

McKinney Community Development Corporation

April 23, 2019



McKinney Community Development Corporation

Vision: A driving force for a premier quality of life in McKinney.

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.

Guiding Principles

- Serve ethically and with integrity
- Provide responsible stewardship
- Embrace our role and responsibility
- Honor the past – provide innovative leadership for the future
- Make strategic and transparent decisions that best serve the community



McKinney Community Development Corporation

Projects Eligible for Funding Consideration

- Projects Related to Recreational or Community (city-owned) Facilities
- Projects Related to Low Income Housing
- Professional and Amateur Sports and Athletic Facilities
- Entertainment, Tourist and Convention Facilities
- Public Parks and Open Space Improvements
- Mass Transit Related Facilities or Equipment
- Certain Airport Facilities
- Projects Related to the Creation or Retention of **Primary** Jobs (defined in the Local Government Code)
- Infrastructure Improvement Projects Necessary to Develop New or Expanded Business Enterprises (water, sewer, utilities)
- Certain types of Job Training to Further Economic Development (not “life skills or “career skills”) job specific, permanent positions created, market rate salaries paid
- Promotional Expenses that Advertise or Publicize the City for the Purpose of Business Development

Priorities

Strategic Priorities for Project Funding

- Destination park – includes performance venue
- Large scale, destination/entertainment facility
- Low income housing
- Hike and bike trails/connectivity
- Destination retail/dining/entertainment
- Public transportation (equipment/facilities)
- Restore/refurbish/update existing parks
- Redevelopment of Cotton Mill and Flour Mill
- Children's Museum
- East McKinney amenities
- Aquatic and fitness facility in northwest sector
- FQHC



Projects Funded

Total grant funding approved by MCDC Board since 1996 – more than \$150 million



A sampling of projects funded includes:

- \$36 million for Apex Centre
- \$50 million for land acquisition, city park and community facility development
- \$8 million for renovation of historic Collin County Courthouse – MPAC
- \$5.5 million for McKinney StarCenter
- \$4 million for McKinney National Airport



Projects Funded - *continued*



- \$1.9 million for Heritage Guild of Collin County - Chestnut Square projects
- \$ 2.7 million to Habitat for Humanity of Collin County for low income housing construction and repair
- \$1.5 million for Raytheon corporate headquarters relocation
- \$900,000 for McKinney Housing Authority - Newsome Homes and Merritt Homes projects
- \$587,722 to Heard Craig Center for the Arts
- \$546,292 to Heard Natural Science Museum



Promotional & Community Event Grants Funded

Supporting business development and tourism in McKinney

- Chestnut Square Farmers Market and Other Events
- McKinney Wine and Music Festival
- Empty Bowls
- Arts in Bloom
- Salsa Fest
- Crape Myrtle Trails 5K Run
- Home for the Holidays
- Rotary Parade of Lights
- Oktoberfest
- St. Patrick's Day 5K and Festival



Retail Development Infrastructure Grants

- Created as a pilot program to provide funding support for infrastructure improvements for landmark retail projects in McKinney
 - Landmark Retail – defined as buildings within the historic downtown area with boundaries that coincide with the “Cultural District” designation;
 - Retail development opportunities at locations that would be considered gateways into McKinney (e.g. Virginia and 75; 380 and 75; 380 and Hwy 5; Hwy 5 and Spur 399)
- Infrastructure improvements exterior to a property, necessary to promote or develop new or expanded business enterprises:
 - Sewer
 - Water
 - Electric Utilities
 - Gas Utilities
 - Drainage

Retail Development Infrastructure Grants

- **FUNDING**

- FY 19 (Beginning October 1, 2018) \$100,000 allocated to pilot program
- Maximum award will be 50% of total cost – up to a maximum of \$25,000 (match required)
- Funds may be used for materials, construction, licensed contractor fees
- Minimum of two bids to complete the work must be submitted with application

Retail Recruitment


- Consultant – The Retail Coach
- Focus areas:
 - Southgate (121 and 75)
 - Hub 121 (121 and Alma)
 - Lake Forest and 121
 - Stacy and 121
 - Historic Downtown Cultural District
 - The Avenues at McKinney (380 and Custer)
 - Hardin and 380
 - Lake Forest and 380
 - Northgate (Laud Howell Parkway and 75)
- Advertising
 - ICSC (RECon; Red River States Conference and Deal Making)
 - RED News
 - Texas Real Estate Business

Advertising


Buying local is worth every cent

Every time you **shop and dine** in McKinney, sales tax revenue stays in our community to support **economic development and quality of life projects and events.**


It's money well spent.




McKinney National Airport PBO & Coastal Terminal




The Creamery Expansion



McKinney High School




Arts & Community Center



McKinney West Playground

McKinney Community Development Corporation

McKinneyCDC.org



**MCKINNEY, TEXAS
RETAIL DESTINATION**



Brew Pub

HUB 121: 22 ACRES AT S.H. 121 AND ALMA RD.

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| <p>POPULATION</p> <p>393,768</p> <p>2019 ESTIMATED RETAIL TRADE AREA POPULATION</p> <p>AVERAGE HOUSEHOLD INCOME</p> <p>\$134,813</p> | <p>POTENTIAL RETAIL SALES</p> <p>\$5,453,957,105</p> <p>ACTUAL SALES</p> <p>\$2,826,322,052</p> <p>RETAIL OPPORTUNITY</p> <p>\$2,627,635,053</p> | <p>± 10 MILLION SQUARE FEET</p> <p>IN EIGHT NEW HIGH-PROFILE RETAIL DEVELOPMENT OPPORTUNITIES IN MCKINNEY</p> |
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McKinneyCDC.org

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