



McKinney Community Development Corporation Agenda

Thursday, November 19, 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

INVOCATION

PLEDGE OF ALLEGIANCE

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, November 18, 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.

20-1026 [Minutes of the McKinney Community Development Corporation Meeting of October 22, 2020.](#)

Attachments: [Minutes](#)

REPORTS

20-1027 [Financial Report](#)

20-1028 [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](#)

20-0920 [Update on HUB 121 \(Project #18-05\)](#)

20-1029 [President's Report](#)

Attachments: [Grant Funds Awarded - FY21](#)
 [Grant Funds Awarded - FY20](#)
 [Social Media Metrics \(Oct 20\)](#)
 [Grant Promotions - Cycle I & II 2020 \(Nov\)](#)
 [Final Report -- Wine Walk and Bier Walk](#)

REGULAR AGENDA

20-1030 [Consider/Discuss/Act On MCDC Strategic Priorities for FY21.](#)

Attachments: [Strategic Priorities Projects \(R\)](#)

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:

E. Section 551.087. Deliberation Regarding Economic Development Matters

Project FPS
Project Nucleus
20-09 TUPPS
18-05 Hub 121

ACTION ON EXECUTIVE SESSION

ADJOURN

Posted in accordance with the Texas Government Code, Chapter 551, on the 13th day of November, 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>.

20-1026



TITLE: Minutes of the McKinney Community Development Corporation Meeting of October 22, 2020.

SUPPORTING MATERIALS:

[Minutes](#)

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

OCTOBER 22, 2020

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on October 22, 2020 at 8:00 a.m.

Board Members Present: Chairman Jackie Brewer, Vice Chairman Rick Glew, Secretary Mary Barnes-Tilley, Treasurer Angela Richardson-Woods, and Board Members Kathryn McGill, David Kelly and John Mott.

Board Alternate Present: Deborah Bradford.

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

Staff Present: President Cindy Schneible, City Manager Paul Grimes, Financial Compliance Manager Chance Miller, Director of Parks and Recreation Michael Kowski, Aquatics and Fitness Manager Teresa Thomason, Visit McKinney Sales Manager Vanesa Rhodes, Facilities Construction Manager Patricia Jackson and MCDC Administrative and Marketing Coordinator Linda Jones.

There were several guests present.

Chairman Brewer called the meeting to order at 8:00 a.m. after determining a quorum was present. She announced that today marks National Make A Dog's Day and National Nut Day. She invited everyone to spend a moment reflecting on mindfulness. Rev. Deborah Bradford provided an invocation, then everyone joined in the Pledge of Allegiance.

20-0911 Secretary Barnes-Tilley administered the Oath of Office for reappointed Board members Jackie Brewer, Rick Glew, Kathryn McGill and Angela Richardson-Woods.

20-0912 Chairman Brewer called for Election of MCDC Officers, asking for nominations for MCDC Chairman. Board members unanimously approved a nomination by Vice Chairman Glew for Chairman Brewer to remain as Board Chairman. Chairman Brewer asked for nominations for

MCDC Vice Chairman. Board members unanimously approved a nomination by Chairman Brewer for Vice Chairman Glew to remain as Board Vice Chairman. Chairman Brewer asked for nominations for MCDC Secretary. Chairman Brewer nominated current Secretary Mary Barnes-Tilley, and Vice Chairman Glew nominated Kathryn McGill. Board members elected Secretary Barnes-Tilley in a vote of four for Barnes-Tilley and three for McGill. Chairman Brewer asked for nominations for Treasurer. Board members unanimously approved a nomination by Chairman Brewer for Treasurer Richardson-Woods to remain as Board Treasurer. President Schneible congratulated the officers.

Chairman Brewer called for Public Comments on agenda items, and there were none.

Chairman Brewer called for a motion on the Consent Items. Vice Chairman Glew asked to pull down Agenda Item 20-0917 for discussion.

Board members unanimously approved a motion by Board member Mott, seconded by Board member Kelly, to approve the following consent items.

- 20-0913** Minutes of the McKinney Community Development Corporation Meeting of September 24, 2020.
- 20-0914** Minutes of the McKinney Community Development Corporation Project Grant Subcommittee Meeting of September 22, 2020.
- 20-0915** Minutes of the McKinney Community Development Corporation Project Grant Subcommittee Meeting of October 1, 2020.
- 20-0916** Minutes of the McKinney Community Development Corporation Project Grant Subcommittee Meeting of October 8, 2020.
- 20-0917** Chairman Brewer called for consideration/discussion/action on a Resolution authorizing the President of McKinney Community Development Corporation to execute a contract with Spinelli

Construction Services (SCS) of Dallas, Texas for Owner's Representation Services related to Project 20-09, the TUPPS Brewery Expansion Project, in McKinney, Texas. Vice Chairman Glew asked President Schneible to explain the purpose and importance of an owner's rep for this type of project. President Schneible explained that this is a large project that will serve as a catalyst on the East side. The project includes the expansion of TUPPS and the creation of an outdoor entertainment venue which will be used by both residents and visitors. She added that the responsibility of the owner's rep is to represent the best interests of MCDC and the City of McKinney and to work closely with the architectural and construction teams to make sure that the project progresses according to the plans submitted. Ms. Schneible added that she worked with Ms. Spinelli on the Sheraton Hotel project, and Ms. Spinelli has worked with City Facilities Construction Manager Patricia Jackson on several other projects including Senior Center and Old Settlers renovations. The proposed scope of services is attached to the agenda, and funding for this service is included in the FY21 budget. Board members unanimously approved a motion by Vice Chairman Glew, seconded by Board member McGill, to approve the Resolution as presented.

20-0918 Chairman Brewer called for the Financial Report. Financial Compliance Manager Chance Miller stated that final FY20 financials will be presented in the next two months, but he will discuss preliminary September numbers today. September showed an overall decrease of about \$900,000 with \$1.4 million in revenues and \$2.2 million in expenses, about 95% of which were parks projects. Annual revenue for FY20 was budgeted at \$14.8 million, and actual is about \$16.5 million, so the remaining \$1.7 million will carry over to FY21 fund balance. Annual expenditures were budgeted at \$40.4 million, and actual is about \$11.2

million. The remaining \$28.2 million represents larger projects that were not paid out. This amount will be carried over for FY21. Mr. Miller stated that sales tax for September reflects July sales and shows a 12.6% increase over 2019, compared to our sister cities which all saw a small decrease. This brings the annual increase to 13.1%, compared to the original pre-COVID budget of 4.5%. Final FY20 numbers should be available in two months. Mr. Miller asked for questions, and there were none. Vice Chairman Glew stated that he has shared these incredible sales tax numbers with others and asked if online sales tax capture is the main reason for the increase during COVID. Mr. Miller acknowledged that shopping online has been a big factor and added that the overall growth of McKinney is the major factor, while growth in our sister cities is more stagnant. Chairman Brewer asked for comments and questions on the Checks Issued report, and there were none.

20-0919 Chairman Brewer called for Board and Liaison Updates.

Board Chair. Chairman Brewer thanked the Board for entrusting her as Board Chairman for the upcoming year.

City of McKinney. City Manager Paul Grimes shared that the Throckmorton Statue committee presented to City Council at their last meeting, and he credited Justin Beller and Judge White for excellent presentations on both sides of the issue. He reminded the Board that the intent of the committee was to research, evaluate data and capture information from all points of view. The Council will likely vote on this issue before the end of this year. Mr. Grimes shared that staff and Council are preparing legislative priorities for the next legislative session. They are closely watching to see if the majority party changes the nature of the legislature. The primary issues will be the budget and the pandemic. Staff has been working on a professional services agreement for architectural and engineering services for the design and construction

of a new City Hall. It is likely Council will be asked to approve the proposal for the agreement at the November 3 Council meeting. Mr. Grimes complimented staff on a recent City website update for a Housing Hub (mckinneytexas.org/housinghub) which uses GIS open source data and provides great information regarding residential construction and zoning in McKinney. Mr. Grimes shared that McKinney's population estimate as of October 1 is 198,962, so it will be interesting to see if we climb to 200,000 before the year's end. He added that the 2020 Census was complete on October 15, and he complimented all the counters who forged ahead during the pandemic and relocations due to hurricanes. Mr. Grimes asked for questions, and there were none. Vice Chairman Glew added that he showed the Council meeting video of the Throckmorton statue presentations to his Collin College problem-solving class. He added that it was a great example of how deliberations happen right here in McKinney, and his class members thought the presentations and work were extremely impressive.

Visit McKinney. Sales Manager Vanesa Rhodes shared that the *mycurlyadventures* influencer posted several times about her adventures in McKinney, and Visit McKinney has seen an increase of 120 new followers due to her stories. Additionally, two more influencers have reached out saying they want to come and do stories as well. Visit McKinney has placed a full-page ad with the Oxford American Publication in Little Rock, which is significant because their reach is within driving distance to McKinney. The ad will feature both social media and digital content in the annual music issue with a section focused on Texas music, a great tie-in to McKinney's new designation as a Texas Music-Friendly City. Ms. Rhodes announced that they will be hosting two more social media influencers this year, one reaches the millennials with children and the other reaches empty nesters. Ms. Rhodes announced that the City of McKinney has been chosen to host the NCAA D2

Championship Football Game through 2025. She also announced that for the fifth consecutive year, Visit McKinney has received the 2020 Convention South Readers' Choice Award. The award recipients are chosen by peer groups. Ms. Rhodes asked for questions. Secretary Barnes-Tilley commented on how impressive it was to see so many posts from *mycurlyadventures* that acknowledged a wide variety of businesses in McKinney.

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

McKinney Main Street/MPAC. President Schneible announced that Aaron Werner has accepted a new position with the City of Denison, and there is an outdoor reception honoring him this afternoon starting at 4:00 p.m. at the open lot near Filtered. Chairman Brewer reminded the Board of the flip the switch event tonight at 6:15 p.m. for the Light Up Louisiana project.

McKinney Parks and Recreation. Director Michael Kowski announced that the annual parks tour will be November 7 from 8:00-10:30 a.m. starting at the Senior Recreation Center and will include Cottonwood Park and Old Settlers. The Parks Department will provide hard hats and protective eyewear. Board members must wear closed-toe shoes. Mr. Kowski asked for comments or questions, and there were none.

20-0920 Chairman Brewer called for an update on HUB 121 (Project #18-05). President Schneible informed board members that Shane Jordan was unable to attend because of a death in his family. She directed the Board to the written report and progress photos sent to the board. Work is underway to meet the mid-January deadline. She added that two of the restaurants have plans complete and will be released to apply for permits once Mr. Jordan's team ensures they are in compliance. Another restaurant is about 75% complete, and Serendipity Labs plans are

complete and out for bid. Ms. Schneible is encouraged by the progress being made on this project. She invited the Board to share any questions or concerns they would like to relay to Mr. Jordan.

20-0921 Chairman Brewer called for the President's Report. President Schneible congratulated the re-elected Board officers. She directed the Board to the agenda attachments including a recap of grants awarded in FY20 and explained that the \$4.5 million set aside for StarCenter expansion will go back into the fund balance, since that project was put on hold and a performance agreement was never executed. Ms. Schneible stated that Promotional Grant applications will be accepted November 1-30. Additionally, we will start soliciting Quality of Life nominations, adding that the Chamber's plans for the Community Awards event are unclear at this time. Ms. Schneible highlighted several upcoming events. The Turlaxin' tournament opened last weekend with high school boys' competition, this weekend will feature high school girls teams, then younger boys K-8 will play next weekend. This Saturday is Make A Difference Day, as well as the Community Band virtual concert in the evening. She added that the Adopt-A-Spot zoom training is October 25, and the first MCDC clean-up at Bonnie Wenk is November 14. Ms. Schneible shared the announcement that Heard-Craig House has partnered with McKinney Garden Club and Hugs Greenhouse for the maintenance of Kate's Garden at Heard-Craig. This is great example of collaboration and partnership. Ms. Schneible asked for comments and questions. Vice Chairman Glew commented that he attended The Turlaxin', and attendance was great. Chairman Brewer added that several Board members attended the Hugs Greenhouse ribbon-cutting, and it was a great event. Chairman Brewer expressed excitement about their expansion and partnerships to provide flowers for plantings at locations that include Baylor Medical Center McKinney and Trinity Falls.

All of these are great opportunities for Hugs staff. Treasurer Richardson-Woods announced that Hugs Greenhouse is taking orders for poinsettias, and Chairman Brewer added that they will be selling them at the McKinney Farmers Market in December.

20-0922 Chairman Brewer called on Attorney Jeff Moore for Training on Type B Corporate Requirements. Mr. Moore's training included a review of eligibility requirements under state law, public hearing requirements, requirements for performance agreements, administration of Type B sales taxes, City Council role in oversight of Type B sales tax expenditures, requirements for MCDC board, open meetings regulations and Public Information Act, corporation requirements, permissible projects, project approval and promotional projects. Chairman Brewer thanked Mr. Moore for his presentation. Mr. Moore asked for questions. Board member Kelly asked for clarification on promotional expenses. Mr. Moore stated that 10% of total budget can be allocated to promotions, and unused, allocated expenses can be rolled over to the next year. Chairman Brewer asked about adding promotional dollars to the following year's budget when current year's revenues exceed budgeted revenues. Mr. Moore clarified that expenditures could be increased through a budget amendment. Board member Kelly asked if MCDC includes penalties in MCDC agreements. President Schneible stated that those types of projects supported by MCDC have been in concert with MEDC, and the MEDC agreement is structured such that recipients receive board-approved funding only after performance goals have been achieved. She clarified that MCDC agreements are paid on a reimbursement basis, so documentation of eligible expenses and payment must be provided prior to receiving any funds. Mr. Moore added that most agreements are formatted as promissory notes, so recipients are required to repay the note if they don't achieve their goals. Board

member Kelly asked for clarification regarding Council's discussion about Board and Commission term limits. City Manager Grimes stated that Council has discussed the topic, but they have not taken any action at this point. President Schneible asked for additional clarification on term limits. Mr. Moore stated that State law requires that one term for a Type B (MCDC) is equal to two years, and term limits can be established by the municipality. He added that terms for Type B are different than for Type A entities. Ms. Schneible mentioned that at one time there was discussion about changing to one-year terms, but it was determined that was not permissible under State law.

- 20-0923** Chairman Brewer called for consideration and discussion of the Apex Centre Operational Status and Expansion and Renovation Study Results prepared by Brinkley Sargent Wiginton Architects, Inc. (BSW) of Dallas, Texas. Director Michael Kowski addressed the Board regarding the results of a study, funded by MCDC, to explore Apex Centre expansion. He reminded the Board that an expansion has always been a long-term goal for this facility and could be a unique, legacy project for MCDC to consider as a priority. Several stakeholder meetings were held to consider possibilities, and attendees included Councilman Elliott, MCDC President Schneible, Apex members and city staff. Mr. Kowski presented conceptual designs that include an addition on the south end of the current facility which will include a new gym with glass walls to display energy and activity from the outside looking in. The expansion team studied three different options ranging from \$25 million to \$38.5 million for expansion and renovations that impact every area of the existing building. Additionally, they explored a water park, but the current site is too small. They will continue to explore water park options for McKinney, possibly north of 380. Apex Manager Teresa Thomason addressed the board and reminded them that expansion was always part of the plan,

adding that the current facility is undersized, and the population served by the facility will continue to grow. She added that additional staff and infrastructure costs for expansion will be minimal. Additionally, costs will escalate if expansion is postponed, and there is a risk to maintaining Apex's cost-neutral status. She shared that prior to COVID, 2018 and 2019 added a combined \$1,167,769 to the Apex fund balance. Scan-ins increased from 455,172 in 2018 to 555,063 in 2019. Ms. Thomason added that Apex is currently operating with COVID guidelines that allow members to exercise and use the facility safely. Vice Chairman Glew asked if members are using hand sanitizer as they exit each area, and Ms. Thomason stated that hand sanitizer stations are available throughout the facility, members wipe down equipment after use, and staff safely sanitizes each piece of equipment after every use. Mr. Glew asked if members are waiting to get in or use equipment, and Ms. Thomason said that they are essentially meeting the demand at this time with little waiting. They do offer a registration app for a wait list if capacity is reached in some areas. She added that the legal capacity now is 75%, but they are restricting capacity well below that percentage. Memberships are down due to COVID, but Apex is doing well considering about 30% of private gyms nationwide have closed permanently. Membership freezes are up about 300%, which indicates that people do not want to give up their membership. Ms. Thomason shared that they will be marketing to these individuals with a "when you're ready, we're here" campaign inviting them back to see the safety protocols and check their comfort levels. Board member Kelly asked if the decrease in membership delays plans for the expansion, and Ms. Thomason stated that there is actually a benefit in moving forward now while participation is lower, because the goal is to remain open during the expansion project. Vice Chairman Glew equated the opportunity to move forward now to the opportunity to close the Senior Center and

move forward during COVID to be ready for guests when COVID restrictions are lifted. Board member Kelly asked if Apex is offering financial incentives during COVID, and Ms. Thomason stated that they did waive the \$75 for month-to-month membership over the summer but have reinstated that at this time. She added that they may discuss lowering the non-resident member fee, but they haven't needed to consider that at this point. She shared that they do not have any upcoming new membership drives, due to the capacity restrictions related to COVID. Ms. Thomason stated that they will be targeting frozen accounts and upcoming renewals to get membership back up to 4,000, with a campaign focused on health and wellness that includes some great member testimonials. The top priority needs for Apex now include a larger fitness floor, programming space, larger playroom and staff office space. She reiterated the reality that the longer expansion is delayed, the higher costs will be. Director Kowski emphasized that it is critical that this facility remain open during the three phases of the expansion. Phase 1 includes a new gym which doubles the size of the current gym and a children's play area that triples the size of the current area. During this phase, current operations will not be interrupted, and guests will be minimally inconvenienced. This phase also includes adding a second-floor dedicated spin studio above the play area and extending the track by 100 feet. Once Phase 1 is complete and operational, they will begin Phase 2 which includes converting the existing gym to a two-story area that includes new studios and locker rooms on the first floor, a second floor addition for a fitness area and the completion of the extended track. Phase 3 relocates all administrative staff to the current studio spaces and repurposes the current playroom to rental and programming space of 2,000 square feet. Additionally, the current fitness area (free weights) will triple in size, and the second-floor mezzanine will be expanded to accommodate more fitness equipment.

The renovation includes a second entrance near the new children's area which will accommodate easy and safe drop-off and allow for the closure of a portion of the building for a special event without disrupting regular activity. Treasurer Richardson-Woods asked if the new entrance has a check-in area for members, and Mr. Kowski said there would be a smaller check-in desk at that entrance. Mr. Kowski summarized the expanded revenue space as follows: gym increases from 9,900 sf to 19,800 sf, cardio increases from 3,950 sf to 11,400 sf, weights increases from 4,130 sf to 10,730 sf, studio space increases from 3,700 sf to 9,700 sf, and the children's area increases from 2,200 sf to 5,270 sf. Vice Chairman Glew commented that the conceptual plan footprint appears to be adding about 25%, while the actual square footage of space added is about double. Mr. Kowski reviewed the costs for this plan which total about \$33.6 million, emphasizing that construction cost increases about 5% annually. He added that construction across the country is leveling out, making quality materials and companies more available. Ms. Thomason shared some options they looked at for expanding the outdoor area including adding a wave pool which would allow for more guests, thus more revenue. Vice Chairman Glew sought clarification on whether the wave pool is being proposed now and whether the rendering depicts the actual size. Mr. Kowski clarified that the wave pool is part of the expansion but would be smaller than what is depicted in the concept renderings, and the cost for the outdoor expansion is not included in the \$33.6 million for the dry facility expansion. Board member McGill asked about plans for rooftop or outdoor vending, and Mr. Kowski stated that the plan includes concession stations and even an area for showing outdoor movies. He communicated the importance of all future facilities being multi-purpose. Vice Chairman Glew asked about current open dates for outdoor pools, and Ms. Thomason shared that outdoor operations are Memorial Day to Labor Day, with two extra weeks for

members only and private party rental opportunities outside of those dates pending weather. She explained that the two reasons for the seasonal pool times are staffing and weather. Mr. Kowski shared that in 2019, prior to COVID, Apex was operating at 112% cost recovery, which is an enviable number for a public facility. With the expansion, they can increase that to 118%. However, without the expansion, the 112% would likely drop below 100%. He asked for questions. Chairman Brewer asked about Apex expansion versus a new facility in Northwest McKinney and how long Apex would draw from outlying areas without a new facility in the northwest sector. Mr. Kowski stated that the area around the Apex is still growing, adding that they anticipate building another similar facility on the north side, but that is cost-prohibitive at this point. With the infrastructure and management already in place at Apex, expansion of that facility is turnkey with minimal additional operating expense. Additionally, funding is available for a new senior center which may be located further north and could potentially include recreational space. He reiterated that he and his team are confident that the best solution now is to expand the current facility. Vice Chairman Glew asked about the potential cost of the water park, and Mr. Kowski stated that they don't have a good estimate for that now because of the ripple effect with parking and other amenities. Secretary Barnes-Tilley asked about the consideration to expand a little and add the water park, and Mr. Kowski assured the Board they believe the bigger expansion is the right choice. Board member Kelly clarified that there was no grant application at this point, and Mr. Kowski said they plan to work with President Schneible and Chairman Brewer on a grant request. Their purpose today is to share the plans and make sure the Board is aware as they set priorities for the near future. President Schneible shared that the next two project grant cycles are December and March, and a meeting with the project subcommittee would be a good next step. Vice Chairman Glew asked

about the timeline for the project, and Mr. Kowski stated that the project would take about a year for design work and two years for construction because the facility will remain open and functioning during construction. Board member Kelly asked about the percentage they would ask MCDC to fund, and Mr. Kowski stated that they would ask for 100% of funding. Treasurer Richardson-Woods asked how the funding would work for the MCDC budget, and President Schneible suggested that this project would likely require bonding, with debt service paid once bonds were issued. If the Board chose not to bond, we could allocate funding for phases over the course of the project. Mr. Kowski stated that the first request would be for the design work. President Schneible asked if there was any funding from the bonds recently passed, and Mr. Kowski said those funds were allocated for other projects. Vice Chairman Glew asked how the original funding for Apex was handled, and President Schneible stated that MCDC funded it through a combination of cash and bond proceeds, and the total was about \$36.5 million with another \$1-1.5 million from the City. Vice Chairman Glew sought clarification regarding the expansion being done first, then the water park at a later date. Mr. Kowski added that it would be great to have funding in place for the full project including the water park, but that the expansion to the dry facility is the priority. Mr. Kowski thanked the Board for their time. Vice Chairman Glew asked about the size of a community that can support two large athletic facilities. Mr. Kowski stated that the 2017 Parks Master Plan showed a need for two large facilities to accommodate future growth. He added that there are two approaches to providing indoor recreation – twelve to fourteen small neighborhood centers throughout the city or this model with a couple of larger facilities. Parks has chosen the latter because it offers efficiencies in staffing and operations. Treasurer Richardson-Woods asked if they could share an updated chart showing where the membership lives, and Mr. Kowski said they would share an

updated GIS chart. Vice Chairman Glew asked if the two Plano centers are the same size, and Ms. Thomason said they are similar in square footage but offer different amenities. She added that the Plano facility that is more aquatics based is smaller than the Apex Centre. Mr. Kowski added that the next facility to be built in the north sector would be a multi-purpose facility that might include senior recreation, general recreation and maybe even a library under one roof as an integrated community hub.

20-0924 Chairman Brewer called for a Public Hearing and consideration/discussion/action on a request from the City of McKinney Parks and Recreation Department to amend Project #15-04, to reallocate \$107,873.00 from PK3224 (Frisco ISD Park) to PK4394 (Senior Recreation Center); amend Project#19-10, to reallocate \$30,698.00 from PK2060 (Parks and Rec Bus) and \$12,510.00 from PK2061 (Wonder), to PK4394 (Senior Recreation Center); and to amend Project #20-13 to reallocate \$250,000 from PK4399 (Umbrella Fund) to PK 4394 (Senior Recreation Center); for an aggregate reallocation to PK4394 of \$401,081.00. Parks Director Michael Kowski shared that the Senior Recreation project is about 80% complete, but funding was not available for expanded parking. This request essentially reallocates approved but unused funding for other projects and the umbrella fund. He added that a resident has offered a contribution towards a modest pavilion, but a larger more functional pavilion would be a better fit. If this reallocation passes, funding would be used for the parking lot, the pavilion/gazebo and a golf cart and storage shed. Board member Kelly asked about the amount of contribution for the pavilion. Mr. Kowski is keeping that amount confidential, but the contribution from Parks would be greater than the individual's contribution. Mr. Kelly asked if the Wonder event is planned again. Mr. Kowski stated that they will not have it this year but will likely

bring it back. The department plans to create a special events position to focus on large events. Vice Chairman Glew questioned the attendance of the event last year, and Mr. Kowski stated that it was well-attended for a first-year event. Chairman Brewer asked for public comments, and there were none. Board members unanimously approved a motion by Board member McGill, seconded by Board member Kelly, to close the Public Hearing. Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Vice Chairman Glew, to approve the reallocation to PK4394 of \$401,081.00 as presented.

20-0925 Chairman Brewer called for an update on marketing initiatives for McKinney Community Development Corporation. Creative Services Manager Michelle Feldker stated that the rebranding was initiated about one year ago. The campaign was initially divided into three phases. Phase 1 was basically the creation of the materials, guidelines and plans. Phase 2 included integrating and cross promoting messages across MCDC programs, videos and continuing to look for ways to promote and educate. The campaign was in full swing, then COVID hit, so we had to pivot. The pivot took the campaign into Phase 3 sooner than expected. Phase 3 includes integrating and cross promoting messages with community partners and businesses and increasing awareness of the grant programs. Ms. Feldker explained that there was immediate collaboration with the City, MCDC, Visit McKinney, Main Street and the Chamber when COVID hit. As the team discussed plans and ways to support McKinney during the pandemic, they recognized that the MCDC's BUY McKINNEY campaign was the perfect response and platform. All partners began sharing the BUY McKINNEY message. Additionally, a Buy Local community support video was filmed that was shared by partners. Ms. Feldker shared a mailer that will go out to small businesses in McKinney in the next couple of weeks. The self-mailer

headline reads “You support McKinney. We support you.” and includes a BUY McKINNEY sticker. Ms. Feldker showed the Retail Development Infrastructure Grant flyer that’s been used throughout downtown and other areas, and shared that promotional/educational videos are complete for Projects, Promotional Events and Retail Infrastructure. She also shared signage examples including IT’S MY McKINNEY yard signs used at events and to spotlight projects, signage for parks construction, the wrap for the Fitness Court, banner at PSA and a billboard. Advertising alternates the message between educational ads and supported projects/events ads. Next steps are to continue to look for ways to educate and promote events that are sponsored by MCDC. Vice Chairman Glew shared that his HOA doesn’t allow the yard sign and suggested that communications reach out to the HOAs to share the message. Ms. Feldker shared that they work with Neighborhood Services to reach out to HOAs through their newsletter and could be more aggressive once in-person meetings are resumed. Chairman Brewer, President Schneible and Treasurer Richardson-Woods shared that the signs in their yards have not been questioned by their HOAs. Board member McGill suggested that they focus on the community service message when talking with HOAs. Chairman Brewer, Board member McGill and Treasurer Richardson-Woods complimented the Communications Department on the success of the campaign. Chairman Brewer suggested that we consider requiring the logo to be included on ticket stubs for events sponsored by MCDC. Vice Chairman Glew also suggested trying to partner with the MISD stadium for messaging.

Chairman Brewer recessed the meeting into Executive Session at 10:08 a.m. in accordance with the Texas Government Code. Items to be discussed under Section 551.087 regarding economic development matters were Project FPS, Project Nucleus, Project 18-05 (HUB 121), Project 20-08 (District 121) and Project 20-09 (TUPPS).

Chairman Brewer reconvened the Board meeting back into regular session at 10:42 a.m.

20-0926 Chairman Brewer called for consideration/discussion/action on MCDC Strategic Priorities for FY21. President Schneible directed the Board to the Strategic Priorities established last year and the list of projects funded that fall under those priorities. She reminded them that they determined the priorities to be of equal value during last year's discussion. The purpose of discussion today is to determine additions, deletions or changes to the Board priorities going forward. Vice Chairman Glew asked Board members to review the list of projects funded. He moderated a brainstorming session regarding individual top priorities. Each Board member shared their thoughts and priorities which included the following:

- Workforce/low-income housing (housing equality) throughout the city, especially near new mixed-use hubs. Projects should be high quality like Merritt and Cotton Groves.
- Destination parks and/or large-scale entertainment venues to serve residents and attract visitors (specifically a water park). Emphasis was placed on planning for future growth in undeveloped areas (land acquisition, support nature parks like Erwin).
- Historical District support – sets McKinney apart and keeps McKinney unique
- Multi-use developments and new concepts
- Parks and entertainment facilities, specifically north of 380
- Focus on keeping open/green space as northwest McKinney is developed

- East side development – expanding retail in Historic District, rehab projects for housing compliance, centers for community activity, large-scale projects such as TUPPS, grocery stores
- Address public transportation for local workforce
- Focus on completing major Parks projects that have portions of their site plans still not completed – Bonnie Wenk, Gabe Nesbitt (outdoor track), Towne Lake and Old Settlers.
- Facilities/programming (outside of athletics) to support diverse gatherings and conversations for youth of all backgrounds to create cultural enrichment and acceptance for all youth
- Community Garden within a city park
- Dog park on east side

Follow-up discussion will be scheduled for the November 19 board meeting.

Chairman Brewer called for Board or Commissioner comments, and there were none.

Board members unanimously approved a motion by Board member Kelly, seconded by Treasurer Richardson-Woods, to adjourn. Chairman Brewer adjourned the meeting at 11:26 a.m.

MARY BARNES-TILLEY
Secretary

20-1027



TITLE: Financial Report

SUPPORTING MATERIALS:

20-1028



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](#)



OCTOBER 2020

I. **ASSOCIATION/CORPORATE/SMERF COMPLETED in October 2020: TTL Room nights: 330; TTL Rev.: \$35,294**

WEDDINGS COMPLETED-October 2020- Wedding Room Blocks: TTL Room Nights: 176; TTL Rev: \$19,819

- Walker/Bernas Wedding -Venue: Cotton Mill
 - Sheraton: TTL room nights: 32; TTL rev.: \$3,680
- Bartels/Williams – Venue: FUMC
 - Grand Hotel: no pickup. (got married in March, planned to have the reception in October, postponed again to April 2021)
- Johnson/Stout Wedding –Venue: Springs
 - Hampton Inn: TTL room nights: 7, TTL rev: \$783
- Groenedyk/Riberio Wedding – Venue: Springs – no pickup
- Collins Wedding – Venue: Springs; Wedding was canceled
- Keys/Sikes Wedding – Venue: Springs
 - Grand Hotel: TTL room nights: 22, TTL rev: \$3,558
- McKiddy/Curio Wedding – Venue: Springs
 - Hampton Inn: TTL room nights: 43, TTL rev: \$4,544
- DeLoach Wedding –Venue: River Road Chateau
 - Sheraton: TTL room nights: 60, TTL rev: \$6,000
- Rush Wedding–Venue: Avalon Legacy
 - Hampton Inn: TTL room nights: 12, TTL rev: \$1,254
- Ryland Wedding –Venue: Magnolia Grace – no pickup

ASSOCIATION/CORPORATE/SMERF COMPLETED in October 2020: TTL Room nights: 154; TTL Rev.: \$15,475

- **Assoc./Corp. HOTEL ROOMS- TTL Room nights: 16, TTL Revenue: \$2064**
 - Ardagh Group 10/3-9/20 @ Grand Hotel 3 attendees/16 roomnights.
- **SMERF COMPLETED in October 2020: TTL Room nights 79; TTL Rev.: \$7,821**
 - Waterford Early Learning: Sheraton-TTL room nights: 79; TTL Rev.: \$7,821
- **SPORTS COMPLETED in October 2020: TTL Room nights: 59; TTL Rev.: \$5,590**
 - Turlaxin Lacrosse Tournament: October 16-18, 2020
 - Hilton Home 2: TTL room nights: 6, TTL rev: \$564
 - Springhill Suites: TTL room nights: 33, TTL rev: \$3,102
 - Turlaxin Lacrosse Tournament: October 23-25, 2020
 - Hilton Home 2: TTL room nights: 4, TTL rev: \$376
 - Springhill Suites: TTL room nights: 12, TTL rev: \$1,128
 - Hampton Inn: TTL room nights: 4, TTL rev: \$420

- Turlaxin Lacrosse Tournament: October 30-Nov 1, 2020
 - Hilton Home 2: - no rooms picked up
 - Springhill Suites: - no rooms picked up

II. Visitors: FYTD Total (Oct.'20): 156

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

- Out of State: 11
- Out of Country: 0
- Texas Residents: 8
- McKinney Residents: 9
- Register Total: 28
- Ticker Counter: 156

Top Five States requesting information:

- Texas
- California
- Florida
- Louisiana
- Ohio

Day Trips- 0

III. RFP's: 24 (0-Association, 3-Corporate, 4-Weddings, 0-Social, 0-Religious, 17-Sports, 0-Gov't)

Association: 0

Corporate: 3

1. Moss Construction 11/1-3/20 @ Springhill Suites, 1 attendee/2 room nights. New Hire Training.
2. Moss Construction 11/15-21/20 @ Springhill Suites, 1 attendee/6 room nights. New Hire Training.
3. Ardagh Group 10/3-9/20 @ Grand Hotel 3 attendees/16 room nights.

SMERF: 21

Social: 0

Religious: 0

Government: 0

Weddings: 4

1. Hudson/Lawley Wedding, December 12, 2020–Rustic Grace
2. Katie Huntsman Wedding, May 7, 2021 –The Grand Ivory
3. Pattie Adams Wedding, November 13, 2020 –Rustic Grace
4. Jake Vinson Wedding, March 6, 2021 –The Gather in Downtown McKinney

Sports: 17

1. NCAA D2 Football December 2022; room nights: 600 Attendees: 4500
2. NCAA D2 Football December 2023; room nights: 600 Attendees: 4500

3. NCAA D2 Football December 2024; room nights: 600 Attendees: 4500
4. NCAA D2 Football December 2025; room nights: 600 Attendees: 4500
5. U90C Sports – Spring Kickoff Dallas. Feb 4-7, 2021. Total Room Nights Secured: 345; Attendees: 230
6. U90C Sports – Dallas Open. May 28-31, 2021. Total Room Nights Secured: 390; Attendees: 260
7. U90C Sports – Premier Copa Dallas. June 11-13, 2021 Total Room Nights Secured: 250; Attendees: 250
8. U90C Sports – Summer Splash. August 20-22, 2021. Total Room Nights Secured: 270; Attendees: 250
9. U90C Spots – Labor Day Open. September 3-6, 2021. Total Room Nights Secured: 450; Attendees: 300
10. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites; October 10-11, 2020;
11. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites; October 17-18, 2020
12. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites; October 24-25, 2020
13. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites; October 21-November 1, 2020
14. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites; November 7-8, 2020
15. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites; November 14-15, 2020
16. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites; November 21-22, 2020
17. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites. December 5-6, 2020

Site Visits: 1

1. Cirrus Aircraft: Introduction to TPC Golf & Byron Nelson.

Ongoing Prospects: 2-SMERF (Social, Military, Education, Religious, & Fraternal): 27-Weddings, 1 - Sports, 1-Day Trips)

SMERF: 2

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

Day Trips: 1

1. Arlington Ladies Group – November 11, 2020

Sports: 1

1. Solar Soccer Club League/All Seasons Travel -Contact: Sue Davis. Hotels Secured: Holiday Inn Express and Springhill Suites. Various dates October-December 2020

Weddings: 27

1. Stasia Milam; November 24, 2020 – Magnolia Grace
2. Ashley Lester; November 21, 2020 – Magnolia Grace

3. Jordan Roach; November 2020, - Magnolia Grace
4. Michael Herring; November 2020 – Springs (this was a May wedding that was postponed)
5. Ivy Alexander; December 2020 – Magnolia Grace
6. Sequoia Grant; December 2020 – Stone Crest
7. Jessica Seay; December 2020 – Rustic Grace
8. Marquine Malone; December 17, 2020 – Springs
9. Molly Hightower; January 2, 2020 – Magnolia Grace
10. Darcy Thompson (MOB); January 17, 2021 – Magnolia Grace
11. Cathy Trinh Wedding; February 29, 2021 – Magnolia Grace
12. Danielle Faulkner; March 27, 2021 – Magnolia Grace
13. Ashley Sackinger; April 17, 2021 – Magnolia Grace
14. Andrew Brown; April 17, 2021 – Magnolia Grace
15. Kathryn Vela; April 25, 2021 – Magnolia Grace
16. Alyssa Wasilewski; April 2021 – Reception only
17. Marc Cholak; February 27, 2021 – Springs
18. Sara Redfearn; February 2021 – Springs
19. Maren Holyoak; May 2021 – Magnolia Grace
20. Megan Jordon; June 12, 2021 – Rustic Grace
21. Randi Cole; June 19, 2021 – Magnolia Grace
22. Victoria Nicholson; October 2021 – Magnolia Grace
23. Madison Krell; October 10, 2021 – Magnolia Grace
24. Brittney Larocca; October 16, 2021 – Magnolia Grace
25. Hannah Wilson; Date TBD – Magnolia Grace
26. Brelayshia Hodges; Date TBD – Magnolia Grace
27. Bethany Mawman; date not secured at the time of discussion – Springs

IV. Advertising/Marketing/Media

Newsletter Email Database (Robly) Last 6 months:

OCT. 2020 -ROBLY Email Stats	
Average Open Rate	38.50%
Average Click-thru Rate	11.10%
Total Audience	7,190

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

- Ad submitted to Convention South and Oxford American
- Created video from photos provided by McKinney Coffee Company for social media
- Wrote/posted four blogs to the website
- Proofed Directors Column for City Comm
- Completed End of Year PowerPoint for the board meeting
- Lots of social media – tracking influencer My Curly Adventures when she started posting

SOCIAL MEDIA STATS

FACEBOOK STATS					
FY 20-21	New Likes	Lifetime Likes	Engaged Users	Total Reach	Impressions

OCT. 2020	84	10,313	38,955	209,565	1,079,909
TOTALS	84	N/A	38,955	209,565	1,079,909

INSTAGRAM 2020-21	
From 2019-20	3,526
Oct. 2020	247
TOTAL	3,773

TWITTER - October 2020	
Total Followers	5,640
New Followers	12
Tweets	14
Tweet Impressions	12.3K
Profile Visits	91
Mentions	30

YOUTUBE 2020-21		
Month	Views	Subscribers
Historical #s	14,352	63
Oct. 2020	548	4
TOTAL	14,900	67

Google Business Page – 2020-21		
Month	Page Views	Web visits
Historical #	30,725	325
Oct. 2020	2,080	45
TOTAL	32,805	370

WEBSITE NUMBERS – 2020-21

Month	Sessions	Pageviews	Users
Oct. 2020	4,650	9,578	3,976
TOTAL	4,650	9,578	3,976

OCT. 2020	Users
Mobile	2,052
Desktop	1,812
Tablet	112

TOTAL	3,976
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Top Countries - OCTOBER 2020			
Country Breakdown	Users	New Users	Sessions
United States	3,800	3,715	4,650
United Arab Emirates	56	56	57
(not set)	20	20	20
India	10	10	11
Canada	7	7	7
China	7	7	7
Germany	7	7	7
Argentina	6	6	6
Philippines	6	6	7
France	5	5	5

Top States – OCTOBER 2020			
State Breakdown	Users	New Users	Sessions
Texas	2,804	2,732	3,367
California	141	137	160
Kansas	120	120	125
Virginia	83	83	83
Oklahoma	65	65	70
(not set)	56	56	57
New York	55	52	59
Illinois	48	47	48
Florida	31	29	39
New Jersey	26	26	27

Top Cities – OCTOBER 2020			
City Breakdown	Users	New Users	Sessions
McKinney	798	754	1053
Dallas	683	650	748
Plano	268	251	302
Allen	107	101	120
Frisco	91	88	97
Houston	74	68	79
Prosper	55	53	57
Fort Worth	51	49	54

San Antonio	41	40	50
Austin	38	36	38

OCT. 2020: TOP REFERRAL PG	
FlyTKI	21
McKinneytexas.org	11
Facebook	69
Bubblelife	43
Instagram	27
Robly	12
SportsConnect	12
Twitter	37
TOTAL	232

OCT. 2020-KPIs & Groups	
KPIs	6
Turlaxin	270
TOTAL:	276

OCT. 2020: HOME BUTTONS	
Weekend Update	131
Fall Family Fun	38
Monarchs	32
Romantic getaway	20
Grants	12
YOLO	6
NewsAlert landing pg	5
TOTAL	244

BLOG VISITS - FY 20-21	
Month	Sessions
Oct. 2020	537
TOTAL	537

Blogs (Top 5) for OCTOBER 2020:

- Five-Plus Fun Fall Family Activities in October - 183
- NTTA - 122
- Blog Home page - 37
- Traveling to McKinney during COVID – 29
- Benji House - 25

OCT. 2020 -Ad Landing Pages	
Daytripper Dino/HFH	4
McKinney High Lions	2
Boyd Broncos	1
County Line Magazine	7
Meet Texas	1
TOTAL	15

OCTOBER 2020 – MPG Page Views	
Main Page	9
RFP	6
Venues/Videos	15
Sports Planning	3
Group Services	6
Tour Options/Itineraries	129
TOTAL:	168

OTHER STATS

CROWDRIFT – OCTOBER 2020		
Gallery	Interactions	Views
Being Social	13	8
History/Dwntn	18	54
Home Gallery	160	585
McK Dining	11	129
McK Events	14	168
Explore	4	66
Weddings	1	34
Shopping	1	46
TOTAL	222	1090

MEDIA HUB - 2020-21		
Month	Downloads	Requests
OCT. 2020	5	1
TOTAL	5	1

October 2020-TourTexas.com 2020-21				
McKinney Page	Things to Do	Events	Attractions	Native Texan
469	1,197	112	4,659	305

469	1,197	112	4,659	305
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VISIT WIDGET - OCTOBER 2020				
	Users	Sessions	Page Views	New Downloads
Widget	31	31	64	
Desktop	21	21	43	
Mobile	10	10	21	
Mobile APP	66	55	235	
App-iOS	51	43	199	6
App-Android	15	12	36	2
TOTAL	97	86	299	8

FREE PUBLICITY:

FY 20-21	Budgeted Amount
Adv. & Promo TTL	\$187,267

OCTOBER 2020 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
Community Impact	Sales/hotel tax article - 2 full pages	\$9,090	\$2,000	\$33,270	500,000
Community Impact	NCAA through 2025	\$0	\$2,000	\$6,000	500,000
Courier Gazette	Directors Column	\$1,536	\$700	\$6,708	75,000
Dallas Morning News	Wine & Music Walk	\$0	\$2,700	\$8,100	1,456,333
County Line Magazine	Wine & Music Walk	\$2,000	\$500	\$7,500	50,000
Bubble Life	Shared content 3 times	\$0	\$3,500	\$10,500	220,000
TOTALS		\$12,626	\$11,400	\$72,078	2,801,333
FY 20-21 Totals		\$12,626	\$11,400	\$72,078	2,801,333

V. TOTAL LOST BUSINESS: 20; Lost Revenue: \$15,847,040

Association /Corporate Lost Business: 16 Groups; Lost Revenue: \$15,803,400

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
April 2022	Texas Retired Teachers Assn	Sheraton Too Large	2,000	1,000	\$370,000

Sept 2023	Assn of Progressive Rental Organizations	Sheraton Too Large	2,400	800	\$504,000
Jul 2022	Assn of Texas Professional Educators	Sheraton Too Large	1,200	600	\$260,800
Oct 2023	American Society of Human Genetics	Sheraton Too Large	32,400	8,500	\$5,334,000
June 2023	Republican Party of Texas	Sheraton Too Large	8,000	4,000	\$1,360,000
May 2022	LeadingAge Texas	Sheraton Too Large	1,800	600	\$378,000
Oct 2020	Copart, Inc.	Sheraton	150	50	\$13,200 Lost to Allen
Apr 2023	Health Occupations Students of America, Texas Chapter	Sheraton Too Large	1,600	800	\$260,000
Nov 2023	Auto Body Assn of Texas	Sheraton Too Large	6,000	3,000	\$1,174,000
Oct 2023	South Central Chapter, Medical Library Assn	Sheraton Too Large	7,000	1,400	\$1,360,000
Feb 2023	Southwest Car Wash Assn	Sheraton Too large	3,000	1,500	\$615,000
Jul 2023	National Assn of Letter Carriers	Sheraton Too large	6,000	2,000	\$1,240,000
Jun 2023	National Association of Postmaster of U.S., Tx Chapter	Sheraton Too large	3,000	1,000	\$510,000
Jul 2023	Texas Independent Automobile Dealers Assn	Sheraton Too large	600	300	\$158,000
Jun 2022	Electronic Security Assn	Sheraton Too large	3,600	1,200	\$734,400
Apr 2023	National Service Dealers Assn / National Electronic Service Dealers Assn	Sheraton Too Large	8,000	2,000	\$1,532,000
TOTAL			86,750	28,750	\$15,803,400

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 Corporate: Groups: 3; Lost Revenue: \$29,640

Date	Group	Venue	Room Nights	Attendance	Lost Business Revenue \$
9/29/20-10/2/20	Globelife FHL 101	Sheraton	105	35	\$10,920
10/11-14/20	Globelife AIL LA 201	Sheraton	120	40	\$12,480
10/14-17/20	Globelife FHL 201	Sheraton	60	20	\$6,240
Total			285	95	\$29,640

SMERF: Total: 1 RFP's/Groups; Lost Revenue: \$14,000

Dates	Group	Hotel/Venue	Total Room nights	Attendance	Lost Business Revenue \$
July 27-Aug 1, 2021	Christian Communicators	The Riley Center	140	35	\$14,000
Total			140	35	\$14,000

*I spoke to this organization about coming to McKinney, however never officially received an RFP from them. They decided on Ft. Worth due to proximity to DFW airport

McKinney Economic Development Corporation

November 2020 Organizational Report

Peter Tokar
MEDC President

Organizational Report:

MEDC Board,

We are beginning to tabulate our end of the year metrics and have found we are doing better than expected. The pandemic has taken a toll on the economy, but I am pleased to announce we have survived better than most. I believe this is a testament to our community, the businesses in our community, and the leadership and cooperation we have demonstrated, all joining together to support McKinney. I am looking forward to reporting on our success this year and applaud the efforts of our staff to innovate during this time.

Organizational Updates

- MEDC Chairman Brian Loughmiller, Board members, City Manager Paul Grimes, and Staff attended the KVP Ribbon Cutting on October 23rd.
- Staff is continuing to work on the requirements for the MEDC application to be an Accredited Economic Development Organization (AEDO) via the International Economic Development Council (IEDC).
- Staff is planning a “Red Carpet Tour” for the AT&T Byron Nelson at TPC Craig Ranch. A list of targeted VIP’s to join the tour has been developed.
- Danny Chavez is a finalist for the “Innovation Advocate of the Year” award for the implementation of our Innovation Fund. The Innovation Fund has helped craft the innovation ecosystem in McKinney.
- We will begin searching for a new project manager to join our team in early December. This position will support our overall projects team and help manage the volume of new projects.

A. Organizational Activity Report (October 2020)

- *Total Leads: 9
 - Qualified Leads: 6
 - RFPs received: 2
 - RFPs responded to: 2
 - Total Pipeline Projects: 32
 - New Pipeline Projects: 3
- *Leads include RFPs, RFIs, and direct inquiries from site selectors, brokers, company representatives, etc.

B. Innovation Fund Projects

- Redwood

C. Technology & Infrastructure Update

- Staff is working with a third party to evaluate the East McKinney fiber extension and wireless coverage expansion, starting with the McKinney Grain Project.
- Staff is working with District 121 owners, developers, and a third party to future proof the development with dense fiber deployment, above ground wireless access points, and in building wireless solutions.
- Staff is continuing to work with AT&T Byron Nelson and Craig Ranch Intl. to ensure patrons and media alike have exceptional connectivity during the tournament.
- **Development Services:**
 - Staff is working with Development Services to better serve our customers and save City employee time.
 - MEDC is gaining access to EnerGov to track permits, applications, etc.
 - Development Services is assisting with developing a water/sewer utility specific GIS portal to ensure we can provide accurate utility information when requested.

D. Business Retention & Expansion (October 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

E. Marketing / Communications (October 2020)

Staff attended Bisnow: Future of DFW's Northern Suburbs in Allen on October 27th.

- **Marketing Update**
 - Marketing Trips: 0
 - Marketing Events: 1
- **Social Media Campaigns:** See attached report

F. Upcoming Events

- December 2nd, Chamber of Commerce/MEDC Business Development update, 11:30am, Zoom
- December 11th, MEDC Holiday Party, 6:30 pm, Ricks Chophouse

Social Media and Website Report

October, 1 – 31,
2020.

Social Media:

In October, we implemented the new social media schedule to better align with the current engagement trends. This caused a significant increase in engagement and followers. The most noticeable growth was Facebook, with 16.0%, followed by Instagram. We also saw a rise in our post comments, which means our audience responds well to internal news and showcasing the business development community.



LinkedIn:

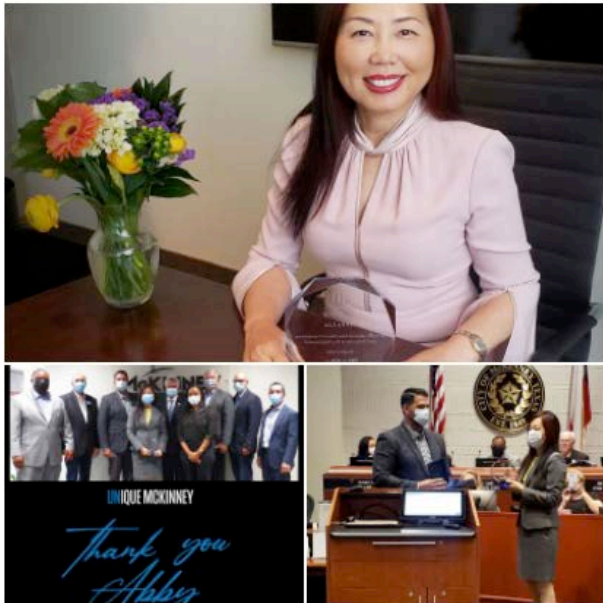
KVP and leadership's post had multiple interactions in both LinkedIn and Facebook.

EVP, Abby Liu's 10th year Anniversary

- Impressions: 1,217
- Likes: 42

McKinney Economic Development Corporation
390 followers
1w • 🌐

This week we awarded our Executive Vice President, Abby Liu, for her ten years of service! Abby is a valued employee and said, "I appreciate the opportunity to work at the MEDC and serve McKinney. It has been ...see more



42 · 12 Comments

Best of luck... Inspiring... Great to hear... Congrats... >

👍 Like 💬 Comment

Organic impressions: 1,217 Impressions Show stats ▾

KVP Ribbon Cutting

- Impressions: 398
- Likes: 18

McKinney Economic Development Corporation
390 followers
1w • 🌐

Sneak peek at today's **KVP International, Inc.** Ribbon Cutting event!
✂️ Stay tuned for more! 🎉
#uniquemckinney #relocation #workforce #headquarters #siteselection



18 · 1 Comment

👍 Like 💬 Comment

Organic impressions: 398 Impressions Show stats ▾

Website:

In October, the majority of website traffic continues to stem from 'Press Release Marketing' efforts. Our current target audience engages with relevant content, and new referral traffic sources have appeared, such as Texas EDC and McKinney Chamber.

SEPTEMBER

1,050 Total Visitors	1,070 Total Visits	1,810 Total Page Impressions	1.7 Avg Page Views	4.6 Avg Minutes On Site
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OCTOBER

952 Total Visitors	983 Total Visits	1,835 Total Page Impressions	1.9 Avg Page Views	5.1 Avg Minutes On Site
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Referrals and Top Pages:

Referral Traffic:

- LinkedIn
- Dallas Innovates
- Dallas Business Journal
- Business In Texas (Texas EDC)
- Dallas Morning New
- McKinney Chamber.

Top Pages Visited:

- Innovation Fund
- Leadership
- News – My Telemedicine
- History Of McKinney
- Subscribe (Newsletter.)
- Economic Incentive
- Demographics.



20-0920

TITLE: Update on HUB 121 (Project #18-05)

SUPPORTING MATERIALS:



20-1029

TITLE: President's Report

SUPPORTING MATERIALS:

[Grant Funds Awarded - FY21](#)

[Grant Funds Awarded - FY20](#)

[Social Media Metrics \(Oct 20\)](#)

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

[Final Report -- Wine Walk and Bier Walk](#)

**McKinney Community Development Corporation
Grants and Transfers - FY 21**

Category	Grant/Transfer	Amount
Promotional & Community Events	MCDC Discretionary Promotional	\$ 200,000.00
	Balance	\$ 200,000.00
Community Projects	MCDC Discretionary Community Projects	\$ 1,530,105.00
	Balance	\$ 1,530,105.00
Retail Development Infrastructure	MCDC Discretionary Retail Infrastructure	\$ 120,000.00
	Balance	\$ 120,000.00
Projects - Parks & Recreation	Project #20-13 - Funded from FY 21 Budget	\$ 5,500,000.00
	Oak Hollow Upgrades	\$ (200,000.00)
	Aquatic Improvements	\$ (300,000.00)
	New Senior Center	\$ (200,000.00)
	Park Renovations	\$ (1,000,000.00)
	Towne Lake Master Plan	\$ (300,000.00)
	Greens Neighborhood Park	\$ (200,000.00)
	Community Center Renovation	\$ (500,000.00)
	Finch Park Phase V Renovation	\$ (1,800,000.00)
	Town Center Enhancements	\$ (180,000.00)
	Senior Center	\$ (250,000.00)
	Umbrella	\$ (570,000.00)
	Balance	\$ -
City of McKinney Administrative Fee		\$ 175,000.00
		\$ (175,000.00)
	Balance	\$ -
MPAC Operations		\$ 500,000.00
		\$ (500,000.00)
	Balance	\$ -
Community/Economic Development/Partnership Projects	Funded from Fund Balance	\$ 21,000,000.00
	Balance	\$ 21,000,000.00

McKinney StarCenter Grant funds will be reclassified to fund balance. No agreement executed.
COVID-19 Business Recovery Grants was funded from fund balance - promotional funds
Project #20-08 District 121 LLC - funded from fund balance
Project #20-09 TUPPS Brewery Expansion and entertainment project funded from fund balance
Land Purchase for TUPPS projhect funded from fund balance

**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	\$ (13,324.90)
	#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	Funded from Fund Balance	\$ 38,000,000.00
	Project #20-01 McKinney Star Center	
	COVID-19 Business Recovery Grant	\$ (474,631.00)
	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 former McKinney Grain property	\$ (11,333,262.00)
	Land Purchase for TUPPS expansion (20-09)	\$ (2,648,493.00)
	Balance	\$ 21,503,364.00

McKinney StarCenter Grant funds will be reclassified to fund balance. No agreement executed.
COVID-19 Business Recovery Grants was funded from fund balance - promotional funds
Project #20-08 District 121 LLC - funded from fund balance
Project #20-09 TUPPS Brewery Expansion and entertainment project funded from fund balance
Land Purchase for TUPPS project funded from fund balance

MCDL 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
Sept '20	34/41	2696	217	4494	7391
Oct '20	39/47	2714	341	16265	19788

*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)

MCDL 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
Sept '20	1463	16	10	89	16
Oct '20	1463	16	6	146	9

MCDL 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
Sept '20	631	1,114	556	410	135	11
Oct '20	757	1,320	657	454	195	8

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, 10/23 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: Ghost Walk	30-Oct	10/15, 10/25, 10/28, 10/30			MCDC Website City Calendar		
Heritage Guild	II: Tour of Homes	December 5& 6	10/27, 11/3, 11/6			MCDC Website City Calendar		
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	3/12, 3/13 Wine & Music: 8/31, 9/23, 9/27, 10/7, 10/11, 10/16 Bier Walk: 9/4, 9/10, 9/15, 9/21, 9/25,			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, 9/19, 9/23, 10/19, 10/22, 10/24, 11/7 Chocolate Walk - 2/8 Black History at MPAC - 2/3 Krewe - 2/14, 2/17, 2/19, 2/21, 2/23	Parktoberfest - 8/26, 9/4		MCDC Website FB Events - Krewe, Juried Art, Arts in Bloom., Parktoberfest		R.Glew L.Jones
I: McKinney Lacrosse Club	Turlaxin' Tournament	October/ November	9/25, 10/1, 10/21, 10/23, 10/30			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 Into the Woods - 10/14, 10/23, 10/30			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		9/22, 10/2, 10/14, 10/21, 10/24, 10/25			MCDC Website		
MISD Athletics	NCAA D2 Championship	CANCELED (Possibly in Spring 2021)	10/22 (thru 2025)					
McKinney Rotary Club	Parade of Lights					MCDC Website City Calendar		
Byron Nelson	Byron Nelson	May 21	26-Oct			MCDC Website City Calendar		

Parks Dept	Events	Spring/Summer	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, 10/12, 10/12, 10/17, 10/20, 11/5, 11/7					
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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, 9/24, 9/25, 10/2, 10/29	<div>J.Brewer</div> <div>A.Richardson-Woods</div> <div>D.Bradford</div> <div>C.Schneible</div> <div>L.Jones</div>



McKinney Wine & Music Walk



McKinney October Bier Walk

Final Report



A GRANT WELL SPENT IN MCKINNEY, TX!

Thank you for supporting our TWO McKinney walks in Downtown McKinney with the advertising grant! The grant was put to excellent use and proved to be very effective in helping us promote the events!

First, Allow us to tell you about the McKinney Oktober Bier Walk!



The Walk sold out at 1500 participants! The event drove traffic to McKinney and participants spent their dollars with our local downtown merchants!

The merchants had an excellent day with many who had their shelves cleared out from the walks! A big WIN!

The non-profit partners were Embrace Texas/MYP who received a \$1,500 donation from the event and McKinney Main Street who received \$3,352.



Participants enjoyed tasting 20 beers, a vendor market at Mitchell Park, Live German style music all day and German cuisine pre-ordered from Rye.

It was a fun day in McKinney, TX for locals and many visitors!

Click [HERE](#) for the full photo album!



MCKINNEY WINE & MUSIC WALK

The McKinney Wine & Music Festival pivoted in 2020 to the McKinney Wine & Music Walk in Downtown McKinney!

The walk took place over two days and saw 1,500 on Saturday and 500 on Sunday! Participants included locals and visitors!

Participants tasted 20 unique wines around downtown while shopping and spending LOTS of money with our downtown merchants!



Other fun activities included **25 local musicians/groups** that played Saturday-Sunday spread out in downtown McKinney in white tents! It definitely showed how music friendly McKinney, Texas is!

Culinary demos took place throughout the day and a local vendor market was setup at Mitchell Park!



Our non profit Partners were Love Life Foundation and Warriors Keep. \$1500 was donated to Love Life and \$1,000 was donated to the Warriors Keep! Additionally we spent \$5,000 with the two downtown McKinney wineries purchasing wines for 4 of our wine stops!

It was a great day in McKinney for local businesses, residents and visitors!

Click [HERE](#) for the full photo album!

ADVERTISING & MARKETING

We followed our advertising plan shared with MCDC in our presentation!
Including radio, social media campaign, print ad, PR and local influencers!

Our approved print ads for Community Impact, Frisco Style and Prosper McKinney Living are below!



MCDC
MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION

MCKINNEY
COMMUNITY
DEVELOPMENT CORPORATION

M
MONOGRAM

Drummond
COMMUNITY
DEVELOPMENT CORPORATION

GOLD STAR
COMMUNITY
DEVELOPMENT CORPORATION

PRESTIGE
COMMUNITY CREDIT UNION

JOIN US IN HISTORIC DOWNTOWN MCKINNEY FOR THE MCKINNEY OKTOBER BIER WALK!

Saturday & Sunday October 3rd-4th

- 20 UNIQUE OKTOBERFEST BIER TASTINGS!
- YOU'LL RECEIVE A MCKINNEY OKTOBER BIER WALK TASTER & A MAP DIRECTING YOU ON YOUR BIER TASTING JOURNEY!
- MARKTPLATZ WITH AN ARRAY OF LOCAL VENDORS & ARTISANS!
- STROLLING ACCORDIONIST & POLKA MUSIC!
- DELICIOUS GERMAN INSPIRED CUISINE!



Sip. Shop. Socialize Safely.

This walk practices social distancing. Please be prepared to wear your mask when you are not enjoying your beverage! All merchants will be following their standard occupancy guidelines.

TICKETS ARE VERY LIMITED FOR SOCIAL DISTANCING!
\$30 REGISTER NOW: WWW.MCKINNEYBIERWALK.EVENTBRITE.COM
DON'T FORGET YOUR LEDERHOSEN AND DIRNDLS!

DAVIS
ENTERPRISES

MCDC
MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION

MYP
MCKINNEY YOUNG
PROFESSIONALS

Drummond
COMMUNITY
DEVELOPMENT CORPORATION

Embrace
www.EmbraceMcKinney.org



THANK YOU FOR SUPPORTING OUR EVENT!

We were able to achieve our event goals thanks to the support from MCDC!

The grant supported our efforts to bring fun and business to McKinney, TX! We are proud of the event and its success but we're mostly thankful that we were able to support so many local businesses in a year when it matters most.



We love the McKinney community and we love playing a small role in making it a FUN place to live, work and visit! Thank you for helping us achieve our mission of providing fun in the community while giving back.



Our receipts for \$10,000 are attached!

Thank you!

SBG Hospitality

20-1030



TITLE: Consider/Discuss/Act On MCDC Strategic Priorities for FY21.

SUPPORTING MATERIALS:

[Strategic Priorities Projects \(R\)](#)



Mission: *Mission: Work proactively, in partnership with others, to promote and fund community, cultural and economic development projects that maintain and enhance the quality of life in McKinney.*

Strategic Priorities – FY 20

Destination park

- Towne Lake Park (Design study)

Low income housing

- City of McKinney Housing and Community Development grant program to bring houses up to code
- Habitat for Humanity Cotton Groves
- Habitat for Humanity Home Repair
- St. James CME Church

Hike and Bike Trail development

- McKinney Parks Foundation (trail maintenance)

Network of parks and facilities

- Towne Lake Rec Center -Towne Lake Park
- Craig Ranch Athletic Complex/Craig Ranch Linear Park/Hub 121 and District 121
- Bonnie Wenk/Fitness/Ruschhaupt/Towne Lake/Greens of McKinney

Destination retail

- District 121
- Hub 121
- Tupps Brewery Expansion

Public transportation

- McKinney Dash (approved 2017)

Restore/refurbish existing parks and facilities

- McKissick
- Eubanks
- Hill Top

- Finch
- Fitzhugh
- Cottonwood
- Old Settlers Park
- Al Ruschhaupt
- Juanita Maxfield Aquatic Center
- Towne Lake Recreation Centre
- Senior Rec Center and Pool
- Wattle
- North Park
- Murphy
- Mary Will Craig
- E.A. Randles
- Winniford
- W. B. Finney
- Falcon Creek
- Oak Hollow Golf Course

Cultural District & East McKinney redevelopment

- Tupps Brewery Expansion
- East End Salvage
- Local Yocal BBQ & Grill
- Town Center – MPAC benches; signage
- Better Block in a Box
- Cultural District Neon Signs
- Chestnut Square improvements
- Heard Craig Center for the Arts
- Collin County History Museum

Large scale destination attraction

Community projects/facilities to support youth

- Boys & Girls Club
- Salvation Army
- City recreation facilities
- Bonnie Wenk Fitness Court
- Hugs Café Greenhouse

Signage

- Pedestrian digital signage (Parks – Town Center & Towne Lake)

Other

- Parks Master Plan
- Park Accessibility
- Parks & Rec bus
- COVID Small Business Recovery Grants
- Federally Qualified Health Center

Buy McKinney/My McKinney

- # McKinney Strong
- Promotional and Community Events to support business & tourism
- Advertising campaign
- Signage at MCDC funded projects