938
TMRS Actuarial Experience	-	2,273	-	2,273
TMRS Investment Experience	-	16,936	-	16,936
Total Liabilities	\$ 28,075	\$ 20,684,976	\$ -	\$ 20,713,050
Fund Equity				
Unreserved Fund Balance *	\$ 65,632,443	\$ -	\$ -	\$ 65,632,443
Reserved for Encumbrances	27,589	-	-	27,589
Reserved for Prepaids	2,977	-	-	2,977
Investment in Capital Assets	-	-	755,011	755,011
Total Fund Equity	\$ 65,663,008	\$ -	\$ 755,011	\$ 66,418,020
Total Liabilities and Equity	\$ 65,691,083	\$ 20,684,976	\$ 755,011	\$ 87,131,070
Unreserved Fund Balance *				
\$ 65,632,443				
Committed Projects Reserve:				
Community Projects	\$ 2,514,688			
Discretionary Prom & Comm Grants	116,119			
Retail Development Infrastructure Grants	25,000			
Special Projects	8,025,369			
Parks Construction Projects	17,453,591			
Total Committed Projects	\$ 28,134,768			
Unreserved Fund Balance after Project Commit.	\$ 37,497,675			
Undesignated Reserve:				
Community Projects (FY20)	\$ 471,911			
Discretionary Prom & Comm Grants (FY20)	1,500			
Retail Development Infrastructure Grants	95,000			
Total Undesignated Allocations	\$ 568,411			
Remaining Unreserved Fund Balance	\$ 36,929,264			
Less Contingency	-			
Final Unreserved Fund Balance	\$ 36,929,264			

August Monthly Financial Report

September 14, 2020

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

August Analysis

MCDC Revenue-

Revenue of the McKinney Community Development Corporation is over budget YTD by 3.48%. Sales tax figures came in 13.08% above last year's collection through August. Below is a link to the current year-to-date revenue of the MCDC:

[MCDC Revenues - YTD through August](#)

Sales Tax Analysis-

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

[FY2020 Monthly Sales Tax Comparison](#)

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

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

MCDC Expenditures-

Expenditures of the McKinney Community Development Corporation for the month of August were \$2.2M with approximately 62% attributed to debt service. Below is a link to the current year-to-date expenditures of the MCDC:

[MCDC Expenditures - YTD through August](#)

Checks Issued-

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

[MCDC August Checks Issued](#)

Project Details-

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

- McKinney Main Street (Better Block in a Box), \$15,220
- Heritage Guild of Collin County - Farmers Mkt & Crank Off, \$420
- McKinney Lacrosse Club - 2020 Turlaxin', \$1,550
- McKinney Garden Club - Garden and Home Tour, \$4,057
- Ovation Academy of Performing Arts - 5 Spring Shows, \$190
- Ovation Academy of Performing Arts - 2020-2021 Season, \$128
- MCDC COVID-19 Business Grant, \$16,527
- Various Park Projects, \$695,925

Conclusion-

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

Sincerely,

Mark Holloway

Chief Financial Officer

City of McKinney

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
INVOICES PROCESSED - August 2020

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

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

Date	Vendor Name	Transaction Amt	Description	Project #	FPO/PO
8/28/2020	TIME WARNER CABLE	\$200.88	MONTHLY CABLE CHARGE		F42610
8/28/2020	JPMORGAN CHASE BANK (PCARD)	\$69.26	OFFICE SUPPLIES		PCARD
8/28/2020	JPMORGAN CHASE BANK (PCARD)	\$6.48	KROGER: BOARD BREAKFAST 7/23		PCARD
8/28/2020	MCKINNEY LACROSSE CLUB	\$1,550.00	PROMOTIONAL GRANT REIMBURSEMENT 2020 TU	PC2009	F42565
8/21/2020	STATE COMPTROLLER OF PUBLIC ACCOU	(\$4,342.33)	JULY 2020 SALES TAX		
8/21/2020	MCKINNEY STRONG COVID-19 GRANTS	\$807.39	ANTIQUE DOLL BOUTIQUE	MP2001	
8/21/2020	MCKINNEY STRONG COVID-19 GRANTS	\$930.12	CHEFS FOR SENIORS	MP2001	
8/21/2020	MCKINNEY STRONG COVID-19 GRANTS	\$699.30	CHRISSIE JONES	MP2001	
8/21/2020	MCKINNEY STRONG COVID-19 GRANTS	\$861.32	ESBE DESIGNS LLC/JEWELRY	MP2001	
8/21/2020	MCKINNEY STRONG COVID-19 GRANTS	\$773.13	GREAT MIGRATION TRAVEL AD	MP2001	
8/21/2020	MCKINNEY STRONG COVID-19 GRANTS	\$1,000.00	IDCP HALAL USA	MP2001	
8/21/2020	MCKINNEY STRONG COVID-19 GRANTS	\$869.39	LANGVIN MUSIC	MP2001	
8/21/2020	MCKINNEY STRONG COVID-19 GRANTS	\$1,000.00	MCCRIGHT ENTERPRISES LLC	MP2001	
8/21/2020	MCKINNEY STRONG COVID-19 GRANTS	\$1,000.00	NATIVE CONSTRUCTION AND S	MP2001	
8/21/2020	MCKINNEY STRONG COVID-19 GRANTS	\$856.26	RANDY MORRIS	MP2001	
8/21/2020	MCKINNEY STRONG COVID-19 GRANTS	\$1,000.00	REINELT TUTORING & EDUCAT	MP2001	
8/21/2020	MCKINNEY STRONG COVID-19 GRANTS	\$775.62	SOVEREIGN PROFESSIONALS L	MP2001	
8/21/2020	MCKINNEY STRONG COVID-19 GRANTS	\$454.04	VOGOMA	MP2001	
8/21/2020	MCKINNEY STRONG COVID-19 GRANTS	\$1,000.00	WOODHAVEN SPORTS LLC	MP2001	
8/21/2020	MCKINNEY STRONG COVID-19 GRANTS	\$1,500.00	DRIP N ROLL	MP2001	
8/21/2020	MCKINNEY STRONG COVID-19 GRANTS	\$1,500.00	THE DONUT KITCHEN	MP2001	
8/21/2020	MCKINNEY STRONG COVID-19 GRANTS	\$1,500.00	WHISKEY & HONEY A SALON	MP2001	
8/21/2020	SIGN A RAMA	\$650.28	POP UP BANNERS AND YARD SIGNS		PO200581
8/21/2020	RETAIL COACH LLC, THE	\$6,250.00	CONSULTING SERVICES		PO202089
8/21/2020	BROWN & HOFMEISTER LLP	\$1,127.50	GENERAL MCDL LEGAL FEES		F42490
8/21/2020	BROWN & HOFMEISTER LLP	\$5,380.00	PROJECT LEGAL FEES		F42490
8/14/2020	STATE COMPTROLLER OF PUBLIC ACCOU	(\$4,326.49)	JUNE 2020 SALES TAX		
8/14/2020	JONES, LINDA	\$65.55	MILEAGE JUNE/JULY 2020		F42415
8/14/2020	COMMUNITY IMPACT NEWSPAPER	\$1,376.00	JULY 1/4 PAGE AD		PO200754

8/14/2020	MCKINNEY GARDEN CLUB	\$4,056.72	PROMOTIONAL GRANT REIMBURSEMENT 2020 GARDEN & HOME TOUR	PC2011	F42466
8/14/2020	MSP DESIGN GROUP	\$168.00	PROMOTIONAL ITEMS - GOLF SHIRTS		PO201987
8/14/2020	HERITAGE GUILD OF COLLIN COUNTY	\$420.00	PROMOTIONAL GRANT REIMBURSEMENT - FARMERS MARKET, CRAFT CUISINE & ICE CREAM CRANK-OFF	PC2002	F42416
8/14/2020	PEAK PROMOTIONS	\$1,475.00	PROMOTIONAL ITEMS - SHOPPING BAGS		PO201986
8/14/2020	PEAK PROMOTIONS	\$750.00	PROMOTIONAL ITEMS SHOPPING BAGS		PO201986
8/14/2020	PEAK PROMOTIONS	\$85.00	SHIPPING & HANDLING FOR PROMOTIONAL ITEMS		PO201986
8/14/2020	MCKINNEY POLICE ASSOCIATION FOP 107	\$1,250.00	BACK THE BLUE GOLF SPONSORSHIP		F42457
8/11/2020	BANK OF TEXAS CORPORATE TRUST(BOK	\$1,010,000.00	MCDC TAX REV BONDS 2015		
8/11/2020	BANK OF TEXAS CORPORATE TRUST(BOK	\$355,614.93	MCDC TAX REV BONDS 2015		
8/11/2020	BANK OF TEXAS CORPORATE TRUST(BOK	\$200.00	MCDC TAX REV BONDS 2015		
8/7/2020	RETAIL COACH LLC, THE	\$6,250.00	CONSULTING SERVICES		PO191677
8/7/2020	JUBILEE PRINTING SERVICES LLC	\$901.00	PROMOTIONAL ITEMS - NOTEPADS & "BUY MCKIN		PO200826
8/7/2020	MCKINNEY CHAMBER OF COMMERCE	\$140.00	JULY QTRLY LUNCH - CSS, MBT, KM, DB		F42385
8/7/2020	PLANO SPORTS AUTHORITY, INC.	\$2,500.00	SPONSORSHIP - PSA MCKINNEY		F432404



20-0829

TITLE: Board and Liaison Updates

Board Chair

City of McKinney

Visit McKinney

McKinney Economic Development Corporation

McKinney Main Street/MPAC

McKinney Parks and Recreation

SUPPORTING MATERIALS:

[Visit McKinney Report](#)

[MEDC Report](#)



August 2020

I. **ASSOCIATION/CORPORATE/SMERF COMPLETED in August 2020: TTL Room nights: 184; TTL Rev.: \$23,100**

WEDDINGS COMPLETED-August 2020- Total Room nights: 165; Total Rev.: \$ 21,102
Weddings 8 (4-No Pickup)

1. Brittany Kirwin Wedding – August 26, 2020; Venue: Magnolia Grace
 - a. Sheraton – Total room nights: 16, Total revenue: \$1,680
2. Horvath/Chambliss Wedding – August 1, 2020; Venue: The Springs
 - a. Sheraton – Total room nights: 37, Total revenue: \$3,774
3. Kaysie Gillory Wedding – August 13, 2020; Venue: Magnolia Grace
 - a. Sheraton – Total room nights: 43, Total revenue: \$4,343
 - b. Hampton Inn – No Pickup
4. Osterman/Byer Wedding – August 2020 Venue: Rosemary Bar
 - a. Grand Hotel – Total room nights: 69, Total revenue: \$11,305
5. Chesle (Lauren) Blair Wedding – August 1, 2020; Venue: Waterstone – no pickup reported
6. Kim Cunningham Wedding – August 8, 2020
 - a. Hampton Inn – No Pickup
7. Baxter/Cislo Wedding – August 1, 2020; Venue: Stonecrest – no pickup reported
8. Erin Horomanski Wedding – Venue: Stonecrest – no pickup reported

ASSOCIATION/CORPORATE/SMERF COMPLETED in August 2020: TTL Room nights: 19; TTL Rev. \$ 1,998

- **Assoc./Corp. HOTEL ROOMS- TTL Room nights: 0, TTL Revenue: \$0**
- **SMERF HOTEL ROOMS- TTL Room nights: 0; TTL Revenue: \$ 0**
- **Sports HOTEL ROOMS- TTL Room nights: 19; TTL Rev.: \$ 1998**
Solar Soccer Club – Premier Club Tournament, August 7-9, 2020 at Craig Ranch. Secured blocks at Holiday Inn Express: 60 room nights, Revenue Potential: \$ & Springhill Suites: 60 room nights, Revenue Potential: \$8,040.

II. **Visitors: FYTD Total (Oct.'19– Sept. '20): 2862**

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

- Out of State: (not trackable)
- Out of Country: (not trackable)
- Texas Residents: (not trackable)
- McKinney Residents: (not trackable)
- Register Total: (not trackable)
- Ticker Counter: 151

Top Five States requesting information:

- Texas
- California
- New York
- Missouri
- South Carolina

Day Trips- 0

- N/A

III. RFP's: 15 (1-Association, 1-Corporate, 7-Weddings, 1-Social, 0-Religious, 5-Sports)

Association: 1

1. 2023 Texas Firefighters Summer Games – July 2023

Corporate: 1

1. Cirrus Aircraft- 1 attendee, 4 days @ Grand Hotel September 9/3-7/20.

SMERF: 13

Social: 1

1. Spirit of Prophecy Church – September 18-20, 2020. Attendees: 500, Meeting space only

Religious: 0

Weddings: 7

1. Hannah Schumann - December 2020, Rustic Grace
2. Danielle Baxter - May 8, 2021, The Gather
3. Marissa Malazzo - November 7, 2020, The Springs
4. Erica Mills - November 20, 2020, River Road Chateau
5. Ben Rishforth - November 2, 2020, The Springs
6. Angelica Garcia - December 20, 2020, The Springs
7. Lauren Cook - December 21, 2020, The Springs

Sports: 5

1. NAIA – Men's Volleyball National Championship. April 11-16, 2022. Approximately 250 student-athletes & coaches, and 2,000 fans
2. NAIA – Men's Volleyball National Championship. April 10-15, 2023. Approximately 250 student-athletes & coaches, and 2,000 fans
3. NAIA – Women's Flag Football Finals. April 29-May 3, 2021. Approximately 250-300 student-athletes
4. NAIA – Men's Wrestling National Championship. March 4-5, 2022. Approximately 500 student-athletes, and 3,000-5,000 Fans
5. NAIA – Men's Wrestling National Championship. March 3-4, 2023. Approximately 500 student-athletes, and 3,000-5,000 Fans

Association: 0

Corporate: 0

SMERF: 0

Religious: 0

Weddings:

Site Visits: 0

Ongoing Prospects: 38 (SMERF: 1-Social, Military, 1-Education, 1-Religious, & Fraternal); 33-Weddings; 2-Sports; 0-Day Trips)

SMERF: 3

1. Cottonwood Creek Women's Conference – September 19, 2020
2. Library Conference, KOHA – September 21-27, 2020 (The Grand & MPAC) – Postponed UFN/TBD
3. The 99's – October 15-17, 2021 (The Sheraton)

Sports: 2

1. Pickle Ball Tournament – Sept 30-October 5, 2020 (this is a reschedule, originally schedule to take place in April)
2. Turlaxin Lacrosse – October 17-Nov 1, 2020

Weddings: 38

1. Christie Astle, September 2020, The Springs
2. Madison Sweet, September 5, 2020 – Rosemary Barn
3. Natalie Bvendventura – October 30, 2020, or 2021 – Magnolia Grace
4. Beth Walker – October 10, 2020 – Cotton Mill
5. Sharon Rush (MOB), October 10, 2020 – Avalon Legacy
6. Lindsay Rylan – October 23, 2020 – Magnolia Grace
7. Stasia Milam – November 24, 2020 – Magnolia Grace
8. Ashley Lester Wedding, November 21, 2020 – Magnolia Grace
9. Jordan Roach – November 2020 - Magnolia Grace
10. Michael Herring, November 2020 – Springs (this was a May wedding that was postponed)
11. Ivy Alexander – December 2020 – Magnolia Grace
12. Sequoia Grant – December 2020 – Stone Crest
13. Jessica Seay – December 2020 – Rustic Grace
14. Marquine Malone, December 17, 2020 – Springs
15. Bethany Mawman, date not secured at the time of discussion – Springs
16. Darcy Thompson (MOB), January 17, 2021 – Magnolia Grace
17. Molly Hightower Wedding, January 2, 2021- Magnolia Grace
18. Cathy Trinh Wedding, February 29, 2021 – Magnolia Grace
19. Danielle Faulkner – March 27, 2021 – Magnolia Grace
20. Ashley Sackinger – April 17, 2021 – Magnolia Grace
21. Andrew Brown Wedding, April 17, 2021 – Magnolia Grace
22. Kathryn Vela, April 25, 2021 – Magnolia Grace
23. Alyssa Wasilewski, April 2021 – Reception only
24. Marc Cholak, February 27, 2021 – Springs
25. Sara Redfearn, February 2021 – Springs
26. Maren Holyoak, May 2021 – Magnolia Grace
27. Megan Jordon, June 12, 2021 – Rustic Grace
28. Randi Cole Wedding, June 19, 2021- Magnolia Grace

29. Victoria Nicholson – October 2021 – Magnolia Grace
30. Madison Krell – October 10, 2021 – Magnolia Grace
31. Brittney Larocca – October 16, 2021 – Magnolia Grace
32. Hannah Wilson – Date TBD – Magnolia Grace
33. Brelayshia Hodges – Date TBD – Magnolia Grace

IV. **Advertising/Marketing/Media**

NEW - Special note: Top Referrals from other websites –Included just as a note last time, so I built it out.

- Facebook: 50
- Airport: 24
- City: 11
- RediscoverAmerica.com: 4
- TravelTexas.com: 4
- Wedding couple (Jordan and Matt Ribiero): 4

Blogs (Top 5) for AUGUST 2020:

- YOLO TX - 179
- NTTA - 132
- Romantic Getaway (Our Sweet Adventures) – 98
- Blog Home page - 52
- What to Expect when traveling to McKinney during COVID - 24

BLOG VISITS - FY 19-20	
Month	Sessions
Oct. 2019	234
Nov. 2019	618
Dec. 2019	379
Jan. 2020	447
Feb. 2020	432
Mar. 2020	158
Apr. 2020	444
May 2020	329
Jun. 2020	258
Jul. 2020	658
Aug. 2020	370
FY 19-20	4,327

AUGUST 2020 Homepage News Flash buttons (Top 5): 249

- NTTA - 127
- Planning a McKinney Trip/COVID – 43
- Romantic Getaway – 30
- Benji House – 25

- YOLO - 24

AUGUST 2020 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Ad submitted to Authentic Texas
- Ad submitted to Small Market Meetings
- Submitted text & photo for a free editorial in Sports Destination Marketing (The Courts)
- Submitted text & photo for a free editorial in Bus Tours Magazine
- Wrote & distributed a press release about two TACVB Idea Fair awards

AUGUST 2020 -Ad Landing Pages	
Daytripper Dino	46
Daytripper Marg	4
McKinney High Lions	1
Boyd Broncos	1
Visitors Guide	1
TourTexas.com	1
Tennis (SDM ad)	2
TOTAL	56

Additional pages created for groups and tracking for KPIs

- MEDIA HUB for access to photos – 7
- KPIs – 8

AUGUST 2020: MPG Page Views	
Main Page	10
RFP	2
Venues/Videos	14
Sports Planning	1
Group Services	7
Tour Options/Itineraries	125
TOTAL:	159

AUGUST Pgs. Created for groups	
DCI	3
Yarn Crawl	17
Turlaxin	7
TOTAL:	27

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
JAN. 2020	57	9,710	99,598	622,458	3,748,449
FEB. 2020	45	9,755	113,637	506,945	3,879,106
MAR. 2020	88	9,843	184,711	458,589	3,671,450
APR. 2020	54	9,897	85,574	323,121	2,704,379
MAY 2020	63	9,960	93,268	428,874	2,609,076
JUN. 2020	117	10,077	59,163	387,015	1,857,391
JUL. 2020	56	10,133	58,470	310,240	2,094,821
AUG. 2020	31	10,164	41,215	239,292	1,744,220
TOTALS	881	N/A	1,132,728	6,583,510	35,612,444

TWITTER - AUGUST 2020	
Total Followers	5,625
NEW Followers	26
Tweets	17
Tweet Impressions	13K
Profile Visits	38
Mentions	42

INSTAGRAM - AUGUST 2020	
From 2018-19	2,341
Oct. 2019	109
Nov.2019	53
Dec. 2019	64
Jan. 2020	89
Feb. 2020	93
Mar. 2020	75
Apr. 2020	92
May 2020	109
Jun. 2020	139
Jul. 2020	129
Aug. 2020	98
TOTAL	3,391

YOUTUBE - 2019 2020		
YOUTUBE	Views	Subscribers
Historical #s	9,242	49
Oct. 2019	208	1
Nov.2019	172	0

Dec. 2019	370	2
Jan. 2020	377	1
Feb. 2020	315	0
Mar. 2020	328	0
Apr. 2020	604	2
May 2020	435	3
Jun. 2020	479	-1
Jul. 2020	454	3
Aug. 2020	647	0
TOTAL	13,631	60

Google Business Page - 2019-2020		
<i>Month</i>	<i>Page Views</i>	<i>Web visits</i>
Oct. 2019	2,540	25
Nov. 2019	4,820	31
Dec. 2019	3,360	22
Jan. 2020	4005	36
Feb. 2020	3950	33
Mar. 2020	1,610	26
Apr. 2020	1,160	10
May 2020	1,205	22
Jun. 2020	1,805	27
Jul. 2020	2,090	22
Aug. 2020	2,000	32
TOTAL	28,545	286

WEBSITE NUMBERS - AUGUST 2020

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
Jan. 2020	4,678	10,209	3,986
Feb. 2020	4,475	9,802	3,764
Mar. 2020	4,469	8,645	3,795
Apr. 2020	2,431	5,043	1,904
May 2020	2,968	5,824	2,552
Jun. 2020	3,075	6,796	2,578
Jul. 2020	3,102	6,247	2,651
Aug. 2020	2,609	5,156	2,282
FY 19-20	42,551	87,745	36,043

AUGUST.2020	Users
Mobile	1,156
Desktop	1,050
Tablet	76
TOTAL	2,282

AUGUST 2020 - TOP WEB PAGES

Page	Pageviews	Unique Page Views
Home page	1283	1082
Calendar- - main pg.	232	178
Shopping Centers	172	154
Dining in McKinney	145	110
NTTA Blog	127	105
Visitors Guide	122	103
Events Page	94	78
Monthly/annual events	90	82
Explore	89	78
Calendar - Aug.	86	67
Specialty Inn Directory	83	75
About McKinney	65	62
About Visit McKinney	54	42
Wknd Upd. Home pg.	52	47
Dining/Nightlife	51	43
Shopping	49	43
Parks/trail Map	46	42
Accommodations	45	40
Dining Special Offers	45	41
Daytripper/Dinos	45	37
Daytripping McKinney	43	36
Travel to McK in COVID	43	35
Resource Directory	41	36
Fresh Foods	38	43
Towne Lake	38	35

Top Countries – AUGUST 2020

Country Breakdown	Users	New Users	Sessions
United States	2116	2058	2438
Canada	43	43	43
(not set)	23	23	23
Germany	19	19	19
Philippines	11	11	12
United Kingdom	9	9	11
Israel	6	6	6
S. Korea	6	6	6
Denmark	5	5	5
India	5	5	5

Top States – AUGUST 2020

State Breakdown	Users	New Users	Sessions
Texas	1,557	1,508	1,807
California	113	112	121
Virginia	33	32	35
Florida	29	29	31
New York	28	28	32
(not set)	27	26	30
Oklahoma	27	26	30
Arizona	26	23	51
Illinois	23	22	25
Washington	23	22	25

Top Cities – AUGUST 2020

City Breakdown	Users	New Users	Sessions
McKinney	483	448	610
Dallas	376	360	412
Plano	55	54	60
Allen	54	54	54
Frisco	49	49	51
Fort Worth	36	34	39
Houston	34	33	37
Prosper	29	26	32
San Antonio	19	18	20
Austin	18	17	18

CROWDRIFT – AUGUST 2020		
Gallery	Interactions	Views
Dining	5	103
History/Dwntn	15	51
Home Gallery	117	565
Explore McK	10	57
Being Social	20	9
Events	3	123
Weddings	2	25
Shopping	0	33
TOTAL	172	966

MEDIA HUB		
Month	Downloads	Requests
Jun. 2020	73	44
Jul. 2020	8	8
Aug. 2020	7	2
FY 19-20	88	54

VISIT WIDGET - AUGUST 2020				
	Users	Sessions	Page Views	New Downloads
Widget	20	20	49	
<i>Desktop</i>	15	15	30	
<i>Mobile</i>	5	5	19	
Mobile APP	100	82	381	
<i>App-iOS</i>	79	65	334	10
<i>App-Android</i>	21	17	47	3
TOTAL	120	102	430	13

FREE PUBLICITY:

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

AUGUST 2020 - Free Media Coverage for Visit McKinney				
Article/Topic	Print	Web/ Broadcast Value	PR Value	Impressions /Reach
YOLO TX - Goodies Texas segment	\$0	\$5,050	\$15,150	100,000
McKinney article (free)	\$0	\$0	\$0	40,000
My Curly Adventures	\$500	\$0	\$1,500	10,000
Music Festival article	\$0	\$240	\$720	60,000
Shared postings/articles 2 times	\$0	\$2,000	\$6,000	200,000
TOTALS	\$500	\$7,290	\$23,370	410,000
FY 19-20 Totals	\$35,196	\$408,982	\$1,334,783	9,996,134

V. **TOTAL LOST BUSINESS: 26; Lost Revenue: \$27,683,710**

Association /Corporate Lost Business: 18; Lost Revenue: \$27,041,100

Dates	Group	Venue/Notes	Room nights	Attendance	Lost Business Revenue \$
July 2022	Associated Locksmiths of America	Sheraton Use 100,000sf Exhibit Hall	16,200	2700	\$3,016,000
July 2022	National Black Police Assn	Sheraton Need b/out & sleep rooms under 1-roof	1,200	600	\$260,000
July 2022	Texas Restaurant Assn	Sheraton 500 Exhibitors	15,200	6,700	\$2,912,000
June 2022	Texas Lathing & Plastering Contractors Assn	Sheraton 200 booths	4,000	2,000	\$880,000
May 2022	Out of Home Advertising Assn of America (Billboards)	Sheraton Too Large	2,400	1,200	\$580,000

April 2022	American Conference for the Treatment of HIV	Sheraton Too Large	2,400	1,200	\$620,000
November 2022	Int'l Risk Management Institute: Construction Risk Conference	Sheraton Too Large	6,000	2,000	\$1,660,000
February 2022	Int'l Risk Management Institute: Energy Risk Conference	Sheraton Too Large	2,000	1,000	\$460,000
April/May 2022	Int'l Risk Management Institute: Agricon Conference	Sheraton Too Large	2,400	1,200	\$509,600
Feb 2023	Texas Assn for Literacy & Adult Education	Sheraton Too Large	1,000	500	\$245,000
August 2024	American Numismatic Assn – World Fair of Money	Sheraton Too large	26,000	8,623	\$4,880,000
March 2024	American Numismatic Assn – National Money Show	Sheraton Too large	5,500	2,750	\$1,090,000
Jul or Aug 2023	Texas Central Bleeding Disorders Assn	Sheraton Too large	900	600	\$194,000
Jan 2025	Assn for Concrete Renovation Professionals	Sheraton Too large	9,000	4,500	\$1,910,000
July & Nov 2023	American Speech-Language-Hearing Assn	Sheraton Too large	10,000 4,600	5,000 2,300	\$1,800,000 \$964,000
Feb 2023	National Roofing Contractors Assn	Sheraton Too Large	24,000	6,000	\$4,320,000
June 2022	Assn of Classical & Christian Schools	Sheraton Too Large	2,400	1,200	\$502,000
July 2023	Fire Fighters Assoc.	Sheraton Too Large/ Cost to host (comps): \$32,703 (HOT is \$14,310, loss of \$18,393)	1,500	300	\$238,500
Totals			\$136,700	\$50,373	\$26,802,600

McKinney Corporate: Groups: 2; Lost Revenue: \$35,360

Month	Group	Venue/Notes	Room Nights	Attendance	Revenue Lost
8/2-5/20	Globelife AIL LA 101	Sheraton	300	100	\$31,200
8/16-20/20	Globelife LNL 101	Sheraton	40	20	\$4,160
Totals			340	120	\$35,360

SMERF: Total: Groups: 6; Lost Revenue: \$607,250

Dates	Group	Venue/Notes	Total Room nights	Attendance	Lost Business Revenue \$
September 18-20, 2020	Spirit of Prophecy Church	Sheraton-Space Only	0	500	\$3,500
April 11-16, 2022	NAIA – Men’s Volleyball Championship	Sheraton	1,500	2,250	\$172,500
April 10-15, 2023	NAIA – Men’s Volleyball Championship	Sheraton	1,500	2,250	\$172,500
April 29-May 3, 2021	NAIA – Women’s Flag Football Finals	Sheraton	1,250	500	\$143,750
March 4-5, 2022	NAIA-Men’s Wrestling National Championship	Sheraton	500	5,000	\$57,500
March 3-4, 2023	NAIA – Men’s Wrestling National Championship	Sheraton	500	5,000	\$57,500
Totals			5,250	15,500	\$607,250

Potential Loss of Business:

Library Conference, KOHA – September 21-27, 2020 (The Grand & MPAC) Total room nights: 90, Potential Revenue: \$11,610 – **Postponed UFN/TBD.**

These numbers are approximate and based on average usage/rates for the past 3 years of meeting history.
 These numbers may change considerably due to COVID19. There is no guarantee this business would be awarded to McKinney.
 This report only reflects business McKinney cannot currently bid on due to lack of space and/or lack of attractions.

McKinney Economic Development Corporation

September 2020 Organizational Report

Peter Tokar

MEDC President

Organizational Report:

MEDC Board,

We have had some great announcements this past month! The 200K spec office building by Kaizen on the District 121 mixed use development site and the RPMx Headquarters relocation to Craig Ranch Corporate Center. We are having a great year in development despite the pandemic of COVID. However, we are not done yet and we are working diligently on even more projects that we hope to announce by the end of the calendar year.

Organizational Updates

- McKinney Chamber Golf Classic – The chamber called in some very special weather for the Annual Golf Tournament which was not typical of an August day. The MEDC was well represented and our Super Raffle addition to the tournament was able to raise an additional \$2600 for the chamber.
- MEDC Board Selection – The McKinney City Council held board appointments this month. Ken Sipiora and Brian Loughmiller were reappointed to the MEDC board for another term and Kurt Kuehn was appointed to fill the remaining seat vacated by Tracy Rath. Kimberly Ball was appointed as the MEDC board alternate. Congrats to all! For those reappointed, we look forward to your continued service to the board and welcome to our new members.
- Byron Nelson Golf Tournament – We are preparing for our “Red Carpet Tour” event for the golf tournament. This will be a premier attraction event for the MEDC, and we are in the planning stage setting up logistics and invitations.
- AEDO Certification – Through the International Economic Development Council, we are seeking our “Accredited Economic Development Organization” accreditation. We are close to having our application complete and ready for submission.

A. Organizational Activity Report (August 2020)

- *Total Leads: 18
 - Qualified Leads: 10
 - RFPs received: 9
 - RFPs responded to: 3
 - Total Pipeline Projects: 31
 - New Pipeline Projects: 6
- *Leads include RFPs, RFIs, and direct inquiries from site selectors, brokers, company representatives, etc.

B. Marketing / Communications (August 2020)

- **Marketing Update:** Marketing Manager Dee Escobar has been working with staff to coordinate the SRS Grand Opening of the newly constructed 100,000 sq. ft. US Headquarters office building at HUB 121.
 - Marketing Trips: 0
 - Marketing Events: 1
- **Newsletters:** Launch date for the Q3 Development newsletter is September 18th.
- **Social Media Campaigns:** See attached report

C. Technology & Infrastructure Update

It was reported back to us that AT&T is making some significant investments in the TPC Craig Ranch golf course and surrounding Corporate Center in preparation for the PGA Byron Nelson golf tournament. The addition of this telecommunications infrastructure will carry beyond the tournament and have a lasting benefit to the McKinney community.

D. Business Intelligence Update

- Continue to work toward a catalog of data and research resources to maximize existing knowledge and identify the truly “unique” aspects of McKinney’s real estate footprint.
- Working closely with the Projects team, we’ve garnered traction toward efficiency, in preparation for the demands we expect to see from the growing interest in McKinney.
- In collaboration with the Executive Team, a roadmap has been designed for an office and industrial property database.

E. Business Retention & Expansion (August 2020)

BRE visits are currently being conducted virtually. We are committed to reaching out to our local McKinney businesses to gauge the broader impact the COVID-19 situation is having on the business community. We are working diligently with the City of McKinney and the larger effort to provide support to our business community through all the city partners.

- BRE Visits: 0
- Annual BRE Total: 41
- BRE Partner Events: 0
- Virtual BRE Calls: 0

F. Important Board Dates

- September 24th, Open Government Training, 6:00 pm, Zoom or Council Chambers

G. Upcoming Events

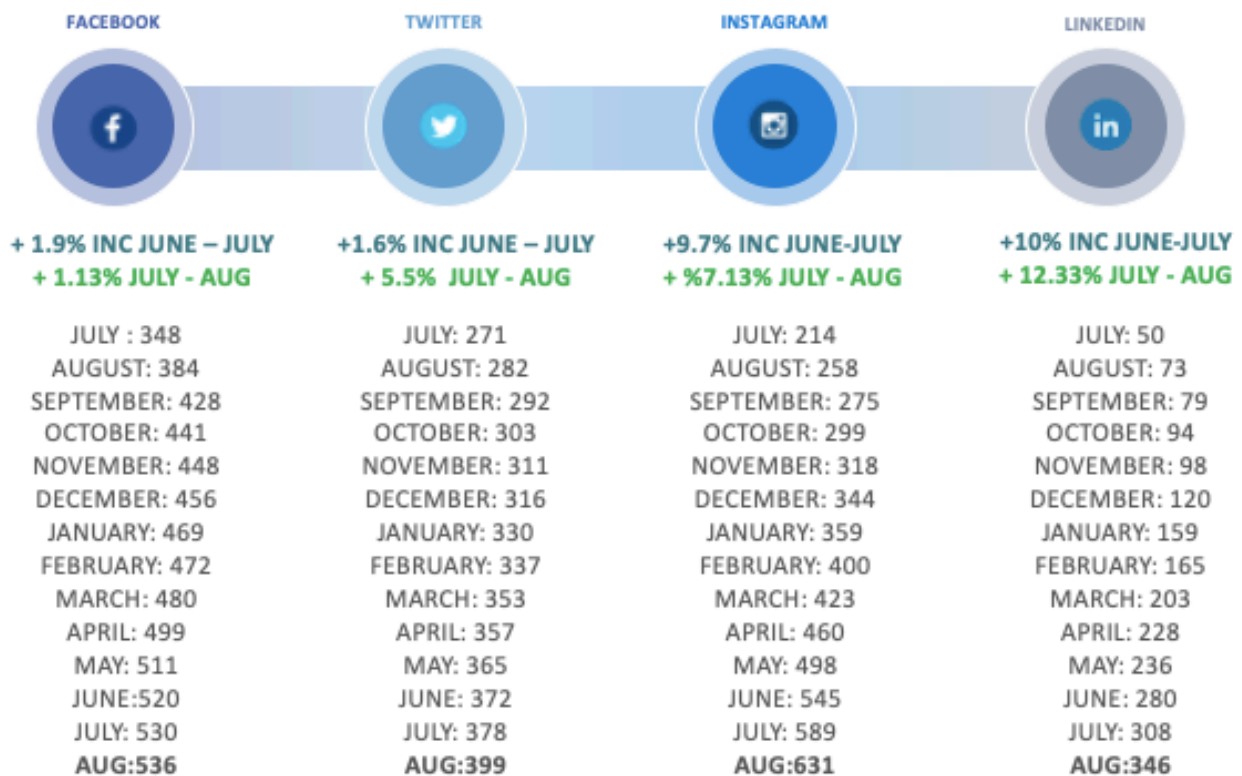
- October 9th, SRS Grand Opening, 12 pm-5 pm, SRS Corporate Campus
- November 5th, State of the City, 11:30 am, Zoom

Social Media and Website Report

August 1 – 31, 2020

Social Media:

In August, the results were fascinating. By lowering our posts' frequency and focusing our content exclusively on Business Development topics, we saw a significant increase on our social media channels, particularly Twitter and LinkedIn, which tend to provide more substantial leads to the company. On the other hand, Instagram has gotten a slight decrease in growth, which could be by its loss of popularity against TikTok and its recent change of algorithm, which has made Instagram user engagement drop from 1.54% down to 0.9% in the last three months. *(According to W3b-Lab).*



LinkedIn:

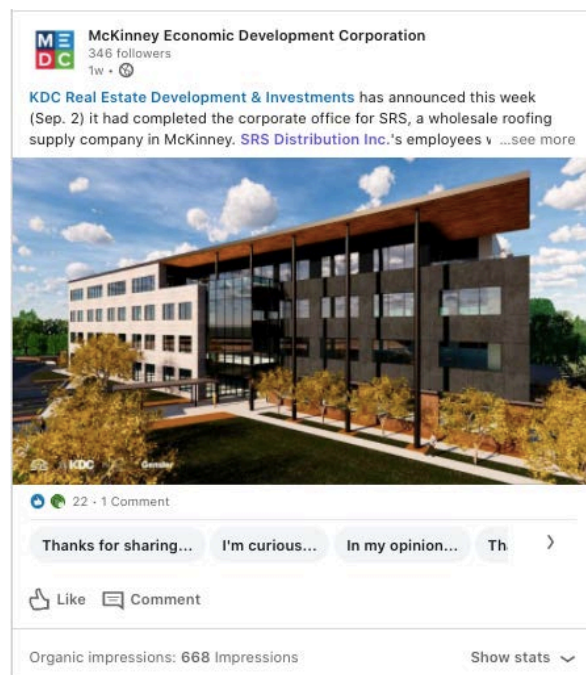
Facebook has also experienced a decline in users. However, we should shift our focus towards LinkedIn. While Facebook continues to be the largest social networking site in the world today, LinkedIn has been supporting its users for a more extended period. And more importantly, for those looking to network and develop business connections, this platform is better known as the "professional social networking site."

Additionally, **44% of LinkedIn users take home more than \$75,000 per year**, above the US's national median. Although the US has the most LinkedIn users at 133 million, 70% of LinkedIn users are from outside of the US. Along gender lines, LinkedIn is more popular with men, who comprise 57% of its user base. And, interestingly, **millennials make up 38% of LinkedIn's user base, with 11 million of the 87 million millennials in decision-making positions**. Taking all these factors into consideration, LinkedIn is simply a better source of leads for the MEDC.

The two posts with the most engagement can be found below from LinkedIn:

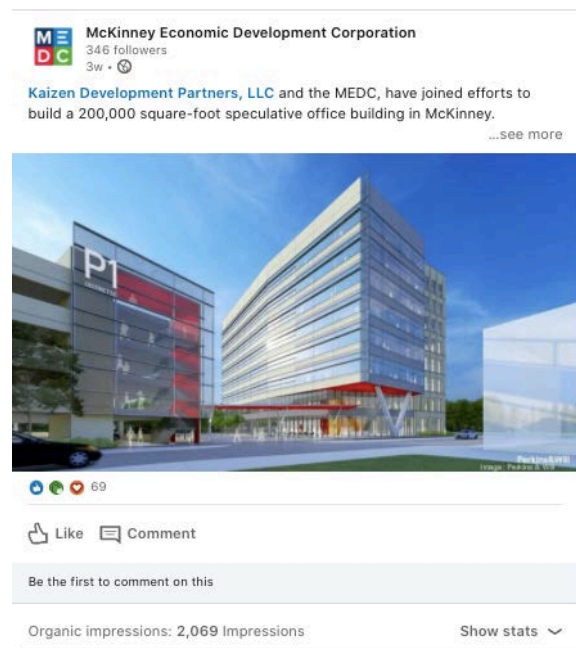
KDC completed the corporate office for SRS

- Impressions: 648
- Likes: 22



Kaizen opens new HQ in McKinney

- Impressions: 2,069
- Likes: 69



Website:

In August, we experienced a 3.31% traffic increase from the prior month.

Taking into consideration that the website has not had any changes so far. We still managed to significantly increase the average time in which users spend on our website by referring traffic from our social media channels, mainly LinkedIn.

JUNE

831 Total Visitors	868 Total Visits	1,580 Total Page Impressions	1.8 Avg Page Views	4.8 Avg Minutes On Site
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JULY

994 Total Visitors	1,026 Total Visits	1,803 Total Page Impressions	1.8 Avg Page Views	3.7 Avg Minutes On Site
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AUGUST

1,027 Total Visitors	1,055 Total Visits	1,787 Total Page Impressions	1.7 Avg Page Views	8.1 Avg Minutes On Site
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Referrals and Top Pages:

Our primary source of referred traffic has been the press, which is thanks to our public relations and press media efforts, LinkedIn once again shows up as our main source of social media referrals. Another interesting fact is that our top pages continue to be business development relevant, which tells us that we are bringing more substantial leads into the website. Other cities have also been frequently visiting our site, which tells us we are still ahead of the curb.

Referral Traffic:

- Google
- LinkedIn
- Dallas Innovates
- Community Impact
- Dallas Business Journal
- McKinney Chamber of Commerce

Top Pages Visited in August:

- Homepage
- MEDC announcements
- Economic Incentives
- Innovation Fund
- Interactive Development Portal
- Quality of Life
- Demographics
- Leadership



20-0830

TITLE: President's Report

SUPPORTING MATERIALS:

[Grant Funds Awarded FY20](#)

[Social Media Metrics \(September\)](#)

[Grant Promotions - Cycle I & II 2020 \(September\)](#)

[Final Report - Heritage Guild PC20-02](#)

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

Category	Grant/Transfer	Amount
Promotional & Community Events	MCDC Discretionary Promotional	\$ 150,000.00
	Odysseus Youth Orchestra - Spring Concert Series	\$ (4,000.00)
	Heritage Guild of Collin County - Farmers Market, Ice Cream Crank-off, Farm to Table Dinner	\$ (7,000.00)
	SBG Hospitality - McKinney St. Patrick's Day Festival and Shamrock Run	\$ (8,500.00)
	St. Peter's Episcopal - Empty Bowls Event	\$ (5,000.00)
	Collin County History Museum - McKinney Then and Now - 2020	\$ (6,000.00)
	Tupps Brewery - McKinney Music Festival	\$ (9,500.00)
	Game Day Foods - McKinney Salsa Fest	\$ (4,500.00)
	McKinney Main Street - Historic Downtown McKinney Cultural District Events - Spring 2020	\$ (12,000.00)
	McKinney Lacrosse Club - 2020 Turlaxin' Tournament	\$ (6,000.00)
	ManeGait Therapeutic Horsemanship - Country Fair	\$ (4,400.00)
	McKinney Garden Club - 2020 Garden and Home Tour	\$ (4,100.00)
	Ovation Academy - Spring 2020 shows	\$ (4,000.00)
	Odysseus Youth Orchestra Concert Series - Five Performances	\$ (5,000.00)
	Heritage Guild of Collin County - Farmers Market, Murder Mystery, Ghost Walk, Tour of Homes, Fall Fundraiser	\$ (13,000.00)
	McKinney Community Band - Three Performances	\$ (7,000.00)
	MISD Athletics - NCAA DII Game	\$ (15,000.00)
	Ovation Academy 20-21 Season - Nine Performances	\$ (5,000.00)
	SBG Hospitality - McKinney Wine & Music Festival	\$ (10,000.00)
	McKinney Rotary Foundation Parade of Lights	\$ (6,000.00)
	McKinney Main Street - Home for the Holidays	\$ (7,500.00)
	Balance	\$ 6,500.00
Community Projects	MCDC Discretionary Community Projects	\$ 1,563,985.00
	#20-02-ManeGait Therapeutic Horsemanship - wayfinding and directional signs	\$ (6,800.00)
	#20-03-Habitat for Humanity of Collin County - Cotton Groves Community and A Brush with Kindness Program	\$ (773,224.00)
	#20-04-McKinney Community Development Corporation - Benches to provide additional seating around MPAC	\$ (36,800.00)
	#20-05-McKinney Parks Foundation - Restoration of a shipping container for tool storage	\$ (5,924.89)
	#20-06-Hugs Café - Heaters and electrical infrastructure for greenhouse	\$ (13,324.00)
	#20-07-McKinney Main Street - "Better Block in a Box"	\$ (66,000.00)
	#20-10 - Heard Natural Science Museum - Trail and Accessibility Upgrades	\$ (40,000.00)
	#20-11-Sanchez Charities-Monument in Mexican Cemetery at Pecan Grove	\$ (50,000.00)
	#20-12-St. James CME Church-Affordable Housing	\$ (150,000.00)
	#18-05-The Hub-Amendment to increase grant funding from \$400,000 to \$700,000	\$ (300,000.00)
	Balance	\$ 121,911.21
Retail Development Infrastructure	MCDC Discretionary Retail Infrastructure	\$ 120,000.00
	RDIG #01 East End Salvage LLC Infrastructure Improvements	\$ (25,000.00)
	Balance	\$ 95,000.00
Projects - Parks & Recreation	Project #20-13 - Funded from FY 21 Budget	\$ 5,500,000.00
	Finch Park upgrades	\$ (1,800,000.00)
	Updates to eight parks	\$ (1,000,000.00)
	Oak Hollow Upgrades	\$ (200,000.00)
	Aquatic Center Improvements at Old Settlers and JMAC	\$ (300,000.00)
	Community Center Updates	\$ (500,000.00)
	Town Center Enhancements - Mitchell Park and MPAC	\$ (180,000.00)
	Parks Umbrella Fund	\$ (820,000.00)
	Towne Lake Park Study	\$ (300,000.00)
	Greens of McKinney Park Design	\$ (200,000.00)
	Senior Center Study	\$ (200,000.00)
	Balance	\$ -
City of McKinney Administrative Fee		\$ 175,000.00
		\$ (175,000.00)
	Balance	\$ -
MPAC Operations		\$ 375,000.00
		\$ (375,000.00)
	Balance	\$ -
Community/Partnership Projects	Estimated Fund Balance	\$ 38,000,000.00
	Project #20-01 McKinney Star Center	\$ (4,500,000.00)
	COVID-19 Business Recovery Grant	\$ (1,000,000.00)
	Project #20-08 District 121 LLC - Development and construction of open space area "The Commons" at District 121	\$ (2,040,250.00)
	Project #20-09 TUPPS Brewery for the rehabilitation and revitalization of the property at the southeast corner of Greenville and Dungan Streets	\$ (11,333,262.00)
	Balance	\$ 19,126,488.00

McKinney StarCenter Grant will be funded from fund balance.
COVID-19 Business Recovery Grants will be funded from fund balance.

MCDC FACEBOOK METRICS					
	Total Posts Original/Total	Followers	Engagements	Total Reach	Impressions
May '19	14/25	2228	561	8033	14319
Jun '19	23/35	2245	1190	13823	*23914
Jul '19	26/31	2257	282	9018	17006
Aug '19	27/34	2311	782	18536	*47010
Sep '19	27/33	2356	741	10989	18813
Oct '19	30/37	2378	487	16767	26071
Nov '19	39/46	2387	396	10025	18559
Dec '19	36/39	*2572	1287	635381	95249
Jan '20	20/22	2586	205	8654	11697
Feb '20	31/27	2602	246	13126	13291
Mar '20	60/78	2630	305	7940	17125
Apr '20	46/38	2658	169	8410	17984
May '20	42/53	2664	294	6852	13963
June '20	68/76	2669	203	8501	16900
July '20	32/44	2673	118	5662	11908
Aug '20	25/32	2689	84	4400	9862

*June '19 -- All Abilities, Collin College 4-year degrees

*August '19 -- Wine & Music Fest multiple posts/shares

*October '19-- George Webb Park opening, Wine & Music Fest

***December '19-- High stats mostly attributed to "co-hosting" Parade event**
(upwards trend expected based on November stats not December totals)

MCDC TWITTER METRICS					
	Followers	Total Tweets	Retweets	Engagements	Mentions
May '19	1172	7	5	16	10
Jun '19	1192	22	23	91	7
Jul '19	1210	15	8	41	4
Aug '19	1226	17	7	36	65
Sep '19	1241	12	2	19	9
Oct '19	1255	22	7	34	14
Nov '19	1263	26	18	51	8
Dec '19	1273	13	17	38	32
Jan '20	1284	8	4	22	5
Feb '20	1301	12	13	37	13
Mar '20	1352	15	18	52	7
Apr '20	1375	16	15	37	7
May '20	1377	17	18	54	5
June '20	1416	26	16	40	3
July '20	1441	16	8	24	12
Aug '20	1456	12	7	18	31

MCDC WEBSITE METRICS						
	Sessions	Pageviews	Users	Desktop Hits	Mobile Hits	Tablet Hits
May '19	574	1249	472	336	118	18
Jun '19	493	1069	411	295	99	17
July '19	462	975	400	303	86	11
Aug '19	388	768	336	74	16	1
Sep '19	460	907	400	261	113	26
Oct '19	498	1737	366	278	76	12
Nov '19	516	1183	459	352	130	6
Dec '19	634	1331	544	375	158	8
Jan '20	710	1646	605	432	161	12
Feb '20	561	1453	464	352	100	12
Mar '20	628	1132	536	322	206	8
May '20	962	798	1596	457	308	3
June '20	747	1328	608	359	233	16
July '20	505	1002	432	274	150	8
Aug '20	489	815	425	300	117	9

Promotional and Community Event Grants -- FY 2020 Cycles I and II

Organization	Event	Event Date(s)	MCDC Social Media Promotion	City Social Media Promotion	Advertising Promotion	Other Promotion	At Event Promotion	Board/Staff Attendance
Odysseus Chamber Orchestra	I & II: Concert Series	I: Spring 2020 II: 2020-2021 Concert Series	General 6/26 Happy Prince -1/31, 2/21 Bossa Nova - 3/30			MCDC Website City Calendar		J.Brewer
Heritage Guild	I & II: Farmers Market Chestnut Square	I & II:Throughout Spring/Summer/Fall	1/3, 1/18, 2/6, 2/15, 2/29, 3/4, 3/6, 3/14, 3/15, 3/21, 3/26, 3/31, 4/1, 4/2, 4/7, 4/9, 4/14, 4/18, 4/21, 4/23, 4/24, 4/28, 5/1, 5/2, 5/5, 5/12, 5/15, 5/19, 5/20, 5/27, 5/28, 6/5, 6/10, 6/12, 6/13, 6/16, 6/24, 6/27, 7/17, 8/7, 8/14, 8/15			MCDC Website City Calendar		J.Brewer R.Glew C.Schneible L.Jones
Heritage Guild	II: Murder Mystery	August 15, 2020	7/18, 8/11, 8/14, 8/15			MCDC Website		
SBG Hospitality	I: St. Patrick's Day Shamrock Run and Festival II: Wine & Music Fest	St. Pat's 3/14/2020 Wine & Music 10/17-18 Oktober Bier Walk 10/3-4	St. Pat's: 2/13, 2/18, 2/25, 3/6, 3/9, 3/12, 3/13 Wine & Music: 8/31 Bier Walk: 9/4, 9/10, 9/15, 9/21			MCDC Website City Calendar FB Event		A.Woods M.Barnes-Tilley D.Kelly
Collin County History Museum	I: Then & Now	Feb 2019 - Dec 2021	2019 2/27, 6/18, 7/25, 9/12, 11/16 2020 2/14, 2/21, 2/28, 3/2, 3/17, 5/9, 8/21			MCDC Website City Calendar		L.Jones D.Kelly
TUPPS	I: Music Festival	May 15-16 September 4-5 May 4-5, 2021	2/13, 8/21			MCDC Website		

Main Street	I: Downtown/MPAC Events II: Home for the Holidays	I: Spring/Summer II: Nov - Dec	3/12, 3/16, 3/17, 3/16, 3/27, 3/31, 4/1, 4/2, 4/20, 4/24, 4/28, 5/1, 5/6, 6/3, 6/19, 6/20, 6/21, 6/23, 6/24, 6/25, 6/29, 7/4, 7/7, 7/10, 7/14, 7/17, 7/20, 7/24, 7/29, 7/31, 8/5, 8/6, 8/18 Chocolate Walk - 2/8 Black History at MPAC - 2/3 Krewe - 2/14, 2/17, 2/19, 2/21, 2/23 Cahill - 3/2	Parktoberfest - 8/26, 9/4		FB Events - Krewe, Juried Art, Arts in Bloom., Parktoberfest		R.Glew L.Jones
I: McKinney Lacrosse Club	Turlaxin' Tournament	October/ November				MCDC Website City Calendar		
Ovation Academy of Performing Arts	I: Spring Productions II: 2020-21 Season (9)	I: Spring 2020 II: 2020-21 Season	Annie - 2/25, 2/27 Midsummer's Dream - 5/14			MCDC Website City Calendar		
Kiwanis	Triathlon	April 18 Sept 30	9/3, 9/9, 9/15, 9/18			MCDC Website City Calendar		
McKinney Community Band	3 performances							
MISD Athletics	NCAA D2 Championship	CANCELED (Possibly in Spring 2021)						
McKinney Rotary Club	Parade of Lights							

Parks Dept	Events	Spring/Summer	1/3, 1/7, 2/21, 2/25, 2/29, 3/4, 3/5, 3/11, 3/18, 4/2, 4/27, 5/4, 5/30, 6/6, 6/11, 6/17, 6/18, 6/19, 6/21, 6/22, 6/26, 7/2, 7/9, 7/11, 7/14, 7/17, 7/18, 7/23, 8/4, 8/19,					
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COVID-19 Recovery Efforts & #SupportLocal			DATES	BOARD/STAFF PARTICIPATION
COVID-19 Recovery Efforts	#SupportLocal Gernal Updates One Heart McKinney Grant Programs #McKinneyStrong		3/13, 3/17, 3/18, 3/19, 3/20, 3/21, 3/23, 3/24, 3/25, 3/26, 3/27, 3/30, 4/1, 4/2, 4/3, 4/4, 4/5, 4/6, 4/7, 4/10, 4/13, 4/15, 4/16, 4/20, 4/24, 4/28, 4/29, 4/30, 5/1, 5/2, 5/3, 5/4, 5/5, 5/6, 5/10, 5/11, 5/14, 5/29, 6/4, 6/5, 6/8, 6/10, 6/11, 6/14, 6/15, 6/16, 6/17, 6/18, 6/20, 7/3, 7/4, 7/8, 7/16, 7/20, 7/29, 8/4, 8/11, 8/13, 8/18, 9/3, 9/4, 9/5, 9/7, 9/8	J.Brewer A.Richardson-Woods D.Bradford C.Schneible L.Jones



Spring Farmers Market
& Farm Dinner

25th Annual Killis Melton Ice Cream Crank Off



2020 - the year of change!

- Year-long focus on the 1870's – celebrating 2 indigenous homes at Chestnut Square; The Dulaney Cottage & Johnson House
- New Farmers Market Manager & liaison to the Vendor Committee of the McKinney Farmers Market
- We hired a professional marketing firm for social media, advertising and promotion of Chestnut Square
 - Subsequently, our



Award
\$7,000





Funds support advertising: McKinney Community Impact, Star Local Media, Stonebridge Ranch Magazine, Edible Dallas, Billboard on Central at Eldorado, Creekside Living (N2 Publishing), social media ads and print materials for events – and whatever great ideas our marketing firm presents.



Rain or Shine...
Farmers Market is
open!



McKinney Farmers Market at Chestnut Square 2020

January 4 & 18
February 1, 15 &
29

March 7 & 21

Weekly April 4 -
November 21





Facts & Figures

- We opened the spring season of the market with 78 vendors
- We added weekday markets from April – June to accommodate both vendors and shoppers, through 3 reconfigurations due to Covid – 19 restrictions
- The customer base couldn't support the weekday vendors, so in July we reverted back to Saturday only
- We re-attained a weekly (pre Covid) guest count of 1,000-1,200 on Saturdays beginning in June



Social Media Reach

Farmers Market

- Facebook
 - New Followers - 2236
 - Average Weekly Reach - 923-18853
- Website
 - Farmers Market page – 20,000 views January – August
- Instagram
 - Our account was locked for many months due to a former password issue; we now have it back up and active



Craft Dinner Thursday April 30, 2020



New format of Farm to Table Dinner

- Working toward wider scope of restaurant participation
- Broader audience appeal



FARM FRESH *Craft Cuisine*

NEW DATE - JUNE 11, 2020 | 6-10 PM



MCDC
MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION

CHESTNUT SQUARE HERITAGE VILLAGE
BENEFITTING HISTORIC MCKINNEY FARMERS MARKET
CHESTNUTSQUARE.ORG

IHCE
Institute of Hospitality
& Culinary Education



- After 3 date changes, we finally held this event on June 11, and were blessed with an unseasonably cool day
- The Collin College IHCE was unable to participate as planned
- 12 chefs, restaurateurs and market vendors staffed tasting stations and served 83 guests (normal guest count 145)
- Total revenues \$9,190. We amended our budget in June to project \$8,500 revenues, vs. \$25,000 original (pre-Covid) projections



Social Media Reach

- 144,800 reaches
- 11,100 responses
- 23 tickets sold



25th Annual Killis Melton Ice Cream Crank Off





- We rescheduled this event to from July 19 to July 4, which was its original date in 1995 when it began
- We thought the Farmers Market & downtown “reverse parade” would draw attendance
- We had only 5 flavors, (vs. 13 LY) and about 300 (vs. 1000) guests.
- Revenues \$496 vs. amended budget of \$2,000 vs. original budget of \$5,000.



Social Media Reach

- Reach – 8,000
- Responses 161

In light of the virus factor, and since co - founder and ice cream aficionado Clyde Geer was unable to join us for this special (25th) anniversary, we will hold a DO-OVER 25th edition next year!





Social Media Reach

I wanted to mention the social media statistics because we have hired AJ Micheletto to assist with our marketing & SM as well as a professional to maintain our website. Our reach and effectiveness has grown greatly with this investment and wanted you to note that the advertising grants are augmented by improved design and enhanced social reach.

Our website is averaging 3500 views monthly, and all three Facebook pages have increased followers by 10-15%.



Thank You for Your Support





20-0737

TITLE: Conduct a Public Hearing and Consider/Discuss/Act on an Amendment to Project #20-08, Submitted by District 121, LLC in the Amount of Two Million Forty Thousand Two Hundred Fifty and No/100 Dollars (\$2,040,250.00) for the Development and Construction of The Commons at District 121, a minimum .65 Acre Privately Owned and Maintained, Publicly Accessible Open Space and Landscaped Area, including but not limited to, a Stage with LED Screen, Outdoor Rooms Defined with Floor Pavers/Stamped Concrete, Cushioned Seating, Tables and Umbrellas, Outdoor Fire Pits, Children's Play Area, Lighting, Sound Systems and Seating for the District 121 Office, Entertainment, Retail and Restaurant Mixed-Use Development in Craig that will include a minimum of 37,725 sf of Retail/restaurant space (29,725 sf Phase I; 8,000 sf Phase II).

SUPPORTING MATERIALS:

[Application Packet](#)

[Presentation](#)

[Conceptual Site Plan](#)

McKINNEY COMMUNITY DEVELOPMENT CORPORATION

Project Grant Application

Fiscal Year 2020

IMPORTANT:

- Please read the McKinney Community Development Corporation Grant Guidelines prior to completing this application.
- The Grant Guidelines and Application are available at www.mckinneycdc.org; by calling 972.547.7653 or by emailing cschneible@mckinneycdc.org
- **Contact us to discuss your plans for submitting an application prior to completing the form.**
- A completed application and all supporting documents are required to be submitted via email or on a thumb drive for consideration by the MCDC board. Please submit the application to:

McKinney Community Development Corporation
5900 S. Lake Forest Blvd., Suite 110
McKinney, TX 75070

- *If you are interested in preliminary Board of Directors review of your project proposal or idea, please complete and submit the **Letter of Inquiry** form, available at www.mckinneycdc.org, by calling 972.547.7653 or emailing cschneible@mckinneycdc.org.*

Applications must be completed in full, using this form, and received by MCDC, via email or on a thumb drive, by 5:00 p.m. on the date indicated in schedule below.

2020 Project Grant Application Schedule

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

APPLICATION

Project Grants support for projects eligible for consideration under Sections 501 and 505 of the Texas Local Government Code. These include:

- Projects Related to the Creation or Retention of Primary Jobs
- Infrastructure Improvement Projects Necessary to Develop New or Expanded Business Enterprises
- Public Parks and Open Space Improvements
- Projects Related to Recreational or Community (city/public access) Facilities
- Professional and Amateur Sports and Athletic Facilities, including Children's Sports
- Entertainment, Tourist and Convention Facilities
- Projects Related to Low Income Housing
- Mass Transit-Related Facilities (facilities and/or equipment)
- Airport Facilities

INFORMATION ABOUT YOUR ORGANIZATION

Name: District 121, LLC, a single purpose entity formed under the laws of the state of Texas

Federal Tax I.D.: To be obtained

Incorporation Date: 2.28.2020

Mailing Address: 6850 TPC Drive, Suite 104

City McKinney

ST: Texas

Zip: 75070

Phone: 214-644-1208

Fax:

Email: mprestemon@craigintl.com

Website:

Check One:

- ☐ Nonprofit – 501(c) Attach a copy of IRS Determination Letter
☐ Governmental entity
☒ For profit corporation
☐ Other

Professional affiliations and organizations to which your organization belongs:

REPRESENTATIVE COMPLETING APPLICATION:

Name: Miles Prestemon

Title: Chief Operating Officer

Mailing Address: 6850 TPC Drive, Suite 104

City: McKinney

ST: Texas

Zip: 75070

Phone: 214-644-1208

Fax:

Email: mprestemon@craigintl.com

CONTACT FOR COMMUNICATIONS BETWEEN MCDC AND ORGANIZATION:

Name: Miles Prestemon

Title: COO

Mailing Address: 6850 TPC Drive, Suite 104

City: McKinney

ST: Texas

Zip: 75070

Phone 214-644-1208

Fax:

Email: mprestemon@craigintl.com

FUNDING

Total amount requested: \$2,040,250

Matching Funds Available (Y/N and amount): None

Will funding be requested from any other City of McKinney entity (e.g. TIRZ Grant, City of McKinney Community Support Grant)?

☐ Yes

☒ No

Please provide details and funding requested:

PROJECT

Start Date: Late 2020

Completion Date: December 2021

BOARD OF DIRECTORS *(may be included as an attachment)*

David Craig, CEO

Miles Prestemon, COO

LEADERSHIP STAFF *(may be included as an attachment)*

David Craig

Miles Prestemon

Using the outline below, provide a written narrative no longer than 7 pages in length:

I. Applying Organization

Describe the mission, strategic goals and objectives, scope of services, day to day operations and number of paid staff and volunteers.

District 121, LLC, is a single purpose entity formed to acquire and develop 17.85 acres located at the northeast corner of Sam Rayburn Tollway (Hwy. 121) and Alma Road (the "Property"). District 121 will provide all services required to develop and construct the infrastructure on the Property required to position components thereof as "pad ready" for sale to office, retail/restaurant and hospitality developers.

Disclose and summarize any significant, planned organizational changes and describe their potential impact on the Project for which funds are requested. None

II. Project

- Outline details of the Project for which funds are requested. Include information regarding scope, goals, objectives, end user.
 - i. The Project is a centrally-located 0.7 acre open space/private park ("The Commons at District 121", hereinafter referred to as "The Commons") located within the Property. A depiction of the concept plan for Property, including the location of The Commons, is attached hereto as Exhibits A-1 and A-2; and a depiction of The Commons is attached hereto as Exhibit B. The Commons is surrounded on the north and west by proposed retail/restaurant buildings and on the south by a proposed office building with adjacent parking garage. To the east, more retail/restaurant, future office buildings and/or hotel with structured parking are anticipated uses.
 - ii. The Commons will be a privately maintained, publicly accessible, open space featuring an expansive grass lawn area in front of an approximate 825 square foot stage with a large LED screen as a backdrop. Outdoor rooms designated with floor pavers/stamped concrete, cushioned seating, tables and umbrellas will be clustered around the perimeter of the lawn area; portable seating will be provided throughout. Areas for outdoor gas fire pits (minimum of 2) and children's play will be featured, along with areas for lawn games such as Bocce Ball and Cornhole. The Commons will include perimeter canopy trees, landscaped beds and planting pots, bollard lighting, ground-mounted speakers, paver or stamped concrete walkways and sitting benches. Being recessed below grade, the resulting perimeter walls will provide seating for visitors, as well as patrons of the restaurant and retail establishments adjacent thereto.

- iii. The Commons is designed to attract and allow/encourage groups, as well as individuals/families, to enjoy an outdoor setting while waiting for a restaurant reservation, immersing in specific programming offerings or simply relaxing. The Commons will have programmed events intended to aid in the promotion and marketing of the surrounding restaurants and retail establishments to McKinney and the surrounding communities, as well as providing an amenity for the office and hospitality elements within the Property. The Commons also will serve as an activity center that may include such activities such as exercise classes, lectures, streaming sports events and live music.
 - iv. Construction of The Commons will require grading, drainage, utility and turf installation, landscaping, structural improvements and installation of the enhancements described above, the cost of which is estimated at \$2,040,250, as shown on the budget attached hereto as Exhibit C.
- Describe how the proposed Project fulfills strategic goals and objectives for your organization and benefits the McKinney community.
 - i. The Commons fulfills the strategic goals and objectives of the Applicant by providing a catalyst for the development of office, restaurant, retail, entertainment and hospitality uses within the Property in a very dense, walkable and urban footprint that include, as the first phase, a 6-8 story office building on the corner of Alma Road and Sam Rayburn Tollway (Hwy 121) with a structured parking garage (estimated construction cost in excess of \$50,000,000), a minimum of 46,500 square feet of retail/restaurant space surrounding The Commons (estimated construction cost in excess of \$25,000,000) and related infrastructure (estimated cost in excess of \$2,800,000).
 - ii. The Commons further enhances the sustainability of the adjacent restaurant and retail uses through the support of the occupants of the office and hospitality improvements, as well as the 4,000 urban residential units (approximately 7,000 residents) lying within a two block walking radius of the Property.
 - iii. The Project benefits the McKinney community by aligning with the McKinney City Council Goals & Strategies for Fiscal Year 2020 in the following particulars:
 - 1. *Goal 1B: Continue to develop a retail development strategy for key areas of the community to foster diverse revenue sources and expand entertainment, dining and shopping options and tourism;*
 - 2. *Goal 5A: Create affordable recreational and cultural arts activities for all ages throughout the city;*
 - 3. *Goal 5E: Develop sustainable quality of life improvements within the City of McKinney;*
 and creates ideal locations for office, retail/restaurant, hospitality and related amenities that add significant ad valorem tax value and sales tax receipts.
- Please also include planned support activities, timeframe/schedule, and estimated use and admission fees if applicable.
 - i. The Commons will be maintained and supported by assessments from a property owners association ("POA") created for the Property. It is anticipated that the POA will employ a

lifestyle director responsible for programming events at The Commons which will include entertainment and other functions designed to attract patrons locally and within a 15 minute radius. The layout and amenities of The Commons will support activities such as local bands, yoga instruction, streaming sports/concerts, cultural events, movies on the lawn and visual arts displays. The Commons would be the perfect venue for art shows similar to the Cottonwood Arts Festival in Richardson, for example. While it is anticipated that The Commons will be a venue enjoyed by patrons without charge, there may be limited occasions where an admission fee would be charged for certain events.

- Include the location for Project.
 - i. The location of The Commons is shown on the concept plan attached as Exhibit A.
- Provide a timeline for the Project – from design to completion.
 - i. Provided the grant request is accepted, construction on The Commons is intended to commence contemporaneously with the first phase of development of the Property in late 2020 and is anticipated to be completed and open to the public by December 2021.
- Will the project be competitively bid?
 - i. The selection of a contractor to provide construction services for The Commons will be subject to a competitive acquisition process, which may result in the contractor being one that is also performing construction services on the other elements within the Property (eg. retail/restaurant or office contractor).
- Are there plans for growth/expansion in future years?
 - i. There are no plans for growth or extension of The Commons in the future.

Please provide the information requested below:

- | | | |
|-----------------------------|---|--|
| • An expansion/improvement? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A replacement/repair? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A multi-phase project? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| • A new project? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |

Has a feasibility study or market analysis been completed for this proposed project? *If so, please attach a copy of the Executive Summary.*

None specifically devoted to this Project; however, the design of The Commons has been in conjunction with, and is a critical component of, attracting a prospective office developer and retail/restaurant developer to the Property.

Provide specific information to illustrate how this Project aligns with one or more of the goals and strategies adopted by McKinney City Council and McKinney Community Development:

- Eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code (refer to MCDC Grant Guidelines and/or page 1 of this application)
- Support cultural, sports, fitness, entertainment, community projects and events that attract resident and visitor participation and contribute to quality of life, business development and growth of McKinney sales tax revenue
- Highlight and promote McKinney as a unique destination for residents and visitors alike
- Meet citizen needs for quality of life improvements, business development and sustainable economic growth for residents in the City of McKinney
- Demonstrate informed financial planning – addressing long-term costs, budget consequences and sustainability of projects for which funding is requested

Indicate which goal(s) listed above will be supported by the proposed Project/Promotional/Event:

This Project meets all of the aforementioned goals and strategies as more fully described in Section II above.

Has a request for funding, for this Project been submitted to MCDC in the past?

☐ Yes x No

Date(s):

III. Financial

- Provide an overview of the organization's financial status including the impact of this grant request on organization mission, goals and business model.

The organization is a newly formed single purpose limited liability company formed specifically for the development of the Property. The organization will acquire the Property through a development loan, a portion of the proceeds of which will underwrite the cost of constructing the infrastructure required to create the "pad ready" sites within the Property. As newly-formed, the organization does not have current or previous Profit & Loss Statements or audited financials. David Craig and Miles Prestemon have been responsible for the development of Craig Ranch which adjoins the Property and for the construction of many vertical components therein, such as the TPC at Craig Ranch, the Craig Ranch Fitness Center and the Michael Johnson Performance Training Center. This grant request provides funds to construct The Commons which is the catalyst for the development of the surrounding office, retail/restaurant and hospitality components.

- Please attach the following:
 - Organization budget and Profit & Loss Statement for current and previous year
 - Organization audited financial statements for the preceding two years. *If audited financials are not available, please indicate why.* See above.

What is the total estimated cost for this Project?

\$2,040,250

Please attach a detailed Project budget specific to the request for funds.

What percentage of Project funding will be provided by the Applicant? None, the Applicant will use its funds for the construction of the infrastructure throughout the Property.

Are Matching Funds available? ☐ Yes ☒ No

Cash \$	Source	% of Total
In-Kind \$	Source	% of Total

Please provide details regarding other potential sources for funding. Include name of organization(s) solicited; date of solicitation; amount of solicitation and date that notice of any grant/award/loan is expected.

IV. Marketing and Outreach

Describe marketing plans and outreach strategies for your organization and for the Project for which you are requesting funding – and how they are designed to help you achieve current and future goals.

The Property, currently carrying the moniker of "District 121", is located at the intersection of the Sam Rayburn Tollway (Hwy. 121) and Alma Road, which, with the existing HUB 121 development, the existing and planned urban residential adjacent in Craig Ranch (4,000 units – approximately 7,000 residents), the McKinney Corporate Center, and the planned, but undeveloped, land across the Sam Rayburn Tollway to the south, will be the most intensive commercially-oriented intersection between the North Dallas Tollway and U.S. Highway 75. District 121 is on the hard corner, has over 1,500 feet of frontage along the Sam Rayburn Tollway and enjoys a passing traffic count in excess of 100,000 cars per day. The District 121 development envisions at least one structured parking garage fronting on the Sam Rayburn Tollway (see Exhibit A) that will be utilized for digital billboards and static signage directing passers-by to the retail, restaurants and entertainment and cultural events planned within District 121 and The Commons located therein. Typical marketing strategies using media and print, including press releases announcing the commencement of development and periodic updates to garner attention, will be employed as part of an overall marketing campaign which will include social media. It is anticipated the office and retail/restaurants within District 121 will conduct their own media and advertising outreach that will include announcements of events and opportunities occurring within The Commons. Further, the POA will sponsor a website to depict events, restaurant specials and picture postings of "life lived to the fullest" at District 121.

V. Metrics to Evaluate Success

Outline the metrics that will be used to evaluate success of the proposed Project. If funding is awarded, a final report will be required summarizing success in achieving objectives outlined for the event.

Success of the Project will be measured by the completion of the corner office building with structured parking garage and the occupancy of 25,000 square feet of retail and restaurant tenants surrounding The Commons.

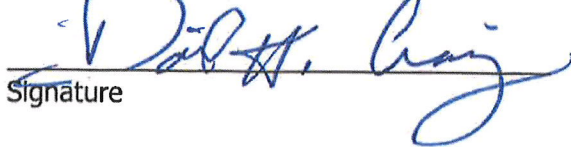
Acknowledgements

If funding is approved by the MCDC board of directors, Applicant will assure:

- The Project for which financial assistance is sought will be administered by or under the supervision of the applying organization.
- All funds awarded will be used exclusively for the purpose described in this application.
- Applicant owns the land, building or facility where the proposed project will be located. If the Applicant does not own the land, written acknowledgement/approval from the property owner must be included with the application. The letter must document the property owner is aware of the proposed use of the property or facility; and the property owner has reviewed the project plan and application, approves and supports the efforts of the Applicant.
- MCDC will be recognized in all marketing, advertising, outreach and public relations as a funder of the Project. Specifics to be agreed upon by applicant and MCDC and included in an executed performance agreement.
- Organization's officials who have signed the application are authorized by the organization to submit the application.
- Applicant will comply with the MCDC Grant Guidelines in executing the Project for which funds were awarded.
- Funded Projects must be completed within one year of the date the grant is approved by the MCDC board.
- Property owner will be responsible for maintaining the improvements made with funding from a Project Grant for ten (10) years.
- Grant recipients must maintain financial books and records of the funded project and of their operations as a whole for at least two years, should MCDC or the City of McKinney require an audit. The books and records must be available upon request, and create a clear audit trail documenting revenues and expenses of the funded project.
- A final report detailing the successful completion of the Project, as measured against identified metrics, will be provided to MCDC no later than 30 days following the completion of the Project.
- Grant funding is provided on a **reimbursement** basis subsequent to submission of a reimbursement request, with copies of invoices and paid receipts for qualified expenses. Up to 20% of the grant awarded may be withheld **until the final report on completion of the Project is provided to MCDC.**
- A performance agreement will be required and will contain a provision certifying that the applicant does not and will not knowingly employ an undocumented worker in accordance with Chapter 2264 of the Texas Government Code, as amended. Further, should the applicant be convicted of a violation under 8 U.S.C. § 1324a(f), the applicant will be required to repay the amount of the public subsidy provided under the agreement plus interest, at an agreed to interest rate, not later than the 120th day after the date the MCDC notifies the applicant of the violation.

We certify that all figures, facts and representations made in this application, including attachments, are true and correct to the best of our knowledge.

Chief Executive Officer


Signature

David H. Craig
Printed Name

Date

Representative Completing Application


Signature

Miles Prestemon
Printed Name

Date

INCOMPLETE APPLICATIONS, OR THOSE RECEIVED AFTER THE DEADLINE, WILL NOT BE CONSIDERED.

CHECKLIST:

Completed Application:

- ☒ Use the form/format provided
- ☒ Organization Description
- ☒ Outline of Project: description, budget, goals and objectives
- ☒ Indicate the MCDC goal(s) that will be supported by this Project
- ☒ Project timeline and location
- ☒ Plans for advertising, marketing and outreach
- ☒ Evaluation metrics
- ☒ List of board of directors and staff
- ☒ Financials provided: organization's budget and P&L for current and previous fiscal year; Project budget; audited financial statements
- ☒ Feasibility Study or Market Analysis if completed (Executive Summary)
- ☒ IRS Determination Letter (if applicable)

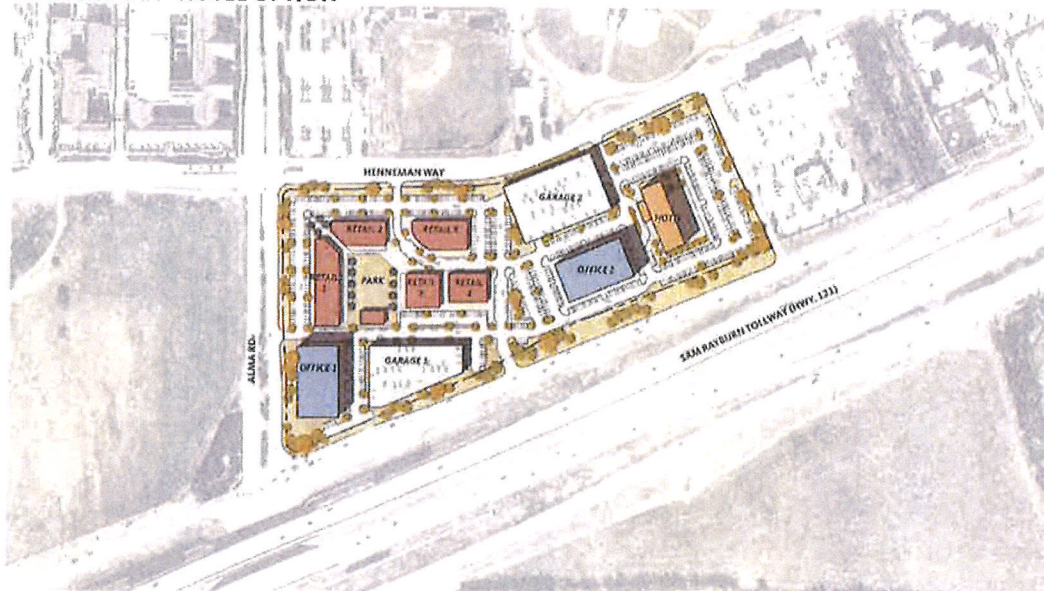
A FINAL REPORT IS TO BE PROVIDED TO MCDC WITHIN 30 DAYS OF THE COMPLETION OF THE PROJECT

FINAL PAYMENT OF FUNDING AWARDED WILL BE MADE UPON RECEIPT OF FINAL REPORT.

PLEASE USE THE FORM/FORMAT OUTLINED ON THE NEXT PAGE.

EXHIBIT A-1

MASTER PLAN - HOTEL OPTION



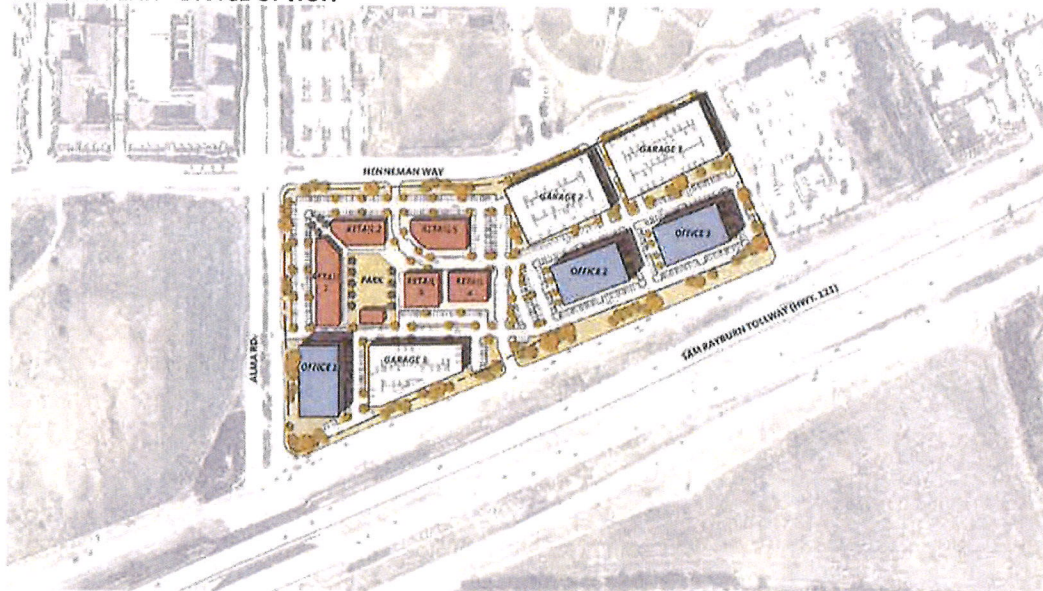
Craig Ranch - District 121 Corner Mixed Use

McKinney, TX October 31, 2019

Gensler

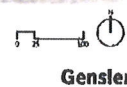
EXHIBIT A-2

MASTER PLAN - OFFICE OPTION



Craig Ranch - District 121 Corner Mixed Use

McKinney, TX October 31, 2019



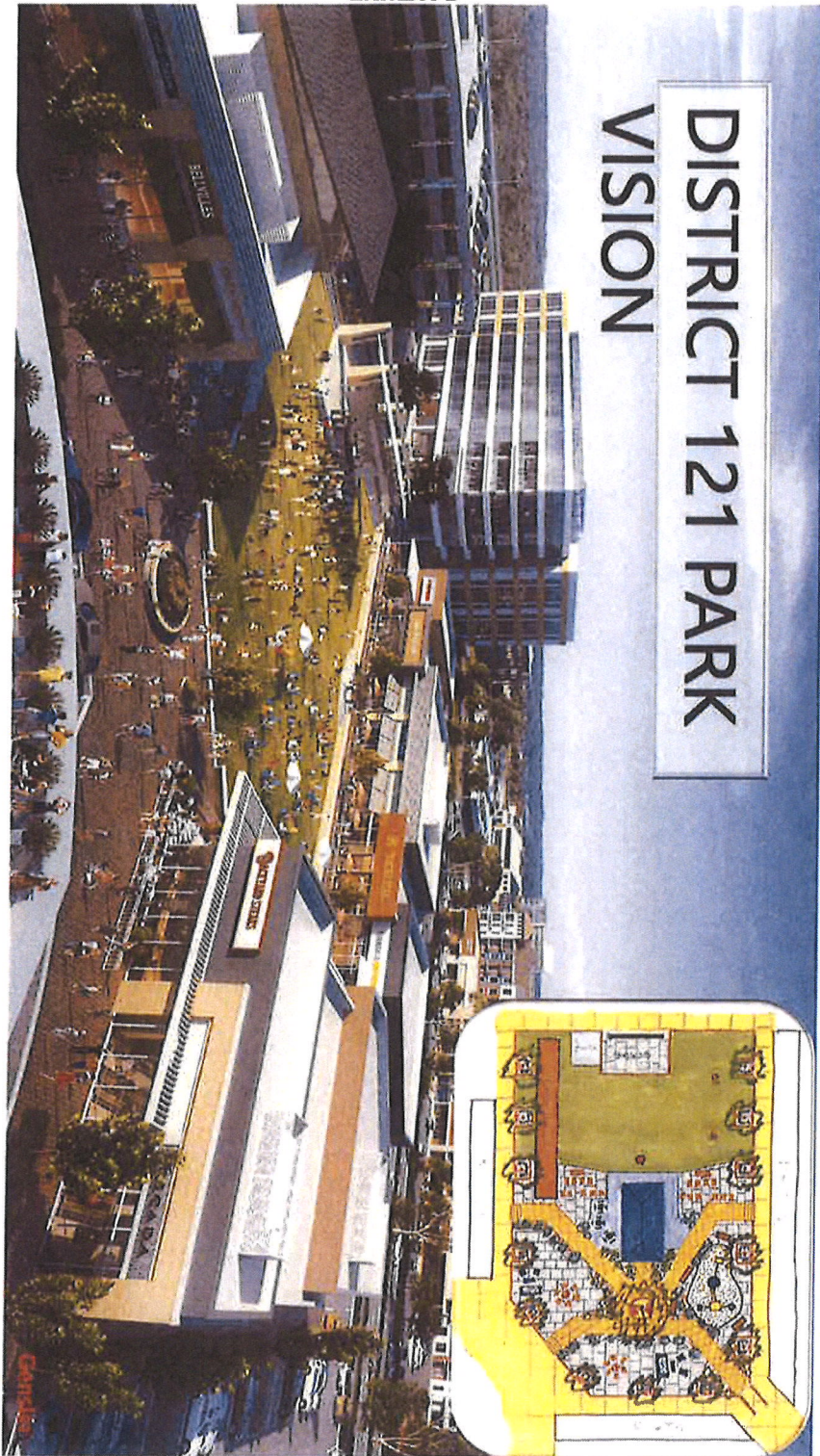


EXHIBIT C

THE COMMONS AT DISTRICT 121 BUDGET	
STAGE:	
Stage flooring, back support wall, lighting, sound, electrical, small enclosed control room.	\$450,000
OUTDOOR LED DISPLAY:	
8' X 15' +/- screen on the back support wall of the stage	\$245,000
HARDSCAPE:	
Seating wall, stairs, hdcp ramps, stamped concrete/pavers	\$391,000
SOFTSCAPE:	
Canopy trees, turf, landscaping, Irrigation	\$161,600
PARK LIGHTING AND ELECTRICAL:	
Lighting, sound, electrical, security cameras, wireless	\$150,250
OUTDOOR FF&E:	
Outdoor furniture, umbrellas, waste receptacles, benches, fire pits, gaming like bocce ball / cornhole, playground	\$196,400
PUBLIC ART:	
1 or more public art compositions located in the park	\$20,000
UTILITIES:	
Drainage/sewer for recessed park, gas connections, meters	\$153,000
MISCELLANEOUS:	
Landscape Architect and other consultants	\$173,000
Contingency (+/- 5%)	\$100,000
	\$2,040,250

Z:\1.0 PROJECTS\5.0 Baber Younas Property\19.0 - Financial Analysis\1.0 Station, District, Infr. Budgets\Time Line V1 & Budgets

THE COMMONS AT DISTRICT 121 BUDGET

Gensler Park size .7 acres

Hardscape:

LF or Sq. Ft.	Total	Unit Cost	Total
26" - 29" Retaining Wall (Seat Wall)	950		\$135,000
3 set of stairs into park and hdcp ramp			\$24,000
Stamped/Paved Hardscape floor of Park	19302	12	\$232,000
			\$391,000

Stage:

Stage (Shade structure, lighting, sound)			\$450,000
Stage floor	(Stage +- 25' x 35')	(in above)	
Back Support Wall		(in above)	
Electrical and small enclosed climate controlled room		(in above)	
			\$450,000
LED Video Display (8' Hx 15'W)			\$245,000

Public Art:

1 or more public art compositions located in the park	\$20,000
---	----------

Lighting, Sound, Connectivity:

Lighting	Units	Unit Price	Total
Park Trees	13	\$750	\$9,750
Main tree	1	\$5,000	\$5,000
Bollard Lights	35	\$900	\$31,500
Other Lighting costs	1	\$30,000	\$30,000
Sound	1	\$30,000	\$30,000
Electric (plugs, meter,)	1	\$25,000	\$25,000
Security Camera's	6	\$1,500	\$9,000
Wireless Connectivity	1	\$10,000	\$10,000
			\$150,250

Outdoor Furniture / Shade Structures / Landscaping:

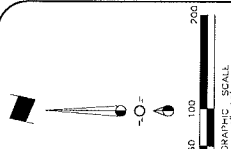
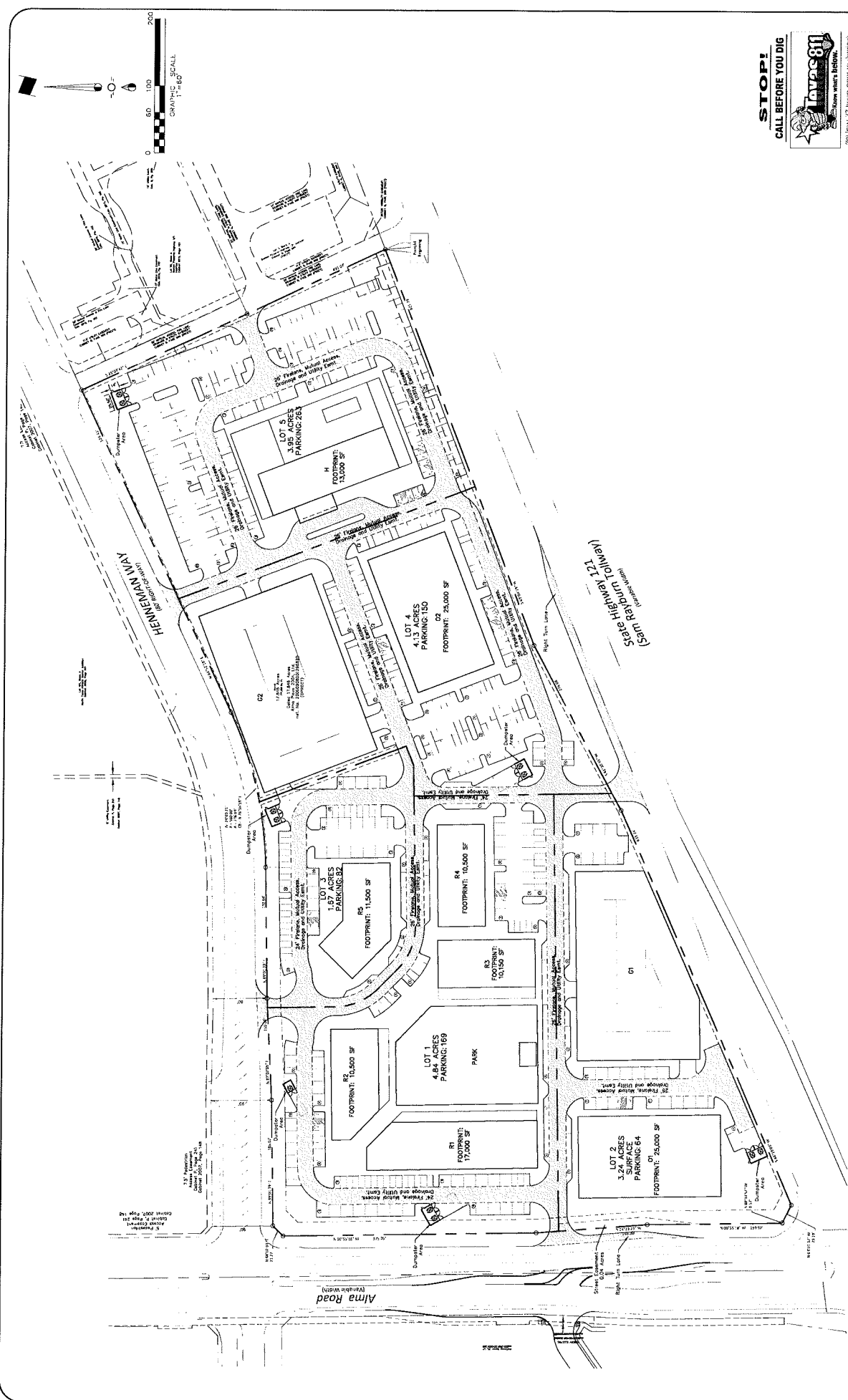
Furniture	Units	Unit Price	Total
Couch	4 High end	\$ 2,000	\$8,000
Chair 1	8 High end	\$ 1,000	\$8,000
Chair 2	14 High end	\$ 1,000	\$14,000
Tables	6 outdoor	\$ 300	\$1,800
Chair 3	30 Adirondack type	\$ 380	\$11,400
Bench's	6	\$ 900	\$5,400
Waste	4	\$ 700	\$2,800
Fire Pits	2	\$ 3,500	\$7,000
Pots	15	\$ 1,000	\$15,000
Playground	1	\$ 75,000	\$73,400
Landscaping			\$75,000
	1 Large Tree	\$ 22,000	\$22,000
	13 Trees in Park	\$ 3,200	\$41,600
Other Landscaping			\$30,000
Turf area in front of stage		\$ 4 9500	\$38,000
Irrigation			\$30,000
Bocce Ball court			\$24,000
Shade Umbrellas	6	\$ 2,000	\$24,000
			\$209,600

Utilities:

Drainage recessed park area	\$120,000
Gas run to Fire Pits	\$8,000
Other utilities (Water & Sant. Sewer extensions)	\$25,000

Miscellaneous:

Architectural Fee's	\$173,000
Contingency (+ - 5% of hard costs)	\$100,000
	\$273,000
	\$2,040,250



STOP!
CALL BEFORE YOU DIG

Lavee 811
Toll-free 1-800-4-A-ROOT
www.lavee811.com

DISTRICT 121		CONCEPT LAYOUT		CROSS ENGINEERING CONSULTANTS		Sheet No.	
						CL1	
						DISTRICT 121	
						CRAIG DRIVE SIX, LP	
						CITY OF MCKINNEY	
						Project No.	
						201101	

Issue/Revision	Date
1. Initial Design	
2.	
3.	
4.	
5.	
6.	

CROSS ENGINEERING CONSULTANTS
1330 W. Highway 202
P.O. Box 405
Denton, TX 76205
Phone: 817-392-4055
Fax: 817-392-4056
Email: info@cross-engineering.com
Website: www.cross-engineering.com



IRS.gov

EIN Assistant

Your Progress:

1. Identity

2. Authenticate

3. Addresses

4. Details

5. EIN Confirmation

Congratulations! The EIN has been successfully assigned.

EIN Assigned: **85-0766359**

Legal Name: **DISTRICT 121 LLC**


The confirmation letter will be mailed to the applicant. This letter will be the applicant's official IRS notice and will contain important information regarding the EIN. Allow up to 4 weeks for the letter to arrive by mail.

We strongly recommend you print this page for your records.

Click "Continue" to get additional information about using the new EIN.

Continue >>

Help Topics

 [Can the EIN be used before the confirmation letter is received?](#)

Baber Younas, M.D.
Texas Partners in Capital Investments, LLC
1780 W. McDermott Dr., Suite 200
Allen, Texas 75013

Mr. David Craig, CEO
District 121, LLC
6850 TPC Drive, Suite 104
McKinney, Texas 75070

Re: Commitment for Capital Contribution

Dear David:

This letter evidences my commitment to contribute Seven Million Two Hundred Twenty Two Thousand Dollars (\$7,222,000) as an initial capital contribution into District 121, LLC in exchange for a membership interest and a preferred return on contributed capital as agreed between us.

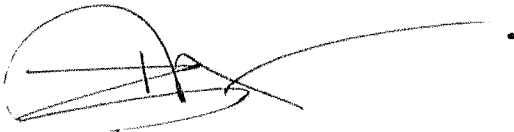
The contributed capital, together with an acquisition and development loan to be obtained by District 121, LLC, will provide the funds necessary to acquire the 17.85 acre tract at the northeast corner of Alma Drive and SRT (the "Property") and construct the necessary infrastructure for the vertical development of the Property.

My commitment for this initial capital contribution is contingent upon District 121, LLC securing (i) an acquisition and development loan, (ii) a grant from the McKinney Community Development Corporation for the construction of the planned Commons area, and (iii) the execution of a purchase and sales agreement for at least one pad site for a multi-story office building with structured parking on the Property.

I am excited about the opportunity to participate in this endeavor and look forward to its success.

Sincerely,

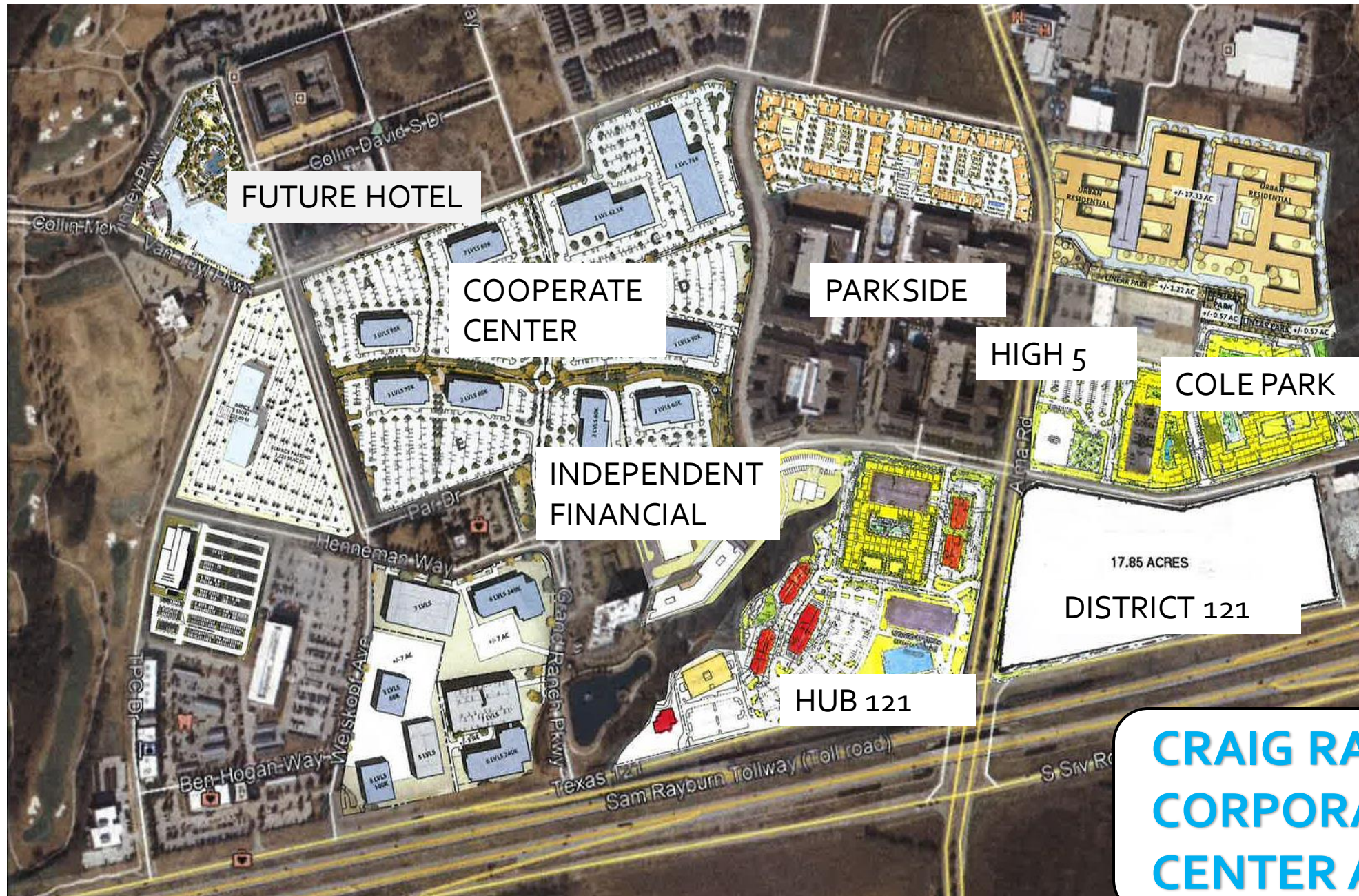
Baber Younas, M.D.

A handwritten signature in black ink, appearing to read 'Baber Younas', with a long horizontal flourish extending to the right.

DISTRICT 121

MCDC
PRESENTATION





FUTURE HOTEL

COOPERATE
CENTER

PARKSIDE

HIGH 5

COLE PARK

INDEPENDENT
FINANCIAL

17.85 ACRES
DISTRICT 121

HUB 121

**CRAIG RANCH
CORPORATE
CENTER AREA**

EXISTING ZONING SITE PLAN

BASEBALL
COMPLEX

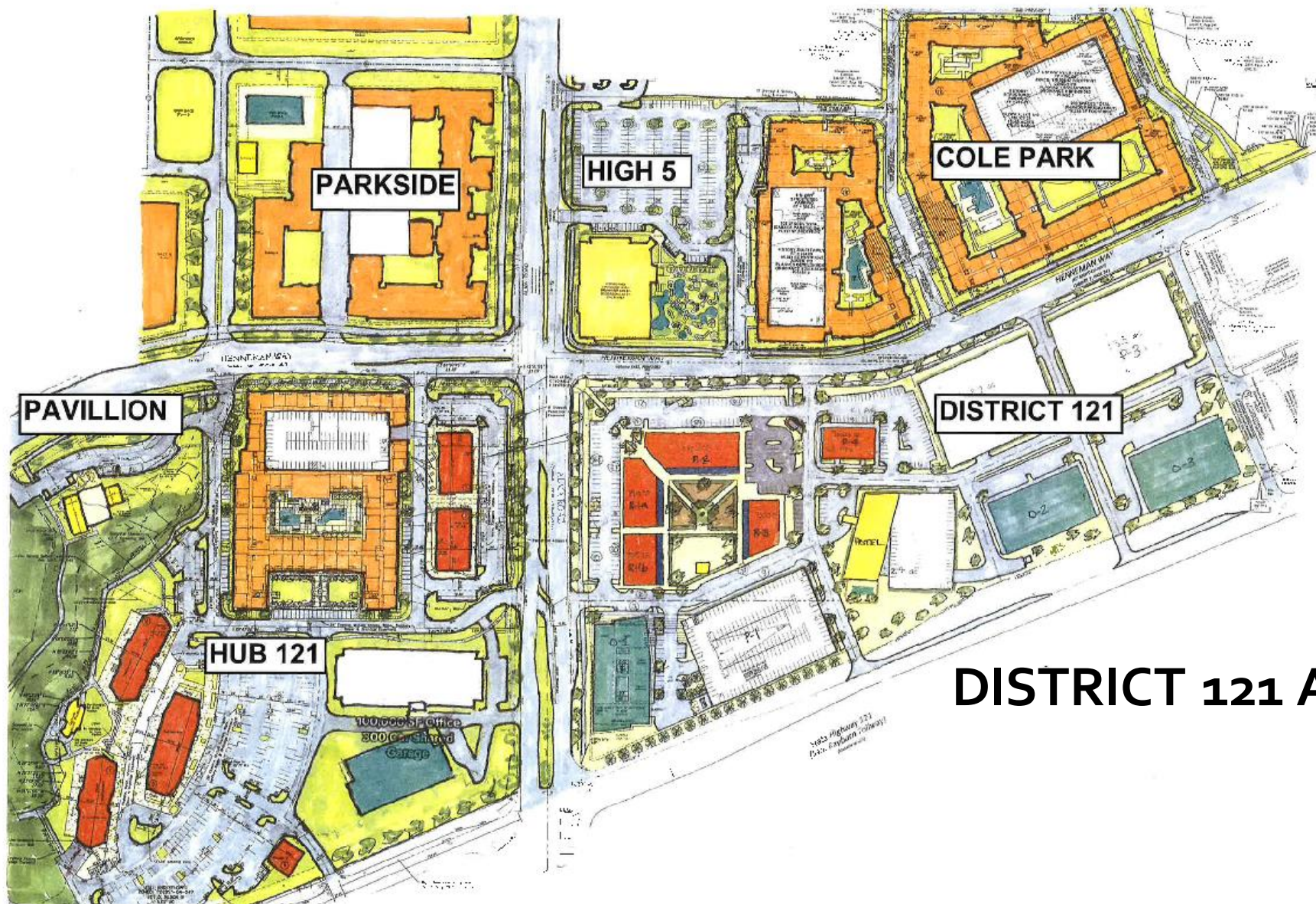
HENNEMAN WAY

Boston's
Pizza

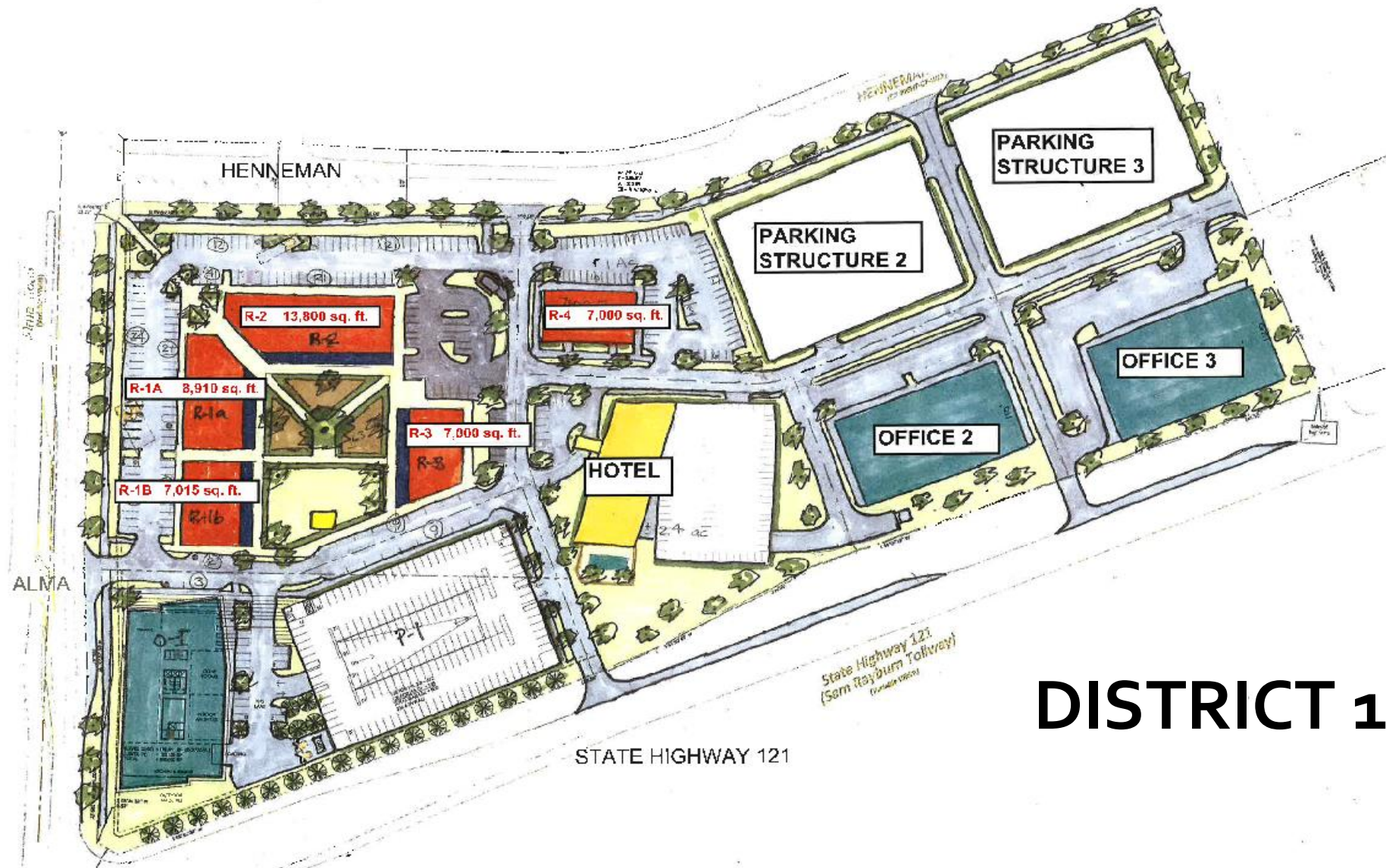
ALMA ROAD

S.H. 121

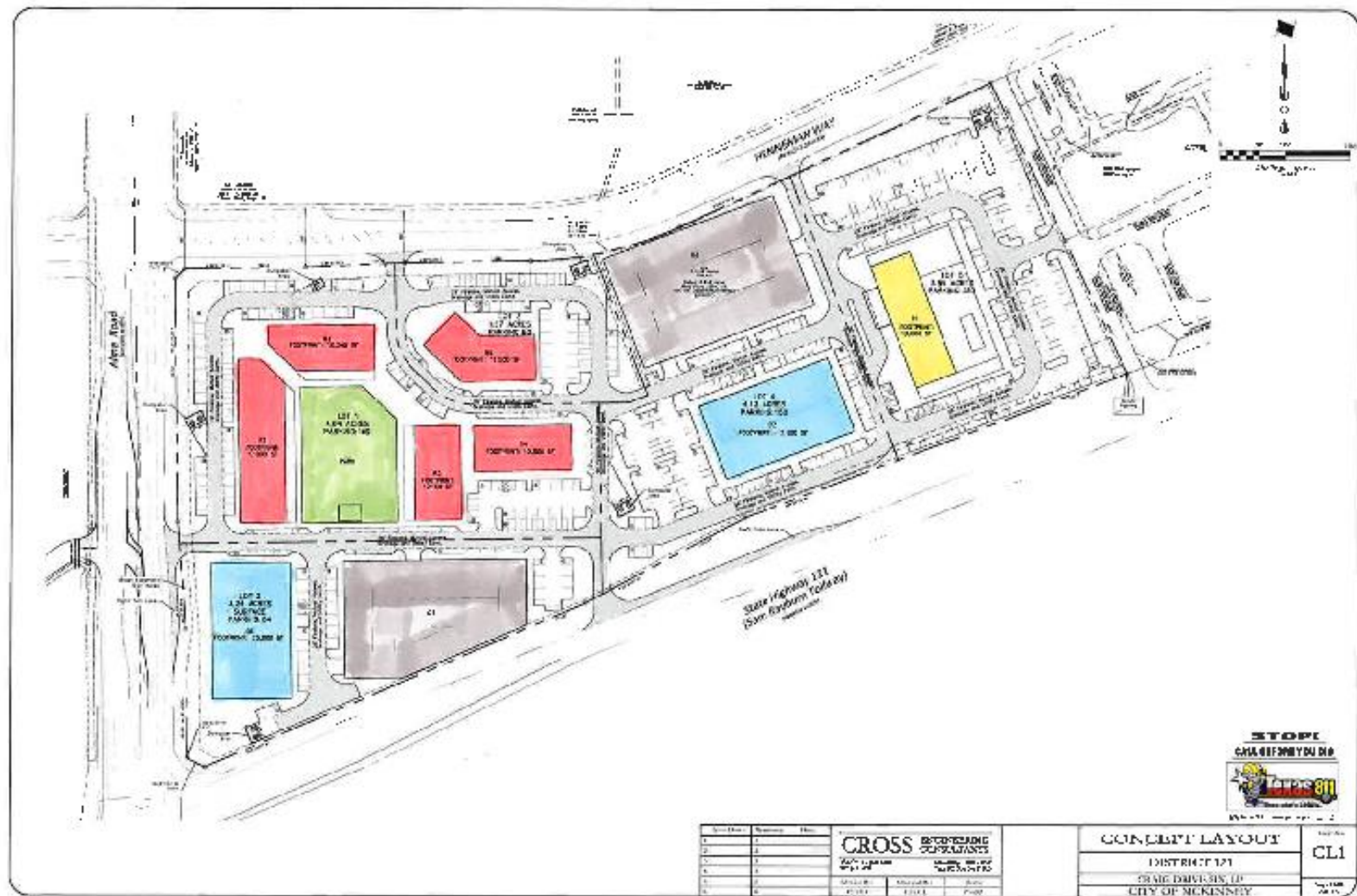
APPROXIMATE LOCATION OF
BASE OF FLOOD STUDY AREA
90% M.E. DATED FEBRUARY 20, 2011



DISTRICT 121 AND HUB 121



DISTRICT 121



Lot	Area	Footprint
1	1.0	1.0
2	1.0	1.0
3	1.0	1.0
4	1.0	1.0
5	1.0	1.0
6	1.0	1.0

CONCEPT LAYOUT	
DISTRICT 171	CL1
PRIME DRIVE-IN, LP	
CITY OF MCKINNEY	

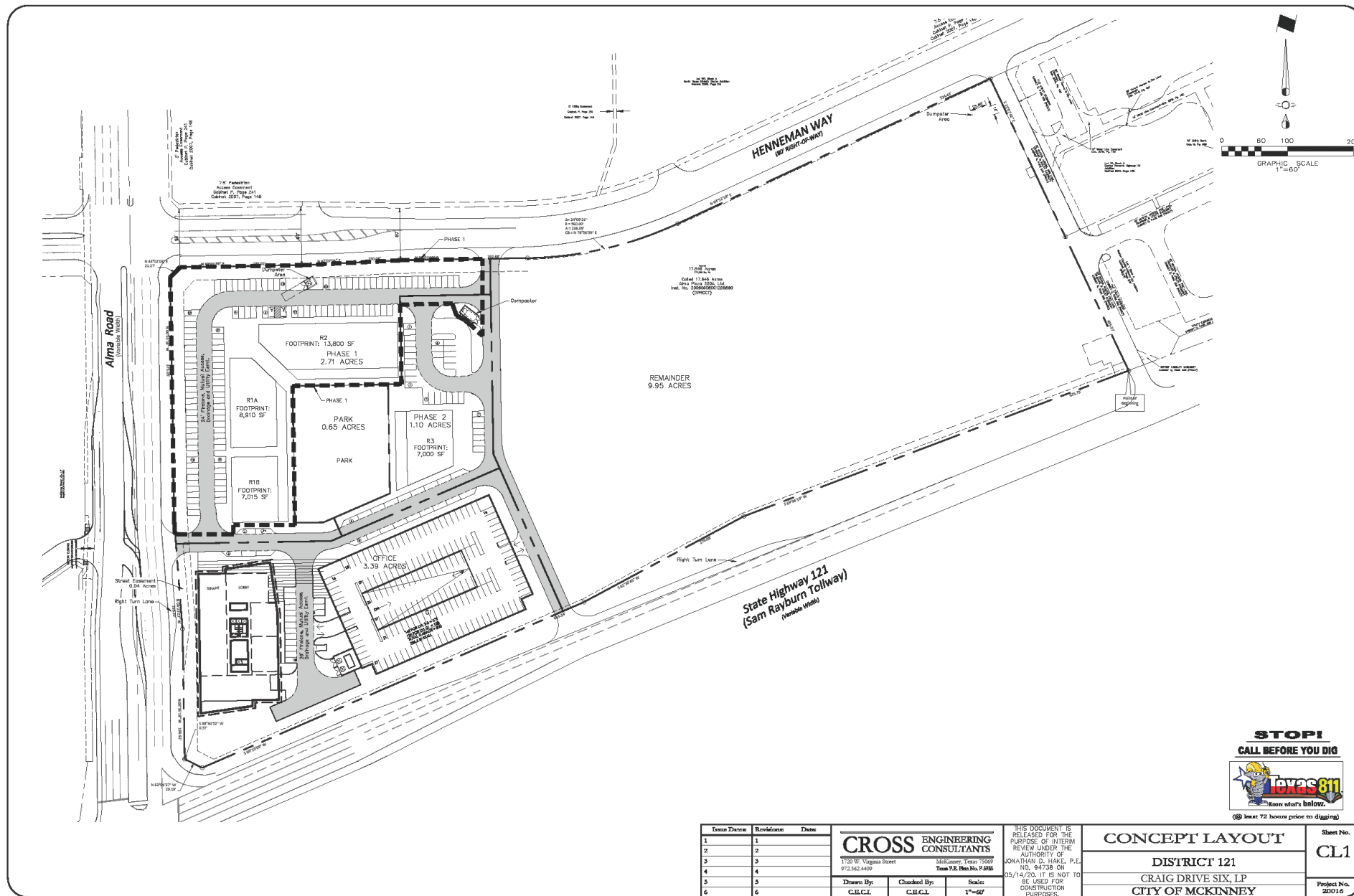
ORIGINAL PLAN SENT TO MCDC ON 4/22/20		REVISED PLAN SENT TO MCDC on 8/5/2020	
SQUARE FOOTAGE CONTIGUOUS TO PARK		SQUARE FOOTAGE CONTIGUOUS TO PARK	
RETAIL BUILDING	SQUARE FOOTAGE	RETAIL BUILDING	SQUARE FOOTAGE
R-1	17,000	R-1A	8,910
R-2	10,500	R-1B	7,015
R-3	10,150	R-2	13,800
	37,650	R-3	7,000
			36,725
			-3.23%

ORIGINAL PLAN SENT TO MCDC ON 4/22/20		REVISED PLAN SENT TO MCDC on 8/5/2020	
ACREAGE IN PARK		ACREAGE IN PARK	
0.7 ACRES		0.65 ACRES	
		-7.14%	

ORIGINAL PLAN SENT TO MCDC ON 4/22/20		REVISED PLAN SENT TO MCDC on 8/5/2020	
SQUARE FOOTAGE WEST OF NORTH SOUTH FIRE LANE		SQUARE FOOTAGE WEST OF NORTH SOUTH FIRE LANE	
RETAIL BUILDING	SQUARE FOOTAGE	RETAIL BUILDING	SQUARE FOOTAGE
R-1	17,000	R-1A	8,910
R-2	10,500	R-1B	7,015
R-3	10,150	R-2	13,800
R-4	10,500	R-3	7,000
	48,150		36,725
			-24.20%

ORIGINAL PLAN SENT TO MCDC ON 4/22/20		REVISED PLAN SENT TO MCDC on 8/5/2020	
TOTAL RETAIL SQUARE FOOTAGE SHOWN		TOTAL RETAIL SQUARE FOOTAGE SHOWN	
RETAIL BUILDING	SQUARE FOOTAGE	RETAIL BUILDING	SQUARE FOOTAGE
R-1	17,000	R-1A	8,910
R-2	10,500	R-1B	7,015
R-3	10,150	R-2	13,800
R-4	10,500	R-3	7,000
R-5	11,500	R-4	7,000
	59,650		43,725
			-27.06%

**DISTRICT
121**



PHASE ONE RETAIL

Issue	Date	Revisions	Date
1		1	
2		2	
3		3	
4		4	
5		5	
6		6	

CROSS ENGINEERING CONSULTANTS 1730 W. Virginia Street 972.562.4400 McKinney, Texas 75069 Texas P.E. No. 10,000			THIS DOCUMENT IS RELEASED FOR THE PURPOSE OF INTERIM REVIEW UNDER THE AUTHORITY OF JONATHAN D. HAKE, P.E. NO. 94738 ON 05/14/20. IT IS NOT TO BE USED FOR CONSTRUCTION PURPOSES.
Drawn By:	Checked By:	Scale:	
C.H.C.L.	C.H.C.L.	1"=60'	

CONCEPT LAYOUT		Sheet No.
DISTRICT 121		CL1
CRAIG DRIVE SIX, LP		Project No.
CITY OF MCKINNEY		20016

DISTRICT 121



DISTRICT 121 KAIZEN ANNOUNCED OFFICE BUILDING



DISTRICT 121



COMMONS AREA AND RESTAURANTS / RETAIL



DISTRICT 121 RETAIL

Electronic billboard facing 121 to advertise coming events



Outdoor living spaces integrated adjacent to restaurants/retail



KIOSKS IN THE COMMONS

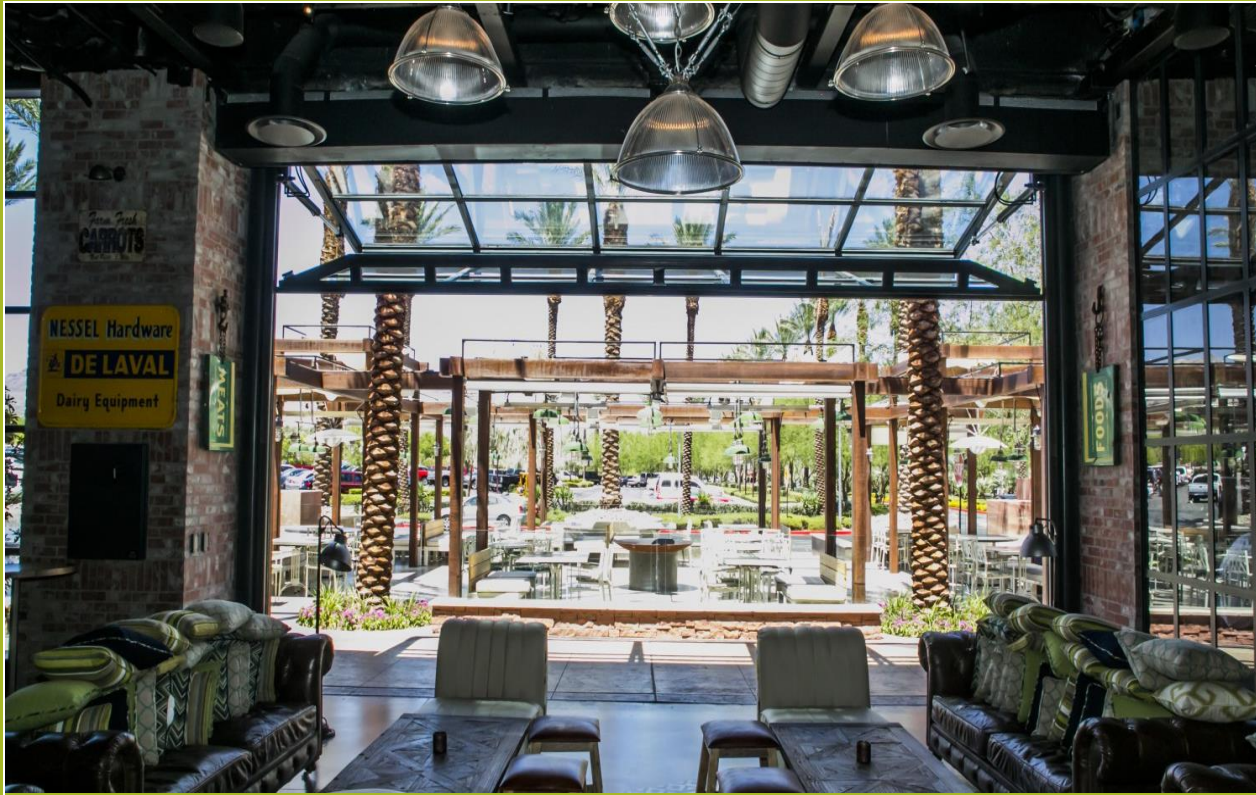
Kiosks could be permanent
or brought in for special
events.



Mike Lewis Photography

ARTIST SHOWS IN THE COMMONS

Starving artists shows like
shown here in Southlake's
Town Square



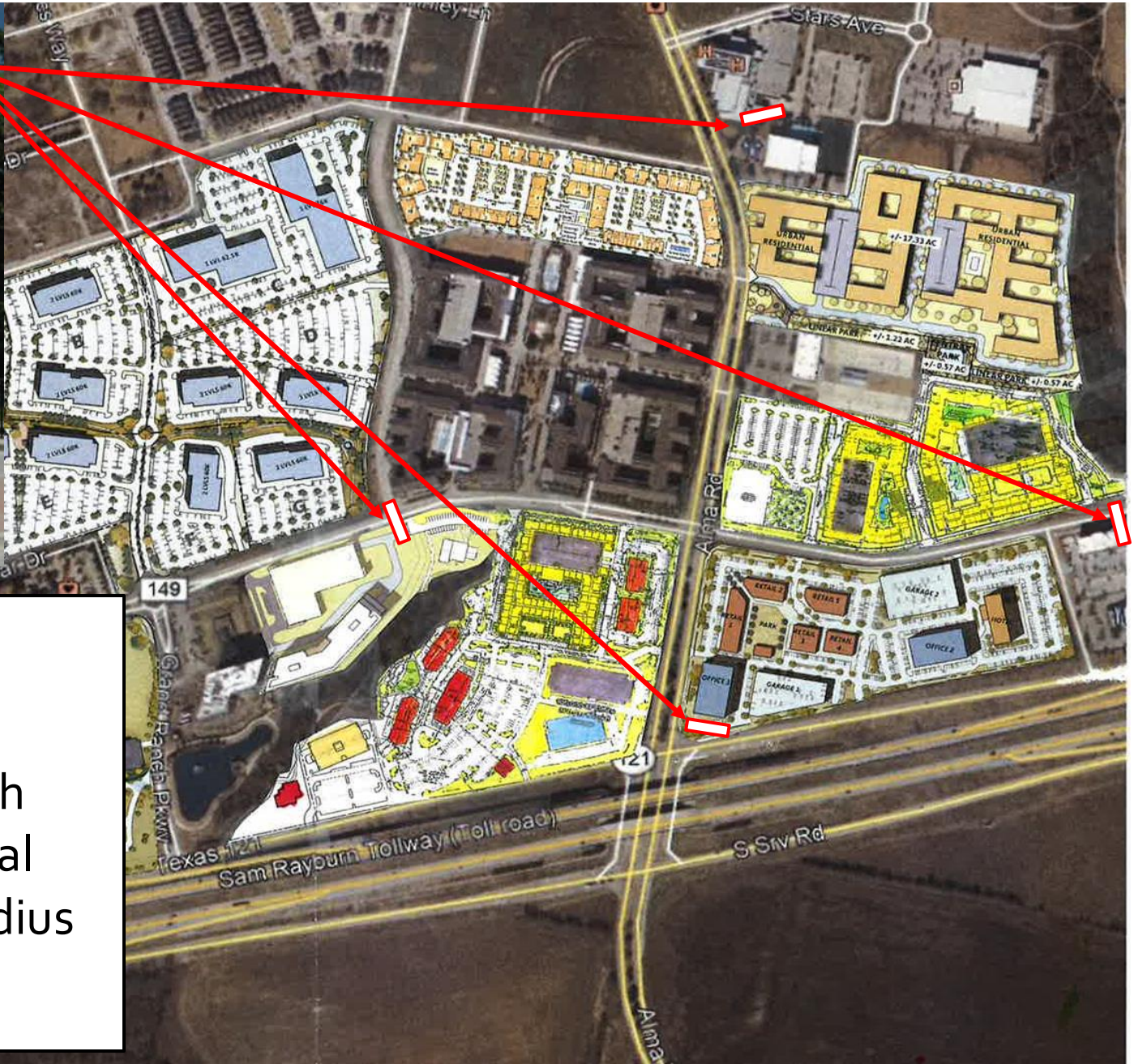
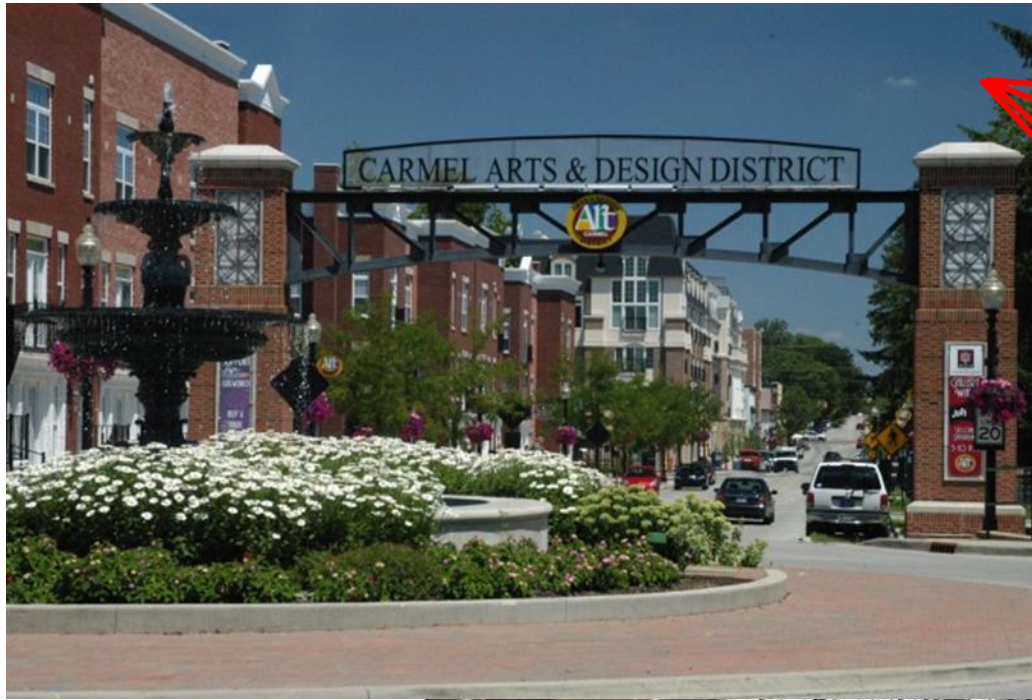
RESTAURANT'S OVERLOOKING COMMONS

Seamless views from the restaurants into the Commons



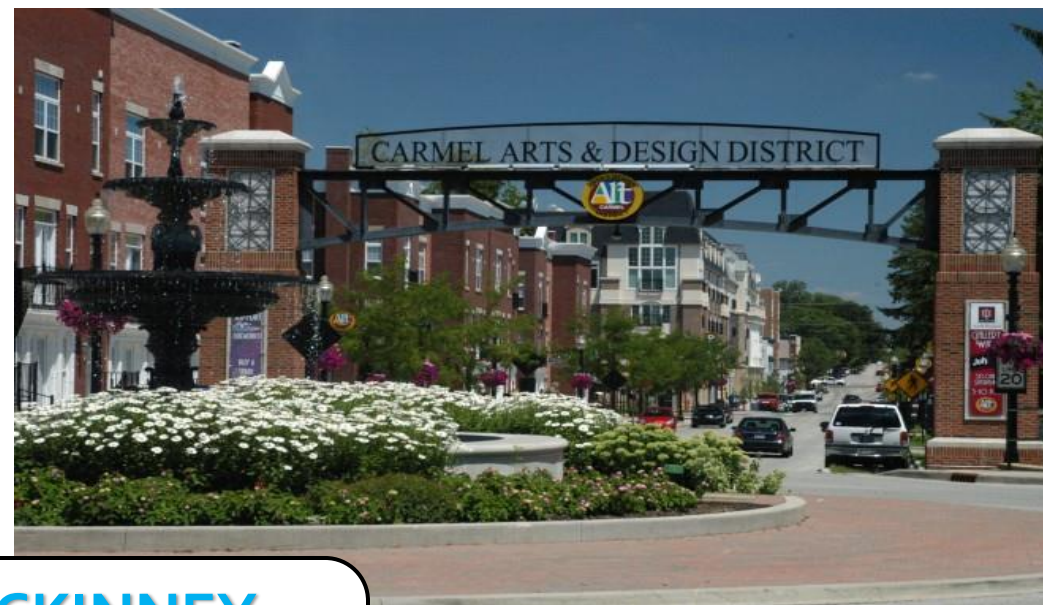
IDEAS FOR OUTSIDE PATIOS

Indoor / outdoor collapsible doors could directly connect the commons with restaurants



MCKINNEY STATION

Branding of Entertainment Area including District 121, HUB 121, High Five, & Over 6,500 Urban Residential Residents living within a 2-block radius



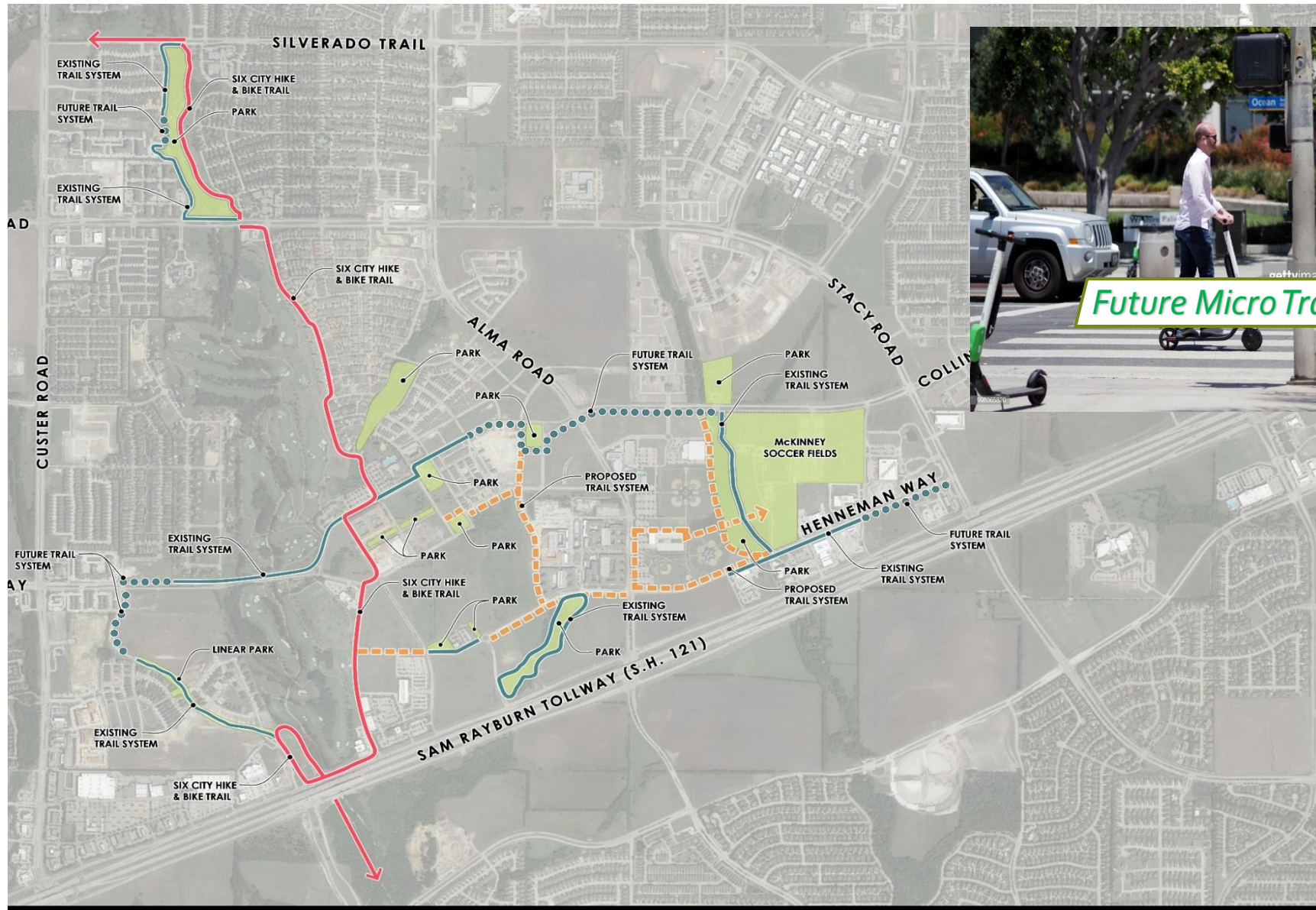
MCKINNEY STATION INSPIRATION





MCKINNEY STATION INSPIRATION





CRAIG RANCH EXISTING, REQUIRED, AND PROPOSED TRAIL SYSTEM

SCHEMATIC DESIGN

CRAIG RANCH | MCKINNEY | TEXAS

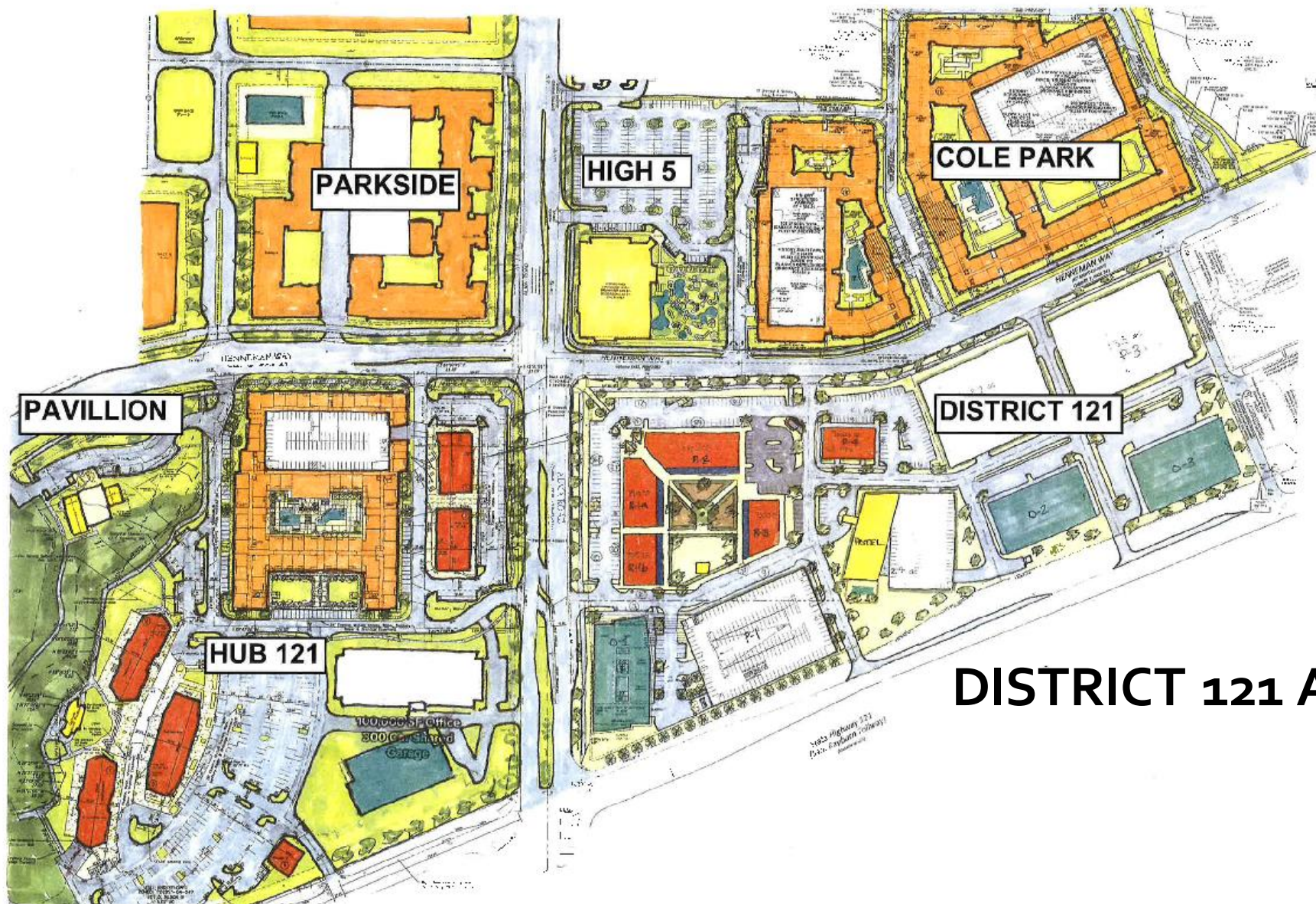
ENTERTAINMENT





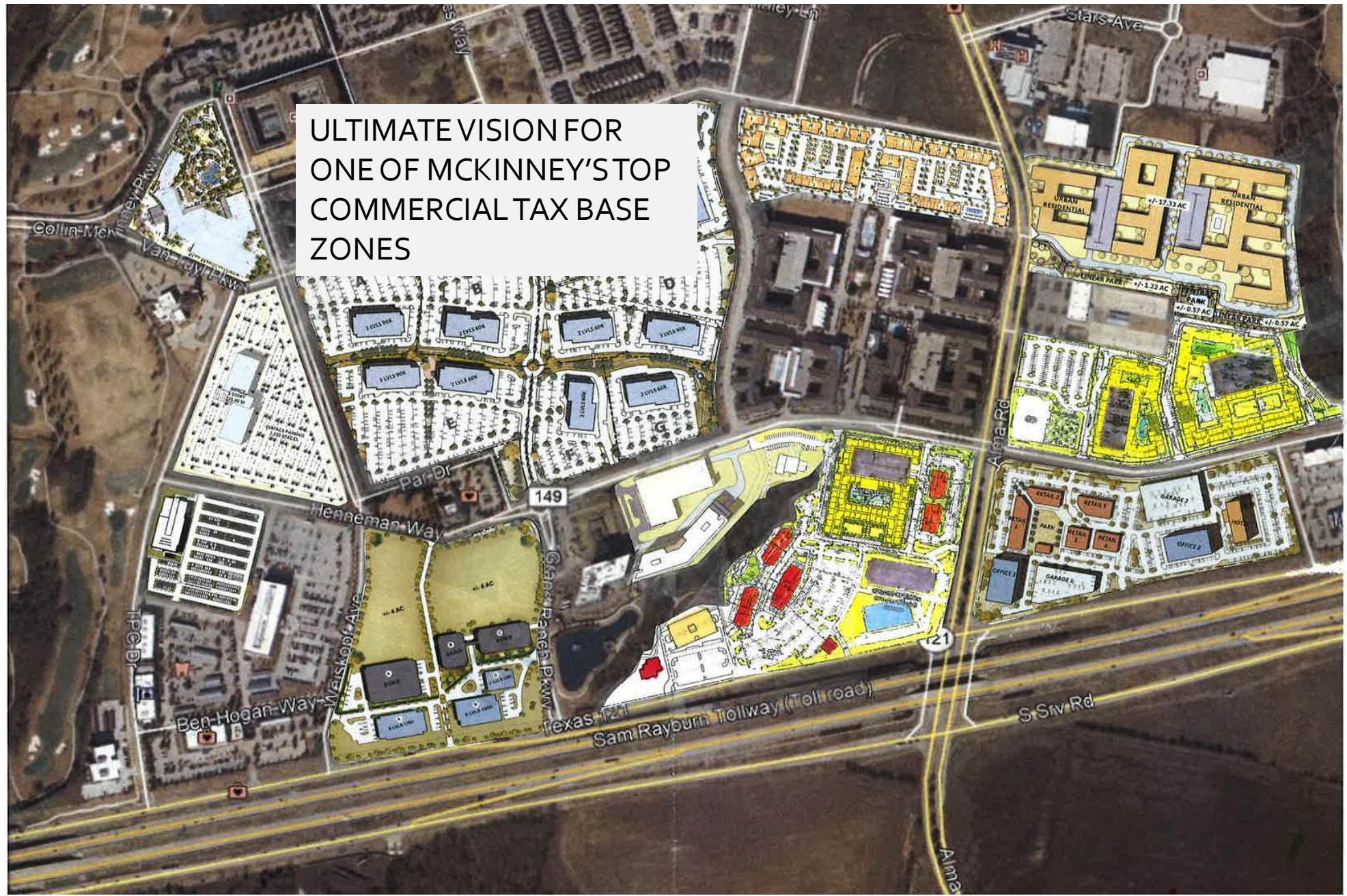
PUBLIC ART

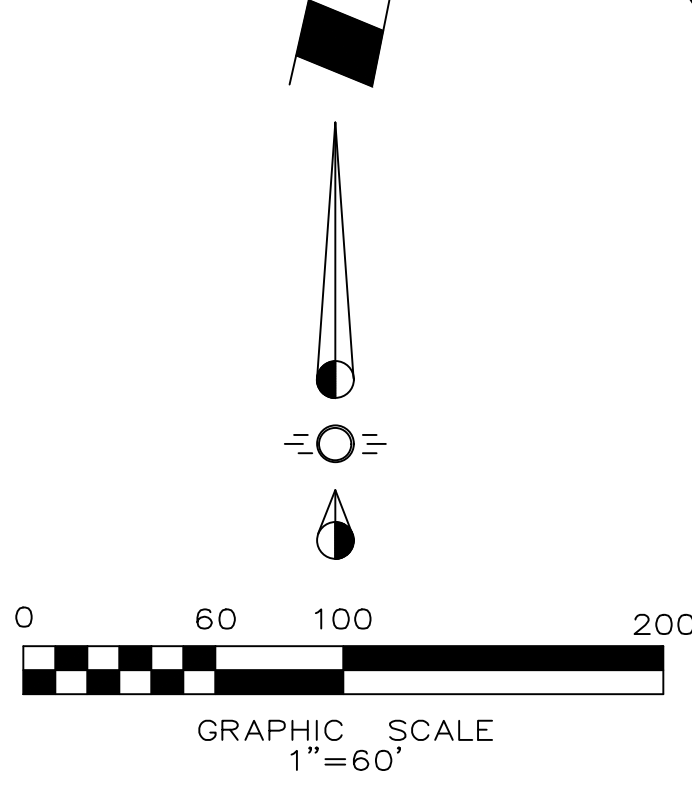
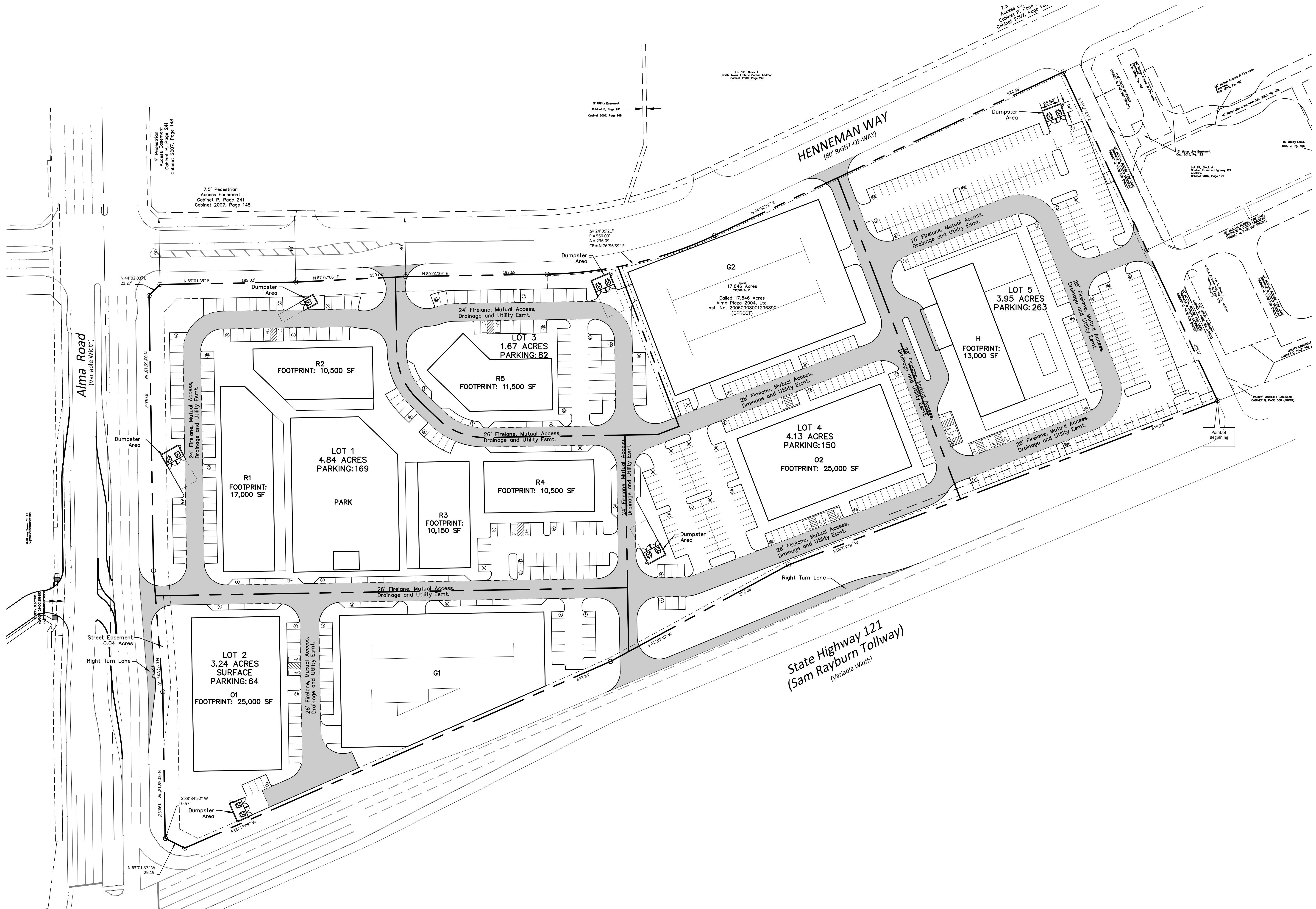




DISTRICT 121 AND HUB 121

ULTIMATE VISION FOR
ONE OF MCKINNEY'S TOP
COMMERCIAL TAX BASE
ZONES





STOP!
CALL BEFORE YOU DIG

(@ least 72 hours prior to digging)

Issue Dates:	Revisions:	Date:
1	1	
2	2	
3	3	
4	4	
5	5	
6	6	

CROSS ENGINEERING CONSULTANTS		
1720 W. Virginia Street McKinney, Texas 75069 972.562.4409		
Drawn By: C.E.C.I.		Checked By: C.E.C.I.
Scale: 1"=60'		

CONCEPT LAYOUT

DISTRICT 121

CRAIG DRIVE SIX, LP

CITY OF MCKINNEY

Sheet No.
CL1

Project No.
20016

DISTRICT 121



20-0831

TITLE: Consider/Discuss/Act on a Request from Boys & Girls Club of Collin County to extend the term of the Loan Agreement, Executed with McKinney Community Development Corporation for Project #19-12, Effective August 22, 2019 from October 31, 2020 to February 28, 2021.

SUPPORTING MATERIALS:

[Term Extension Request](#)

From: Joan Roe <jroe@bgccc.org>
Sent: Monday, September 14, 2020 3:06 PM
To: Cindy Schneible <cschneible@mckinneycdc.org>
Cc: Liliana Rogers <lrogers@bgccc.org>
Subject: extension of time to close MCDC grant

EXTERNAL SENDER ALERT: THIS EMAIL IS FROM AN EXTERNAL SENDER. BE CAUTIOUS WHEN OPENING ATTACHMENTS OR CLICKING URLS LINKS.

Cindy,

As we discussed recently, the closing of our branches amid the COVID pandemic has slowed our progress toward completing the McKinney Branch gym renovations. Please permit us to use the remaining grant funds by February 28, 2020.

Thank you for your assistance.



Joan Roe
Chief Financial Officer

469-888-4620 ext 112 | direct fax: (214) 544-6585 | cell: (972) 369-2597
7700 W. Main St., Suite E Frisco, TX 75033

20-0832



TITLE: Update on McKinney Monarch Initiative.

SUPPORTING MATERIALS:

[Presentation](#)



WWW.MCKINNEYTEXAS.ORG/MONARCH

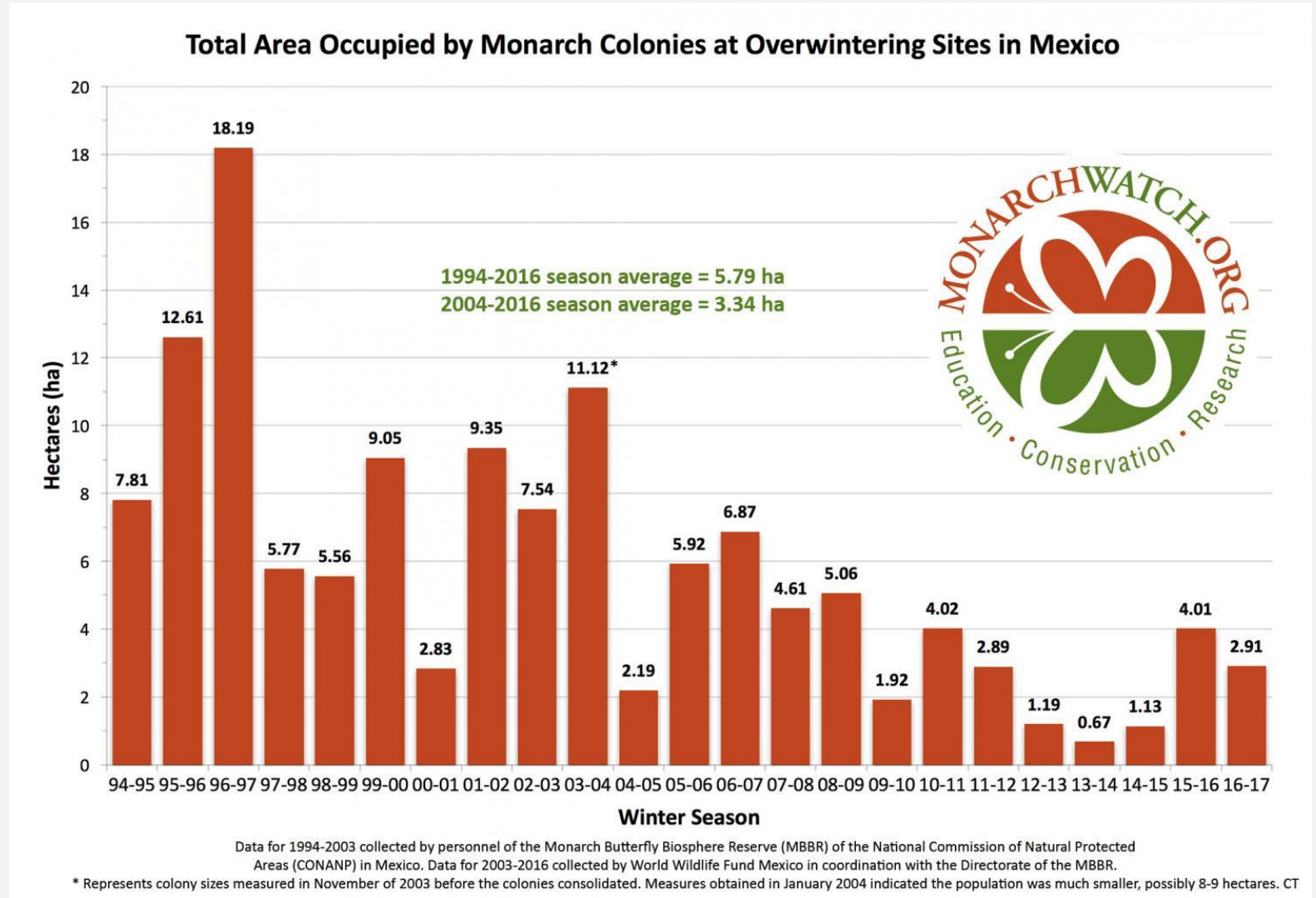
MONARCH BUTTERFLY FACTS:

- Annual Migration
- 2,500 Miles Annually to Mexico and California
- Weight of a Paperclip!
- Lifespan – 2 to 6 Weeks During Breeding Season
- Host Plant – Milkweed
- Texas State Insect



PLIGHT OF THE MONARCH

90%
decline in
population
the last
20 years





NATIONAL WILDLIFE FEDERATION PROGRAM

Through the National Wildlife Federation's Mayors' Monarch Pledge, US cities, municipalities, and other communities are committing to create habitat for the monarch butterfly and pollinators, and to educate citizens about how they can make a difference at home and in their community. The monarch's migration spans the United States, Mexico, and Canada, the pledge expanded to these countries through new tri-national partnerships in 2017.



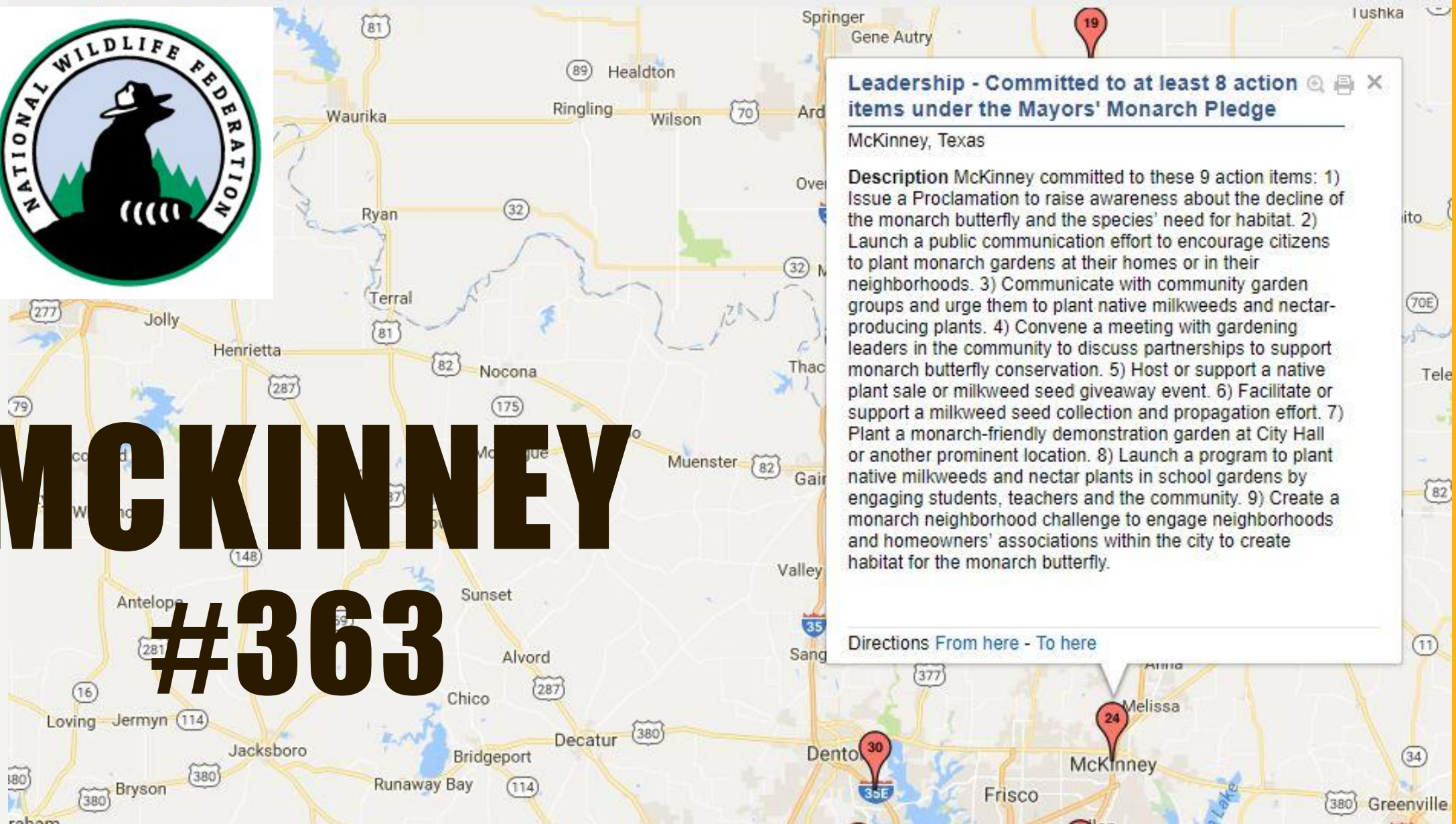
Mayors' Monarch Pledge Participating Cities

Designated are all of the cities across the US whose Mayors have signed the National Wildlife Federation's Mayors' Monarch Pledge



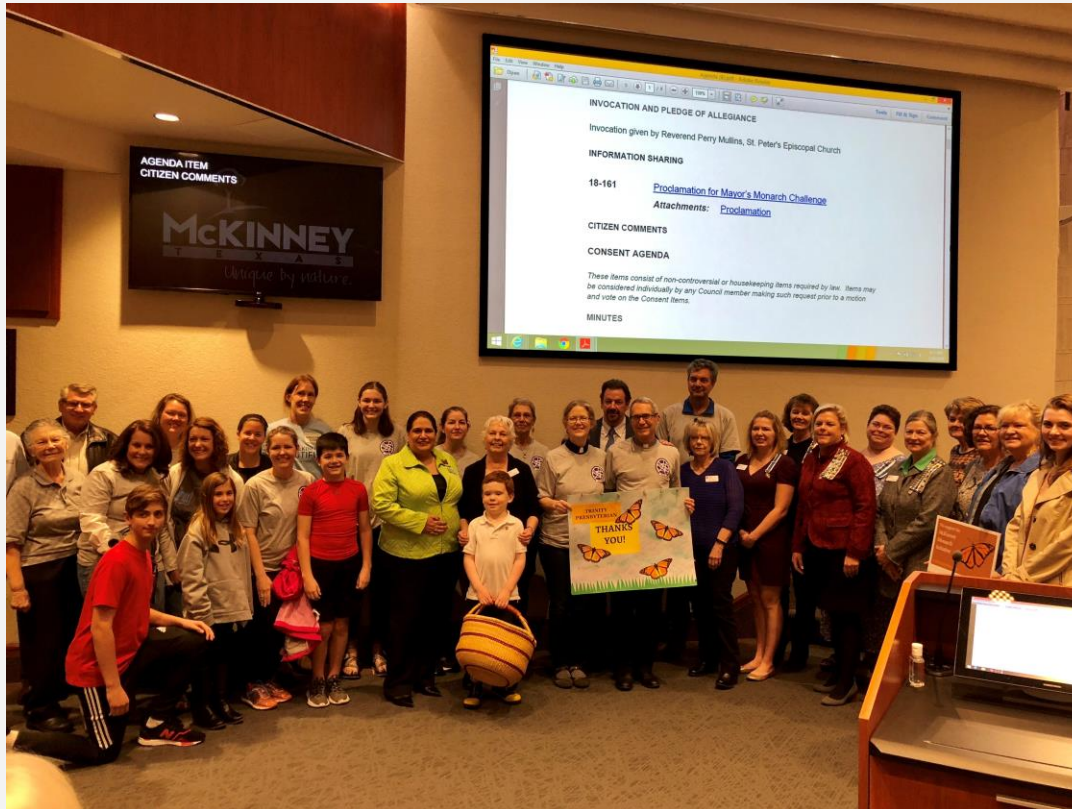
MCKINNEY

#363



PROCLAMATION DAY

FEBRUARY 20, 2018



City of McKinney Proclamation

- WHEREAS,** the monarch butterfly is an iconic North American species whose multigenerational migration and metamorphosis from caterpillar to butterfly has captured the imagination of millions of Americans; and
- WHEREAS,** 20 years ago, more than one billion Eastern monarch butterflies migrated to Mexico, but in the winter of 2014, only 60 million made the trip; and
- WHEREAS,** cities, towns and counties have a critical role to play to help save the monarch butterfly, and the City of McKinney Texas is taking a leadership role by launching Mayor's Monarch Challenge; and
- WHEREAS,** every citizen of McKinney can make a difference for the monarch by planting native milkweed and nectar plants to provide habitat for the monarch and pollinators in locations where people live, work, learn, play and worship; and
- WHEREAS,** on behalf of the people of McKinney who will join in creating a healthy habitat for these magnificent butterflies, I am honored to lead the way by signing the National Wildlife Federation's Mayors' Monarch Pledge; and I encourage others across our great City to take a stand with me so that the monarch butterfly will once again flourish across the continent.

NOW, THEREFORE, I, GEORGE FULLER, BY THE POWER VESTED IN ME AS THE MAYOR OF THE CITY OF MCKINNEY, TEXAS, DO HEREBY PROCLAIM FEBRUARY 20, 2018 AS

MAYOR'S MONARCH PLEDGE DAY

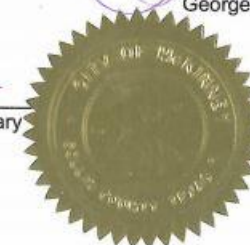
IN MCKINNEY, TEXAS

WITNESS MY HAND AND SEAL THIS THE 20th DAY OF FEBRUARY, 2018.

George C. Fuller, Mayor

ATTEST:

Sandy Hart, City Secretary



PROPOSED ACTION ITEMS

9 OUT OF 25

Communications & Convening

- Issue a Proclamation to raise awareness about the decline of the monarch butterfly and the species' need for habitat.
- Launch a public communication effort to encourage citizens to plant monarch gardens at their homes or in their neighborhoods
- Communicate with community garden groups and urge them to plant native milkweeds and nectar-producing plants.
- Convene a meeting with gardening leaders in the community to discuss partnerships to support monarch butterfly conservation

Program & Demonstration Gardens

- Host or support a native plant sale or milkweed seed giveaway event.
- Facilitate or support a milkweed seed collection and propagation effort.
- Plant a monarch-friendly demonstration garden at City Hall or another prominent location.
- Launch a program to plant native milkweeds and nectar plants in school gardens by engaging students, teachers and the community.
- Create a monarch neighborhood challenge to engage neighborhoods and homeowners' associations within the city to create habitat for the monarch butterfly.



WHAT

CAUSED

THE DECLINE

Conventional Landscape



Habitat Landscape For Ecology



Conventional Landscape



Habitat Landscape For Ecology

Conventional Landscape



Planting for Ecology

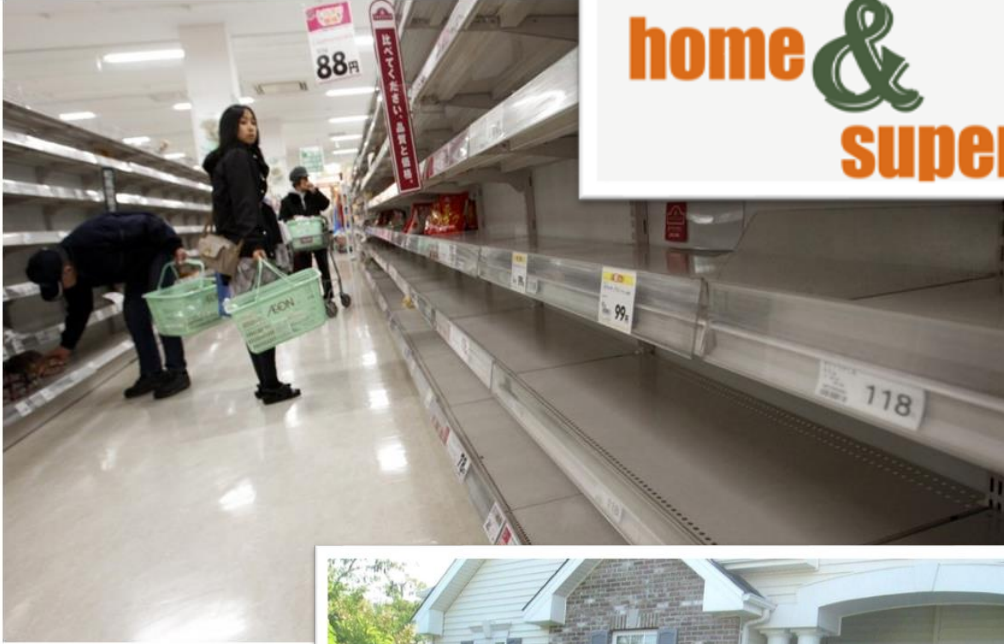




MCKINNEY'S

EFFORTS

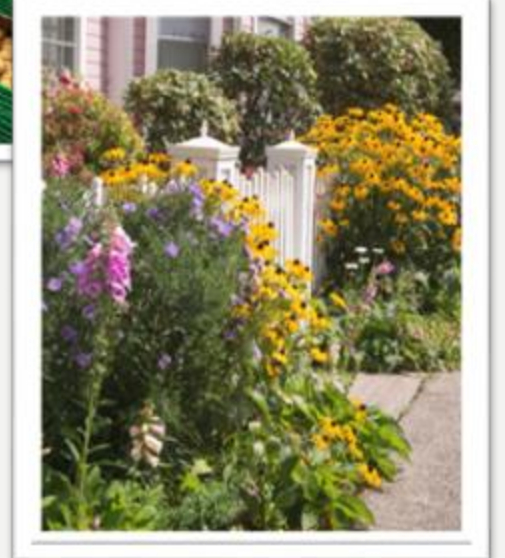
**Your landscape
is wildlife's
home &
supermarket**



**Food
Desert**



**Abundance
of Food**

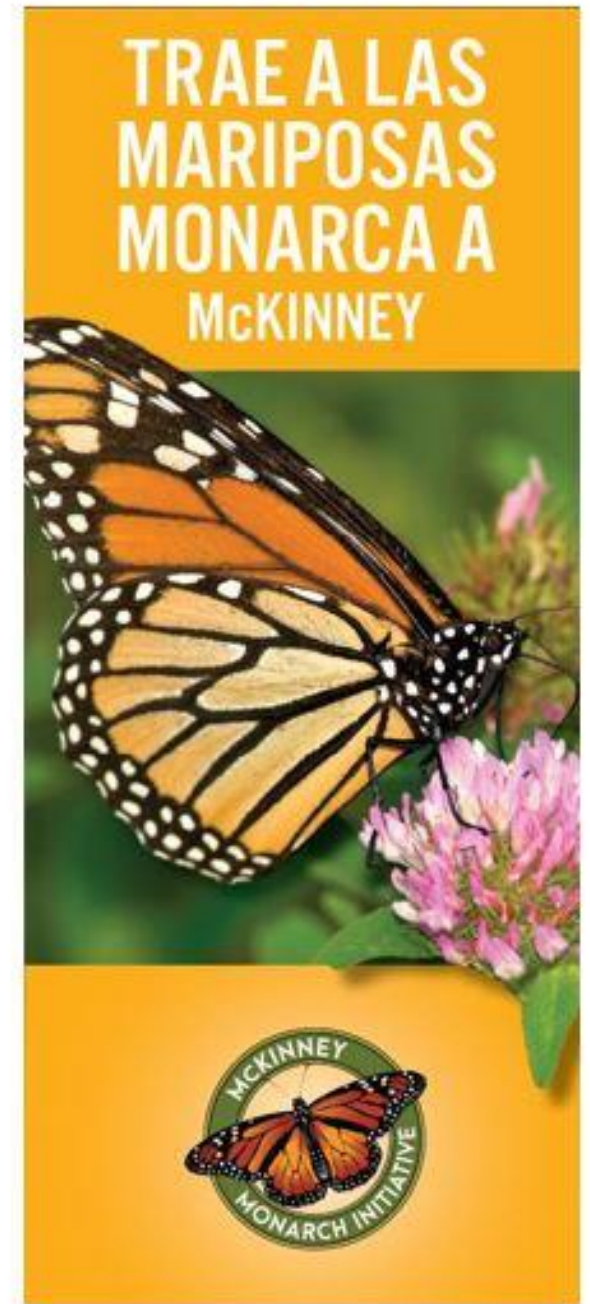




MONARCH BROCHURE

McKinney Monarch Initiative brochure is available in English & Spanish on our website.

www.mckinneytexas.org/monarch



CITY OF MCKINNEY WEBSITE

WWW.MCKINNEYTEXAS.ORG/MONARCH


[Home](#) > [Departments](#) > [Public Works](#) > [Education & Public Outreach](#) > [Programs / Events](#) > [McKinney Monarch Initiative](#) > [Plant a Garden](#)

[Proclamation](#)
[McKinney's Proposed Actions](#)
[Plant a Garden](#)
[Butterfly Books](#)
[Butterfly Resources](#)
[Heard Butterfly House & Garden](#)
[Million Pollinator Garden Challenge](#)
[NWF's Wildlife Garden Checklist](#)

Plant a Garden

Plant a Butterfly Garden

Help the Monarchs by planting a Butterfly Garden. Planting native milkweed in your home landscape is one of the most beneficial things you can do. Monarchs need a place to feed, rest and lay their eggs during their migration.



Good Soil is the Key to Success

The primary soil type in McKinney and Collin County is Houston Black Clay. While extremely fertile, the composition of the clay makes it difficult to establish healthy soil for landscape beds. It is necessary to alter the soil structure by adding amendments. For clay soils, consider a one-time incorporation of three inches of compost. For more information about amending your soil visit the [Collin County Master Gardeners website](#).

Selecting the right plants is important

Here is a partial list of plants that will attract pollinators:

Host Plants for Butterflies



- [Native milkweeds](#) – Monarchs
- [Dill](#), [Fennel](#), [Rue](#) – Black Swallowtails
- [Dutchman's White-Veined Pipevine](#) – Pipevine Swallowtails
- [Passion Vine](#) – Fritillaries

Nectar Plants


- [Blue Mistflower](#)
- [Copper Canyon Daisy](#)
- [Fall Aster](#)
- [Rosemary](#)
- [Salvia Greggii](#)
- [Texas Lantana](#)
- [Turks Cap](#) (shade tolerant)
- [Texas Frogfruit](#) (shade tolerant)

Contact Us

Environmental Education
[Email](#)
1550 S. College St.
Bldg. D
McKinney, TX 75069
[Map](#)
Ph 972-547-7335
[Staff Directory](#)



The National Wildlife Federation (NWF) provides a series of videos to help you get started in creating a wildlife-friendly habitat.



More How-to Videos from NWF



- [Providing a food source.](#)
- [Providing a water source.](#)
- [Providing a shelter/cover.](#)
- [Creating places to raise young.](#)
- [Sustainable practices.](#)
- [Certifying your yard.](#)

Plant a Garden

CITY OF MCKINNEY WEBSITE

WWW.MCKINNEYTEXAS.ORG/MONARCH

Check List




[Proclamation](#)
[McKinney's Proposed Actions](#)
[Plant a Garden](#)
[Butterfly Books](#)
[Butterfly Resources](#)
[Heard Butterfly House & Garden](#)
[Million Pollinator Garden Challenge](#)
[NWF's Wildlife Garden Checklist](#)

[Home](#) » [Departments](#) » [Public Works](#) » [Education & Public Outreach](#) » [Programs / Events](#) » [McKinney Monarch Initiative](#) » [NWF's Wildlife Garden Checklist](#)

NWF's Wildlife Garden Checklist

Qualify Your Garden
Create a love nest in your yard! Your yard or garden may qualify to be recognized as a Certified Wildlife Habitat.



How It Helps Wildlife

- Every habitat garden is step toward replenishing resources for wildlife locally and along migratory corridors.
- Your application processing fee of \$20 supports the National Wildlife Federation's programs to inspire others to make a difference and address declining habitat for bees, butterflies, birds, amphibians and other wildlife nationwide. A portion also supports work for local wildlife in [select affiliate partner states](#).
- By adding pollinator and monarch friendly plants when you certify your wildlife garden with National Wildlife Federation, it also gets counted towards the Million Pollinator Garden Challenge.

Process
The online application tool will ask you to confirm you've provided the required number of elements for each of the following:

- Food
- Water
- Cover
- Places to hide young
- Sustainable Practices

Before applying, [download this checklist](#) to ensure you have met all the requirements for your wildlife garden. You will be amazed at the short amount of time your habitat garden will be filled with life, activity and color of bees, birds, butterflies, and other wildlife!



Contact Us

Environmental Education
[Email](#)

1550 S. College St.
Bldg. D
McKinney, TX 75069
[Map](#)

Ph 972-547-7335

[→ Staff Directory](#)



Benefits

When you certify you will become a member of the National Wildlife Federation's Garden for Wildlife community and receive the following benefits:

- Personalized certificate
- Subscription to our e-newsletter, Garden for Wildlife
- A one-year membership in the National Wildlife Federation and subscription to National Wildlife® magazine
- 10% off the National Wildlife Federation catalog merchandise, including nesting boxes, feeders, birdbaths, and other items to enhance your wildlife garden
- Exclusive option to purchase attractive garden signs designating your garden as a Certified Wildlife Habitat® with the National Wildlife Federation

Certify your garden

- [Certify your garden online](#)

MCKINNEY MONARCH INITIATIVE IN GREEN MCKINNEY NEWSLETTER

Green McKinney Newsletter Early March 2018



City of McKinney Environmental Education

In this issue:

[Monarch Initiative](#)

[Plight of the Monarch
Butterfly](#)

[Newcomer Event](#)

[CCMGA Garden Show](#)

[Butterfly Gardening](#)

[Top 100 Plants for North
Texas](#)

[Landscape Design](#)

[Sprinkler Systems](#)

[Water Restrictions](#)

[Texas Pure Coupon](#)

[Wetland Center News](#)

[Pledge to Plant Smart](#)

[ULandscapeIt Tool](#)

[Gardening Publications](#)

[Learn about Rose
Rosette Disease](#)

[Water Restrictions](#)

[Yard Waste Program](#)

[Dog Waste](#)

[Recycling Drop Off](#)

Mayor George Fuller signed a proclamation at the Feb. 20 Council meeting to participate in the pledge, joining hundreds of cities across the U.S. in support of the declining population of monarch butterflies and other pollinators.



The city's newly branded McKinney Monarch Initiative pledges to create habitats to increase the monarch population during migration through McKinney. Through the initiative, the city will encourage citizens to plant monarch gardens at their homes or in their neighborhoods, work with community garden groups and schools to increase planting native milkweeds, nectar-producing plants, and form partnerships to support monarch butterfly conservation.

Find out more about the [McKinney Monarch Initiative](#).

Green Seminar:

The Plight of the Monarch Butterfly

Wednesday, Mar. 7
6:30 P.M.
McKinney Fire Station #7
861 S. Independence
Pkwy. McKinney



The Monarch population has declined by more than 90 percent in the last 20 years due to habitat destruction. Monarch butterflies, are treasures to be protected and cherished. Learn about conservation efforts and how to make your garden a butterfly sanctuary. [Register Online](#).

EDUCATIONAL SEMINARS



ENVIRONMENTAL
EDUCATION
SEMINARS

BUTTERFLY GARDENING

LEARN HOW TO CREATE THE PERFECT HABITAT
FOR MONARCH BUTTERFLIES, POLLINATORS,
SONGBIRDS AND HUMMINGBIRDS USING
NATIVE & ADAPTIVE PLANTS.

WEDNESDAY, AUGUST 8
6:30 P.M.
MCKINNEY COMMUNITY CENTER
2001 S. CENTRAL EXPWY.

REGISTER ONLINE:
WWW.MCKINNEYTEXAS.ORG/GREEN



CITY OF MCKINNEY | ENVIRONMENTAL EDUCATION

PRESENTATIONS & OUTREACH



McKinney ISD PTA Council



McKinney Morning Pride Lions Club



Michael's Craft Store Corporate Headquarters



Minshew Elementary Green Team

COLLIN COUNTY MASTER GARDENER & HEARD MUSEUM PLANT SALES



MCKINNEY'S FIRST "ULANDSCAPEIT GARDEN IN A BOX" DEMONSTRATION GARDEN





UPlantIt

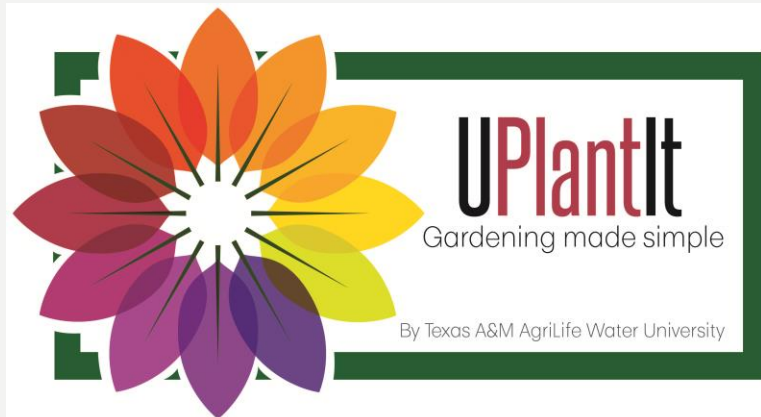
GARDEN IN A BOX PROGRAM

GARDEN BOX PROGRAM:

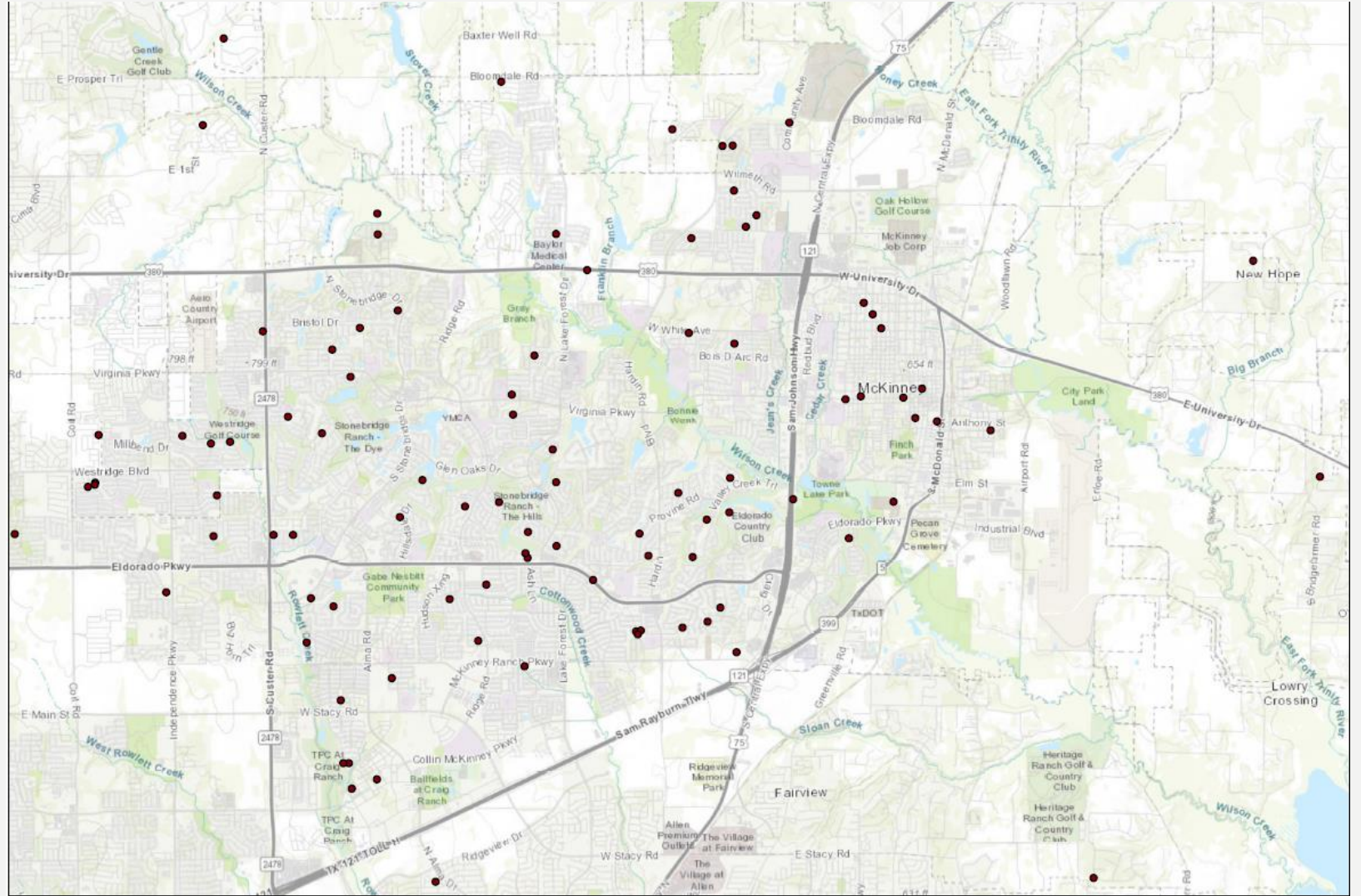
- 32 Native & adapted plants
- Harmonious plant palette
- Favorite plants for bees, butterflies & hummingbirds
- Locally grown
- Pre-orders were available until sold out
- Pick up UPlantIt Box 4 different locations:
AgriLife Dallas, Fort Worth, Lewisville & McKinney



Happy Residents



100+ UPlantIt Gardens (3200 plants) in McKinney



ADOPT A PLANT



CLICK TO REGISTER

150

**PLANTS
DISTRIBUTED TO
RESIDENTS**

**ALL PLANTS
RESERVED IN 4
HOURS WHEN
PROGRAM WAS
LAUNCHED**

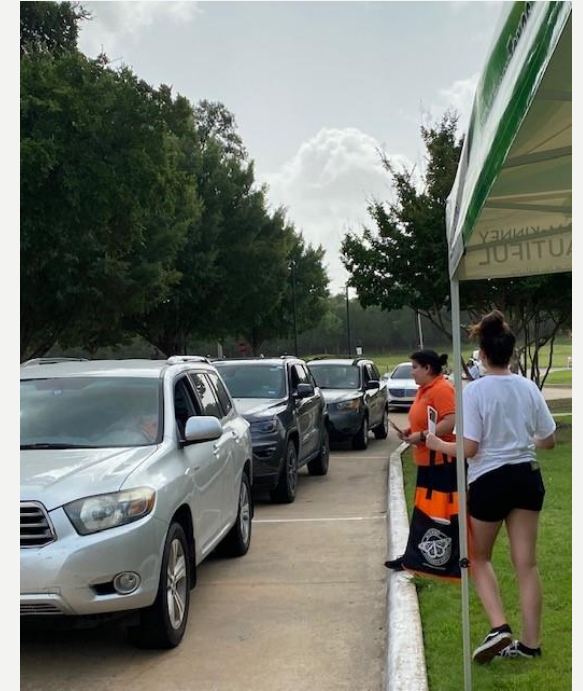
PLANTS GROWN BY HUGS GREENHOUSE

- **HUGS** employs special needs adults



DRIVE THRU DISTRIBUTION DAY

JUNE 2020



**HAPPY PLANT
ADOPTERS**



McKinney

Adopt A Plant Map

75072

56 participants

75071

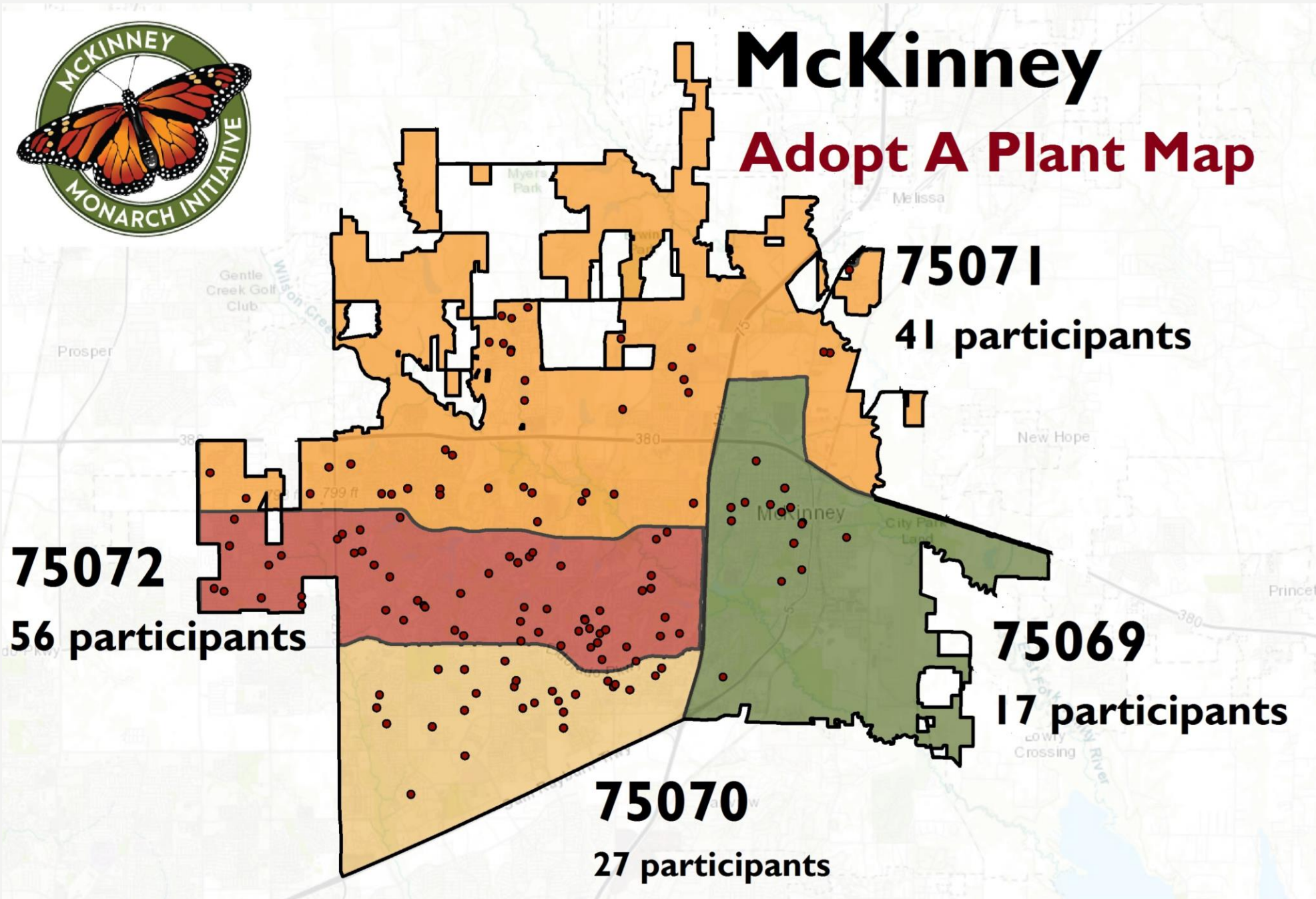
41 participants

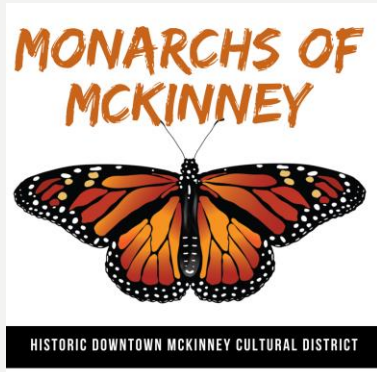
75069

17 participants

75070

27 participants



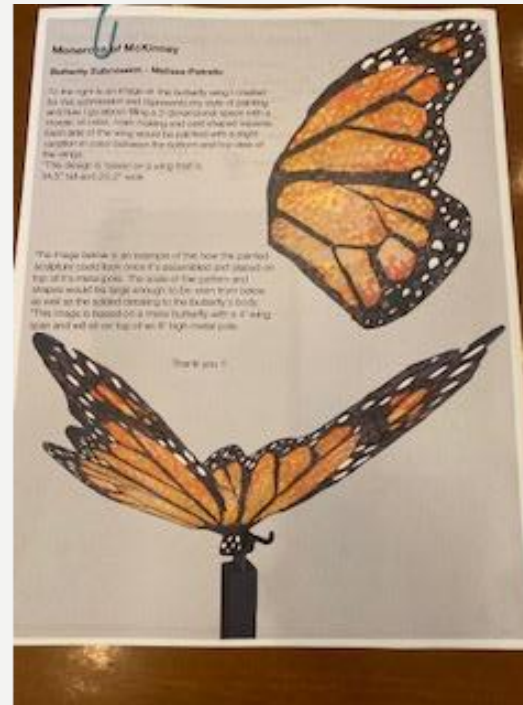


PUBLIC ART PROGRAM DOWNTOWN CULTURAL DISTRICT

The art installation consists of eight over-sized, steel Monarch butterfly sculptures painted by McKinney artists. Funded by Texas Commission for the Arts, the McKinney Arts Commission, McKinney Main Street and the City of McKinney

Locations for sculptures:

- McKinney Performing Arts Center
- Heritage Village at Chestnut Square
- Roy & Helen Hall Public Library
- Central Park
- Old Settler's Recreation Center
- Heard-Craig Center for the Arts
- The Chestnut Parking Garage
- The Cove



MONARCHS OF
MCKINNEY



PUBLIC ART PROGRAM DOWNTOWN CULTURAL DISTRICT



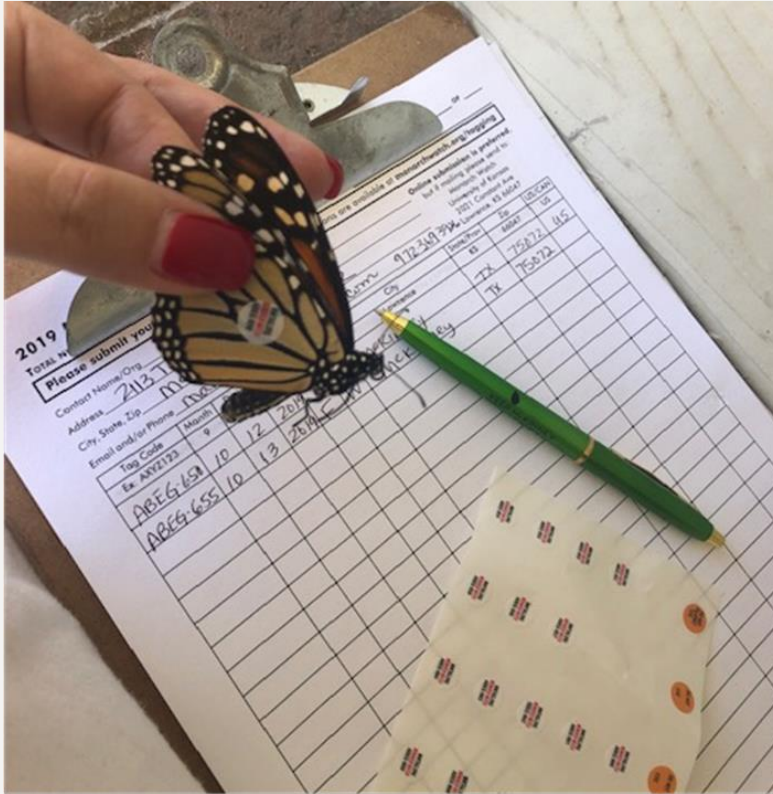
CITIZEN-SCIENCE EFFORTS THAT HELP MONITOR MONARCH MIGRATION AND HEALTH.

We strongly encourage our citizenry to participate in posting photos on social media and encouraged them to report sightings during migration on journeynorth.com.

#mckinneymonarch
#mckinneymonarchinitiative



Citizen Science | Monarch Tagging



First Tagged Monarch of 2019 Migration was found in Santa Catarina, Nuevo Leon Mexico on Monday, October 20, it was tagged in Calhoun, Nebraska on September 13!

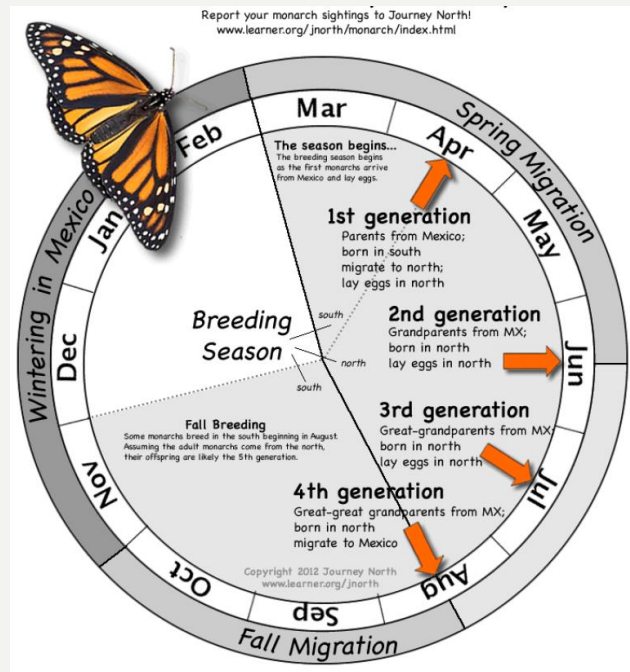
MONARCH BUTTERFLY ANNUAL CYCLE

Life Cycle

Egg: 3-4 Days

Larvae (Caterpillar):
10-14 Days

Pupae (Chrysalis):
10-14 Days



HOW TO IDENTIFY MONARCHS, QUEENS & VICEROYS

Male Monarch



Female Monarch



A small black spot appears on one vein in the center of the hindwings on the male but not on the female.

Monarch



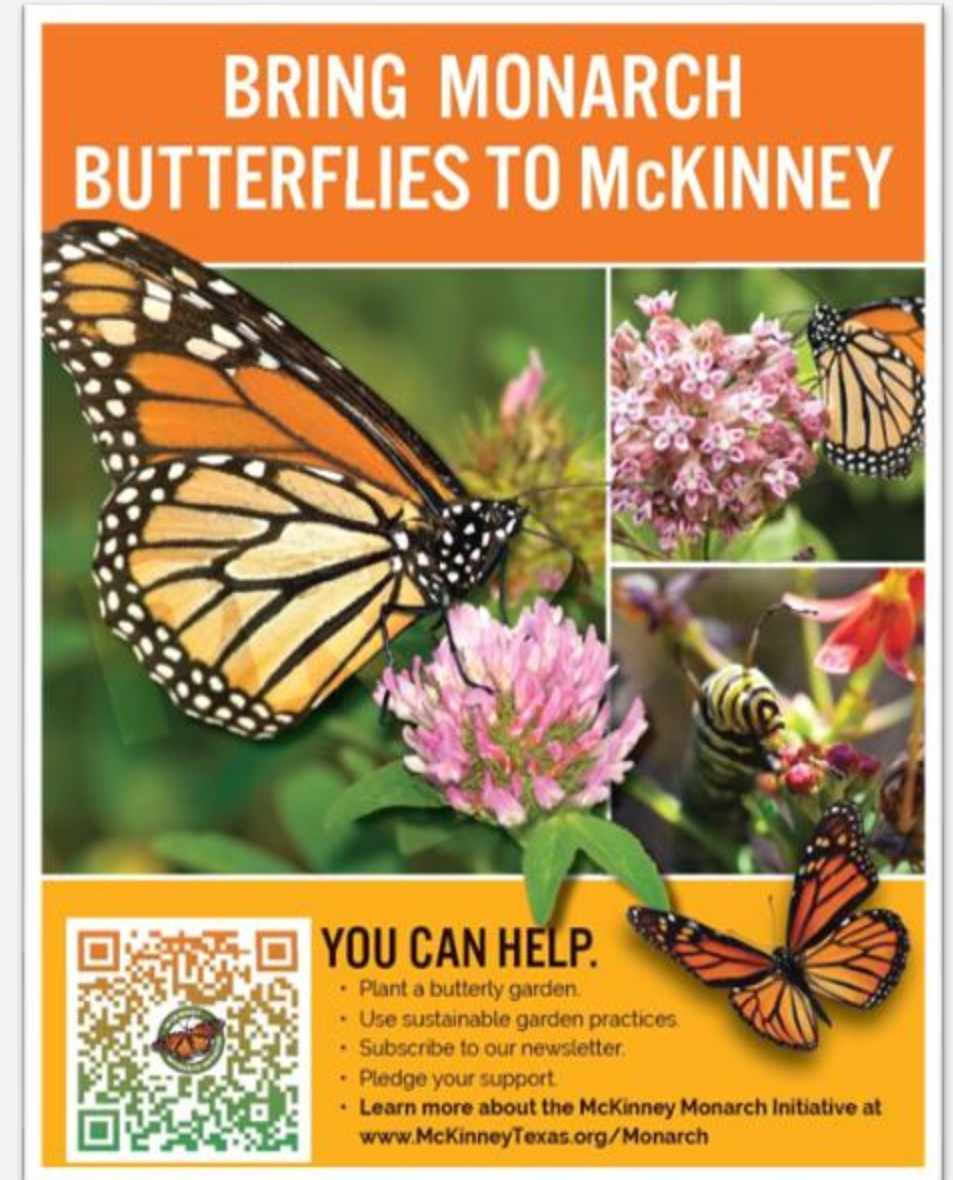
Viceroy

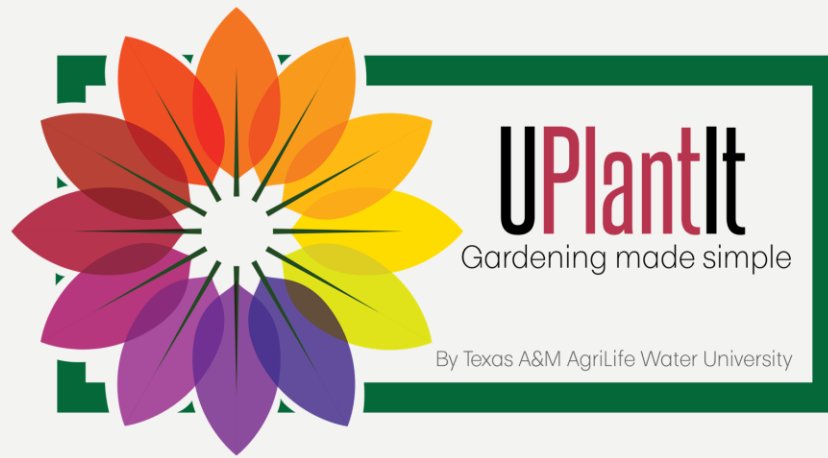


Queen



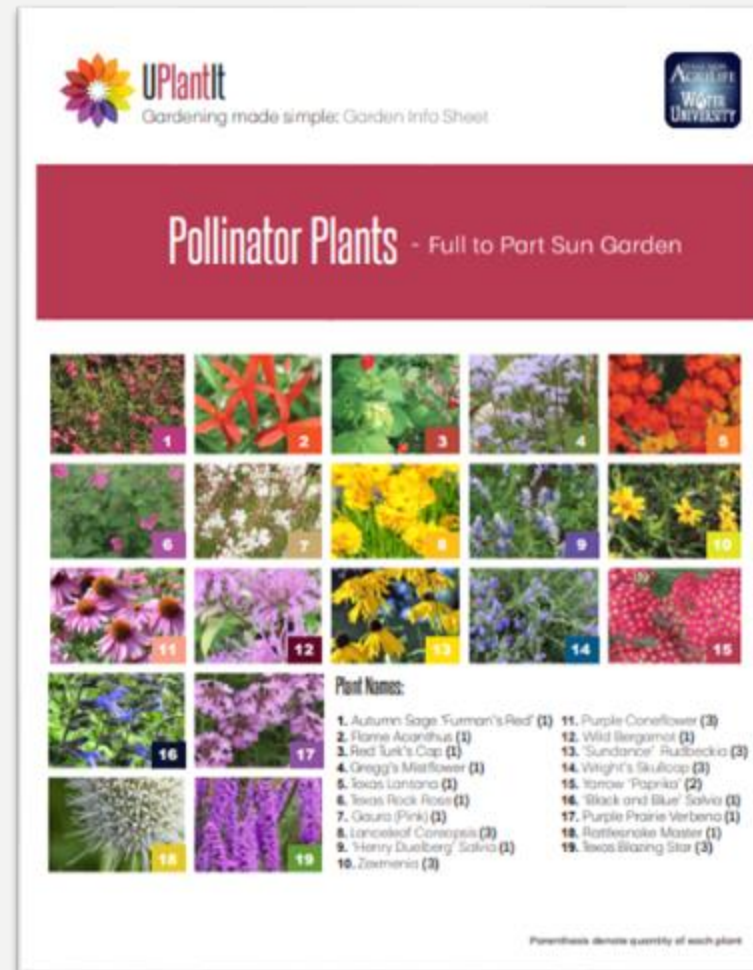
POSTERS & BROCHURE DISPENSERS AVAILABLE FOR DOWNTOWN MERCHANTS



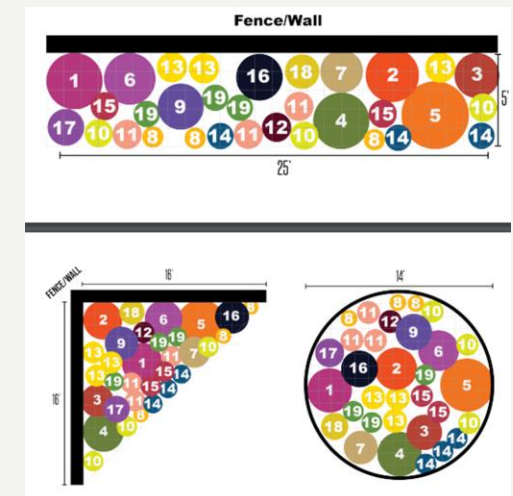


Pollinator Box 2020

- Palette is **19** different plants
- Box contains **32** 3" starter plants
- Order now until sold out
- Pick up UPlantIt Box on Saturday, September 26 at McKinney Environmental Education office, Fort Worth, Dallas AgriLife and Upper Trinity Water District in Lewisville



\$95



UPCOMING IN PERSON SEMINAR

Register online:

<https://www.mckinneytexas.org/164/Environmental-Education-Public-Outreach>

HUMMINGBIRD GARDENING



ENVIRONMENTAL
EDUCATION
SEMINARS

TUESDAY,
SEPT. 29
6:30 P.M.

RECREATION CENTER
AT TOWNE LAKE PATIO
2001 S. CENTRAL EXPWY.



Limited seating available. Face Masks are required. Hosted in cooperation with Prairie & Timbers Audubon Society.

REGISTER ONLINE: WWW.MCKINNEYTEXAS.ORG/GREEN

CITY OF MCKINNEY | ENVIRONMENTAL EDUCATION

HANDOUTS BEING SENT BY EMAIL

CITY OF MCKINNEY RESIDENTIAL TRASH & RECYCLING SERVICES

TRASH & RECYCLING
ON YOUR TRASH DAY

Collection Reminders

- Set out trash and recycling containers by 7 a.m. on your collection day.
- Place containers three feet apart from a blue container, mattress, vehicle, utility meters, poles, fences, etc. and the front of the container and label number facing the street.
- Overloaded containers may not be collected. To request an additional collection call Waste Connections at 469-452-8200. **Fees apply.**
- Order additional containers by emailing waste@cityofmckinney.org. **Fees apply.**

Recycling

- Place and dry recyclable items.
- Place loose or bagged items inside the container. Bagged items must be in brown paper bags. **No plastic bags allowed.**
- Break down cardboard and place loosely in the container.
- Recycling collection is the same as your trash collection day.

DIY Recycling Drop-off Location
MATERIAL RECOVERY FACILITY
7210 Country Ln. • McKinney • 469-452-8000
Monday - Friday 8 a.m. to 5 p.m.
Saturday 8 a.m. to 12 p.m.

Acceptable Items:

- Aluminum, steel, tin cans
- Plastics 1, 2, 5
- Glass bottles & jars
- Cardboard, cartons
- Auto parts, motorcycles
- Refrigerators, air conditioning units

YARD WASTE DISPOSAL
ON YOUR TRASH DAY

Yard Waste

- Place yard waste outside on your collection day.
- Place grass clippings and leaves in brown paper bags.
- Limbs must be cut with a saw or in 4-foot long bundles of 30 pounds or less.
- Limit of 30 bags/bundles or any combination of both.
- DO NOT** place yard or household waste in your blue container.
- Yard waste can be taken to the **Cluster Band Transfer Station**. Your receipt, weed waiver bill and driver's license are required for proof of residence.

Bulky Items

- Schedule online or call Waste Connections at 469-452-8000.
- 12 collections per calendar year at no additional charge.
- Bulky items are any large items that do not fit in your green trash container.
- Limbs and restrictions apply. See website for details.
- New connections may result in a replacement action.

Household Hazardous Waste and E-waste

- Schedule online or call Solid Waste Services at 972-942-7300 at least 24 to 48 business hours prior to your regular residential collection day.
- 12 collections per calendar year at no additional charge.
- No commercial waste is accepted.
- Restrictions and fees apply. See website for details.

DIY Bulky Item and Trash Drop-off Locations

REGIONAL DISPOSAL FACILITY	CLUSTER BAND TRANSFER STATION	PLAINWAY TRANSFER STATION	LOCKHART DRIVE TRANSFER STATION
3600 S. Regalway Hwy. • Dallas 469-452-4450 Monday - Friday 8 a.m. to 5 p.m. Saturday 8 a.m. to 3 p.m.	1900 S. Cooper Rd. • Plano 972-727-6341 Monday - Saturday 8 a.m. to 4:30 p.m.	4000 W. Plano Pkwy. • Plano 972-956-8079	3601 E. Lockhart Dr. • Richardson 972-254-3247

Proof of residency is required. Please see website for details.

FOR MORE INFO & UPDATES, VISIT MCKINNEYTEXAS.ORG/TRASH

UPlantIt
Gardening made simple: Garden Info Sheet

Pollinator Plants - Full to Part Sun Garden

Plant Names:

1. Autumn Sage 'Furman's Red' (1)	11. Purple Coneflower (3)
2. Flame Acanthus (1)	12. Wild Bergamot (1)
3. Red Turk's Cap (1)	13. 'Sundance' Rudbeckia (3)
4. Gregg's Mistflower (1)	14. Wright's Skullcap (3)
5. Texas Lantana (1)	15. Yarrow 'Paprika' (2)
6. Texas Rock Rose (1)	16. 'Black and Blue' Salvia (1)
7. Gaura (Pink) (1)	17. Purple Prairie Verbena (1)
8. Lanceleaf Coreopsis (3)	18. Rattlesnake Master (1)
9. 'Henry Duelberg' Salvia (1)	19. Texas Blazing Star (3)
10. Zexmenia (3)	

Parenthesis denote quantity of each plant

BRING MONARCH BUTTERFLIES TO MCKINNEY

MCKINNEY MONARCH INITIATIVE



Visit website,
www.mckinneytexas.org/green
click on link to join email list.



Environmental
Education

Martha Cavazos Fipps

Environmental Education Coordinator

Email: mcavazos@mckinneytexas.org direct: 972-547-7335

It's easy to join our mailing list!

Send your email address by text message:

Text
GREENMCKINNEY
to **22828** to get started.

McKINNEY TEXAS
Unique by nature.

KEEP McKINNEY BEAUTIFUL

Message and data rates may apply.