



McKinney Community Development Corporation Agenda

Thursday, October 22, 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

20-0911 [Oath of Office for Reappointed Board Members](#)

[Jackie Brewer](#)

[Rick Glew](#)

[Kathryn McGill](#)

[Angela Richardson-Woods](#)

20-0912 [Election of Officers](#)

[Chair](#)

[Vice Chair](#)

[Secretary](#)
[Treasurer](#)

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

If you wish to address the Board on a posted item on this agenda, please fill out a "Request to Speak" card and present it to the Clerk before the meeting. Pursuant to Section 551.007 of the Texas Government Code, any person wishing to address the Board for items listed as public hearings will be recognized when the public hearing is opened.

Speakers wishing to address the Board regarding any non-public hearing item on this agenda shall have a time limit of three (3) minutes per speaker, per agenda item. The Board Chair may reduce the speaker time limit uniformly to accommodate the number of speakers or improve meeting efficiency.

CONSENT ITEMS

This portion of the agenda consists of non-controversial or housekeeping items required by law. Items may be considered individually by the Board or Commission member making such request prior to a motion and vote on the Consent Items.

20-0913 [Minutes of the McKinney Community Development Corporation Meeting of September 28, 2020.](#)

Attachments: [Minutes](#)

20-0914 [Minutes of the McKinney Community Development Corporation Project Grant Subcommittee Meeting of September 22, 2020.](#)

Attachments: [Minutes](#)

20-0915 [Minutes of the McKinney Community Development Corporation Project Grant Subcommittee Meeting of October 1, 2020.](#)

Attachments: [Minutes](#)

20-0916 [Minutes of the McKinney Community Development Corporation Project Grant Subcommittee Meeting of October 8, 2020.](#)

Attachments: [Minutes](#)

20-0917 [Consider/Discuss/Act 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.](#)

Attachments: [Proposal](#)
 [Resolution](#)

REPORTS

20-0918 [Financial Report](#)

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

20-0919 [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 \(Project #18-05\)](#)

20-0921 [President's Report](#)

Attachments: [Grant Funds Awarded - FY20](#)
 [Social Media Metrics](#)
 [Grant Promotions](#)
 [Final Report -- Kiwanis Triathlon](#)

20-0922 [Training on Type B Corporate Requirements: Type B Permissible Projects and Related Issues](#)

Attachments: [Presentation](#)

REGULAR AGENDA

20-0923 [Consider/Discuss the Apex Centre Operational Status and Expansion and Renovation Study Results prepared by Brinkley Sargent Wiginton Architects, Inc. \(BSW\) of Dallas, Texas.](#)

Attachments: [Presentation](#)

20-0924 [Conduct a Public Hearing and Consider/Discuss/Act 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.](#)

Attachments: [Parking Lot Expansion](#)

20-0925 [Update on Marketing Initiatives for McKinney Community Development Corporation](#)

Attachments: [Presentation](#)

20-0926 [Consider/Discuss/Act on MCDCC Strategic Priorities for FY 21](#)

Attachments: [Strategic Priorities](#)
[Strategic Priorities-Projects](#)

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

Project 18-05 HUB 121

Project 20-08 District 121

Project 20-09 TUPPS

ACTION ON EXECUTIVE SESSION

ADJOURN

Posted in accordance with the Texas Government Code, Chapter 551, on the 16th day of October, 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>.

20-0911



TITLE: Oath of Office for Reappointed Board Members

Jackie Brewer

Rick Glew

Kathryn McGill

Angela Richardson-Woods

SUPPORTING MATERIALS:

20-0912



TITLE: Election of Officers

Chair

Vice Chair

Secretary

Treasurer

SUPPORTING MATERIALS:

20-0913



TITLE: Minutes of the McKinney Community Development Corporation Meeting of September 28, 2020.

SUPPORTING MATERIALS:

[Minutes](#)

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

SEPTEMBER 24, 2020

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on September 24, 2020 at 8:00 a.m.

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

SEPTEMBER 24, 2020

The McKinney Community Development Corporation met in regular session in the Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on September 24, 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, John Mott and Deborah Bradford.

Absent: Board Member David Kelly.

City Council Members Present: Councilman Scott Elliott.

Staff Present: President Cindy Schneible, City Manager Paul Grimes, Financial Compliance Manager Chance Miller, Director of Parks and Recreation Michael Kowski, Main Street/MPAC Director Amy Rosenthal, Visit McKinney Sales Manager Vanesa Rhodes, MEDC President Peter Tokar and Environmental Education Coordinator Martha Cavazos-Fipps.

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 is National Punctuation Day. She invited everyone to spend a moment reflecting on community.

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

Chairman Brewer called for a motion on the Consent Items. Board members unanimously approved a motion by Board member Mott, seconded by Treasurer Richardson-Woods, to approve the following consent items:

- 20-0825** Minutes of the McKinney Community Development Corporation Meeting of August 27, 2020.
- 20-0826** Minutes of the McKinney Community Development Corporation Project Grant Subcommittee Meeting of August 24, 2020.
- 20-0827** Minutes of the McKinney Community Development Corporation Project Grant Subcommittee Meeting of September 10, 2020.
- 20-0828** Chairman Brewer called for the Financial Report. Financial Compliance Manager Chance Miller stated that \$38,000 in community grants were paid in August along with \$700,000 in Parks projects and \$1.5 million in debt service. August showed a net decrease of \$665,000, but MCDC still shows a net gain of \$5.6 million for the fiscal year. August sales tax, which reflects June sales, showed a 15.7% increase over 2019, bringing the year-to-date sales tax revenue to about 13.1% above 2019. A sales tax revenue comparison for August 2019 to August 2020 for sister cities showed an 8.9% increase for Allen, a 9.7% increase for Frisco and 1% increase for Plano. Mr. Miller asked for questions, and there were none. Chairman Brewer asked for questions on the Checks Issued Report, and there were none.
- 20-0829** Chairman Brewer called for Board and Liaison Updates.
- Board Chair. Chairman Brewer suggested that the Board participate in the Adopt-A-Spot program by adopting Bonnie Wenk Park, and reminded the Board that this would require a commitment of time. Treasurer Richardson-Woods asked about the required frequency of clean-up. Michael Kowski, Director of Parks and Recreation responded that there is no minimum requirement and that clean-up is performed as needed. Treasurer Richardson-Woods asked if there were any designated workdays throughout the year, and Mr. Kowski stated that Parks hosts an event every year. Chairman Brewer also suggested that

the Board could possibly work alongside McKinney Parks Foundation at times. Treasurer Richardson-Woods suggested that we have a calendar of dates. MCDC Administrative and Marketing Coordinator Linda Jones stated that she would coordinate the program for the Board and set a calendar in advance. There was consensus to move forward with adopting Bonnie Wenk Park for participation in the Adopt-a-Spot program.

City of McKinney. City Manager Paul Grimes announced that the FY21 budget was adopted on September 15. The fiscal year starts on October 1, 2020 and runs through September 30, 2021. The budget is \$640 million for all funds with \$159 million for the general fund. Mr. Grimes added that there are several development projects in early stages. Mr. Grimes also reminded board members the Byron Nelson Golf Tournament will be held in McKinney in May 2020. Information was shared regarding the selection of a new ERP (Enterprise Resource Planning) system and that integration throughout the City will begin in October. Mr. Grimes stated that City Council had authorized up to \$5.6 million of Federal CARES Act funding for small businesses with a limit of up to \$25,000 per business. The City partnered with Frisco and Allen for the program administered by the National Development Council. About 187 grants will be awarded totaling approximately \$4.2 million. He emphasized that the need is still great for small businesses and added that Collin County has allocated \$15 million for small businesses and may be adding another \$10 million to their grant program. Mr. Grimes asked for questions. Chairman Brewer shared her appreciation for the City and County working together to award the grants. Mr. Grimes shared that the intergovernmental cooperation between Federal, States, Counties and Municipalities has been showcased positively in this program, as all parties moved quickly to qualify eligible applicants and disburse grant money. He complimented the County on its leadership of

the program. Treasurer Richardson-Woods inquired about checks and balances for the grant program regarding how funds awarded were used. Mr. Grimes stated that there was a prequalification process, but no restriction on how the grant is used as long as it is to support the business. He added that the program was designed to get money to small businesses quickly while still being able to withstand the scrutiny of an audit. Mr. Grimes stated that the Federal grants were intended for smaller businesses. Vice Chairman Glew complimented Mr. Grimes and the City team on the professionalism, detail and care they take as they do their jobs.

Visit McKinney. Sales Manager Vanesa Rhodes shared that the Texas Travel Alliance is preparing for the 87th legislative session and is focusing on promoting travel, economic growth, workforce development, transportation infrastructure, safety and security, and accessibility. She thanked the Chamber and Leadership McKinney Alumni for partnering with Visit McKinney to sponsor the 9/11 Patriot's Day walking memorial tribute at Mitchell Park. She thanked Mayor George Fuller and Maylee Thomas Fuller, Chief Kistner, Chief Conley and Chief Taylor for their assistance with the program. The Visit McKinney promotional grant deadline has been extended to October 19. Applications can be found at VisitMcKinney.com. Ms. Rhodes encouraged everyone to follow @mycurlyadventures on Instagram, a travel blogger with over 80,000 followers who will be in McKinney over the weekend and will be highlighting her visit. She thanked the Neathery Estate and The Grand for hosting them.

McKinney Economic Development Corporation. President Peter Tokar stated that MEDC has many projects in the pipeline. He announced an agreement with Kaizen Development to build a 200,000 square foot speculative office building at District 121. He also shared that RPMX will be building new corporate headquarters at Craig Ranch Corporate

Center. The building will be about 90,000 square feet, with about half available for commercial lease. Mr. Tokar stated that even with the pandemic, the MEDC's project portfolio has grown exponentially. He added that they are seeing great success with the Innovation Fund, which is designed to support smaller technology companies who have a viable product, have secured funding and are in early stages of growth. The goal is to develop an innovation economy in McKinney. Mr. Tokar shared that MEDC held a strategic planning session with an outside facilitator to review organizational strategy and KPIs. They have adopted 2021 KPIs, and the overarching goal is to transition the organization's efforts to the current and future needs of McKinney, focusing on corporate headquarters, advanced manufacturing, technology and innovation, and mixed-use destination development. Mr. Tokar asked for questions. Vice Chairman Glew asked about the status of technology incubators in McKinney. Mr. Tokar clarified that Tech Culture McKinney is a technology co-working space that provides opportunities for technology companies to collaborate with like-minded businesses. He stated that MEDC's goal is provide similar opportunities to include mentoring and access to capital. Mr. Glew specifically asked about MEDC's plans to build an actual incubator, and Mr. Tokar stated they are currently working on a plan for the Kaizen building. Board member McGill inquired whether there is a component for educational training in the IT and STEM sector, and Mr. Tokar stated that the Innovation Fund includes a skills development fund for training and cyber security clearance certification. Board member McGill added that there are some fast track educational programs for veterans and non-college bound students.

McKinney Main Street/MPAC. Director Amy Rosenthal announced that Parktoberfest is Saturday at the Cotton Mill and will feature Maylee Thomas Band, keg tapping with TUPPS, a stein holding competition with

McKinney fire and police personnel, food trucks and polka music performed by Brave Combo. Better Block in a Box will be delivered Monday, September 28. It will be parked on Kentucky Street, and an artist will be painting a mural on the exterior. Saturday, October 3, downtown events include the Oktober Bier Walk and a Bavarian Bier Garden with a menu created by Harvest. Ms. Rosenthal shared that the strolls and walks that have been coordinated by SBG have attracted many visitors to the area and have helped boost sales for businesses. She added that the McKinney Wine Walk is scheduled for October 17-18. On October 30, Main Street is hosting an outdoor screening of Rocky Horror Picture Show at the Sheraton McKinney hotel. Board members McGill and Richardson-Woods expressed thanks to the Main Street team for their creativity and enthusiasm during COVID. Ms. Rosenthal credited her entire staff and the MCDC Board for their teamwork. Secretary Barnes-Tilley shared appreciation for the number of smaller events that have been created in absence of the big events. Vice Chairman Glew shared that he was able to accompany Ms. Rosenthal on visits with store owners during SBG's Margarita Stroll. He was encouraged to hear that shop owners appreciate the events and that they have seen an increase in patrons and sales because of these events. Treasurer Richardson-Woods also shared that she was impressed by the organization and energy of the Margarita Stroll and would encourage SBG to consider extending the times.

McKinney Parks and Recreation. Director Michael Kowski shared that Cottonwood Park, Finch Park, Senior Recreation Center renovations and Old Settlers renovations projects will all be complete in the next few months. He added that they are planning to host the annual tour of parks and facilities projects and information regarding date and plans will be forthcoming. Mr. Kowski shared that the McKinney Kiwanis Triathlon took place over the past weekend at Apex Centre with 300 athletes. It

was a high-energy event, people were glad to be outside exercising, and feedback was all positive. Mr. Kowski announced that Parks is hoping to introduce more outdoor events and classes. He added that the Fitness Court has been one of the best additions to the Parks system. Mr. Kowski took an informal survey of Fitness Court users and learned that bicycle racks and shade would be welcome additions. Parks is adding a shade structure over the pad this weekend. They are also adding shade structures to the All-abilities Playground. He credited the Parks team for continually striving to be better. Mr. Kowski stated that he and other executive staff worked alongside McKinney Parks Foundation for cleanup at McKinney Greens. He thanked the Board for their support of the Foundation. Mr. Kowski shared that Tim White, Parks Maintenance Superintendent, is retiring after 30 years with the City. He expressed appreciation to Mr. White for his years of service, and shared that McKinney had a population of just over 20,000 when Mr. White started with the City, and his contribution to Parks has been tremendous. They have started the search for a new superintendent and have received over 90 applications from all over the U.S., a testament to McKinney's reputation. Mr. Kowski asked for questions. Chairman Brewer asked if there were plans for a second Fitness Court. Mr. Kowski shared that grants had been secured for two more Fitness Courts that will be installed within the next year or so. He also shared that the National Fitness Campaign has highlighted McKinney on their website as a national level city partner. Treasurer Richardson-Woods complimented Parks on the City's immaculate parks and thanked Mr. Kowski for being a leader who encourages staff to be their best.

20-0830 Chairman Brewer called for the President's Report. President Cindy Schneible called attention to the social media metrics and credited Linda Jones for her continued focus on social media outreach that has resulted

in an increasing number of friends and followers for MCDC. She directed the Board to the Heritage Guild final report, which included great photos of events funded through the grant. Ms. Schneible shared MCDC strategic priorities for projects and asked the Board to be prepared to discuss those next month. Included in the priorities was the BUY McKINNEY campaign created and launched in late 2019. The city's communications and marketing team will provide an update on the impact of that initiative at the October meeting. Another item on the agenda for October is the annual Type B training and refresher course. Ms. Schneible added that an Open Government training is being offered tonight for any Board members who would like to attend. Ms. Schneible shared that the Chamber State of the City event will be a virtual event on November 5. In November, we will be accepting applications for Promotional Grants and Quality of Life nominations. She asked the Board to be considering who they may want to nominate for Quality of Life. She reminded the Board that members reappointed to a new term will be sworn in at the October meeting and that election of officers will also take place that day. Ms. Schneible asked for questions. Vice Chairman Glew asked about the next Project Grant cycle, and she responded that applications will be accepted December 1 through 30 and presentations will be made to the board in January.

20-0737 Chairman Brewer called for a 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 sf of retail/restaurant space (29,725 sf Phase I; 8,000 sf Phase II). Miles Prestemon with Craig International provided an update on the project including Kaizen's announcement of their office building to be located at District 121 in partnership with MEDC and the City. Additionally, District 121 held a kickoff meeting with City staff and Kaizen on August 26 which laid out a process and roadmap for Kaizen's building and permitting process. Mr. Prestemon thanked all City departments who participated in the meeting. It was a great introduction to the City for Kaizen partners. Based on direction from that meeting, District 121 submitted a site plan to the City on September 8 and began work on the infrastructure engineering design. They expect to submit the infrastructure design and final plat to the City for approval in early October. Mr. Prestemon added that RPMX is secured for a 4.431-acre site, Van Trust is secured for a 115,000 square foot building and Independent Bank is beginning its second phase. He reiterated that the Kaizen and RPMX buildings will both provide some speculative office space. He presented the current site plan and discussed progress as follows: Parkside is finishing its fifth phase, Cole Park has completed its first phase of urban residential,

Axiom at HUB 121 has been open for about three months and is nearing completion of frontage retail, steel is going up on HUB 121, and SRS is opening its 100,000 square foot building in a few weeks. Mr. Prestemon compared the original and current site plans, stating that the main change was to square off the parking garage design. The new plan reduces the size of the garage, eliminates wasted space and reduces costs by about \$2 million. He added that they are still concentrating on the retail surrounding the park. The new design reduces the retail square footage by about 27% but provides more frontage around The Commons than the prior design. Office space and space for a hotel has been maintained. Mr. Prestemon added that the core of the development is still the retail area, and the office/hotel space provides some flexibility to adapt to the market. Included in Phase 1 will be infrastructure for sewer and storm water coming in from the southeast corner, roads including deceleration lanes and entrance lanes, fire lanes, the park and at least three of the retail buildings. Vice Chairman Glew asked about the flexibility of the space if market data shows that a hotel is not viable. Mr. Prestemon shared that the space allocated for a hotel could be redesigned for viable retail and/or office space, especially since it provides frontage to 121. He added that Kaizen would like to have a hotel on the site. He shared renderings of the eight-story Kaizen building, the overall development, and the retail-surrounded park/Commons area. Mr. Prestemon added that The Commons will include a grass area, LED screen for events and background videos, kiosks, outdoor rooms with cushioned seating and fire pits. He speculated that the Better Block in a Box could potentially be used for small events. One of the plans for the site is a digital board along 121 to promote District 121 and City events. Vice Chairman Glew asked about the possibility of use of the digital board, on a pro bono basis, for large and small events sponsored by MCDC. Mr. Prestemon agreed that it would be a great use of advertising.

Mr. Prestemon showed a few photos depicting a vision for McKinney Station from similar-type developments. He added that McKinney Station is still an idea under discussion that would include entrance monuments, special lighting, landscaping and art that could help define the area as an entertainment district and enhance the intersection at Alma and Henneman Way. He reminded the Board that District 121 is a pedestrian area with about 6,000 people living close to District 121 and HUB 121, adding that a ten-foot wide hike and bike trail currently exists along Henneman Way. There are plans to build a linear park through the corporate center. Other hike and bike trails are under construction to link the district to the soccer complex and the Compass Pavilion recently completed by Craig Ranch. Mr. Prestemon asked for questions. Vice Chairman Glew asked about the project completion by year two of the Byron Nelson, and Mr. Prestemon stated that the goal is to be open for business by May 2022 and for construction to be well underway before the 2021 Byron Nelson. Chairman Brewer asked if the Kaizen building and The Commons will be under construction at the same time. Mr. Prestemon clarified that The Commons build out is about four to six months shorter than the Kaizen building, so construction will be timed for completion of all of Phase 1 at about the same time. He added that infrastructure should begin in December 2020 or January 2021. Vice Chairman Glew asked President Schneible to explain the square footage differences to the Board. President Schneible stated that the reason the project was brought back to the Board is two-fold. First, The Commons area was reduced slightly from .7 to .65 acre. Second, the square footage of total retail space was reduced by about 27%. The retail area around the park area was also reduced from the plans presented with the project grant application, but by a smaller percentage. Chairman Brewer called for public comments, and there were none. Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Vice

Chairman Glew, to close the Public Hearing. Board members unanimously approved a motion by Chairman Brewer, seconded by Board member McGill, to approve amended 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 adjacent to Craig Ranch that will include a minimum of 36,725 sf of retail/restaurant space (29,725 sf Phase I; 7,000 sf Phase II).

20-0831 Chairman Brewer called for consideration/discussion/action 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. President Schneible explained that this project was on target to be completed on time, prior to COVID. But when the project was put on hold due to the pandemic, some of the bids for components of the project expired and had to be re-bid. The original completion date was October 31 of this year. Boys & Girls Club is asking for an extension to February 28, 2021 for completion of the approved

project. Board members unanimously approved a motion by Vice Chairman Glew, seconded by Treasurer Richardson-Woods, to approve the extension.

20-0832 Chairman Brewer called for an update on the McKinney Monarch Initiative. Martha Cavazos-Fipps, Environmental Education Coordinator, introduced herself and explained that her position is housed within the Public Works Department and her main responsibility is water conservation, watershed protection, litter abatement, beautification and recycling. She thanked the Board for their support of the Newcomer Event, which is tailored to area newcomers. Attendee data showed that new residents came from 48 states and 27 countries. Ms. Cavazos-Fipps is hopeful that they will be able to host the event in 2021. She shared the goals of the Monarch Initiative which include raising awareness of the decline in monarchs, educating residents about creating habitats for monarchs and improving the monarchs' corridor through North Texas. Monarchs migrate about 2,500 miles annually to Mexico and California. Monarchs weigh about the same as a paperclip, and their lifespan is about two to six weeks during breeding season. The monarch is a Texas State Insect. Monarchs are an indicative species, that demonstrate a balanced ecosystem when they are doing well. She shared that the eastern migration monarch population has declined over 90% in the last twenty years, while the western migration has declined 99%. Chairman Brewer asked if there is a known reason for the monarch population's rise in 2003 and 2004, and Ms. Cavazos-Fipps replied that weather is the biggest factor. She explained that the National Wildlife Federation's Mayors Monarch Pledge program provides municipalities an opportunity to commit to helping the monarch's plight through education and habitat creation. McKinney became part of the program in 2018. Ms. Cavazos-Fipps discussed one reason for monarch decline is that while landscapes

rich in organic material and species of flowers that attract pollinating insects support monarchs, conventional home landscaping includes mostly evergreen non-flowering plants. Additionally, roadsides are mowed, concrete roads are expanding, and insecticides are used more widely. City of McKinney initiatives include an educational brochure in English and Spanish, an educational website that includes a garden checklist, a newsletter, educational seminars, organization presentations and partnerships with Collin County Master Gardeners and the Heard Museum plant sales. Additionally, a partnership with Texas A&M AgriLife makes UPlantIt garden boxes available. There are now over 100 UPlantIt gardens throughout McKinney. This year's Adopt-A-Plant program provided plants grown by Hugs Greenhouse to more than 100 residents. The Monarchs of McKinney Public Art Program is a partnership with Main Street, the Texas Commission for the Arts, the McKinney Arts Commission and the City of McKinney. The program received 50 applications, and eight butterfly sculptures have been installed throughout the Cultural District. The Public Art Program website links each sculpture to its location and the story behind the artwork. Plans are to add monarch facts to each sculpture pole with a QR code that leads to the website for more information. Ms. Cavazos-Fipps stated that they also participate in citizen-science efforts including one that tags butterflies and traces their migration. She announced that they will be hosting a hummingbird gardening seminar on September 29. She encouraged the Board to subscribe to the Green McKinney newsletter. Ms. Cavazos-Fipps shared that residents will approach her booth at events because of the butterfly promotions, which opens the door to educate them about water conservation, watershed protection and recycling. She asked for questions. Vice Chairman Glew asked about the makeup of the UPlantIt box, and Ms. Cavazos-Fipps stated that the box is comprised of perennials. Vice Chairman Glew shared information

about butterfly benches he saw at the Ladybird Johnson Wildflower Center, and Ms. Cavazos-Fipps agreed that the benches could be a beautiful addition to the project initiatives. She added that the City of McKinney is in the Leader Circle of the National Wildlife Federation program, and the goal is to become a Champion City. As of now, there are only three Champion Cities in the country, and all three are in Texas. Board member McGill complimented Ms. Cavazos-Fipps on the overall program and asked if they are reaching out to homeowners' associations. Ms. Cavazos-Fipps agreed that it would be great to get HOAs involved, and she is working with Dana Riley in Neighborhood Services to educate residents and HOAs. She credited resident involvement, interest and leadership to the success of the initiative thus far. Chairman Brewer encouraged Board members to share what they've learned with their HOAs. Treasurer Richardson-Woods complimented Ms. Cavazos on her presentation, and Ms. Cavazos reminded Board members that it's not too late to purchase a UPlantIt garden box.

Chairman Brewer recessed the meeting into Executive Session at 9:52 a.m. in accordance with the Texas Government Code. Items to be discussed under Section 551.087 regarding economic developments were Project FPS, Project 20-08 District 121, Project 20-09 TUPPS Brewery and Project 18-05 HUB 121.

Chairman Brewer reconvened the Board meeting back into regular session at 11:30 a.m.

Board members unanimously approved a motion by Chairman Brewer, seconded by Treasurer Richardson-Woods, to approve the lease by and between the MCDC and TUPPS and authorize the execution thereof, including any related documents.

Board members unanimously approved a motion by Treasurer Richardson-Woods, seconded by Board member Mott, to adjourn. Chairman Brewer adjourned the meeting at 11:36 a.m.

MARY BARNES-TILLEY
Secretary

20-0914



TITLE: Minutes of the McKinney Community Development Corporation Project Grant Subcommittee Meeting of September 22, 2020.

SUPPORTING MATERIALS:

[Minutes](#)

**McKinney Community Development Corporation
Project Grants Subcommittee
September 22, 2020**

The McKinney Community Development Corporation Project Grants Subcommittee met at 5:00 p.m. on September 22, 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 and MCDC Administrative and Marketing Coordinator Linda Jones.

Mr. Tokar shared that the MEDC board is prepared to move forward in negotiations regarding Project FPS. He presented MEDC's preferred funding scenario. Discussion followed centering around the project, the industry, the current corporate and retail economic environments and the funding proposals.

Mr. Tokar will present the project and funding proposal to the full MCDC Board during Executive Session on September 24, 2020.

The meeting was adjourned 7:26 p.m.

Mary Barnes-Tilley, Secretary

20-0915



TITLE: Minutes of the McKinney Community Development Corporation Project Grant Subcommittee Meeting of October 1, 2020.

SUPPORTING MATERIALS:

[Minutes](#)

**McKinney Community Development Corporation
Project Grants Subcommittee
October 1, 2020**

The McKinney Community Development Corporation Project Grants Subcommittee met at 5:00 p.m. on October 1, 2020, in The Grand Hotel ballroom located at 114 W. Louisiana Street, McKinney, Texas.

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

Staff present: MCDC President Cindy Schneible, Assistant City Manager Kim Flom and MCDC Administrative and Marketing Coordinator Linda Jones.

The Project Grant subcommittee met with Rick Wells and members of his leadership team to discuss a restaurant project in Downtown McKinney. Mr. Wells provided background on the various restaurant partnerships including nonprofits and discussed key components of their company's mission including sustainability, education and local resourcing.

The subcommittee members had an opportunity to ask questions and tour the building being renovated for this project. Mr. Wells indicated that he is in conversations with other city entities and will follow-up with MCDC once he has a better understanding of avenues for project funding he may pursue.

The meeting was adjourned at 7:00 p.m.

Mary Barnes-Tilley, Secretary

20-0916



TITLE: Minutes of the McKinney Community Development Corporation Project Grant Subcommittee Meeting of October 8, 2020.

SUPPORTING MATERIALS:

[Minutes](#)

**McKinney Community Development Corporation
Project Grants Subcommittee
October 8, 2020**

The McKinney Community Development Corporation Project Grants Subcommittee met at 5:00 p.m. on October 8, 2020, in the MCDC offices at 5900 S. Lake Forest Blvd., Ste. 110, McKinney, Texas.

MCDC board members present: Chairman Jackie Brewer and Vice Chairman Rick Glew in person and Board member Kathryn McGill via Zoom conferencing.

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

The Project Grant subcommittee met with to learn about a potential entertainment/restaurant development project in McKinney. A potential site was discussed and conceptual plans and layout were reviewed.

The meeting was adjourned at 7:05 p.m.

Mary Barnes-Tilley, Secretary

20-0917



TITLE:

Consider/Discuss/Act 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.

SUPPORTING MATERIALS:

[Proposal](#)

[Resolution](#)

October 8, 2020

Cindy Schneible, President
McKinney Community Development Corporation
5900 S. Lake Forest Dr
Suite 110
McKinney, Texas 75070

RE: Proposal for Owner's Representative Services
TUPPS Brewery

Dear Ms. Schneible,

I am pleased to provide this proposal to you for Owner's Representative Services for a project tentatively known as TUPPS Brewery/The Granary in McKinney.

Scope of Services

SPINELLI Construction Services will provide one person (Brenda Spinelli) for hours determined as needed for a period of eighteen months, understanding that the actual schedule may vary with the needs of the projects. It is understood that Owner's Representative will be available to work from SPINELLI Construction Services offices or the Project Site.

The Scope of Services may include the following:

- Meeting with MCDC to review the scope of the Projects, establish Project procedures and become familiar with the Project and specific concerns
- Assist, as needed, in coordinating with the project teams, other consultants and vendors
- Attendance at meetings which may include the Architect, Engineers, Contractor, other Consultants and vendors, and the Authorities having Jurisdiction
- Review of meeting minutes published by the Architect and/or Contractor for accuracy
- Provide general construction observation, review progress and communicate to MCDC on a regular basis and generally on the work performed, quality of workmanship, observed conflicts and deficiencies
- Review pay applications and provide recommendations to MCDC
- Receive, provide general review and comments on Project documents as needed
- In conjunction with the Contractor, who has prime contractual responsibility, the Owner's representative shall review and advise the MCDC concerning the adequacy of the Contractor's personnel and equipment and availability of materials and supplies to meet the Contractor's schedule in relation to the Project Schedule
- Coordinate with the Architect and Contractor in review of the work to enable the Architect to determine the date of Substantial Completion, generate punch list, recommendations for rejection and replacement of non-conforming work, observe the testing and start-up of systems and equipment

Additional services include tasks not specifically mentioned above: If called upon to provide other services SPINELLI Construction Services may prepare a separate scope and fee proposal for additional services at the Owner's Request for approval prior to services being performed.

The Scope of Services does not include the following items which can be provided as an Additional Service:

- Technical Review and comments of Design and Construction Documents
- Technical Review and comments/responses to Submittals, Requests for Information, Non-Conformance Reports or Technical Construction Observations
- Environmental Compliance Monitoring
- LEED Certification Services
- Cost Estimating
- Accounting Services
- Scheduling Services

SPINELLI Construction Services does not assume any responsibility or liability for performance of the design and construction services or the compliance with statutes, rules, regulations and applicable code. SPINELLI Construction Services shall have no influence over the construction means, methods, techniques, sequences, safety or procedures. SPINELLI Construction Services shall not bear any responsibility or liability for defects or deficiencies or for the failure to so detect.

Compensation:

The Fee is an hourly rate of \$165/hour and shall be billed for actual hours spent.

It is assumed a time commitment of an average of 15 hours per week (1170 hours) for eighteen months equal to \$193,050.

MCDC may request services for up to an additional 6 months at the same hourly rate.

Reimbursable Expenses which may include printing, plots, postage, handling and delivery, additional requested labor costs and any other expenses incurred will be billed with a 10% multiplier.

Frequency of Invoicing and Terms of Payment:

SPINELLI Construction Services shall submit invoices monthly. Payment shall be made within 30 days after receipt of invoice and acceptance of services rendered.

Respectfully,
SPINELLI Construction Services



Brenda Spinelli, CDT, LEED AP
President

RESOLUTION NO. 2020-10-22-20

A RESOLUTION OF THE BOARD OF DIRECTORS OF THE MCKINNEY COMMUNITY DEVELOPMENT CORPORATION, A TYPE B ECONOMIC DEVELOPMENT CORPORATION, AUTHORIZING AWARD OF A CONTRACT TO SPINELLI CONSTRUCTION SERVICES (SCS) FOR OWNERS REPRESENTATION SERVICES FOR MCDC PROJECT 20-09, THE TUPPS BREWERY EXPANSION PROJECT.

OF EIGHT (8) BENCHES TO BE LOCATED AROUND THE MCKINNEY PERFORMING ARTS CENTER IN AN AMOUNT NOT TO EXCEED THIRTY-SIX THOUSAND EIGHT HUNDRED AND NO/100 DOLLARS (\$36,800.00), AUTHORIZED BY SECTION 505.152 OF THE TEXAS LOCAL GOVERNMENT CODE; AND PROVIDING FOR AN IMMEDIATE EFFECTIVE DATE.

WHEREAS, The McKinney Community Development Corporation has determined the need for Owners Representation services related to MCDC Project #20-09, the TUPPS Brewery expansion project; and,

WHEREAS, the Board of Directors of the McKinney Community Development Corporation desire to engage the services of Spinelli Construction Services for owner's representation services related to the TUPPS Brewer expansion project.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF DIRECTORS OF THE MCKINNEY COMMUNITY DEVELOPMENT CORPORATION, AS FOLLOWS:

Section 1. The Board of Directors of McKinney Community Development Corporation, McKinney, Texas, hereby accepts the proposal of Spinelli Construction Services for owner's representation services.

Section 2. The MCDC President is authorized to execute a contract for owner's representation services in an amount not to exceed \$250,000.

Section 3. That this Resolution shall become effective from and after the date of passage and is so resolved.

DULY RESOLVED by the Board of Directors of the McKinney Community Development Corporation, on this the _____ day of _____, 2020.

APPROVED:

By: _____
Jackie Brewer, Chairman

20-0918



TITLE: Financial Report

SUPPORTING MATERIALS:

[Financial Report](#)

[Transmittal Letter-September](#)

[Checks Issued-September](#)

McKinney Community Development Corporation
Summary Operating Statement
September 2020 Preliminary (100% 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	\$ 14,249,417	\$ 1,369,952	\$ 15,831,992	\$ (1,582,575)	111.1%	\$ 1,187,451	\$ 182,501	\$ 14,249,417	\$ 1,582,575
Interest Income	534,000	11,091	665,420	(131,420)	124.6%	44,500	(33,409)	534,000	131,420
Total Revenues	\$ 14,783,417	\$ 1,381,043	\$ 16,497,412	\$ (1,713,995)	111.6%	\$ 1,231,951	\$ 149,091	\$ 14,783,417	\$ 1,713,995
Expenses	FY20 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Spent	Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
MCDC Operations									
Personnel Expense	\$ 293,169	\$ 29,473	\$ 292,541	\$ 628	99.8%	\$ 24,431	\$ (5,043)	\$ 293,169	\$ 628
Supplies Expense	17,250	217	2,776	14,475	16.1%	1,438	1,221	17,250	14,475
Maintenance Expense	3,000	-	-	3,000	0.0%	250	250	3,000	3,000
Services/Sundry	328,833	13,941	171,280	157,553	52.1%	27,403	13,462	328,833	157,553
Total Administrative	\$ 642,252	\$ 43,631	\$ 466,597	\$ 175,655	72.7%	\$ 53,521	\$ 9,890	\$ 642,252	\$ 175,655
Projects									
Community Grants & Projects	\$ 15,067,248	\$ 14,604	\$ 1,792,015	\$ 13,275,233	11.9%	\$ 1,255,604	\$ 1,241,000	\$ 15,067,248	\$ 13,275,233
Other Project Expenses	38,000	3,860	12,700	25,300	33.4%	3,167	(693)	38,000	25,300
Total Projects	\$ 15,105,248	\$ 18,464	\$ 1,804,715	\$ 13,300,533	11.9%	\$ 1,258,771	\$ 1,240,307	\$ 15,105,248	\$ 13,300,533
Non-Departmental									
Administrative Fee to GF	\$ 175,000	\$ 14,583	\$ 175,000	\$ -	100.0%	\$ 14,583	\$ -	\$ 175,000	\$ -
Insurance & Risk Fund	549	46	549	-	100.0%	46	-	549	-
Park Construction Fund	22,448,089	2,160,308	7,154,807	15,293,282	31.9%	1,870,674	(289,634)	22,448,089	15,293,282
MPAC	375,000	31,250	375,000	-	100.0%	31,250	-	375,000	-
MCDC Debt Service Payments	1,010,000	-	1,010,000	-	100.0%	84,167	84,167	1,010,000	-
MCDC Debt Service I & S	711,230	-	711,230	-	100.0%	59,269	59,269	711,230	-
Paying Agent	1,000	-	400	600	40.0%	83	83	1,000	600
Total Non-Departmental	\$ 24,720,868	\$ 2,206,187	\$ 9,426,985	\$ 15,293,882	38.1%	\$ 2,060,072	\$ (146,115)	\$ 24,720,868	\$ 15,293,882
Total Expenses	\$ 40,468,368	\$ 2,268,282	\$ 11,698,298	\$ 28,770,070	28.9%	\$ 3,372,364	\$ 1,104,082	\$ 40,468,368	\$ 28,770,070
Net	\$ (25,684,951)	\$ (887,239)	\$ 4,799,114			\$ (2,140,413)	\$ 1,253,173	\$ (25,684,951)	\$ 30,484,065
FY20 Beginning Fund Balance	\$ 59,976,654								
Add FY20 Budgeted Revenue	14,783,417								
Less FY20 Budgeted Expenses	(40,468,368)								
FY20 Projected Ending Fund Balance	\$ 34,291,703								

McKinney Community Development Corporation
Project Details - September 2020 Preliminary

Community 4B Projects	FY Board Approved	Project Code	Budget FY20	Monthly Actual	YTD Actual	Budget Balance
HUB 121	2017-2018	4B1805	\$ 700,000	\$ -	\$ -	\$ 700,000
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	14,447	95,451	39,549
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	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			171,911	-	-	171,911
Total Community 4B Projects			\$ 4,177,867	\$ 14,447	\$ 1,205,715	\$ 2,972,152
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	-	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	-	1,779	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	43
Ovation Academy of Performing Arts - 5 Spring Shows	2019-2020	PC2012	4,000	-	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	157	286	4,714
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	\$ 157	\$ 111,669	\$ 117,462
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	-	474,631	525,369
District 121, LLC	2019-2020	4B2008	2,040,250	-	-	2,040,250
Total Special Projects			\$ 10,540,250	\$ -	\$ 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	\$ 392,820	\$ 792,987	\$ 457,013
Hike & Bike Trail Construction	2016-2017	PK1213	270,000	5,721	110,367	159,633
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	620,983	1,120,074	1,897,841
Gabe Nesbitt Community Park Improvements	2017-2018	PK1806	1,158,950	-	-	1,158,950
Oak Hollow Golf Course Upgrades	2018-2019	PK1822	215,260	26,122	138,814	76,446
JMAC Improvements	2018-2019	PK1823	264,195	6,107	210,715	53,480
Renovations - Aging Park	2019-2020	PK1831	1,204,583	37,680	240,398	964,185
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	11,200	132,127	1,367,873
Gray Branch Community Park Phase I	2016-2017	PK2206	65,417	-	-	65,417
Frisco ISD Neighborhood Park (Westridge 3)	2015-2016	PK3224	145,772	-	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	-	721,918	778,083
Senior Center Exp (15K SF New+23K SF)	2017-2018	PK4394	3,308,504	636,251	724,288	2,584,216
Gabe Nesbitt Tennis CTR Expansion	2015-2016	PK4396	2,698,768	57,846	1,006,946	1,691,822
Community Center Renovation	2019-2020	PK4397	125,000	-	-	125,000
Old Settler's Renovation	2018-2019	PK4398	3,535,630	365,579	1,558,412	1,977,218
Erwin Park Development - Phase I	2016-2017	PK9143	200,000	-	-	200,000
Total Parks Construction Projects			\$ 22,448,090	\$ 2,160,308	\$ 7,154,806	\$ 15,293,284

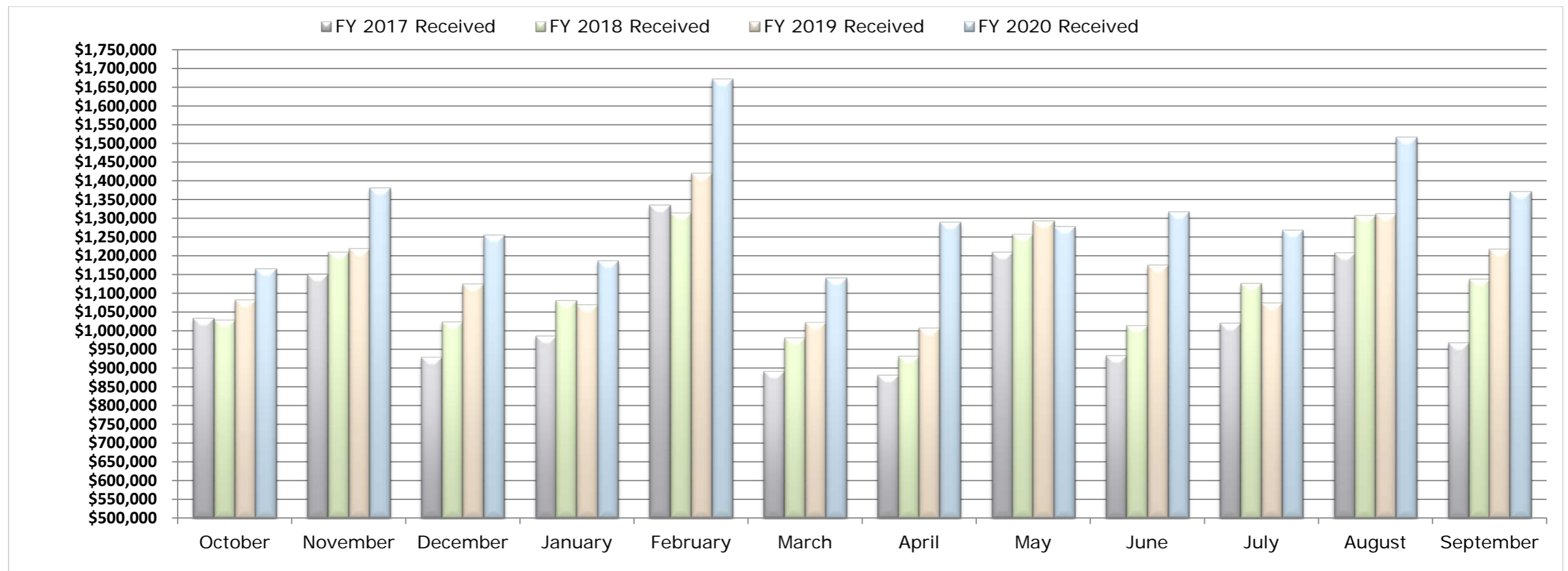
* Other City of McKinney Projects in Eco/Comm Project Allocations

McKinney Community Development Corporation

Sales Tax Revenue

September 2020 (100% 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	1,369,952	\$153,350	12.6%	9.2%
Total	\$10,818,246	\$11,468,033	\$12,536,690	\$13,400,813	\$14,006,204	\$15,831,992	\$1,825,788	13.0%	111.1%

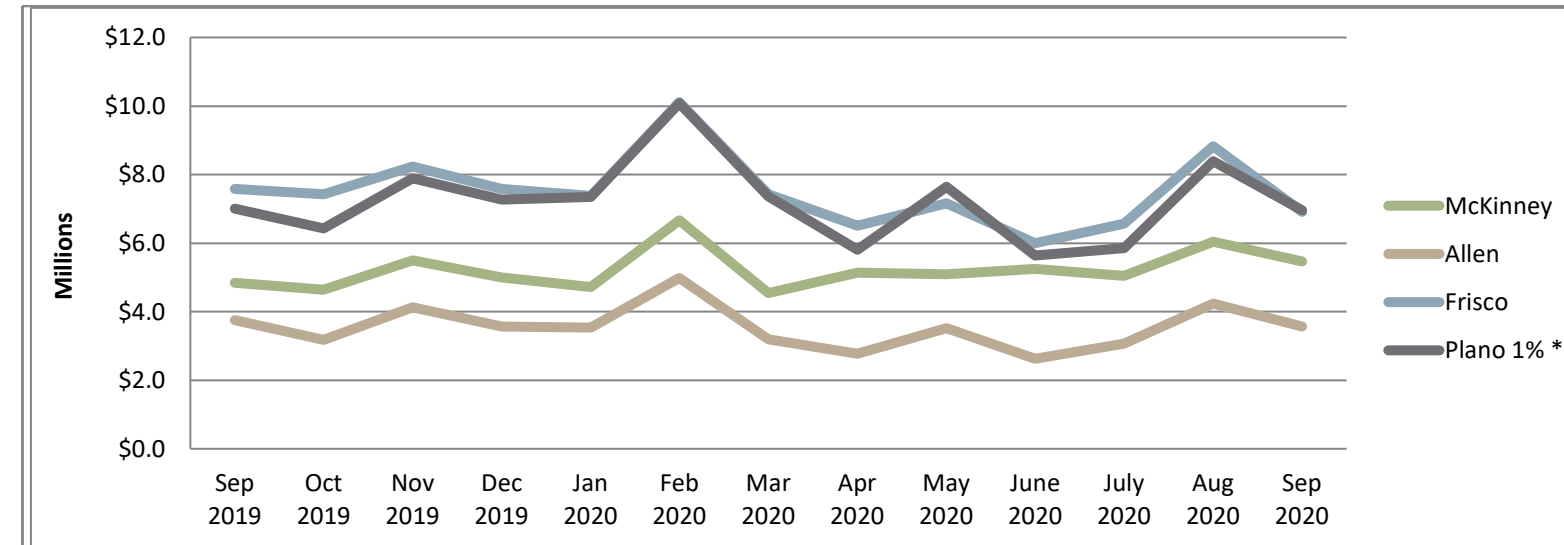


TOTAL SALES TAX COLLECTED

Sister City Comparison

Sep 2020	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	\$612,810	-\$187,368	-\$670,401	-\$41,128
Var to LY	12.6%	-5.0%	-8.8%	-0.6%

Year To Date	McKinney	Allen	Frisco	Plano (1%)*
Diff to LY	\$7,295,705	\$492,477	\$1,768,306	-\$1,370,282
Var to LY	13.1%	1.2%	2.0%	-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
Sep 2019	4,849,576	3,756,340	7,575,791	7,003,733
FY 2019 Total	\$55,826,639	\$41,901,871	\$88,358,736	\$88,045,742

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
Sep 2020	5,462,386	3,568,972	6,905,390	6,962,605
FY 2020 Total	\$63,122,344	\$42,394,348	\$90,127,042	\$86,675,460

* 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

September 2020 Preliminary

	MCDC Operations	MCDC Long Term Debt	General Fixed Assets	Consolidated
Assets				
Cash and Cash Equivalents	\$ 86,247	\$ -	\$ -	\$ 86,247
Investments	62,156,974	-	-	62,156,974
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	\$ 64,787,699	\$ 20,684,976	\$ 755,011	\$ 86,227,686
Liabilities				
Vouchers Payable	\$ 2,049	\$ -	\$ -	\$ 2,049
Accrued Payroll Payable	9,881	-	-	9,881
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	\$ 11,930	\$ 20,684,976	\$ -	\$ 20,696,905
Fund Equity				
Unreserved Fund Balance *	\$ 64,757,517	\$ -	\$ -	\$ 64,757,517
Reserved for Encumbrances	15,275	-	-	15,275
Reserved for Prepaids	2,977	-	-	2,977
Investment in Capital Assets	-	-	755,011	755,011
Total Fund Equity	\$ 64,775,769	\$ -	\$ 755,011	\$ 65,530,780
Total Liabilities and Equity	\$ 64,787,699	\$ 20,684,976	\$ 755,011	\$ 86,227,686

Unreserved Fund Balance *	\$ 64,757,517
Committed Projects Reserve:	
Community Projects	\$ 2,800,241
Discretionary Prom & Comm Grants	115,962
Retail Development Infrastructure Grants	25,000
Special Projects	8,025,369
Parks Construction Projects	15,293,284
Total Committed Projects	\$ 26,259,856
Unreserved Fund Balance after Project Commit.	\$ 38,497,662
Undesignated Reserve:	
Community Projects (FY20)	\$ 171,911
Discretionary Prom & Comm Grants (FY20)	1,500
Retail Development Infrastructure Grants	95,000
Total Undesignated Allocations	\$ 268,411
Remaining Unreserved Fund Balance	\$ 38,229,251
Less Contingency	-
Final Unreserved Fund Balance	\$ 38,229,251

September Monthly Financial Report

October 15, 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 September. The following is a brief analysis of each section of the corporation's financials.

September Analysis

MCDC Revenue-

Revenue of the McKinney Community Development Corporation is over budget YTD by 11.59%. Sales tax figures came in 13.0% above last year's collection through September. Below is a link to the current year-to-date revenue of the MCDC:

[MCDC Revenues - YTD through September](#)

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 - September](#)

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

MCDC Expenditures-

Expenditures of the McKinney Community Development Corporation for the month of September were \$2.27M. Below is a link to the current year-to-date expenditures of the MCDC:

[MCDC Expenditures - YTD through September](#)

Checks Issued-

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

[MCDC September Checks Issued](#)

Project Details-

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

- Boys and Girls Club of Collin County - (Gym floor McKinney Club), \$14,447
- Ovation Academy of Performing Arts - 2020-2021 Season, \$157
- Various Park Projects, \$2,160,308

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 - September 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
9/25/2020	TIME WARNER CABLE	\$200.88	MONTHLY CABLE CHARGE		F42610
9/25/2020	JPMORGAN CHASE BANK (PCARD)	\$11.31	WM SUPERCENTER		PCARD
9/25/2020	JPMORGAN CHASE BANK (PCARD)	(\$100.00)	ICSC-NY (Correction of Processing Error)		PCARD
9/25/2020	JPMORGAN CHASE BANK (PCARD)	\$100.00	ICSC-NY (ANNUAL DUES - CSS)		PCARD
9/25/2020	JPMORGAN CHASE BANK (PCARD)	\$100.00	ICSC-NY (Double processed)		PCARD
9/25/2020	JPMORGAN CHASE BANK (PCARD)	\$100.00	ICSC-NY (Double processed)		PCARD
9/25/2020	JPMORGAN CHASE BANK (PCARD)	(\$100.00)	ICSC-NY (Correction of Processing Error)		PCARD
9/25/2020	JPMORGAN CHASE BANK (PCARD)	\$22.29	FILE FOLDERS		PCARD
9/25/2020	TEXAS ECONOMIC DEV COUNCIL	\$1,000.00	SPONSOR-ANNUAL CONFERENCE		F43010
9/25/2020	BOYS & GIRLS CLUBS OF COLLIN COUNTY	\$14,447.00	PROJECT GRANT REIMBURSEMENT-GYM UPGRADES	4B1912	F43003
9/25/2020	BROWN & HOFMEISTER LLP	\$1,560.00	MCDC GENERAL LEGAL FEES		F43050
9/25/2020	BROWN & HOFMEISTER LLP	\$3,860.00	PROJECT LEGAL FEES		F43050
9/25/2020	PETTY CASH-MCDC	\$75.00	WEBINAR REGISTRATIONS - CREW 7/14 & SEI/LEA		F43001
9/25/2020	PETTY CASH-MCDC	\$8.00	POSTAGE		F43001
9/25/2020	OVATION ACADEMY OF PERFORMING ART	\$157.09	PROMOTIONAL AND COMMUNITY EVENT GRANT REIMBURSEMENT	PC2017	F43129
9/18/2020	STATE COMPTROLLER OF PUBLIC ACCOU	(\$4,355.61)	AUGUST 2020 SALES TAX		
9/18/2020	CANON FINANCIAL SERVICES INC	\$42.96	COPIER RENTAL/LEASE EQUIPMENT		PO200902
9/18/2020	VIANCO ENTERPRISES	\$2,463.97	HAND SANITIZERS		PO201574
9/18/2020	VIANCO ENTERPRISES	\$1.03	SHIPPING AND HANDLING FOR HAND SANITIZERS		PO201574
9/18/2020	AMERICAN DIVERSITY BUSINESS SOL INC	\$180.00	NAME BADGES		PO200574
9/18/2020	AMERICAN DIVERSITY BUSINESS SOL INC	\$3.25	SHIPPING AND HANDLING FOR NAME BADGES		PO200574
9/18/2020	RETAIL COACH LLC, THE	\$6,250.00	CONSULTING SERVICES		PO202089
9/11/2020	MCKINNEY MAIN STREET	\$15,220.00	PROJECT GRANT REIMBURSEMENT-BETTER BLOCK IN A BOX	4B2007	F42656
9/11/2020	VIANCO ENTERPRISES	\$6,850.00	PROMOTIONAL ITEMS - SUNSCREENS		PO202022
9/11/2020	VIANCO ENTERPRISES	\$345.00	SHIPPING AND HANDLING FOR PROMOTIONAL ITEMS		PO202022
9/11/2020	MCKINNEY GARDEN CLUB	\$4,056.72	PROMOTIONAL GRANT REIMBURSEMENT-2020 GARDEN & HOME TOUR	PC2011	F42466
9/11/2020	STAR LOCAL MEDIA	\$126.15	PUBLIC HEARING NOTICE		P200076

9/11/2020	STANDARD COFFEE SERVICE CO	\$72.60	FOODS: STAPLE GROCERY		PO200218
9/11/2020	COMMUNITY GARDEN KITCHEN OF COLLIN	\$1,500.00	GOLD SPONSOR GOLF TOURNAMENT		F42657
9/11/2020	OVATION ACADEMY OF PERFORMING ART	\$189.98	GRANT REIMBURSEMENT - PC20-12 SPRING SHOWS	PC2012	F42633
9/11/2020	OVATION ACADEMY OF PERFORMING ART	\$128.49	GRANT REIMBURSEMENT-PC20-17 FALL '20 SHOWS	PC2017	F42634
9/4/2020	LAKE FOREST MCKINNEY INVESTORS LTD	\$3,316.95	SEPTEMBER RENT		PO200445
9/4/2020	LAKE FOREST MCKINNEY INVESTORS LTD	\$285.37	JULY ELECTRIC		PO200445
9/4/2020	LAKE FOREST MCKINNEY INVESTORS LTD	\$1.65	SEPTEMBER RECOVERY		PO200445
9/4/2020	CANON FINANCIAL SERVICES INC	\$7.62	COPIER RENTAL/LEASE EQUIPMENT		PO200902
9/4/2020	STANDARD COFFEE SERVICE CO	\$61.01	FOODS: STAPLE GROCERY		PO200218
9/4/2020	STANDARD COFFEE SERVICE CO	(\$30.04)	CREDIT MEMO #724463891		PO200218

20-0919



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](#)



SEPTEMBER 2020

I. **ASSOCIATION/CORPORATE/SMERF COMPLETED in September 2020: TTL Room nights: 74; TTL Rev.: \$7,671**

WEDDINGS COMPLETED-September 2020- TTL Room nights: 28; TTL Rev. \$3,799

Note from the Hampton Inn -We had many guests that book outside of the group blocks though, due to fluctuating rate due to COVID. Many times, they got a better rate, not in the group.

1. Christie Astle; September 2020, The Springs
 - a. Block was at the Hampton Inn; however, no rooms were picked up.
2. Madison Sweet; September 5, 2020 – Rosemary Barn
 - a. Grand Hotel – 9 total room nights, \$1,491 Total revenue
 - b. Hilton Home 2 – we delivered 12 bags to the hotel; however, they have no pickup report to provide
3. Carly Pingsterhaus, September 4, 2020 – Springs – no pickup provided
4. Courtney Taylor – River Rd – no pickup provided
5. Jacob Cambron – Magnolia Grace
 - a. Spring Hill Suites – 14 room nights, \$1,742 total revenue
 - b. Home 2 Suites – 4 room nights, \$456 total revenue
6. Marisa Obarten – La Cour
 - a. Sheraton – 1 room night, \$110 total revenue

ASSOCIATION/CORPORATE/SMERF COMPLETED in September 2020: TTL Room nights: 46; TTL Rev.: \$3,872

- **Assoc./Corp. HOTEL ROOMS- TTL Room nights: 0, TTL Revenue: \$0**

Cirrus Aircraft; Sheraton: TTL Room nights: 3; TTL Revenue: \$387

McKinney Parks & Rec. Bestwestern & Sheraton (used 3rd party online booking instead of block, unable to pick up rooms) TTL Room nights: 2; TTL Revenue: \$0

- **SMERF HOTEL ROOMS- TTL Room nights: 0; TTL Rev.: \$ 0**

- **Sports HOTEL ROOMS- TTL Room nights: 41; TTL Rev.: \$3,485**

U90C Soccer - Sept 4-7, 2020 – U90 Soccer, Games played at Craig Ranch La Quinta – 41 room nights, \$3,485 total revenue

II. **Visitors: FYTD Total (Oct.'19– Sept. '20): 3,037**

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

- Out of State: 18
- Out of Country: 0
- Texas Residents: 2
- McKinney Residents: 3
- Register Total: 23
- Ticker Counter: 175

Top Five States requesting information:

- Texas
- California
- New York
- Florida
- Louisiana

Day Trips- 0

III. **RFP's: 9 (0-Association, 1-Corporate, 1-Weddings, 1-Social, 0-Religious,3 -Sports, 3 -Gov't)**

Association: 0

Corporate: 1

1. McKinney Parks & Rec. (interviews) 9/21-22/20, attendees: 3, Sheraton & Best Western.

SMERF: 0

Social: 1

1. Waterford – Contact: Jodi Sohrt. October 18-20, 2020. Attendees: 30, Block at Sheraton.
Total room nights: 78

Religious: 0

Government: 3

1. Texas Justice Courts Training Center, Justice of the Peace Seminar. Contact: Laura Villareal. Three-day event, April 19-21, 2021, Attendees: 150 - room block: 120, total room nights: 300, total estimated rev: \$36,300
2. Texas Justice Courts Training Center, The Court Personnel Seminar. Contact: Laura Villareal. Three-day event, July 14 -16, 2021, Attendees: 165 - room block 145, total room nights: 380, total estimated rev: \$45,980
3. Texas Justice Courts Training Center, The Civil Process Seminar. Contact: Laura Villareal. Four-day event, July 18-21, 2021, Attendees: 165 - room block: 140, total room nights: 495, total estimated rev: \$59,895

Weddings: 1

1. Kimberly Burd (MOB)– November 14, 2020 - River Road Chateau, Block of 15 rooms made at Sheraton

Sports:

1. NAIA Women’s Beach Volleyball National Invitational. April 21-23, 2022. Attendees: 1650. Approximately 150 student-athletes. Total room nights: 120. Based on the rate of \$115, the approximate total revenue: \$13,800
2. NAIA Women’s Beach Volleyball National Invitational. April 20-22, 2023. Attendees: 1650. Approximately 150 student-athletes. Total room nights: 120. Based on the rate of \$115, the approximate total revenue: \$13,800
3. Solar Soccer Club League/All Seasons Travel – Contact: Sue Davis. Hotels Secured: Holiday Inn Express and Springhill Suites. Varies dates Oct-December 2020

Site Visits: 1

1. Texas Municipal Courts Education Center. Lily Peabody

Ongoing Prospects: 35: 2-SMERF (Social, Military, Education, Religious, & Fraternal); 31-Weddings; 2-Sports; 0-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)

Sports: 2

1. Turlaxin Lacrosse – October 17-Nov 1, 2020
2. Solar Soccer Club League/All Seasons Travel -Contact: Sue Davis. Hotels Secured: Holiday Inn Express and Springhill Suites. Various dates October-December 2020

FYI - Pickle Ball Tournament – Sept 30-October 5, 2020 (this is a reschedule, originally scheduled to take place in April)- **This tournament was canceled**

Weddings: 31

1. Beth Walker; October 10, 2020 – Cotton Mill
2. Sharon Rush (MOB); October 10, 2020 – Avalon Legacy
3. Natalie Buendventura Wedding; October 30, 2020 (or 2021 due to COVID) – Magnolia Grace
4. Lindsay Rylan; October 23, 2020 – Magnolia Grace
5. Stasia Milam; November 24, 2020 – Magnolia Grace
6. Ashley Lester; November 21, 2020 – Magnolia Grace
7. Jordan Roach; November 2020, - Magnolia Grace
8. Michael Herring; November 2020 – Springs (this was a May wedding that was postponed)
9. Ivy Alexander; December 2020 – Magnolia Grace
10. Sequoia Grant; December 2020 – Stone Crest
11. Jessica Seay; December 2020 – Rustic Grace
12. Marquine Malone; December 17, 2020 – Springs
13. Molly Hightower; January 2, 2020 – Magnolia Grace
14. Darcy Thompson (MOB); January 17, 2021 – Magnolia Grace

15. Cathy Trinh Wedding; February 29, 2021 – Magnolia Grace
16. Danielle Faulkner; March 27, 2021 – Magnolia Grace
17. Ashley Sackinger; April 17, 2021 – Magnolia Grace
18. Andrew Brown; April 17, 2021 – Magnolia Grace
19. Kathryn Vela; April 25, 2021 – Magnolia Grace
20. Alyssa Wasilewski; April 2021 – Reception only
21. Marc Cholak; February 27, 2021 – Springs
22. Sara Redfearn; February 2021 – Springs
23. Maren Holyoak; May 2021 – Magnolia Grace
24. Megan Jordon; June 12, 2021 – Rustic Grace
25. Randi Cole; June 19, 2021 – Magnolia Grace
26. Victoria Nicholson; October 2021 – Magnolia Grace
27. Madison Krell; October 10, 2021 – Magnolia Grace
28. Brittney Larocca; October 16, 2021 – Magnolia Grace
29. Hannah Wilson; Date TBD – Magnolia Grace
30. Brelayshia Hodges; Date TBD – Magnolia Grace
31. Bethany Mawman; date not secured at the time of discussion – Springs

IV. Advertising/Marketing/Media

Blogs (Top 5) for SEPTEMBER 2020:

- NTTA - 142
- Five-Plus Fun Fall Family Activities in October - 38
- Romantic Getaway (Our Sweet Adventures) – 38
- Blog Home page - 28
- Benji House - 27

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
Sept.2020	493
FY 19-20	4,820

SEPTEMBER 2020 Homepage News Flash buttons (Top 5): 228

- Weekend Update - 92
- McKinney Monarchs - 73
- Romantic Getaway – 27
- Tourism Grants – 23
- YOLO - 13

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

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

SEPT. 2020 -Ad Landing Pages	
Daytripper Dino	2
DaytripperMarg	20
McKinney High Lions	1
Boyd Broncos	1
Visitors Map	1
TourTexas.com	1
Tennis (SDM ad)	2
Bus Tours Mag	1
TOTAL	29

SEPT.2020 – MPG Page Views	
Main Page	9
RFP	5
Venues/Videos	57
Sports Planning	4
Group Services	6
Tour Options/Itineraries	94
TOTAL:	175

Additional pages created for groups and tracking for KPIs

- KPIs – 4

SEPT. Pgs. Created for groups	
Yarn Crawl	7
Turlaxin	60

TOTAL:	67
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SOCIAL MEDIA STATS

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
SEPT. 2020	66	10,230	34,415	195,945	1,355,454
TOTALS	947	N/A	1,167,143	6,779,455	36,967,898

TWITTER - SEPT. 2020	
Total Followers	5,628
NEW Followers	3
Tweets	23
Tweet Impressions	14K
Profile Visits	104
Mentions	68

INSTAGRAM SEPT. 2020	
Total Followers	
From 2018-19	2,341
Oct. 2019	109
Nov. 2019	53
Dec. 2019	64
Jan. 2020	89
Feb. 2020	93

March.2020	75
April.2020	92
May.2020	109
June.2020	139
July.2020	129
Aug.2020	98
Sept.2020	135
TOTAL	3,526

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
Sept. 2020	721	3
TOTAL	14,352	63
Google Bus. Pg. - 2019-2020		
Month	Page Views	Web visits
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
Sept.2020	2,180	39

TOTAL	30,725	325
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WEBSITE NUMBERS -September 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
Sept. 2020	3,633	7,636	3,087
FY 19-20	46,184	95,381	39,130

SEPT. 2020	Users
Mobile	1,403
Desktop	1,577
Tablet	107
TOTAL	3,087

SEPTEMBER 2020 - TOP WEB PAGES

Page	Pageviews	Unique Page Views
Home page	1737	1463
Calendar - Sept. main	417	346
Dining in McKinney	263	189
Calendar - Oct. main	200	168
Visitors Guide	180	135
Shopping Centers	163	148
NTTA Blog	142	116
Events	124	101
Monthly/Annual Events	109	104
Explore	107	91
B&B Directory	106	93
Accommodations	95	80

Wknd Upd. Home pg	92	78
Daytrippin in McK	79	59
Parks Trails Map	78	64
Shopping	72	61
Dining/Nightlife	67	57
Hotels	55	46
Towne Lake	54	45
McKinney Turlaxin	53	49
Dining Special offers	52	47
Travel to McK in COVID	43	35
Tourism Grants	50	38
Ask a Local	46	42
About Visit McKinney	45	38

**Top Countries -
SEPT. 2020**

Country Breakdown	Users	New Users	Sessions
United States	2903	2831	3446
Argentina	43	43	43
(not set)	23	23	23
China	18	18	18
Germany	15	15	15
Canada	10	10	10
Philipines	9	8	9
Denmark	8	8	8
France	8	8	8
United Kingdom	8	8	9

**Top States – SEPT.
2020**

State Breakdown	Users	New Users	Sessions
Texas	1,988	1,928	2,437
California	117	116	130
Virginia	83	81	87
Kansas	82	82	83
(not set)	72	72	74
Oklahoma	51	52	52
Illinois	42	41	46
Florida	39	39	53
Arizona	30	27	33
New York	29	28	30

**Top Cities – SEPT.
2020**

City Breakdown	Users	New Users	Sessions
McKinney	624	574	839
Dallas	493	468	555
Plano	76	71	85
Allen	73	71	80
Frisco	58	57	65
Prosper	49	48	54
Austin	37	34	41
Fort Worth	33	32	39
Houston	32	29	33
San Antonio	25	24	30

SEPT. 2020 - TOP REFERRAL PGs	
FlyTKI	6
McKinneytexas.org	5
Facebook	3
HeardMuseum.org	3
CivicPlus	2
Robly	24
TourTexas.com	2
Bus Tours Mag	1
TOTAL	46

OTHER STATS

CROWDRIFF – Sept. 2020		
Gallery	Interactions	Views
Dining	26	200
History/Dwntn	30	53
Home Gallery	160	589
Explore Mck	29	81
Being Social	19	9
Events	9	134
Weddings	9	33
Shopping	5	54
TOTAL	287	1153

MEDIA HUB		
Month	Downloads	Requests
June.2020	73	44
July.2020	8	8
Aug.2020	7	2
Sept.2020	1	1
FY 19-20	89	55

VISIT WIDGET - Sept. 2020				
	Users	Sessions	Page Views	New Downloads
Widget	30	31	74	
<i>Desktop</i>	22	23	49	
<i>Mobile</i>	8	8	25	
Mobile APP	98	80	342	
<i>App-iOS</i>	71	54	269	7
<i>App-Android</i>	27	26	73	4
TOTAL	128	111	416	11

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

SEPTEMBER 2020 - Free Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web &/or Broadcast Value	PR Value	Impressions /Reach
KERA - 12 stations-3 rd airing	Daytripper McKinney episode	\$0	\$165,237	\$495,711	400,000
Courier Gazette	9/11 Event	\$1,428	\$750	\$6,534	75,000
Community Impact	9/11 Event	\$3,720	\$3,000	\$20,160	500,000
Dallas Morning News	9/11 Event	\$9,000	\$3,870	\$38,610	950,000
NTX Enews	9/11 Event	\$0	\$240	\$720	60,000
Bubble Life	Shared postings 3 times	\$0	\$3,500	\$10,500	220,000
TOTALS		\$14,148	\$176,597	\$572,235	2,205,000
FY 19-20 Totals		\$49,344	\$585,579	\$1,907,018	12,201,134

V. **TOTAL LOST BUSINESS: 28 ; Lost Revenue: \$15,306,183**

Association /Corporate Lost Business: 17; Lost Revenue: \$15,075,200

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
March 2023	Environmental Information Assn	Sheraton Use 100,000sf Exhibit Hall	7,500	1,500	\$1,525,000
Jan 2023	Alliance for Continuing Education in the Health Professions	Sheraton Too Large	2,700	900	\$630,000
Oct 2022	National Dropout Prevention Center	Sheraton Too Large	9,400	4,700	\$1,876,000
Oct 2022	Technology & Services Industry Assn	Sheraton Too Large	14,000	7,000	\$2,930,000
Oct 2022	Texas Computer Education Assn- System Admin & Tech Conference	Sheraton Too Large	400	400	\$78,000
Feb 2022	Texas Computer Education Assn – Annual Conference & Expo	Sheraton Too Large	3,000	1,000	\$595,000
Oct 2022	National Assn of Free & Charitable Clinics	Sheraton Too Large	2,800	1,400	\$635,000
Jul 2023	Texas Assn of Defense Counsel	Sheraton Require 5-Star Resort	1,100	275	\$390,000
Sept 2023	Texas Assn of Defense Counsel	Sheraton Require 5-Star Resort	800	200	\$240,000
Mar/Apr 2023	Texas Assn of Physical Plant Administrators	Sheraton Too Large	4,200	1,400	\$836,000
Jun/Jul 2023	Texas Assn of Pupil Transportation	Sheraton Too large	1,950	650	\$323,000
Jul 2022	Texas Assn of REALTORS – 360 Meeting	Sheraton Too large	800	800	\$160,000
Sept 2023	Texas Assn of REALTORS – State Conference	Sheraton Too large	9,000	3,000	\$1,800,000
Feb 2025	Texas Assn of REALTORS – Winter Meeting	Sheraton Too large	2,800	700	\$620,000
Feb/Mar 2023	Texas Assn of School Business Officials	Sheraton Too large	8,000	2,000	\$1,350,000

Jul 2023	Mechanical Contractors Assn of Texas – Annual Mtg, Summer Conference & Product Show	Sheraton Too Large	4,200	2,100	\$884,000
Jan 2023	Mechanical Contractors Assn of Texas – Safety Directors’ Conf	Sheraton Too Large	800	400	\$203,200
Total			73,540	28,425	\$15,075,200

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: 6; Lost Revenue: \$61,208

Month	Group	Venue/Notes	Room Nights	Attendance	Lost Bus \$
8/31/20-9/3/20	Globelife AIL LA 201	Sheraton	120	40	\$12,480
9/10-12/20	Simpson Strongtie	Springhill	160	890	\$14,720
9/13-16/20	Globelife LNL 301	Sheraton	75	25	\$7,800
9/21-23/20	Globelife AIL LA 301	Sheraton	60	30	\$6,240
9/27-29/20	Globelife FHL 301	Sheraton	96	16	\$9,984
9/27-29/20	Globelife FHL 401	Sheraton	96	16	\$9,984
Total			607	207	\$61,208

SMERF: Total: Groups: 5; Lost Revenue: \$169,775

Dates	Group	Venue/Notes	Room Nights	Attendance	Lost Bus \$
April 19-21, 2021	Texas Justice Courts Training – Justice of the Peace Seminar	Sheraton	300	150	\$36,300
July 14-16, 2021	Texas Justice Courts Training – The Court Personnel Seminar	Sheraton	380	165	\$45,980
July 18-21, 2021	Texas Justice Courts Training – The Civil Process Seminar	Sheraton	495	165	\$59,895
April 21-23, 2022	NAIA-Women’s Beach Volleyball National Invitationals	Sheraton	120	1650	\$13,800

April 20-22, 2023	NAIA-Women's Beach Volleyball National Invitationals	Sheraton	120	1650	\$13,800
TOTAL			1,415	3,780	\$169,775

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.**

McKinney Economic Development Corporation

October 2020 Organizational Report

Peter Tokar

MEDC President

Organizational Report:

MEDC Board,

October is a special Month for the MEDC. Not only are we beginning our new fiscal year, we are welcoming in our new MEDC Board members. Welcome new Board member Kurt Kuehn and alternate Board member Kimberly Ball! I am looking forward to working with you both. Congratulations to all of the reappointed Board members, including Brian Loughmiller and Ken Sipiora.

October also marks the 10 year Anniversary of Abby Liu with the MEDC. Through her 10 years of service with the MEDC, Abby has served in both leadership and support roles within the organization. We appreciate her dedication to the MEDC and wish her a heartfelt congratulations.

Our newly created Innovation Fund still continues to be one of our best performing programs this year. We continue to announce more and more start-up companies relocating to McKinney. As we move forward, we will continue to refine and grow this program. It has proven to be a successful tool-kit program to bring companies to McKinney.

Organizational Updates

- The SRS Grand Opening will be postponed until spring due to precautions around COVID-19. We will virtually congratulate SRS in the completion of their headquarters until we can all celebrate safely in person. We will continue to update the board when a new date has been decided for the Ribbon Cutting.
- AEDO Certification –Staff continues working with the team on the requirements of the MEDC application to be an Accredited Economic Development Organization (AEDO) via International Economic Development Council (IEDC). The AEDO Team conducted a fourth meeting on September 18.
- We are getting the stage set for the 2021 PGA Byron Nelson Golf Tournament! We have met with the salesmanship club to review our sponsorship package and start planning the details of our hospitality space. This will be a premier recruitment and attraction event for the MEDC and we are excited for the launch of the program and upcoming tournament.

A. Organizational Activity Report (September 2020)

- *Total Leads: 19
 - Qualified Leads: 8
 - RFPs received: 16
 - RFPs responded to: 5
 - Total Pipeline Projects: 32
 - New Pipeline Projects: 2
- *Leads include RFPs, RFIs, and direct inquiries from site selectors, brokers, company representatives, etc.

B. Marketing / Communications (September 2020)

- FDI Alliance International article on the Innovation Fund launched and we are starting to see the metrics of how the article performed.
- **Marketing Update**
 - Marketing Trips: 0
 - Marketing Events: 0
- **Newsletters:**
 - Q3 Community Development Newsletter- Sent October 1, 2020
 - Q3 Development Newsletter- Sent September 23, 2020
- **Social Media Campaigns:** See attached report

C. Technology & Infrastructure Update

- MEDC, Engineering, IT, and CMO are working to add additional fiber capacity to Downtown McKinney via East Louisiana St renovation.
- Staff working with a neutral host fiber provider for expanded North/South fiber capacity between Wilmeth/ HWY 5 and SH 121/ HWY 5.
- Ongoing work with technology infrastructure surrounding TPC Craig Ranch golf course and Craig Ranch Corporate Center. Both sponsored AT&T fiber, as well as proactive deployment.
- Ongoing work with technology infrastructure along 121 Corridor.

D. Business Intelligence Update

- Provided research support to the Projects team on multiple projects. This information contributed toward a complete list of corporate occupiers and commercial real estate in McKinney.
- A first edition data catalog has been completed to meet the needs the team identified in the internal discovery process.
- We shifted into a regional focus to explore and report on eSports for the upcoming IEDC conference. We recognized a void in research about the local economic impact of multi-purpose venues, built to accommodate both traditional and new-age Spectator Sports and Entertainment.

E. Business Retention & Expansion (September 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

- November 17th, Board Meeting: Type A Sales Tax Training with Jeff Moore

G. Upcoming Events

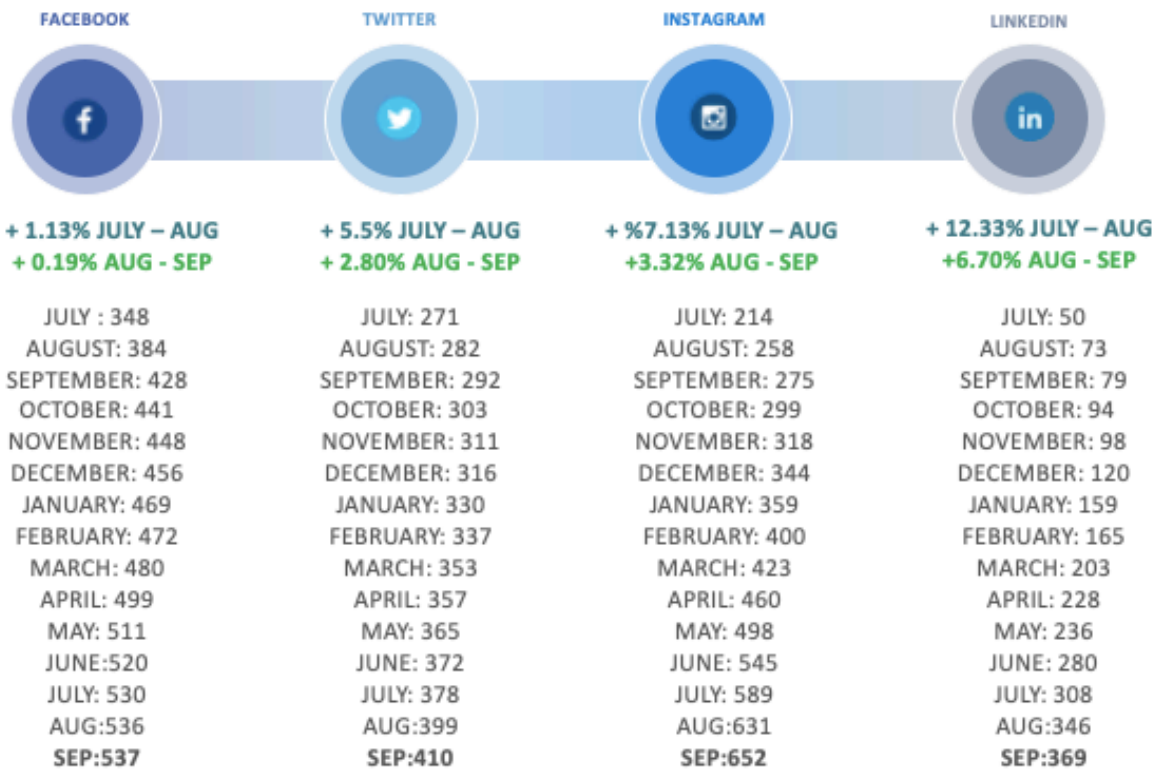
- October 22nd, Collin County Economic Opportunity Assessment, 9:00 am, Zoom
- October 23rd, KVP Ribbon Cutting Ceremony, 8:00 am, KVP Building
- November 5th, State of the City, 11:30 am, Zoom

Social Media and Website Report

September 1 – 30, 2020

Social Media:

In September, Twitter and LinkedIn continued to be our central channels and fastest-growing social platforms. By polishing our content, we are capturing the attention of a better quality of audience. A great example is our LinkedIn, where 45% of our audience work in Business Development. According to Sprout Social, the hours in which people engage with a post has changed dramatically. In the next 30 days, we will apply these schedule changes to increase our reach.



LinkedIn:

Press release efforts remain to show positive results in social media channels, namely LinkedIn. The integration of more relevant #hashtags and @mentions has also bolstered our posts.

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

Dallas Innovate Exclusive

- Impressions: 891
- Likes: 42

RPM XConstruction Complete Project

- Impressions: 2,095
- Likes: 38

McKinney Economic Development Corporation
369 followers
2w •

The McKinney Economic Development Corporation's Innovation Fund continues to generate hundreds of new high-tech jobs at incredible speed despite being in a global recession.

Since launching in January, the Innovation Fund has received applications from around the United States, mainly New York and California, and across the Dallas Region.

The MEDC's team invested in the fund's online platform to host a simple online application focused on attracting specific high-growth startups in health tech, fintech, cybersecurity, artificial intelligence, SaaS, gaming, electronic, and digital arts industries.

The Innovation Fund has achieved:

- ✓ 11 Tech Startup Relocations and Expansions
- ✓ 230 Total New and Existing Jobs Created
- ✓ 461 New Jobs to Be Created
- ✓ 638 Total Qualified New and Existing Jobs
- ✓ \$86,000 Average Annual Salary

Read more at [Dallas Innovates](http://ow.ly/Aqtz50BtAzl)
<http://ow.ly/Aqtz50BtAzl>

#development #startups #tech #innovation #venturecapital #startupgrind #startupbusiness #entrepreneursmindset #happyfounders #femaleentrepreneur #womenintech #businessstartups #entrepreneur #kickstarter #mckinneyrising #uniquemckinney

DANNY CHAVEZ
SENIOR VICE PRESIDENT
UNIQUE MCKINNEY
www.UNIQUEMCKINNEY.com

42 • 3 Comments

Like Comment

Organic impressions: 891 Impressions Show stats

McKinney Economic Development Corporation
369 followers
3w •

RPM xConstruction announced last week their plans to construct their headquarters, a 90,000-square-foot office building within McKinney's Craig Ranch. The new office will house more than 750 employees. The company said accessibility, walkability, and proximity to restaurants and retail were the top reasons for choosing the area.

Read more: <http://ow.ly/BG3R50BqqXZ>

#mckinneyrising #uniquemckinney #commercialrealestate #realestate #cre #realtor #headquarters #siteselection

38 • 5 Comments

Like Comment

Organic impressions: 2,100 Impressions Show stats

Website:

In September, we have increased our total visitors and impressions. More people are being exposed to our content. Our top-ranking pages continue to show signs people are doing specific research on our website.

JULY



AUGUST



SEPTEMBER



Referrals and Top Pages:

Naturally, most of our traffic has been through our press collaboration. It is good to point out the MEDC's Innovation Fund has been getting continuous media recognition.

Referral Traffic:

- Google
- Dallas Innovates
- McKinney Chamber of Commerce
- Instagram
- Business In Texas
- Dallas Business Journal
- Dallas Morning news

Top Pages Visited in August:

- Homepage
- Leadership
- Innovation Fund
- Economic Incentives
- Property Information
- Quality of Life
- Demographics

20-0920



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

SUPPORTING MATERIALS:

20-0921



TITLE: President's Report

SUPPORTING MATERIALS:

[Grant Funds Awarded - FY20](#)

[Social Media Metrics](#)

[Grant Promotions](#)

[Final Report -- Kiwanis Triathlon](#)

**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	\$ (4,500,000.00)
	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	\$ 17,003,364.00

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

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
Sept '20	34/41	2696	217	4494	7391

*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
Sept '20	1463	16	10	89	16

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
Sept '20	631	1,114	556	410	135	11

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	3/12, 3/13 Wine & Music: 8/31, 9/23, 9/27, 10/7, 10/11 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 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		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		9/22, 10/2					
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, 10/12					
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COVID-19 Recovery Efforts & #SupportLocal		DATES	BOARD/STAFF PARTICIPATION
COVID-19 Recovery Efforts	#SupportLocal General 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	J.Brewer A.Richardson-Woods D.Bradford C.Schneible L.Jones



McKinney COMMUNITY DEVELOPMENT CORPORATION

Final Report

Organization: MCKINNEY KIWANIS CLUB

Funding Amount: \$ 2500

Project: TRIATHLON

Start Date: 9-20-20

Completion Date: 9-20-20

Location of Project:

APEX CENTER MCKINNEY

Please include the following in your report:

- Narrative report on the Project
- Identify goals and objectives achieved
- Financial report – budget as proposed and actual expenditures, with explanations for any variance
- Samples of printed marketing and outreach materials
- Photographs, slides, videotapes, etc. – pre and post-improvements
- Performance against metrics outlined in application

Please submit Final Report no later than 30 days following the completion of the Project/Promotional/Community Event to:

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

Attn: Cindy Schneible
cschneible@mckinneycdc.org

2020 Triathlon final report

On September 20th, 2020 the Kiwanis Club of McKinney held its annual Triathlon. Due to changes in the city usage and the Covid 19 crisis it was not held last year and was delayed this year from the original date of April 19th. The moneys approved for this event were approved last year. MCDC graciously delayed the requirement to hold the event until this year. It has been about 18 months since approval of the funds.

The APEX Center was the new approved venue by the City of McKinney and it proved to be a better option than originally thought. A Triathlon starts with a swim and then a bike event and then a run. Ours was a 275 yard swim, 10.4 mile bike and then a 5K run.

We held three different events on the same day and at the same time. We had a 5K run and a run-bike-run event for those who did not want the swim. Overall there were 368 registered athletes for the event. We had participants from 6 different states and about 150 were from outside a 30 mile radius. One was from Hawaii.

Our goal was to put on an event that will entice others to come to McKinney because we put on a quality event and do our best to make it an enjoyable experience. Our goal was to raise at least \$26000 to give back to the community charities and school programs we support. The final report is not in but I believe we met that expectation.

Actual expenditures are currently at \$21562.36 with a few small items yet to be received.

The Playtri McKinney Triathlon on Google still has the sponsors listed for our race. On our website it was changed right after the race and the site has limited information but MCDC is still listed as a sponsor.

Triathlon photographs are attached.

Thank you for believing in what we do and supporting our endeavors. I look forward to having you as a sponsor next year.













20-0922



TITLE: Training on Type B Corporate Requirements: Type B Permissible Projects and Related Issues

SUPPORTING MATERIALS:

[Presentation](#)



Type B Sales Tax

CITY OF MCKINNEY, TEXAS

OCTOBER 22, 2020

Must the MCDC Conduct a Public Hearing Prior to Funding Type B Projects?

- Must conduct at least one public hearing on proposed Type B projects. § 505.159.
- Must obtain city council approval of the expenditure.
- Must publish notice of the project in newspaper.
- Once sixty (60) days have passed since the first published notice of the projects, the Type B corporation is authorized to make expenditures related to the projects. § 505.160(a).

When must a Type B corporation publish notice of a proposed project?

- ▶ Type B corporations must publish notice of all projects pursuant to section 505.160(a) of Texas Local Government Code.

Can the MCDC grant or gift Type B proceeds to a business entity without a performance agreement?

- ▶ Must have a performance agreement. Performance agreement must contain the following:**
 - schedule of additional payroll or jobs to be created or retained**
 - schedule of capital investment to be made, and**
 - specify the terms for any repayment.**
 - Tex. Loc. Gov't Code § 501.158.**

WHO ADMINISTERS AND OVERSEES THE TYPE B SALES TAX?

- Type B sales tax are administered by non-profit corporations – the MCDC.
- The corporations through a board of directors determine which projects to fund.
- City council retains approval authority over all expenditures of the corporation. § 501.073(a) and 501.054(b)(2).

Does City Council have to Approve Expenditures for Type B Projects?

- ▶ The MCDC has the power to expend the sales tax revenue.
- ▶ Yet, City Council retains authority to “approve all programs and expenditures of a corporation.” § 501.073(a).
- ▶ City Council’s oversight includes the authority to approve promotional expenditures as well.
 - ▶ Op. Tex. Att’y Gen. No. GA-0086 (2003).

Does City Council Appoint the Directors of the MCDC?

- The MCDC board of directors consists of seven (7) directors.
- Type B director must reside within the City of McKinney.
- Type B board members are appointed by City Council and can be removed with or without cause.

How Long a Term do Type B Board of Directors serve?

- ▶ Type B board members serve a two (2) year term. § 505.051(b).
- ▶ Under the MCDC Bylaws, board members may serve a total of three 2-year terms.

Who determines which board members serve as chairman, vice-chairman, secretary and treasurer of the corporation?

The board of directors appoint the officers to serve as chairman, vice-chair, secretary, and treasurer.

- Tex. Loc. Gov't Code § 505.053.

How long is the term for officers of the MCDC?

- ▶ The MCDC bylaws provide for a one-year term of office.
- ▶ If the certificate of formation or bylaws do not address the term of office, the officers are elected annually.
 - ▶ Tex. Loc. Gov't Code § 501.065(b).

What Constitutes a Quorum for the MCDC?

- ▶ A majority of the board constitutes a quorum.
- ▶ **Type B**: Four (4) members of the seven (7) member Type B board constitute a quorum.
- ▶ Tex. Loc. Gov't Code § 505.054.

Are the MCDC meetings subject to the Open Meetings Act?

- Yes. Type B corporations are subject to the Open Meetings Act. Sec. 501.072.

Is the MCDC subject to the Public Information Act?

- ▶ **Yes. Type B corporations are subject to the Public Information Act. Section 501.072.**

Can the MCDC amend its bylaws?

- ARE AUTHORIZED TO ADOPT AND AMEND BYLAWS NOT INCONSISTENT WITH:
 - CERTIFICATE OF FORMATION; OR
 - STATE LAW.
- AMENDMENTS TO THE BYLAWS MUST BE APPROVED BY RESOLUTION OF THE CITY COUNCIL.
 - Tex. Loc. Gov't Code § 501.064(c).

Economic Development Corporation Report

- Section 502.151 of the Texas Local Government Code provides the following:
- Requires all Type A & Type B's to submit an annual report to the State Comptroller's Office
- The report must be submitted by April 1st each year (formerly Feb. 1st) (S.B. 450 (2019)).
- \$200 penalty failure to file
- Comptroller must report to Legislature in even numbered years.

Economic Development Corporation Report



TEXAS COMPTROLLER OF PUBLIC ACCOUNTS

ECONOMIC DEVELOPMENT CORPORATION REPORT
 —Fiscal Year Ending 2003

Corporation name			
Contact person		Title	
Street address			
City	State	ZIP code	
	TEXAS		
Phone (Area code and number)	FAX (Area code and number)	E-mail address (if applicable)	Type of corporation <input type="checkbox"/> 4A <input type="checkbox"/> 4B

As required by Vernon's Ann. Civ. St. Art. 5190.6 §4C, please complete and return this form to the Comptroller's office by February 1, 2004. Your reply must be postmarked no later than February 1, 2004. Please use the enclosed self-addressed envelope. You may also complete and fax this form to 512/475-0664 no later than the due date. Failure to file a completed report form by February 1, 2004 may result in an administrative penalty. Instructions are on the back of this form.

1. Indicate your corporation's fiscal year _____
2. Check the corporation's primary economic development objective(s):

<input type="checkbox"/> Job Creation/Job Retention	<input type="checkbox"/> Infrastructure Projects
<input type="checkbox"/> Tourism	<input type="checkbox"/> Other (You may use a separate sheet to provide additional information, if desired.)
<input type="checkbox"/> Sports Facilities/Recreation	
3. List the corporation's total revenues during the preceding fiscal year.

Sales Tax Revenue	\$ _____
State/Federal Grants and Matching Contributions	_____
Rental/Lease/User Fees Income	_____
Bond Proceeds/Loans Obtained	_____
Other Revenue	_____
TOTAL FISCAL YEAR-END 2003 REVENUES	\$ _____
4. List the corporation's total expenditures during the preceding fiscal year in each of the following categories:

Personnel	\$ _____
Administration	_____
Marketing and Promotion	_____
Direct Business Incentives (Do not include payments to other taxing units)	_____
Job Training	_____
Debt Service	_____
Capital Costs	_____
Affordable Housing	_____
Payments to Taxing Units (e.g., school districts, municipalities, counties, etc.)	_____
Other	_____
TOTAL FISCAL YEAR-END 2003 EXPENDITURES	\$ _____
5. List the corporation's capital assets. (Exclude office equipment.)

_____	_____	_____
_____	_____	_____

PERSON COMPLETING THE FORM

Print name		Title	
Signature		Phone (Area code and number)	



If you have questions concerning the instructions or survey, call the Comptroller's Local Government Assistance Division, toll free at 1-800-531-5441, ext. 9-4679. The Austin number is 512/469-4679.

Type B Sales Tax Permissible Projects



Sec. 501.101. PROJECTS RELATED TO CREATION OR RETENTION OF PRIMARY JOBS.

In this subtitle, "project" includes the land, buildings, equipment, facilities, expenditures, targeted infrastructure, and improvements that are:

- 1) for the creation or retention of primary jobs; and
- 2) found by the board of directors to be required or suitable for the development, retention, or expansion of:
 - a) manufacturing and industrial facilities;
 - b) research and development facilities;
 - c) military facilities, including closed or realigned military bases;
 - d) transportation facilities, including airports, hangars, railports, rail switching facilities, maintenance and repair facilities, cargo facilities, related infrastructure located on or adjacent to an airport or railport facility, marine ports, inland ports, mass commuting facilities, and parking facilities;
 - e) sewage or solid waste disposal facilities; . . .



Sec. 501.101. PROJECTS RELATED TO CREATION OR RETENTION OF PRIMARY JOBS. (cont'd)

- f) recycling facilities;
- g) air or water pollution control facilities;
- h) facilities for furnishing water to the public;
- i) distribution centers;
- j) small warehouse facilities capable of serving as decentralized storage and distribution centers;
- k) primary job training facilities for use by institutions of higher education; or
- l) regional or national corporate headquarters facilities.



What is a “Primary Job”?

Tex. Loc. Gov’t Code § 501.002(12)

- **a job that is:**
 - **available at a company for which a majority of the products or services of that company are ultimately exported to regional, statewide, national, or international markets infusing new dollars into the local economy; and**
 - **is included in one of nearly sixteen (16) NAICS sector codes.**

What is a “Primary Job”? (cont’d)

- NAICS sector code categories include:
 - crop production;
 - animal production;
 - forestry and logging;
 - commercial fishing;
 - support activities for agriculture and forestry;
 - mining;
 - utilities;
 - manufacturing;
 - wholesale trade;
 - transportation and warehousing;
 - information
 - securities, commodity contracts, and other financial investments and related activities;
 - scientific research and development services;
 - management of companies and enterprises;
 - Telephone call centers;
 - correctional institutions; and
 - A job included within National Security sector number 928110.

Sec. 501.103. CERTAIN INFRASTRUCTURE IMPROVEMENT PROJECTS.



In this subtitle, “project” includes expenditures that are found by the board of directors to be required or suitable for infrastructure necessary to promote or develop new or expanded business enterprises, limited to:

- 1) streets and roads, rail spurs, water and sewer utilities, electric utilities, or gas utilities, drainage, site improvements, and related improvements;
- 2) telecommunications and Internet improvements; or
- 3) beach remediation along the Gulf of Mexico.

Sec. 502.052. USE OF TAX REVENUE FOR MASS TRANSIT-RELATED FACILITIES.

A corporation may, as authorized by the corporation's board of directors, spend tax revenue received under this subtitle for the development, improvement, expansion, or maintenance of facilities relating to the operation of commuter rail, light rail, or motor buses.

Sec. 505.152. PROJECTS RELATED TO RECREATIONAL OR COMMUNITY FACILITIES.



For purposes of this chapter, “project” includes land, buildings, equipment, facilities, and improvements found by the board of directors to be required or suitable for use for professional and amateur sports, including children's sports, athletic, entertainment, tourist, convention, and public park purposes and events, including stadiums, ball parks, auditoriums, amphitheatres, concert halls, parks and park facilities, open space improvements, museums, exhibition facilities, and related store, restaurant, concession, and automobile parking facilities, related area transportation facilities, and related roads, streets, and water and sewer facilities, and other related improvements that enhance any of the items described by this section.

Sec. 505.153. PROJECTS RELATED TO AFFORDABLE HOUSING.

For purposes of this chapter, "project" includes land, buildings, equipment, facilities, and improvements found by the board of directors to be required or suitable for the promotion of development and expansion of affordable housing, as described by 42 U.S.C. Section 12745.

Sec. 505.154. PROJECTS RELATED TO WATER SUPPLY FACILITIES AND WATER CONSERVATION PROGRAMS.

For purposes of this chapter, “project” includes land, buildings, equipment, facilities, and improvements found by the board of directors to be required or suitable for:

- 1) the development or improvement of water supply facilities, including dams, transmission lines, well field developments, and other water supply alternatives; or
- 2) the development and institution of water conservation programs, including incentives to install water-saving plumbing fixtures, educational programs, brush control programs, and programs to replace malfunctioning or leaking water lines and other water facilities.

See, Section 505.304 of Texas Local Government Code for ballot wording.

Sec. 505.155. PROJECTS RELATED TO BUSINESS ENTERPRISES THAT CREATE OR RETAIN PRIMARY JOBS.

For purposes of this chapter, "project" includes land, buildings, equipment, facilities, and improvements found by the board of directors to promote or develop new or expanded business enterprises that create or retain primary jobs, including:

- 1) a project to provide public safety facilities, streets and roads, drainage and related improvements, demolition of existing structures, general municipally owned improvements, and any improvements or facilities related to a project described by this subdivision; and
- 2) any other project that the board of directors in the board's discretion determines promotes or develops new or expanded business enterprises that create or retain primary jobs.

APPROVAL OF PROJECTS

Type B Corporations

Sec. 501.073. SUPERVISION BY AUTHORIZING UNIT.

- (a) The corporation's authorizing unit will approve all programs and expenditures of a corporation and annually review any financial statements of the corporation.
- (b) A corporation's authorizing unit is entitled to access to the corporation's books and records at all times.

Type B Corporations

Sec. 505.159. HEARING REQUIRED TO UNDERTAKE PROJECT.

- a) Except as provided by Subsection (b), a Type B corporation shall hold at least one public hearing on a proposed project before spending money to undertake the project.
- b) A Type B corporation the creation of which was authorized by a municipality with a population of less than 20,000 is not required to hold a public hearing under this section if the proposed project is defined by Subchapter C, Chapter 501.

Type B Corporations

Sec. 505.160. ELECTION REQUIRED FOR PROJECT; PETITION.

- a) A Type B corporation may undertake a project under this chapter unless, not later than the 60th day after the date notice of the specific project or general type of project is first published, the governing body of the authorizing municipality receives a petition from more than 10 percent of the registered voters of the municipality requesting that an election be held before the specific project or general type of project is undertaken. . . .

Type B Projects Approval Process

Procedural Steps - Generally:

- 1) Publish notice of project/public hearing in the newspaper (Section 505.160(a)) (Publication can occur later in the process)
- 2) Type B posts agenda (72 hours in advance)
- 3) Type B meeting
 - Conduct public hearing on project (Section 505.159(a))
 - Board takes action on the item (votes up or down the project)
- 4) City Council posts agenda (72 hours in advance)
- 5) City Council meeting
 - City Council takes action on the item (votes up or down the project)
- 6) Once 60 days runs from published notice (step 1) can fund the project (need a performance agreement) (Section 505.160(a))

PROMOTIONAL EXPENDITURES

Sec. 505.105. LIMITATION ON USE OF REVENUES FOR PROMOTIONAL PURPOSES.

A Type B corporation may spend not more than 10 percent of the corporate revenues for promotional purposes.

JOB TRAINING

Sec. 501.162. USE OF TAX REVENUE FOR JOB TRAINING.

A corporation may spend tax revenue received under this subtitle for job training offered through a business enterprise only if the business enterprise has committed in writing to:

- (1) create new jobs that pay wages that are at least equal to the prevailing wage for the applicable occupation in the local labor market area; or
- (2) increase its payroll to pay wages that are at least equal to the prevailing wage for the applicable occupation in the local labor market area.



THE END



20-0923

TITLE: Consider/Discuss the Apex Centre Operational Status and Expansion and Renovation Study Results prepared by Brinkley Sargent Wiginton Architects, Inc. (BSW) of Dallas, Texas.

COUNCIL GOAL: Enhance the Quality of Life in McKinney
(5A: Create Affordable Recreational and Cultural Arts Activities for All Ages Throughout the City)
(5E: Develop sustainable quality of life improvements within the City of McKinney)

MEETING DATE: October 22, 2020

DEPARTMENT: Parks and Recreation

CONTACT: Michael Kowski, Director of Parks and Recreation
Teresa Thomason, Apex Centre Manager

ITEM SUMMARY:

- In February of 2019, the McKinney Community Development Corporation (MCDC) awarded funding to hire an architect to, among other things, study the viability and develop concept plans for the potential expansion of the Apex Centre located in Gabe Nesbitt Community Park. BSW was selected via a competitive RFQ process and staff will deliver the results of their analysis and present potential options for review and consideration.
- Provide a snapshot of current operations and membership status.

BACKGROUND INFORMATION:

- The Apex Centre opened in 2017 and has more than 5,500 family and individual memberships, which translates into approximately 20,000 unique customers.
- This popularity has resulted in a positive financial outlook that has moved the Apex Centre into operating as a self-sufficient, cost-neutral community asset.
- In order to serve our fast-growing community and maintain a cost recovery model, the current 80,000 sq. ft. facility will require an expansion of the building

envelope and rearrangement of the existing floorplan.

- Space for an expansion to the east was designed into the existing site plan in anticipation of enlarging the building footprint in the future.
- The City engaged BSW and its partner consultants to assess and verify the amount, location and type of additional square footage required to serve our fast-growing community, either via a new facility elsewhere in the City or as an expansion to the Apex Centre.
- This process involved a steering committee comprised of representatives from City Council, PROS Advisory Board, MCDC, Apex Membership, and City staff.
- Staff will deliver the results of their analysis and present potential options for review and comment.

FINANCIAL SUMMARY:

- N/A

SUPPORTING MATERIALS:

[Presentation](#)



2020
EXPANSION

APEX CENTER



— AGENDA



CENTRE
Reach your peak.

01

REVIEW STUDY APPROACH

02

REVIEW NEEDS

03

EXPANSION OPTIONS

04

OUTDOOR POOL CONCEPT

05

HIGH-LEVEL PROFORMAS





PREVIEW

- **Studied 3 Expansion Options**
- **Range: \$ 25.1M – \$ 33.5M**
- **Each Adds More Square Footage**
- **Each Repurposes the Existing Gym**
- **Each Modifies the Existing Floorplan**
- **Each Makes Minor Adjustments to Parking**
- **Separated Outdoor Water Enhancements**
- **Various Potential Funding Sources**



WATERPARK

- **The site is too small to accommodate**
- **We can add new features to existing**
- **Better locations north of 380**
- **BSW will assist with other sites**



— AGENDA



CENTRE
Reach your peak.

01

REVIEW STUDY APPROACH

02

REVIEW NEEDS

03

EXPANSION OPTIONS

04

OUTDOOR POOL CONCEPT

05

HIGH-LEVEL PROFORMAS

WHY EXPAND

- **Expansion always contemplated**
- **Building is undersized**
- **The service area population will continue to grow**
- **Staff & operations in place**
- **Land, infrastructure in place**
- **If we wait, costs will escalate**
- **Maintain cost-neutral status**
- **New Senior Recreation Center already budgeted**



Apex Centre Highlights

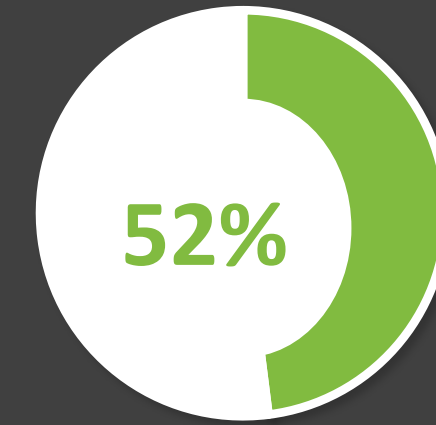


March 2017

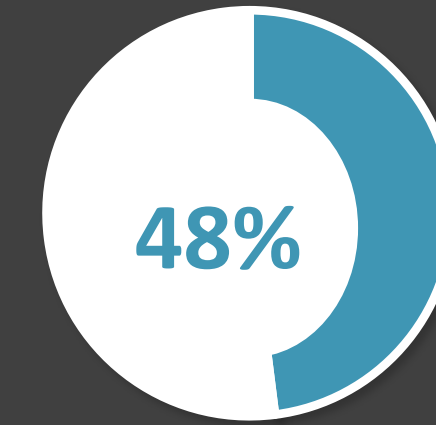
Established



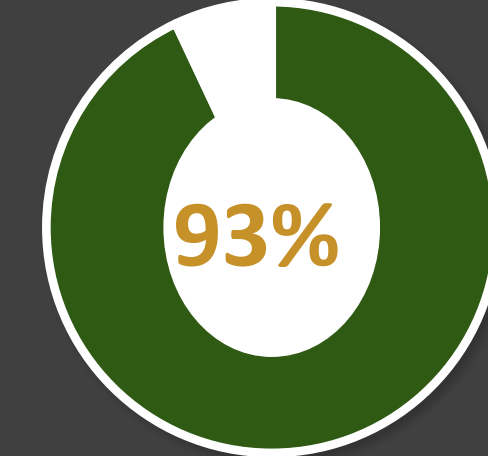
5,400
Members



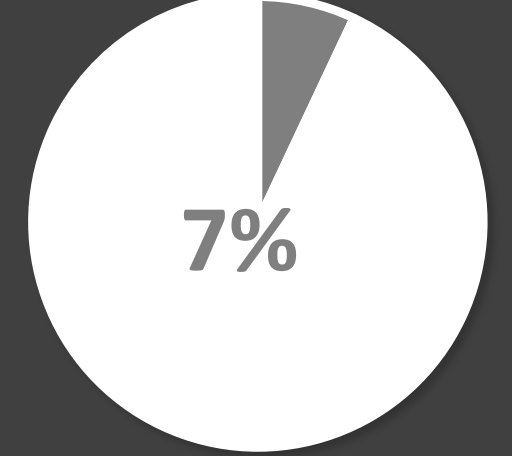
Annual



Monthly



Resident



Non-resident

Day Pass Users: 20,114



Financial Success

2019: \$580,864

2018: \$586,905

Total: \$1,167,769



Yearly Employee Breakdown

14

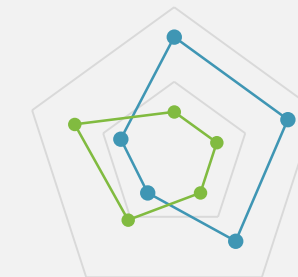
Full-time

163

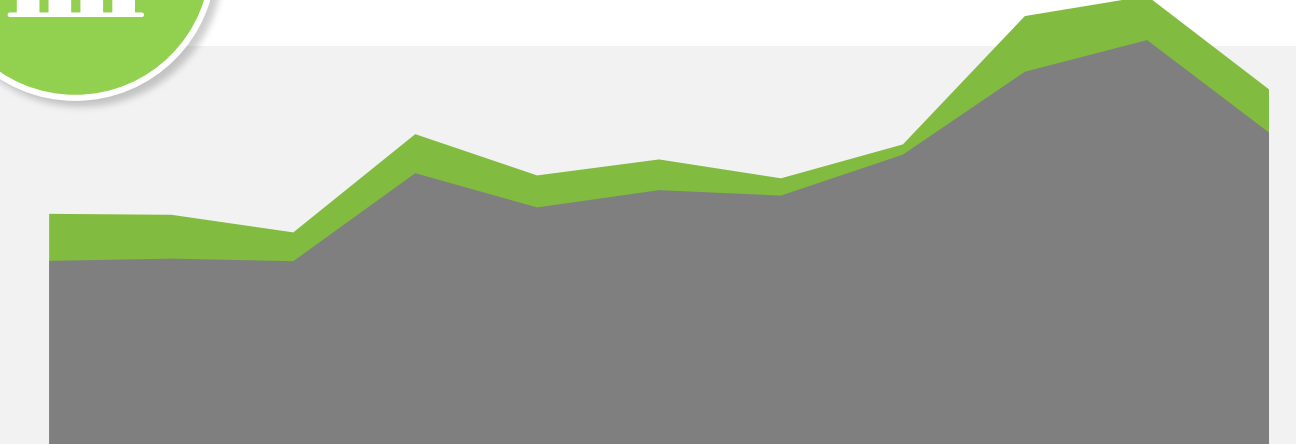
Part-time

134

Seasonal



Scan-ins 2019 v. 2018



2019: 555,063

2018: 455,172



Erin Gobin
 City of McKinney,
 Apex Centre
 28881

6 months ago | History
 Add Note
 Interactions 1

5

My kids really enjoy the pool area. However the gym is often very crowded and the weight equipment very limited and in too small an area. It seems the space was poorly designed and should have been made bigger, or needs a good expansion to make it more functional. Additionally, I have a 9 year old who will soon be too old for the child care center but will not be old enough to go to the gym floor until he is 12. So what are we supposed to do with 10 and 11 year olds? Not go to the Apex center I suppose...

Active Member Reviews



Manuel Hernandez
 City of McKinney,
 Apex Centre
 91064

5 months ago

6

The basketball court are always to crowded.



John Molomo
 City of
 McKinney, Apex
 Centre

104591

2 months ago | History
 Add Note
 Interactions

8

More space and more equipment so one does not have to wait around to workout. It is sometimes crowded at peak times early in the mornings and evenings.



Luciano Suehara
 City of
 McKinney, Apex
 Centre

25146

a month ago | History
 Add Note
 Interactions 1

7

More equipments as during business hours it is impossible to exercise without having to wait. Also the basketball courts are insufficient. The installations are modern and equipments advanced but overall spacing is something that could be improved as a I was prior Frisco Athletic Center member.



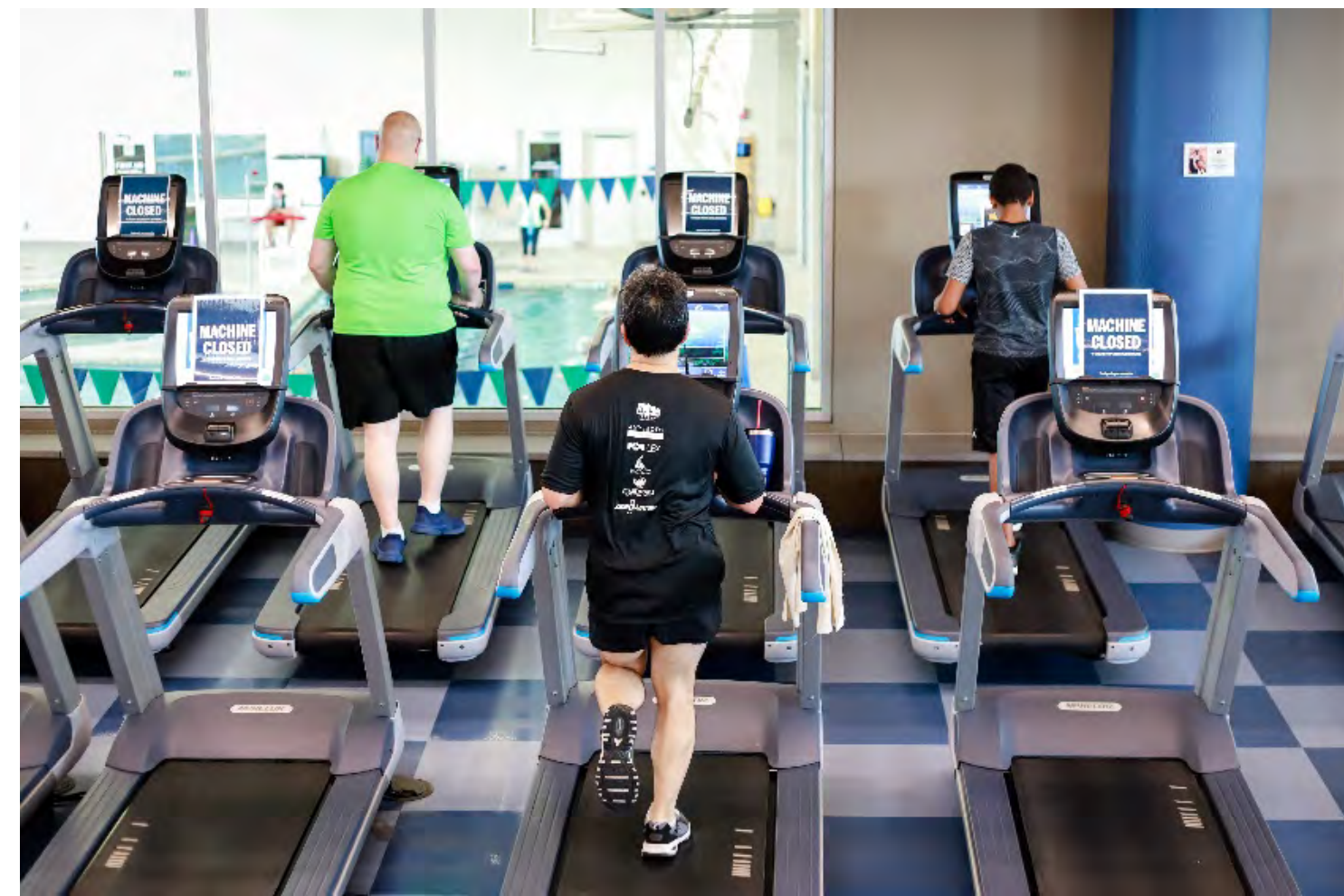
APEX CENTRE

Reach your peak
by keeping your family
HEALTHY and **ACTIVE.**

www.ApexCentre.org

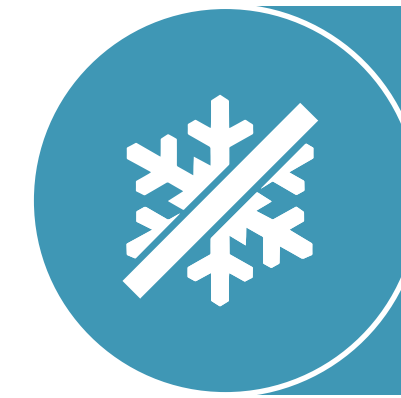
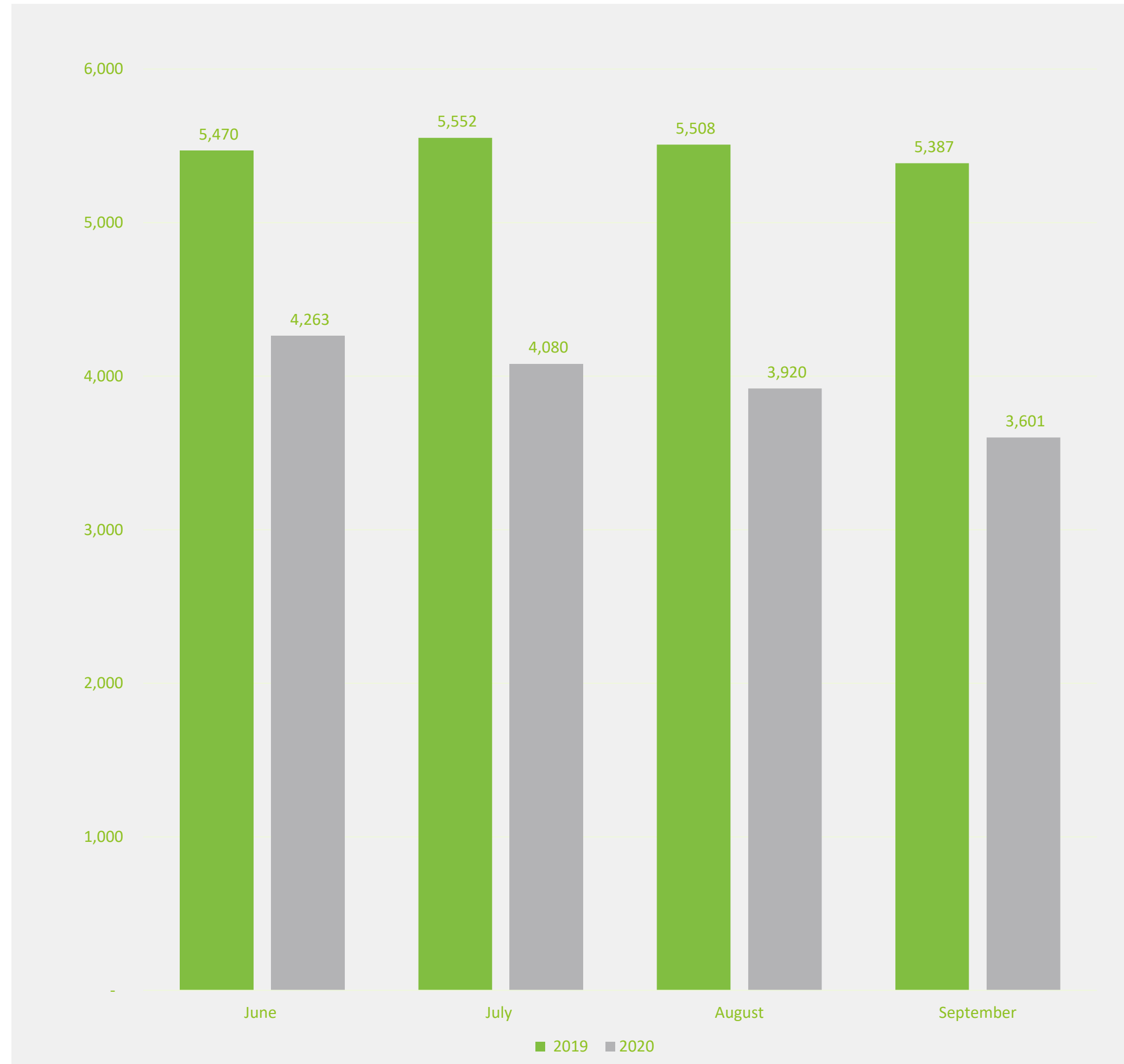
 /McKinneyTXParks

Operations under state social distancing guidelines

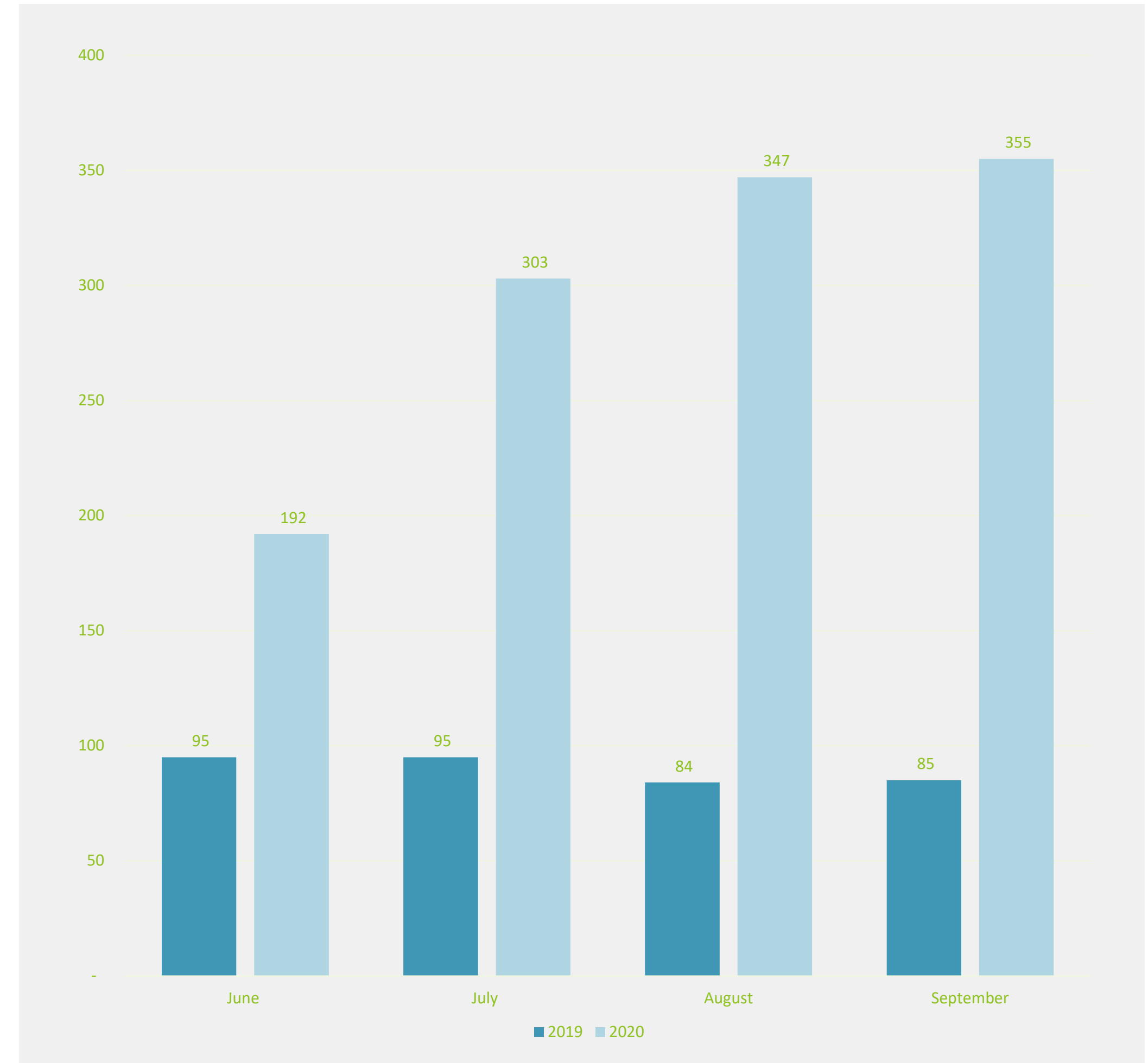




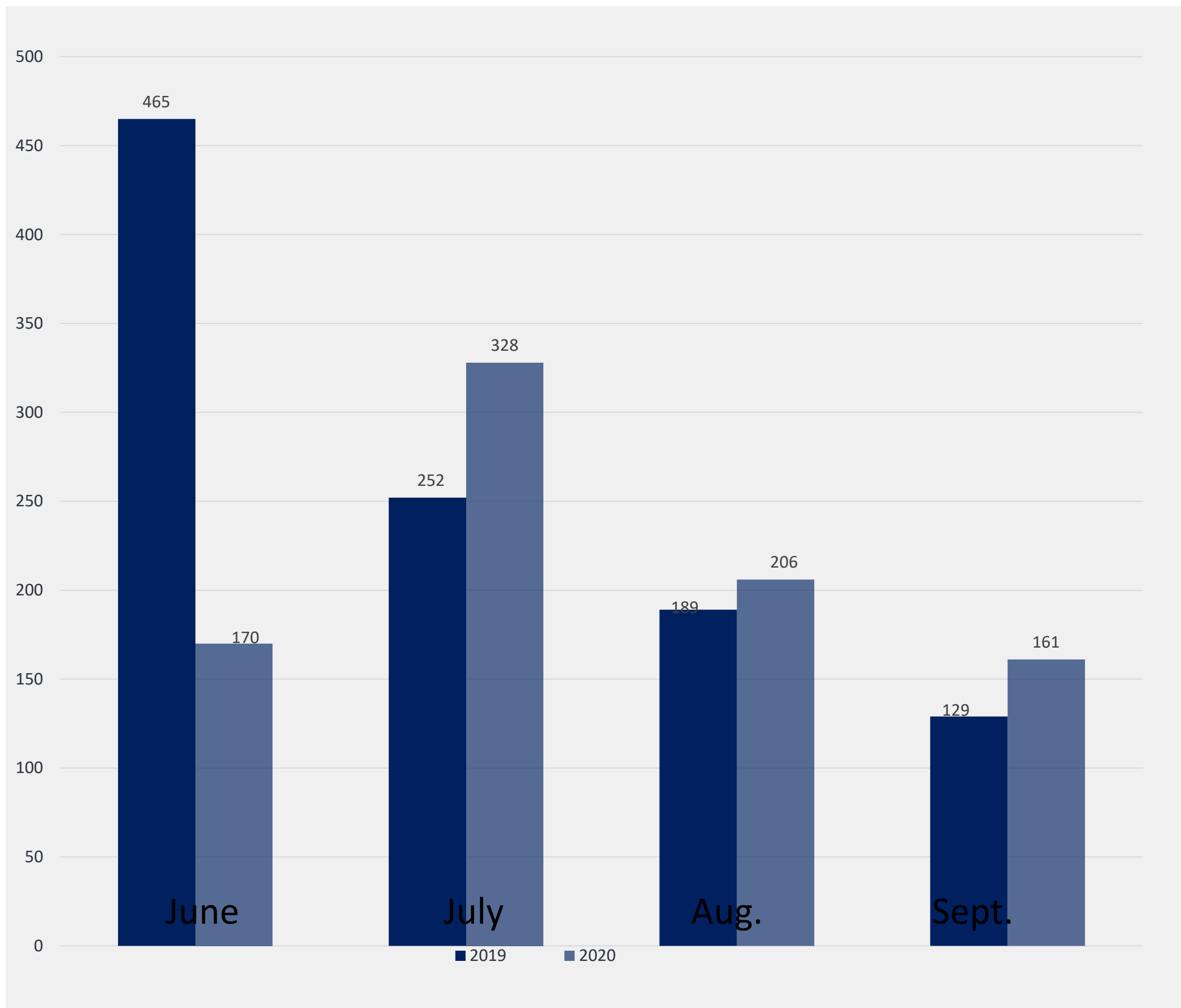
Total Memberships



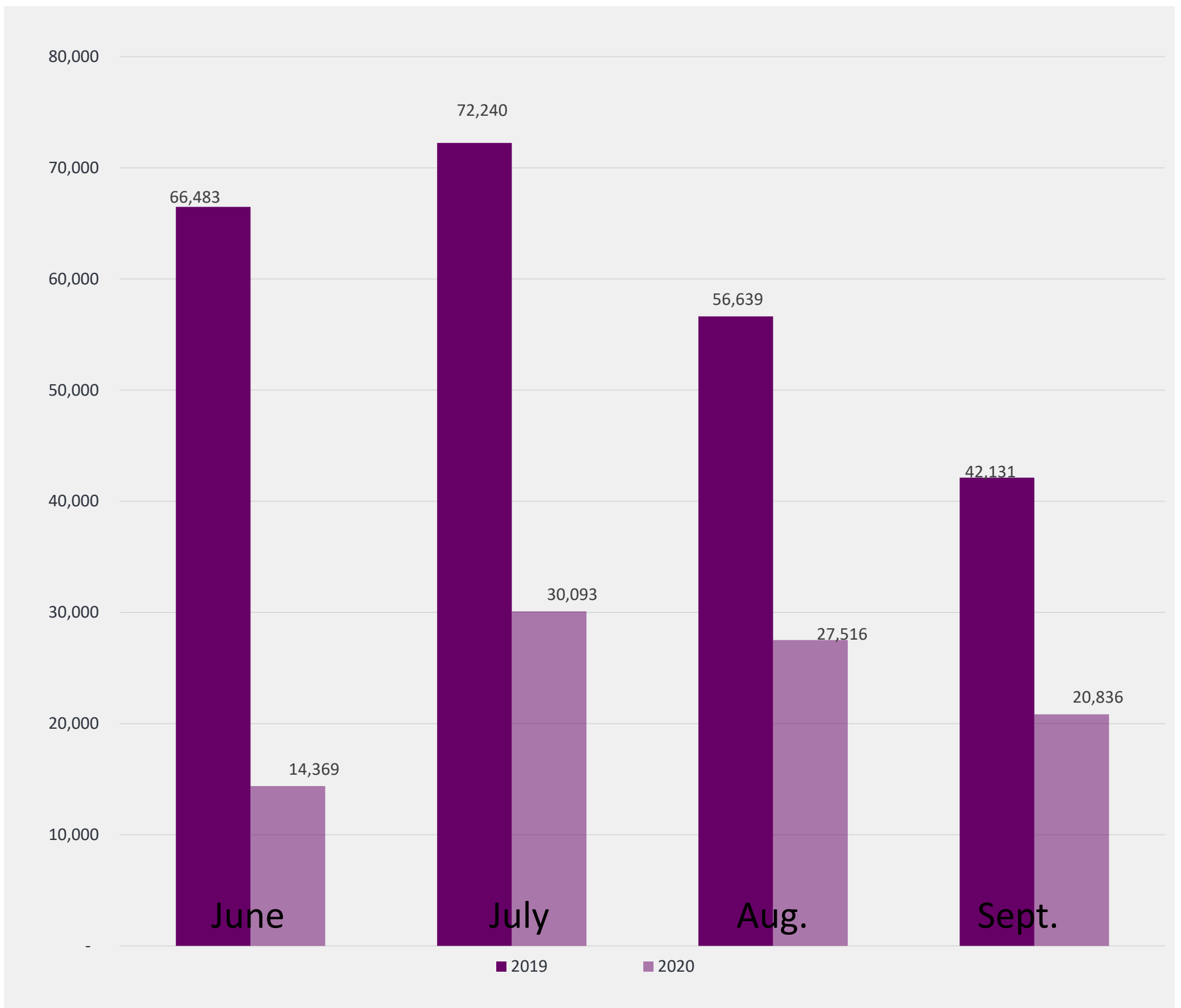
Freezes



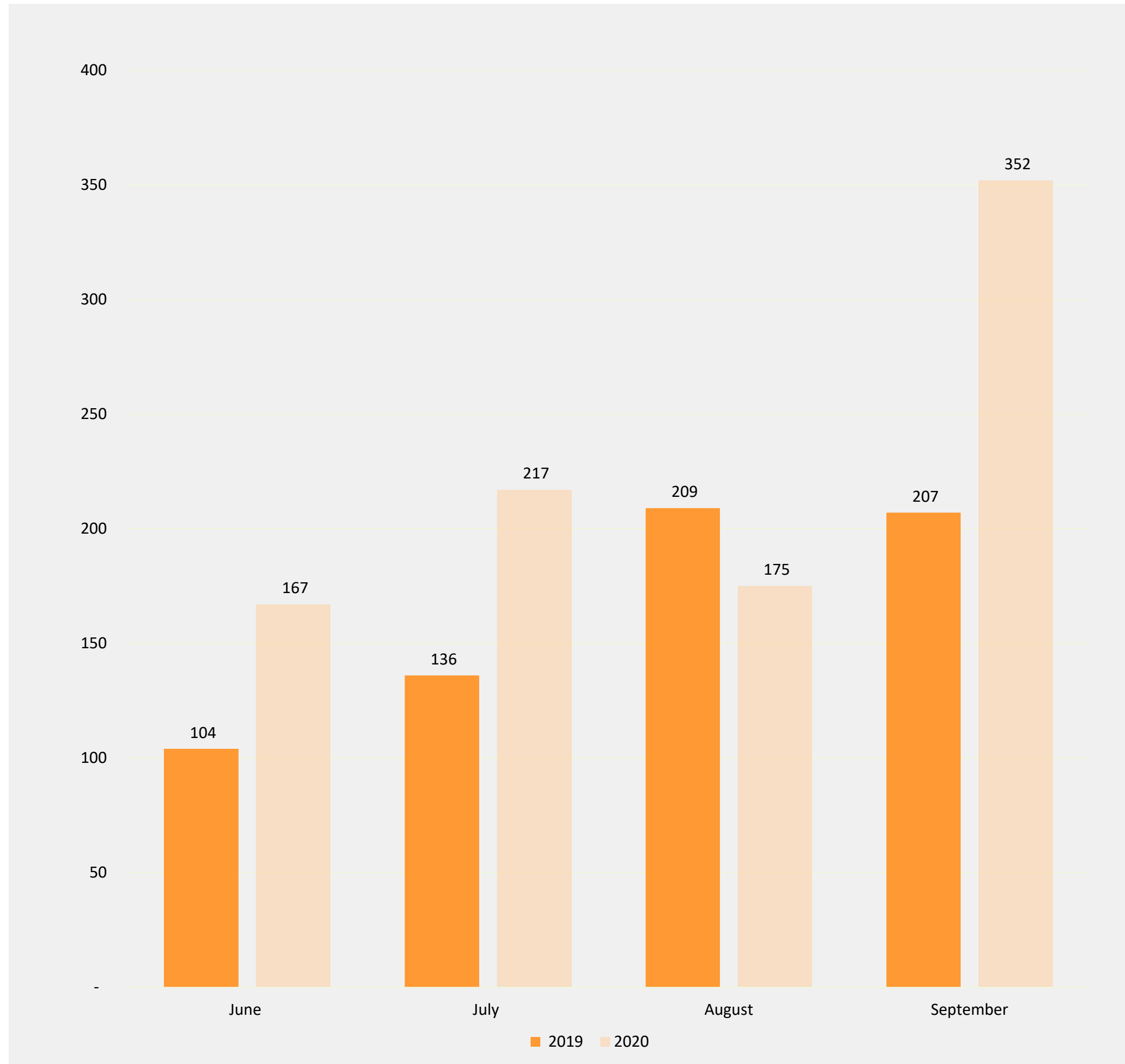
Sales



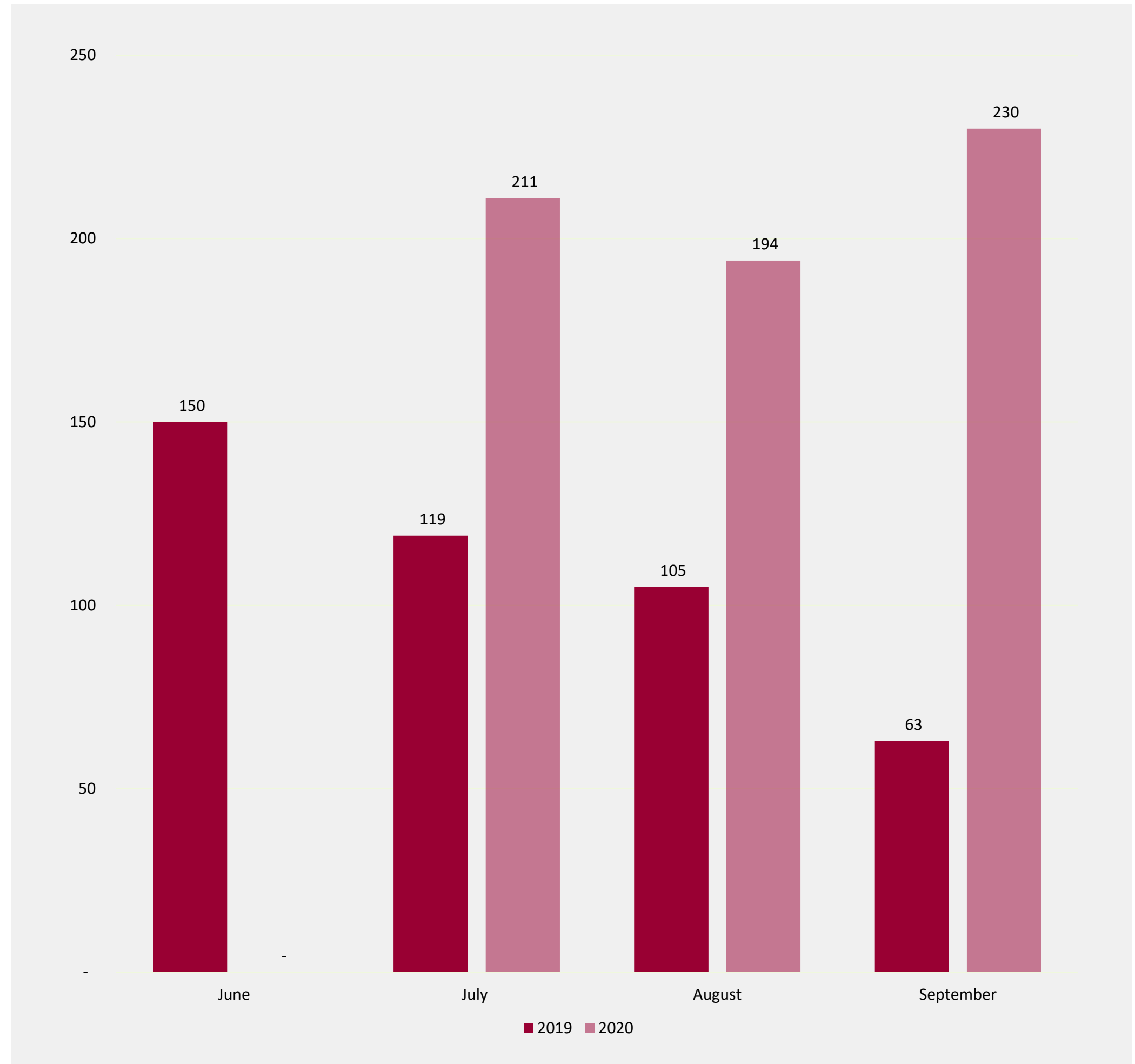
Usage



Cancel



Expires



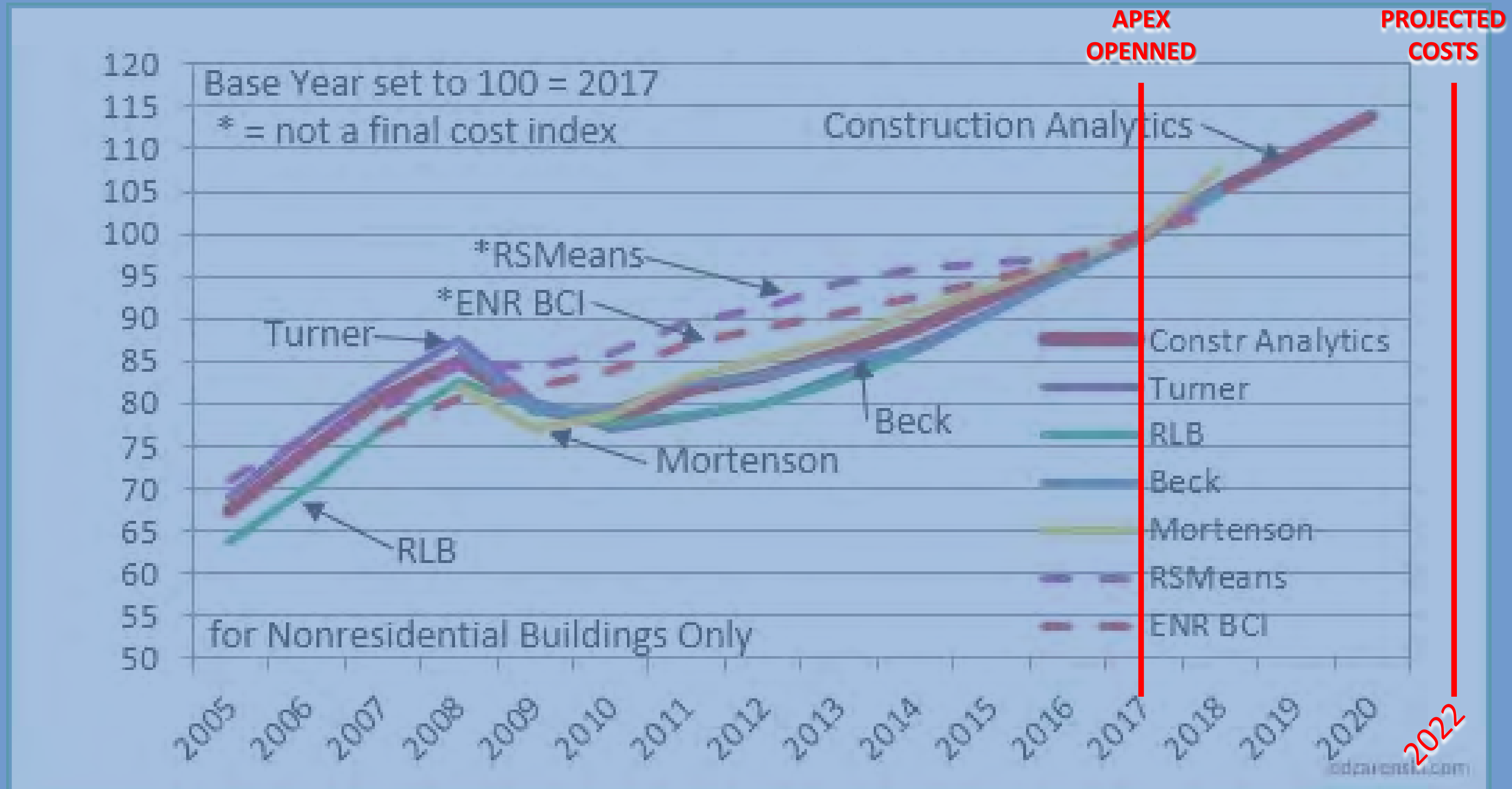
Membership Campaign fy 2021

- Goal: Increase Apex Centre memberships
 - Objective: 4,000 total memberships
- Target Audiences
 - Frozen accounts
 - Upcoming renewals
 - Non-members: Primarily families, seniors, individuals
 - Current members that are not actively using the facility
- Key Messages: Focus on health and wellness, community engagement within facility, clean environment
- Tactics
 - PSA Video(s): Member testimonials; feeling safe and enjoying workouts
 - PSA Video: Facility programming, “new normal” / safety procedures
 - Frozen accounts: Inviting members back for a free trial day: email, social media targeting
 - Continue virtual offerings (membership only once software is obtained)

Top Priority Needs

- Larger Fitness Floor – Free Weights, Resistance Machines, and Cardio
- Programming Space – Ability to provide programming for the community
- Larger Playroom – Grow for current age groups, and address the 10 – 12-year-old age group
- Staff Office Space – Storage space converted into offices is still inadequate

CONSTRUCTION COST ESCALATION



For example, Apex construction cost escalated to 2022 dollars = ~\$50M

— AGENDA



CENTRE
Reach your peak.

01

REVIEW STUDY APPROACH

02

REVIEW NEEDS

03

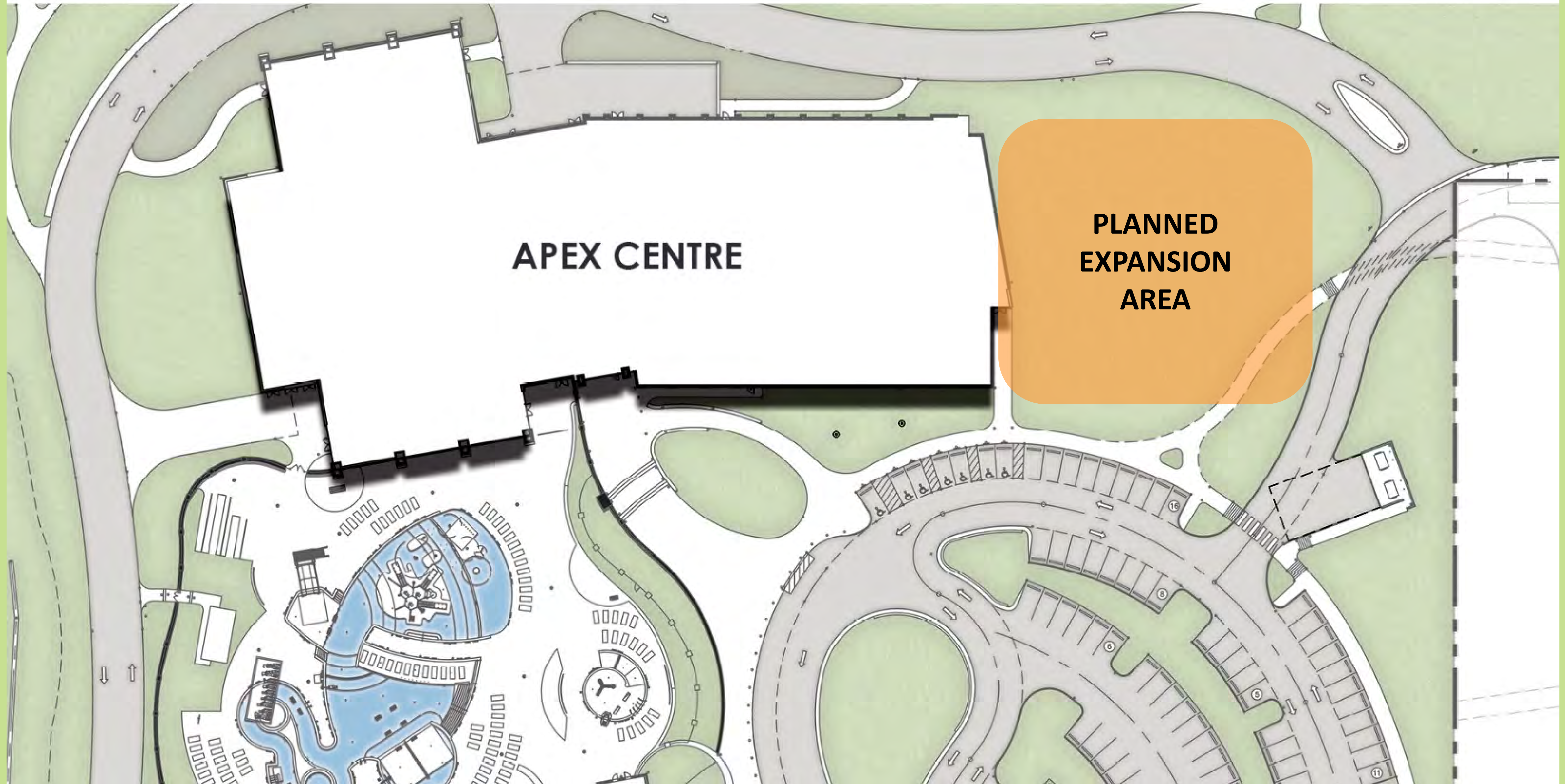
EXPANSION OPTIONS

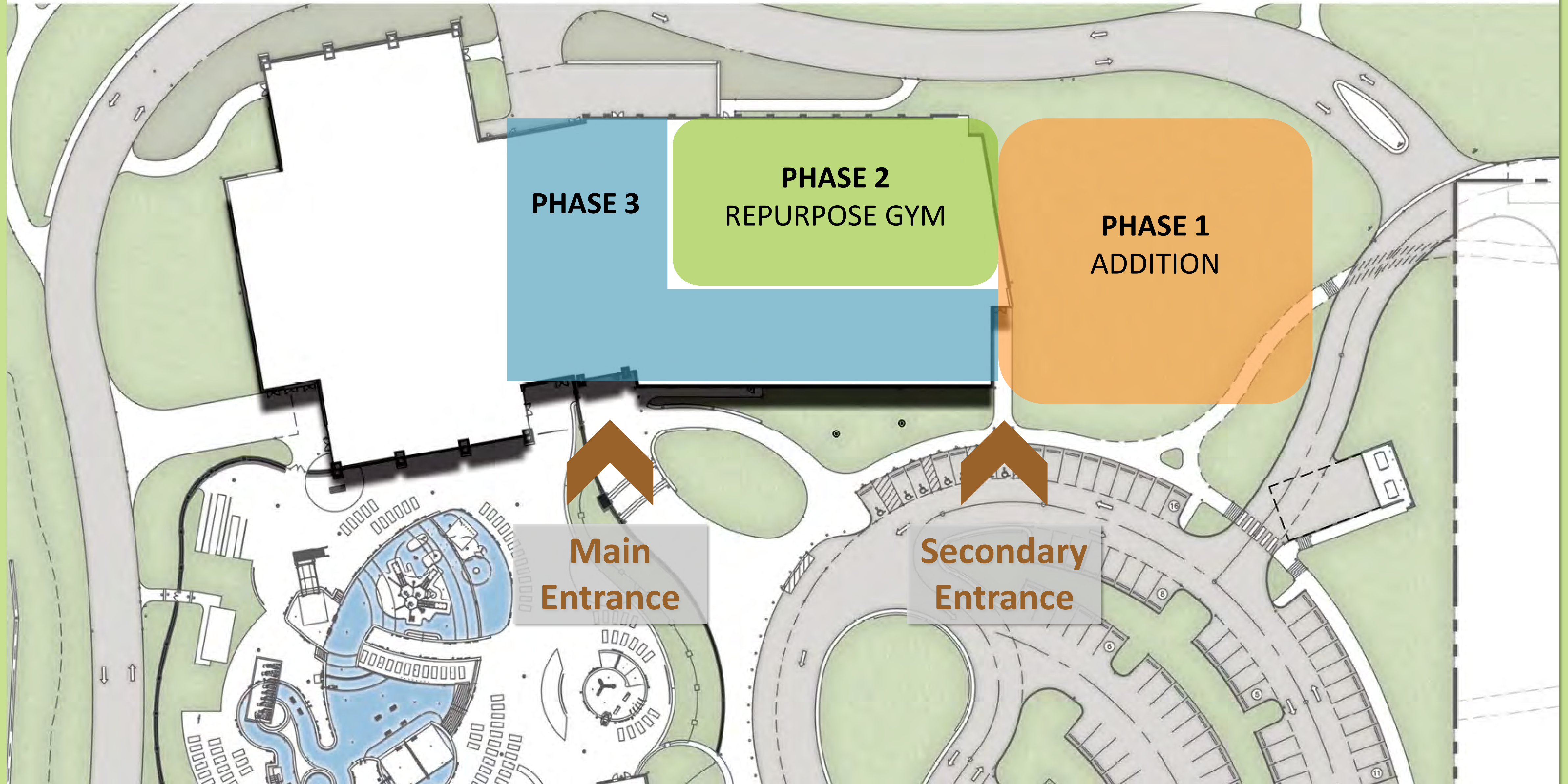
04

OUTDOOR POOL CONCEPT

05

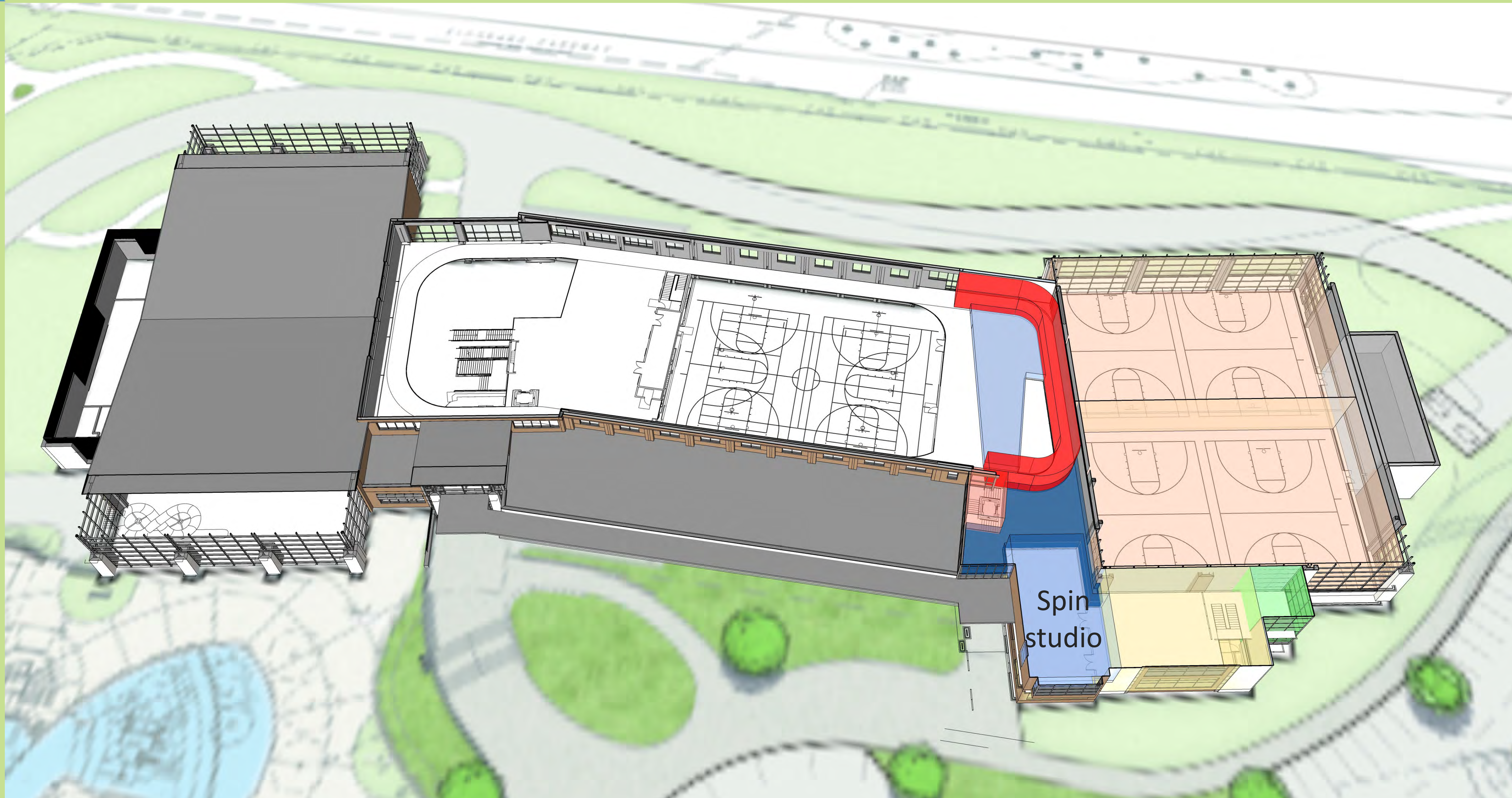
HIGH-LEVEL PROFORMAS

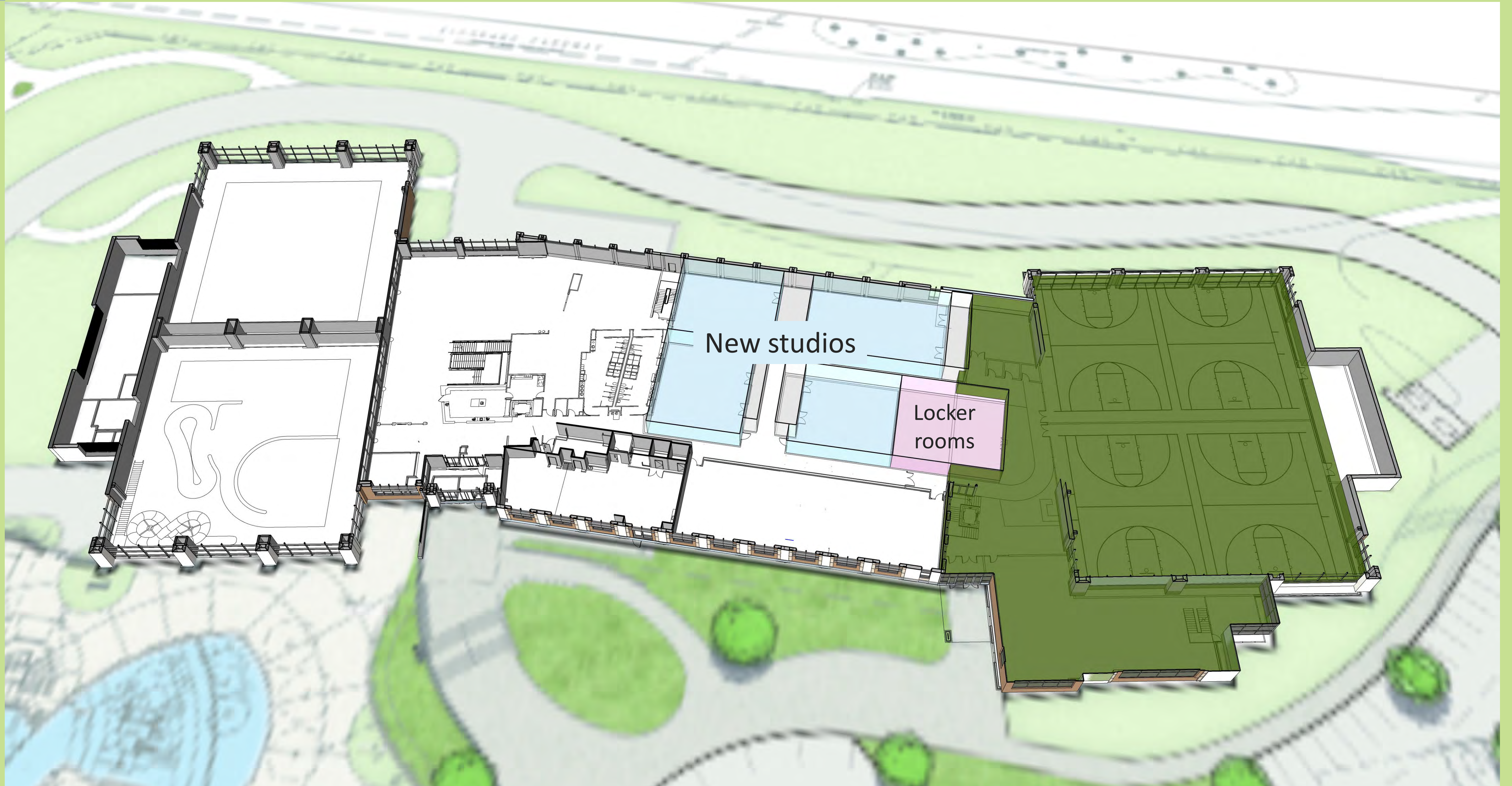


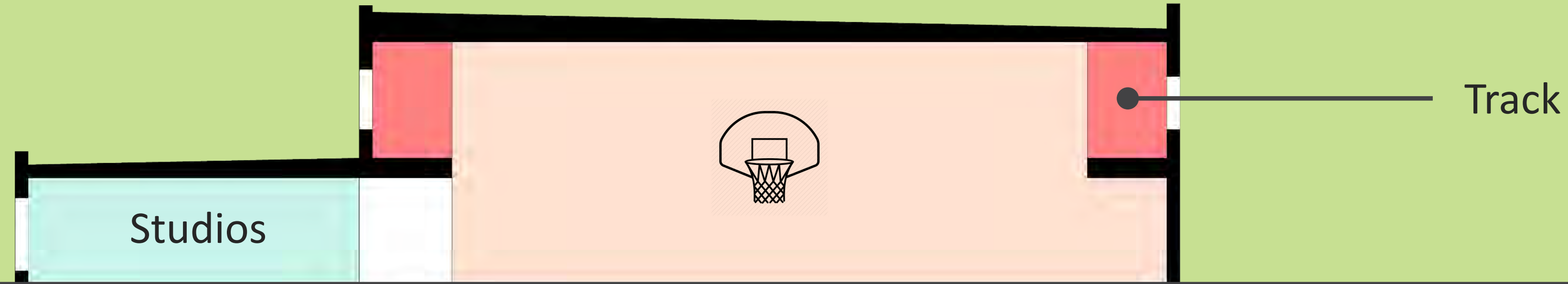




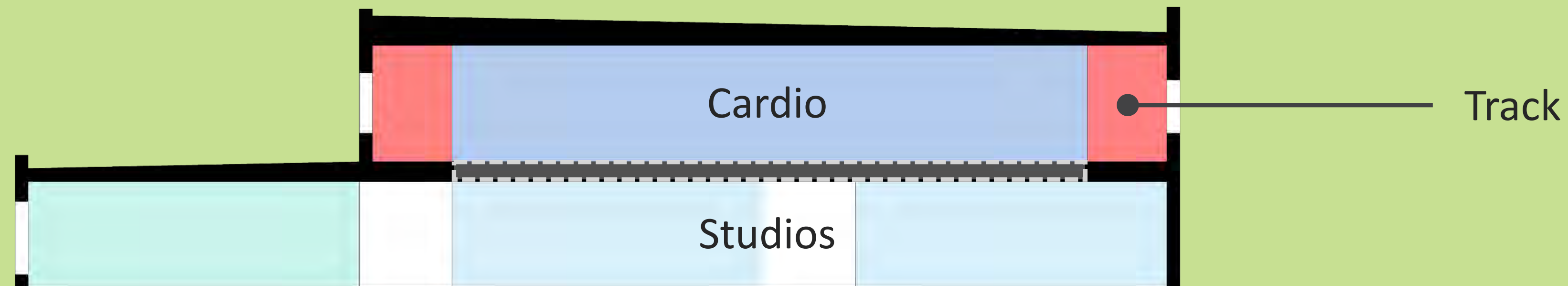




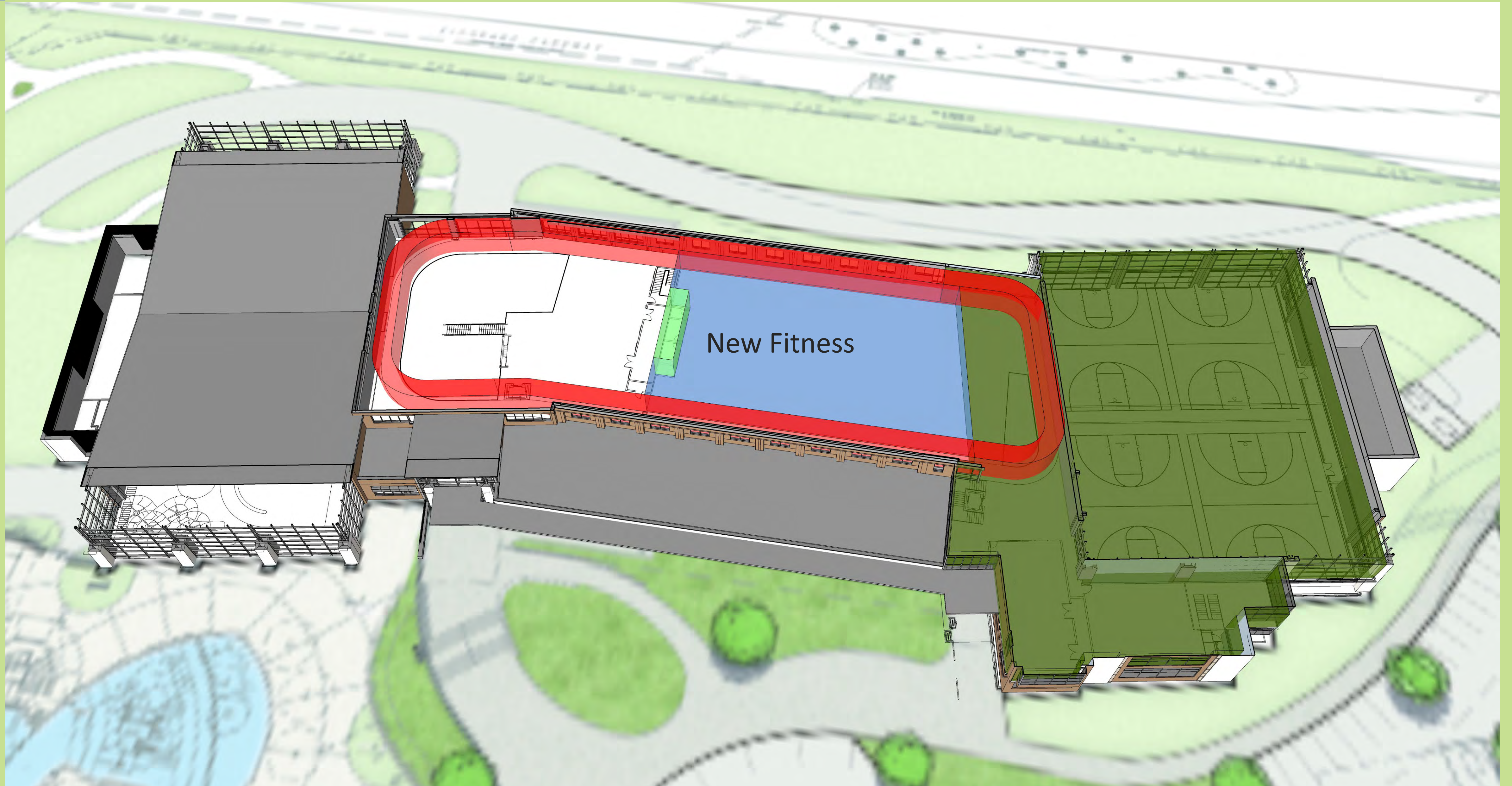




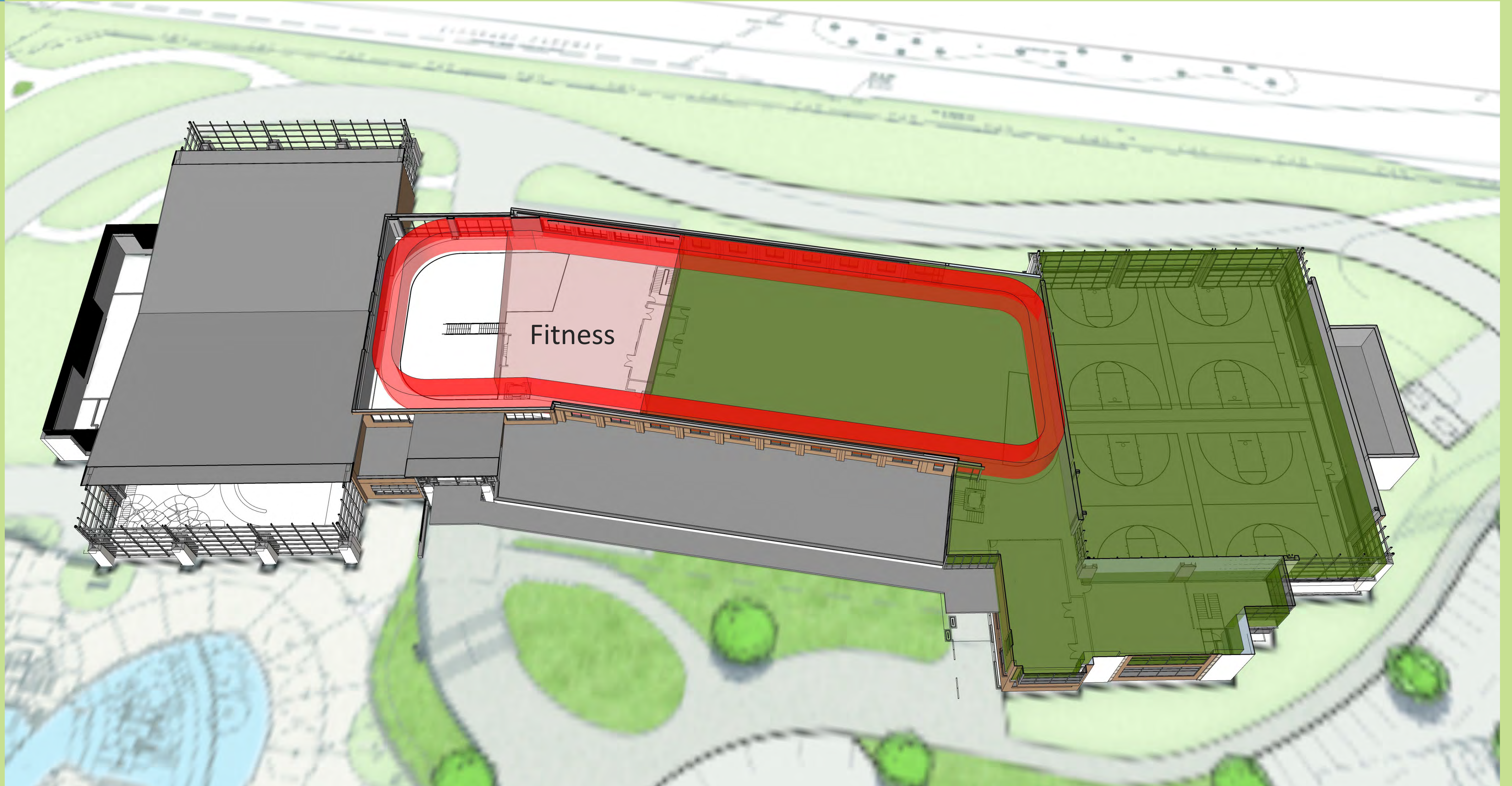
EXISTING GYMNASIUM

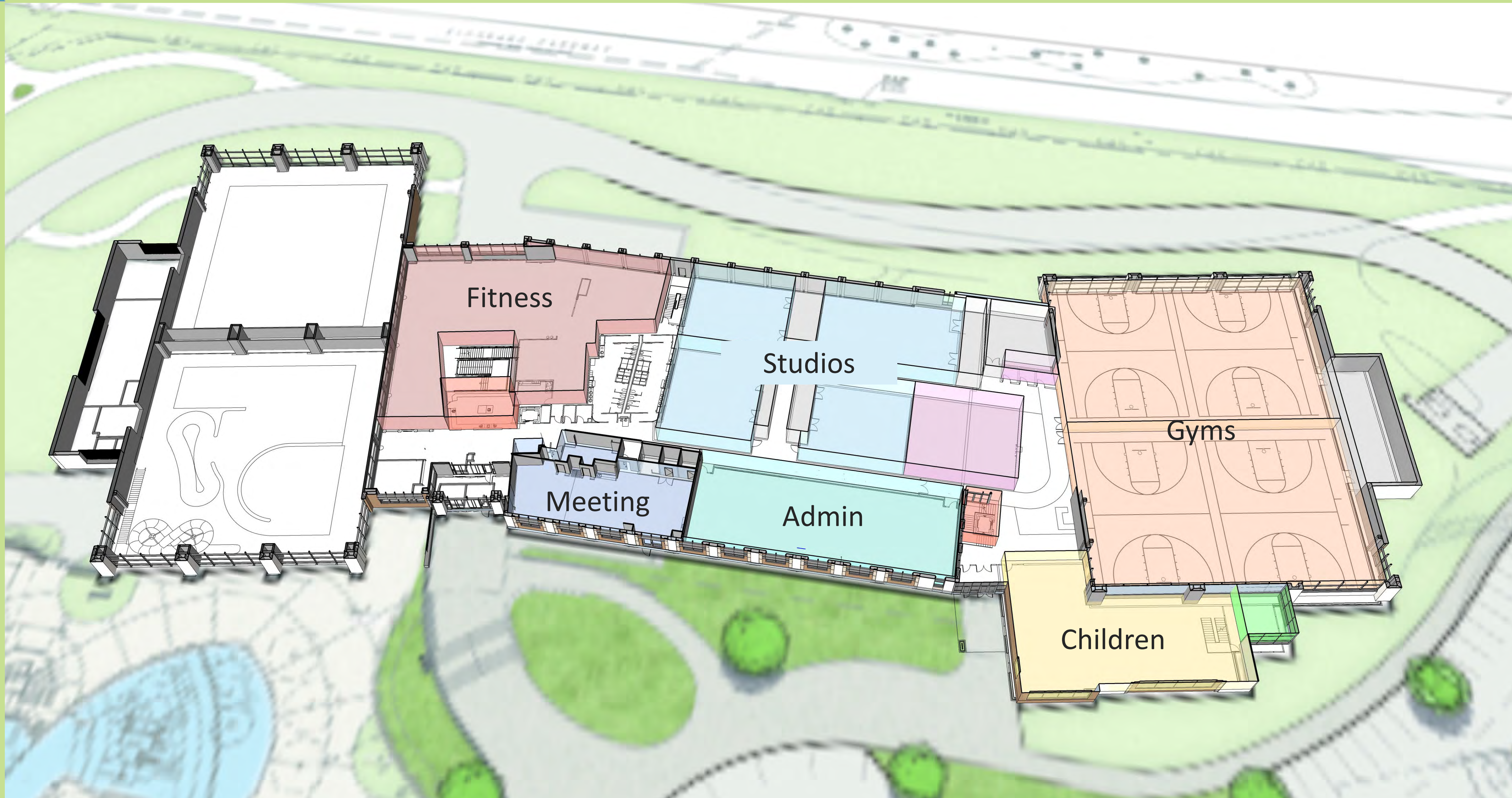


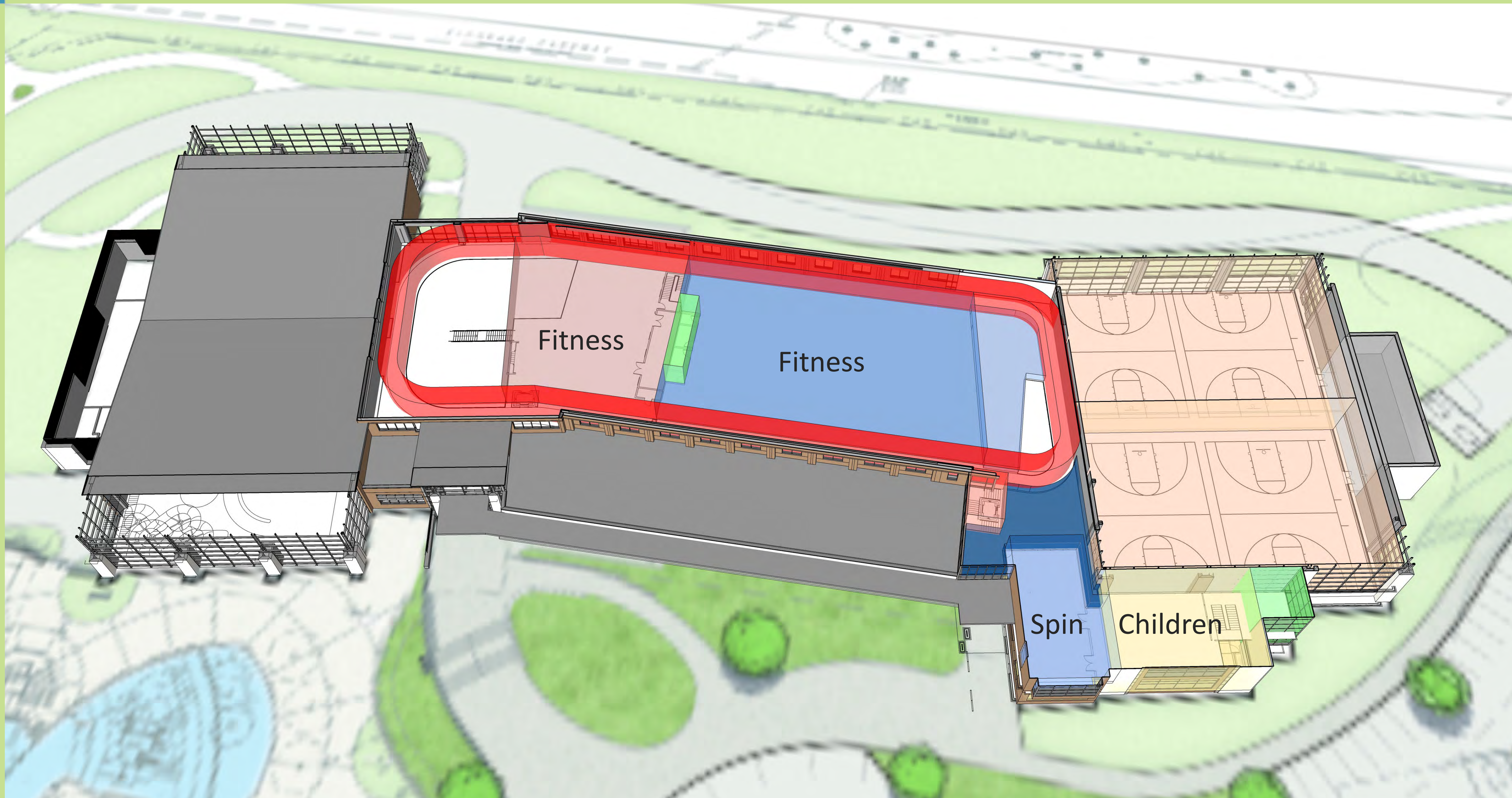
PHASE 2







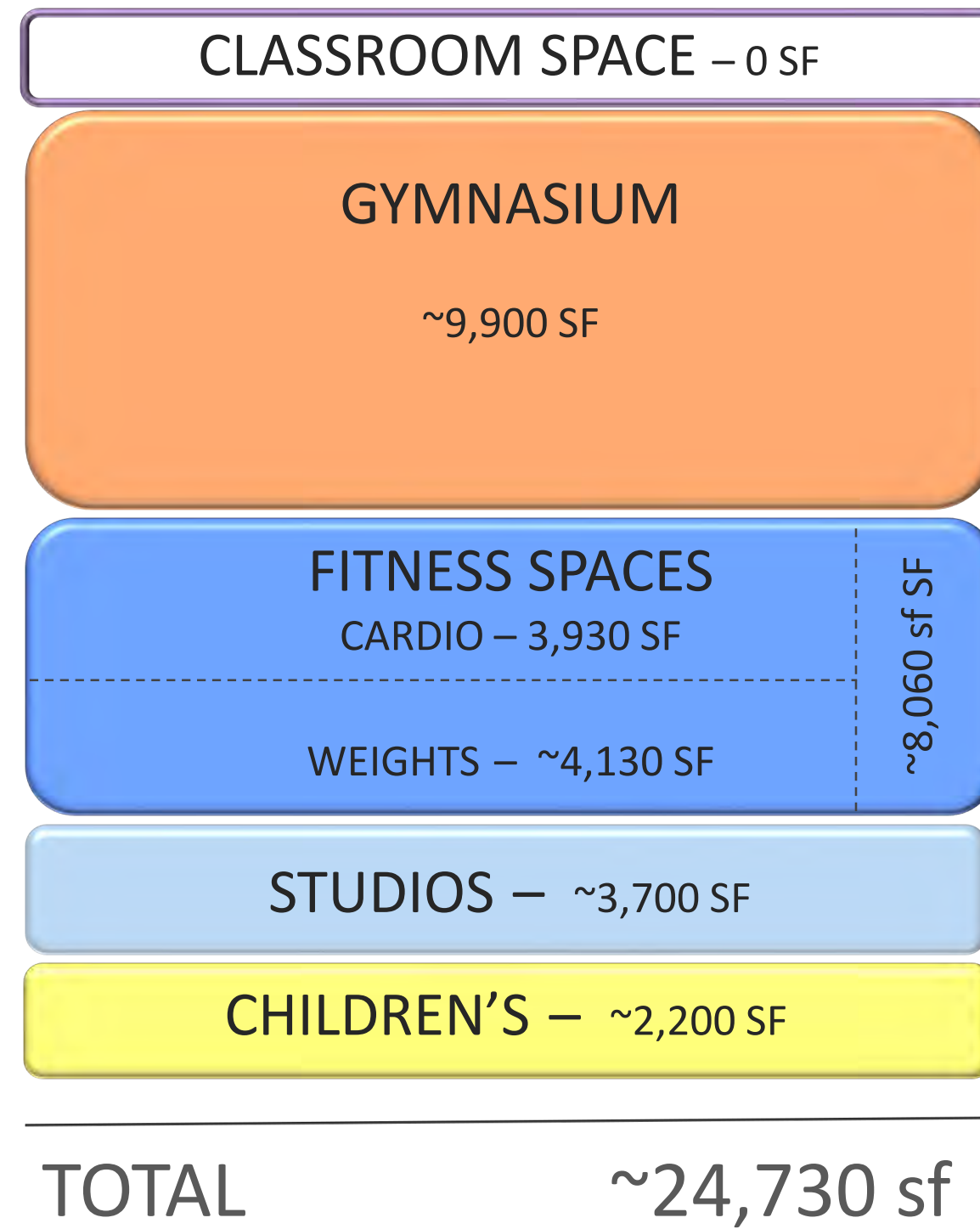






OPTION – DRY-SIDE REVENUE SPACES

EXISTING



EXPANSION



PROJECTED TOTAL PROJECT COSTS

Description	Expansion
Construction costs	\$25.7M
FF&E (furniture, fixtures & equipment)	\$2.63M
Professional services	\$2.36M
Miscellaneous costs	\$955K
Escalation, based on 5.0% annual & 6/2021 start	\$1.95M
Total project cost	\$33.6M

— AGENDA



CENTRE
Reach your peak.

01

REVIEW STUDY APPROACH

02

REVIEW NEEDS

03

EXPANSION OPTIONS

04

OUTDOOR POOL CONCEPT

05

HIGH-LEVEL PROFORMAS

WAVE POOL CONCEPT



— AGENDA



CENTRE
Reach your peak.

01

REVIEW STUDY APPROACH

02

REVIEW NEEDS

03

EXPANSION OPTIONS

04

OUTDOOR POOL CONCEPT

05

HIGH-LEVEL PROFORMAS

HIGH-LEVEL PRO FORMAS

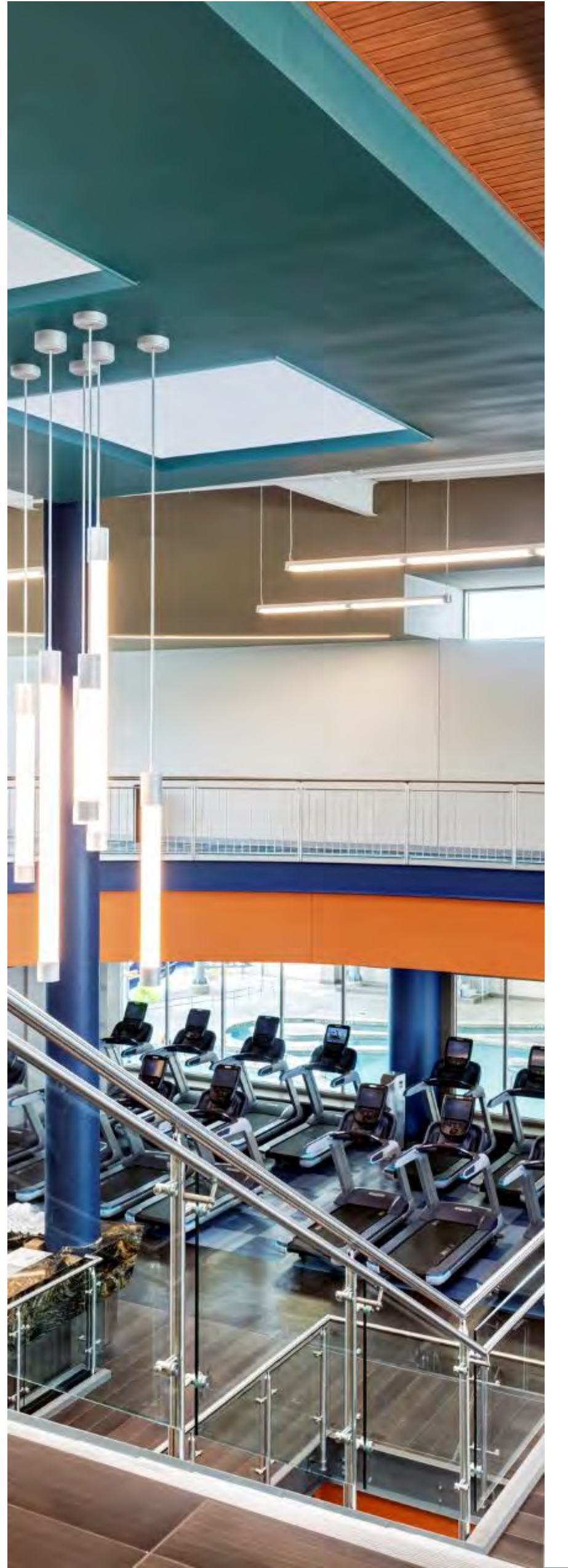
Description	2019	Expansion
Passes, Memberships, Program fees	\$4,742,997	\$7,035,000
Events, Rentals, Sales	\$255,205	\$311,600
Other revenues	\$70,418	\$271,300
Total revenues	\$5,068,620	\$7,617,900
Total expenses	\$4,487,757	\$6,480,632
Surplus	\$580,863	\$1,137,268
Total cost recovery	112%	118%

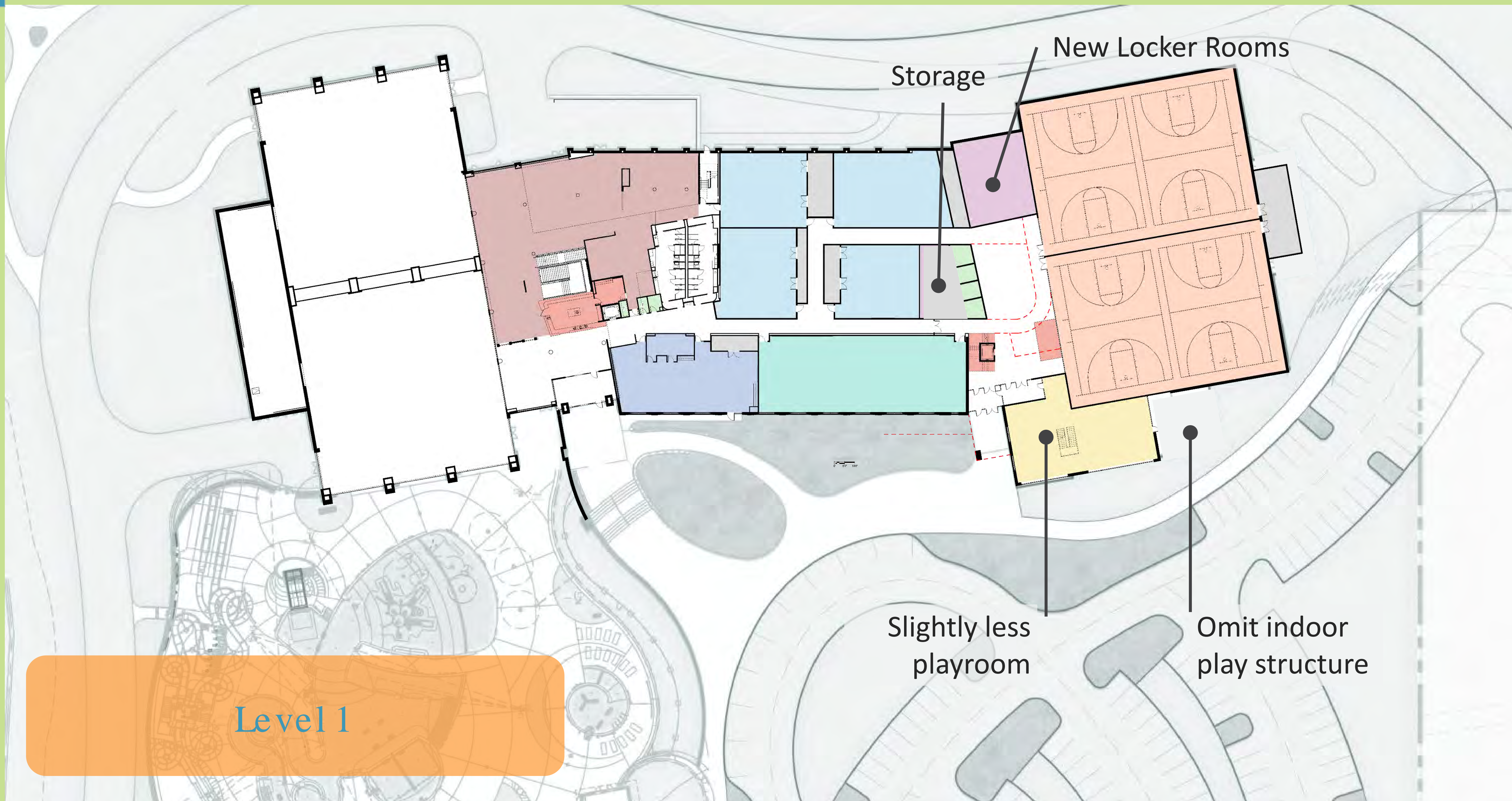


2020

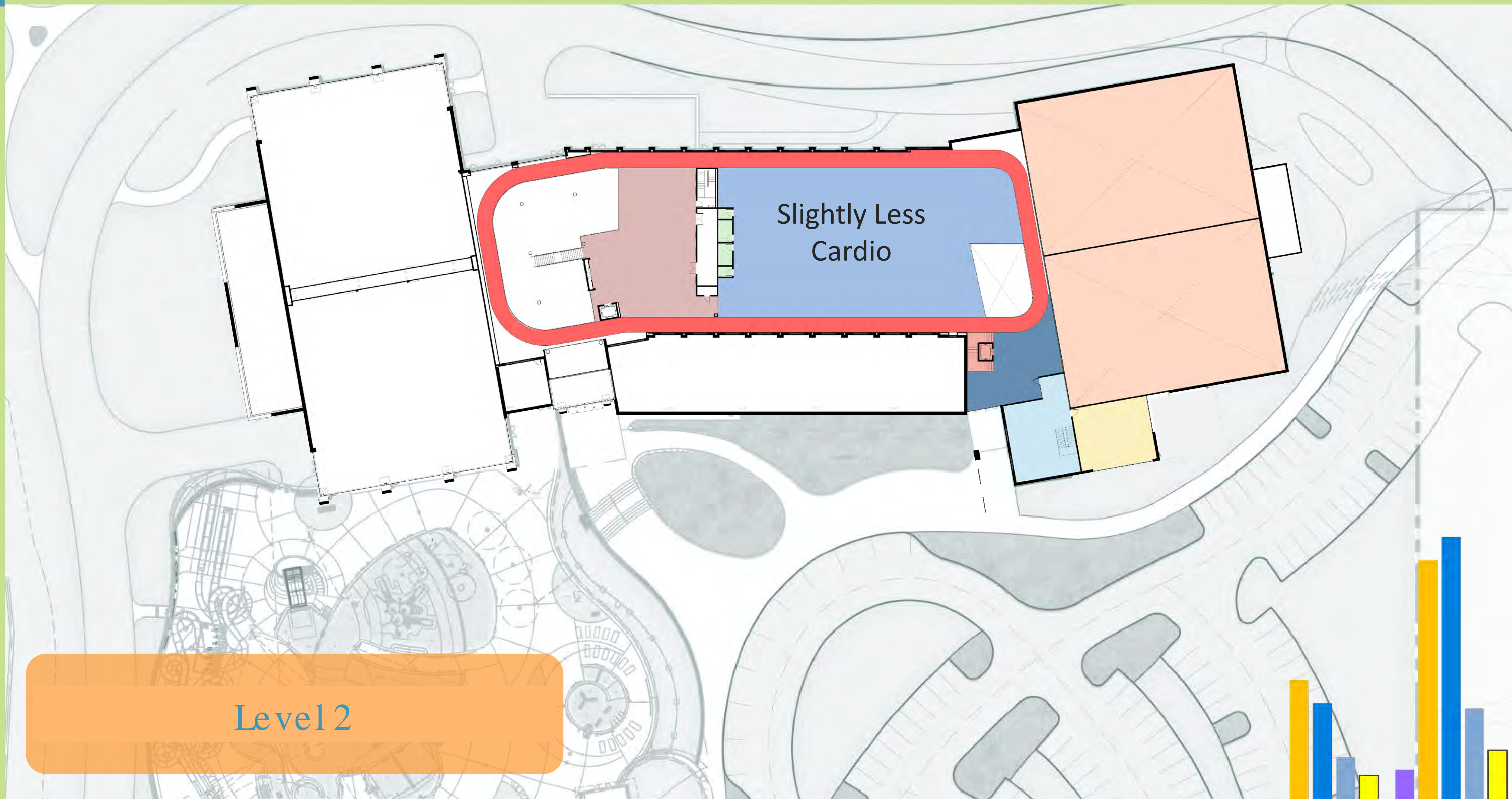
EXPANSION

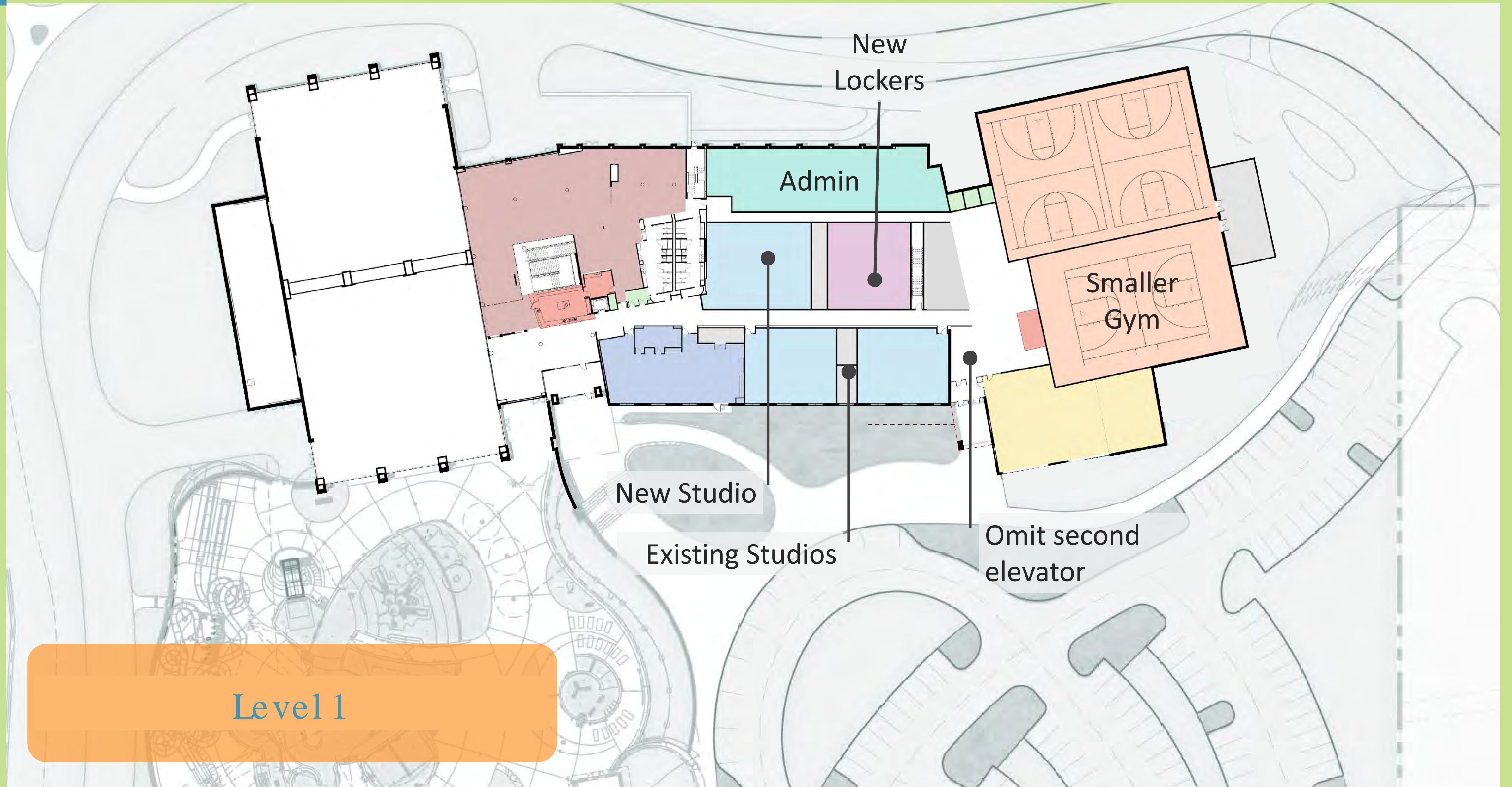
THANK YOU



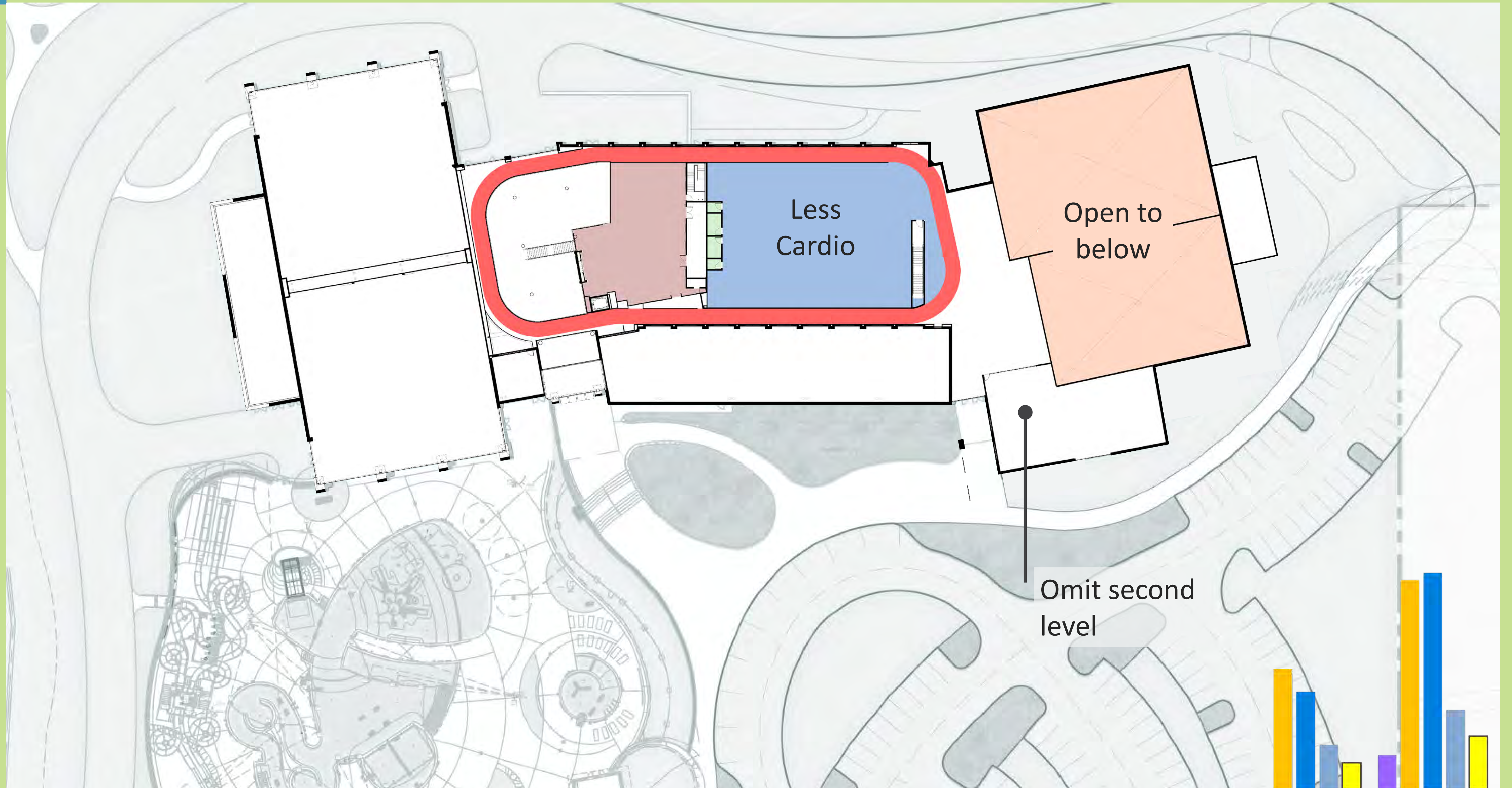


Level 1

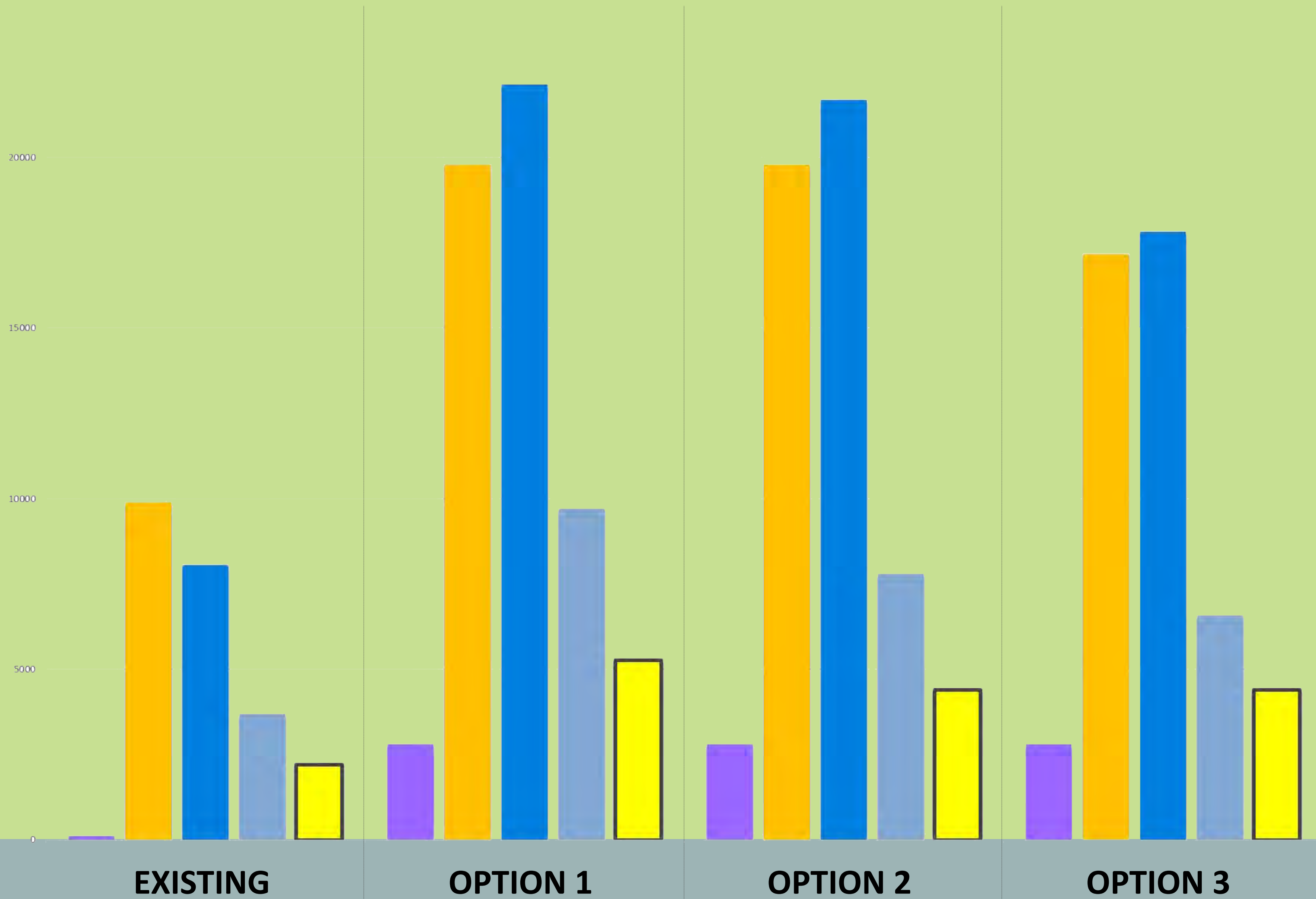




Level 1



SQUARE FOOTAGE COMPARISONS



LEGEND

- CLASSROOMS
- GYMNASIUMS
- FITNESS
- STUDIOS
- CHILDREN'S

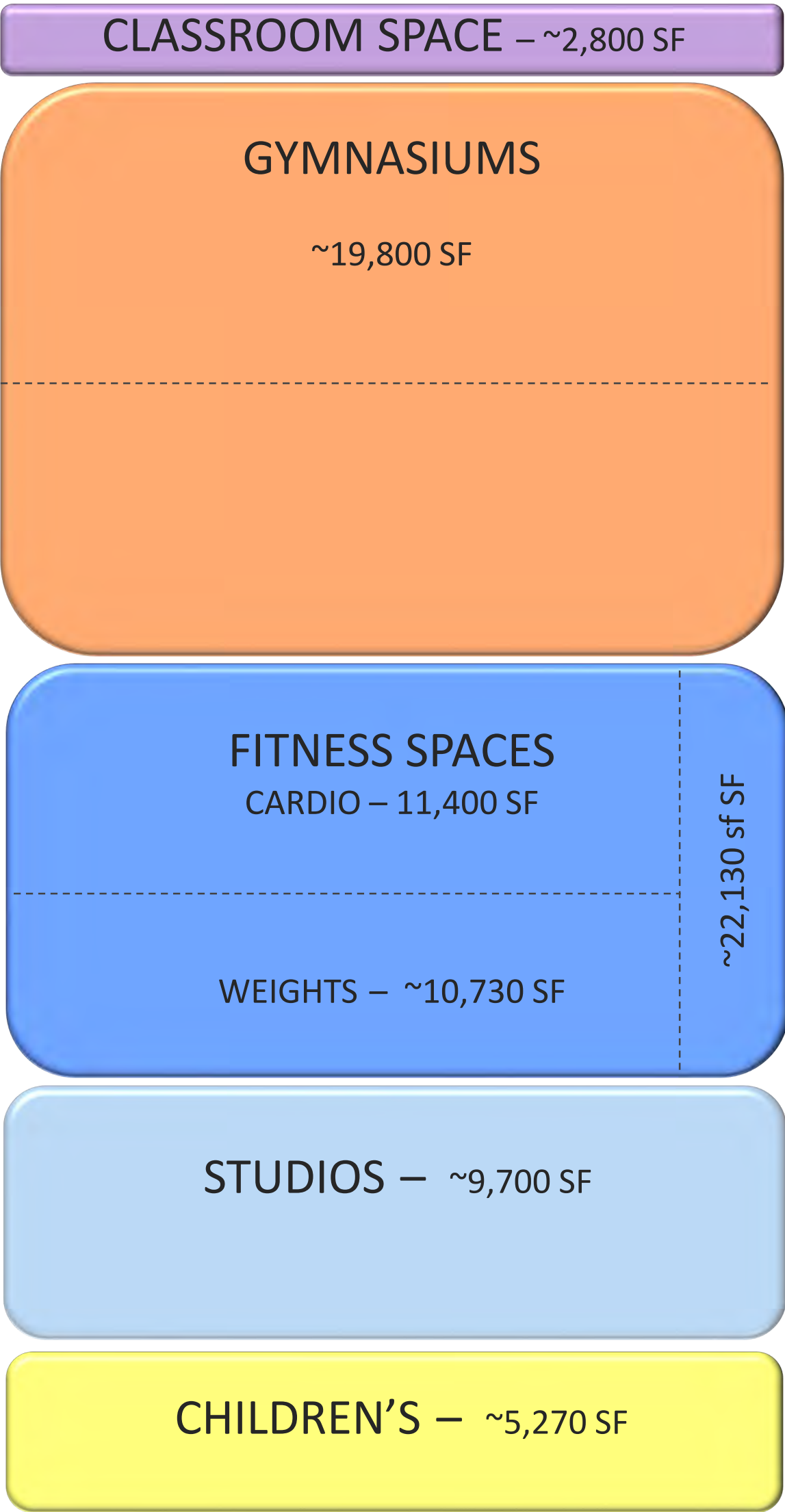
ALL OPTIONS – DRY-SIDE REVENUE SPACES

EXISTING



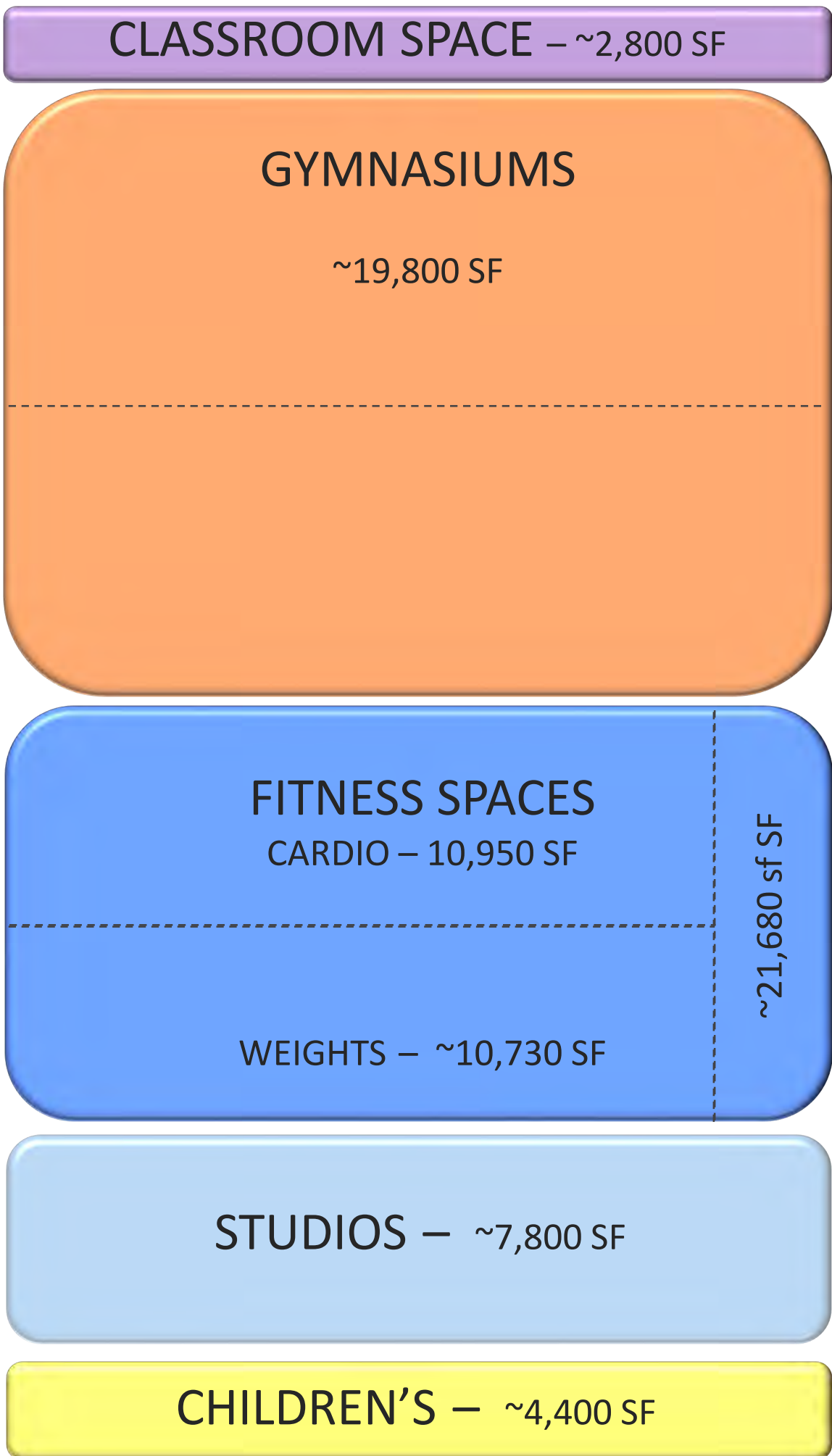
TOTAL ~24,730 sf

OPTION 1



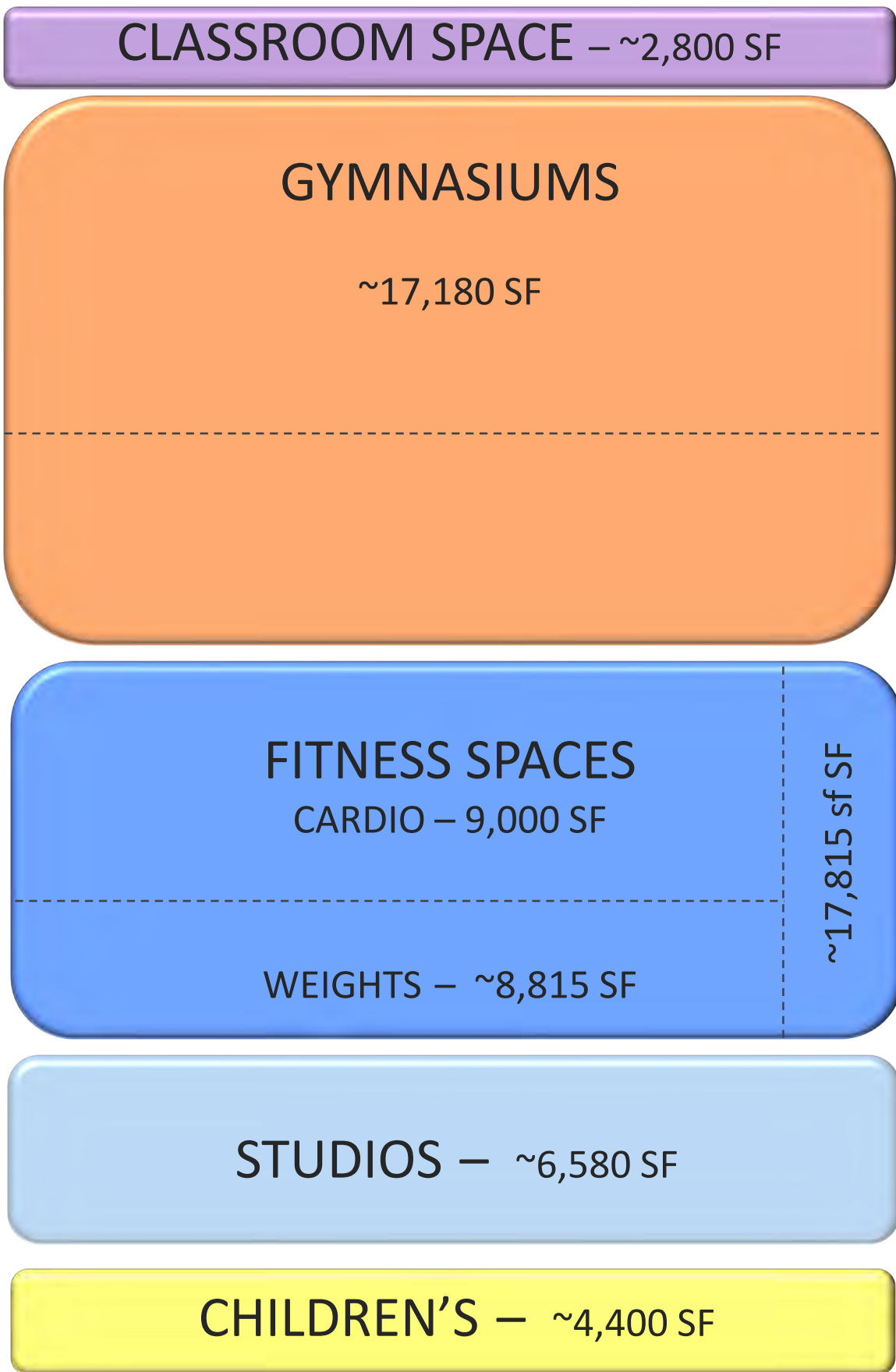
TOTAL ~59,700 sf

OPTION 2



TOTAL ~56,480 sf

OPTION 3



TOTAL ~48,775 sf

PROJECTED TOTAL PROJECT COSTS

Description	Option 1	Option 2	Option 3
Construction costs	\$25.7M	\$23.2M	\$19.1M
FF&E (furniture, fixtures & equipment)	\$2.63M	\$2.52M	\$2.14M
Professional services	\$2.36M	\$2.17M	\$1.8M
Miscellaneous costs	\$955K	\$879K	\$741K
Escalation, based on 5.0% annual & 6/2021 start	\$1.95M	\$1.76M	\$1.45M
Total project cost	\$33.6M	\$30.5M	\$25.2M

HIGH-LEVEL PRO FORMAS

Description	Current	Option 1	Option 2	Option 3
Passes, Memberships, Program fees	\$4,804,000	\$7,035,000	\$6,710,000	\$6,405,000
Events, Rentals, Sales	\$301,900	\$311,600	\$311,600	\$309,300
Other revenues	\$271,300	\$271,300	\$271,300	\$271,300
Total revenues	\$5,377,200	\$7,617,900	\$7,292,900	\$6,985,600
Total expenses	\$4,991,610	\$6,480,632	\$6,307,710	\$6,173,231
Surplus	\$385,590	\$1,137,268	\$985,190	\$812,369
Total cost recovery	108%	118%	116%	113%

HIGH-LEVEL PRO FORMAS + WAVE POOL

Description	Current	Option 1	Option 2	Option 3
Passes, Memberships, Program fees	\$4,804,000	\$7,175,000	\$6,850,000	\$6,545,000
Events, Rentals, Sales	\$301,900	\$342,600	\$342,600	\$340,300
Other revenues	\$271,300	\$271,300	\$271,300	\$271,300
Total revenues	\$5,377,200	\$7,788,900	\$7,463,900	\$7,156,600
Total expenses	\$4,991,610	\$6,611,400	\$6,438,480	\$6,304,000
Surplus	\$385,590	\$1,177,500	\$1,025,420	\$852,600
Total cost recovery	108%	118%	116%	114%



20-0924

TITLE: Conduct a Public Hearing and Consider/Discuss/Act 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.

COUNCIL GOAL: Enhance the Quality of Life in McKinney
(5A: Create affordable recreational and cultural arts activities for all ages throughout the city)
(5C: Continue to market and highlight McKinney as a unique destination for residents and visitors alike)
(5E: Develop sustainable quality of life improvements within the City of McKinney)

MEETING DATE: October 22, 2020

DEPARTMENT: McKinney Community Development Corporation

CONTACT: Michael Kowski, Director of Parks and Recreation

ITEM SUMMARY:

- The Parks and Recreation Department is requesting to reallocate existing MCDC funds in the amount of \$401,081 to provide for additional enhancements to the Senior Center Expansion project. Specifically, these funds will be used to expand the existing parking lot by an additional 42 parking spaces; provide for the installation of a gazebo/pavilion; and to provide for the purchase of a golf cart (and shed to store it in) to aid in transporting customers. This item does not include any new funding requests.

BACKGROUND INFORMATION:

- The MCDC approved \$5,500,000 in funding for this FY21 to implement various elements of the Parks Master Plan. MCDC also approved funding for other Parks projects in 2015 and 2019 that are available for reallocation.

- To fund these enhancements to the Senior Recreation Center, this request will reallocate \$30,698 from the Parks and Recreation Bus (PK2060); \$12,510 from Wonder (PK2061); \$107,873 from Frisco ISD Park/George Webb Park (PK3224); and \$250,000 from Umbrella Fund (PK4399) to increase the total project budget to \$5,401,081.
- This project is under construction and the addition of the parking lot will not impact the construction schedule.
- These funds are all unspent remaining balances within these various projects.

FINANCIAL SUMMARY:

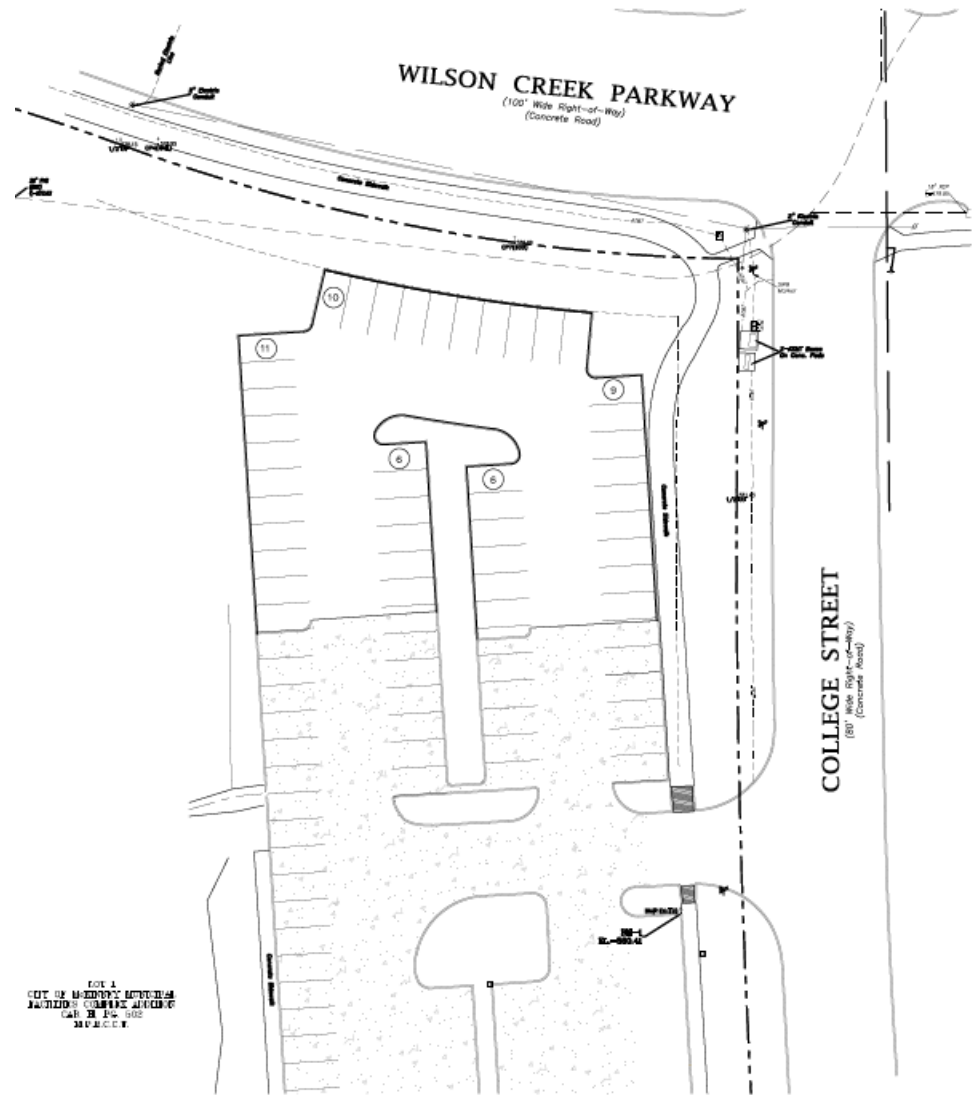
- This request is eligible for MCDC consideration under Sections 501 to 505 of the Texas Local Government Code.
- These projects promote parks and park developments that will enhance the quality of life for McKinney residents.

SUPPORTING MATERIALS:

Parking Lot Expansion Plan

SUPPORTING MATERIALS:

[Parking Lot Expansion](#)



BENCHMARK:

SRC – Parking / + 42 Spaces

20-0925



TITLE: Update on Marketing Initiatives for McKinney Community Development Corporation

SUPPORTING MATERIALS:

[Presentation](#)

McKinney Community Development Corporation

Marketing Campaign Update

Presented by Michelle Feldker
City of McKinney Communications & Marketing Department

October 22, 2020



Phase 1: Completed

- ✓ Approve new brand concepts and marketing campaigns
- ✓ Finalize all materials and prepare for print
- ✓ Prepare branding guidelines, marketing guidelines and information for grant recipients
- ✓ Update website
- ✓ Develop processes for tracking collateral material and obtaining information from grant recipients to be used in future marketing materials

Phase 2: In progress

- ✓ Integrate and cross promote messages
 - ✓ Events
 - ✓ Programs
 - ✓ Funded facilities
 - ✓ Video tags
 - ✓ Calendar entries
- ✓ Launch videos
- Continue to look for ways to promote and educate



Phase 3: In progress

- Integrate and cross promote messages
 - Community partners
 - Businesses
- Continue to look for ways to promote and educate
- Increase awareness of the grant programs

Collaborative promotion

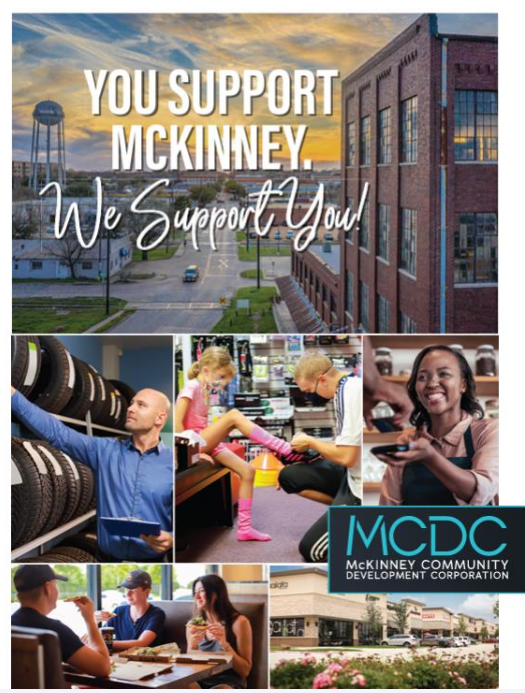


Social Media graphic



Buy Local community support video

Cross promotion and integration



HELP US SHARE THE MESSAGE!
 MCDC encourages consumers to spend it here and support local businesses like you. Add this window cling to your store front or vehicle as a reminder to Buy McKinney.

BUY MCKINNEY
 SPEND IT HERE.
 KEEP IT HERE.



Reinvesting to Build Our Community

The McKinney Community Development Corporation (MCDC) awards grants to McKinney business and non-profit applicants. Visit McKinneyCDC.org for details.

TYPES OF GRANTS INCLUDE:

- Retail Development Infrastructure Grants
- Promotional and Event Grants
- Community Project Grants

\$180 MILLION GRANTS
 grants funded since 1996

MCDC
 MCKINNEY COMMUNITY DEVELOPMENT CORPORATION
 5900 S. Lake Forest Dr., Suite 110
 McKinney, Texas 75070

PRESORTED STANDARD U.S. POSTAGE PAID DALLAS, TX PERMIT 2036

Direct Mail targeted to local small businesses
 Mail date: Nov. 2020

Retail Development Grant



Educational/promotional video for social media

HOW BUYING LOCAL IMPACTS McKinney

When residents and visitors **SHOP AND DINE** in McKinney

A HALF-CENT sales tax revenue

is **REINVESTED** to enhance the community.

PARKS AND OPEN SPACE IMPROVEMENTS

RETAIL AND ECONOMIC DEVELOPMENT INFRASTRUCTURE

MUSEUMS, ENTERTAINMENT, EVENTS AND TOURISM

AFFORDABLE HOUSING

RECREATIONAL, SPORTS AND COMMUNITY FACILITIES

Educational/promotional handout

RETAIL DEVELOPMENT INFRASTRUCTURE GRANTS REINVESTING TO BUILD OUR COMMUNITY

Since 1996, McKinney Community Development Corporation has enhanced the aesthetics, cultural and leisure amenities by using a half-cent sales tax to fund projects through grants. **MCDC offers Retail Development Infrastructure Grant opportunities twice a year in January and July.**

QUALIFYING BUSINESSES CAN RECEIVE UP TO \$25,000
CONTACT MCDC ABOUT THIS OPPORTUNITY!

WHO CAN APPLY?

Landmark Retail:

- Buildings in Historic Downtown's Cultural District
- Retail redevelopment located along Gateway Entrances and intersections in McKinney

(Matching funds are required from the business or property owner, \$25,000 maximum grant.)

ELIGIBLE IMPROVEMENTS

Infrastructure improvements must be exterior to a property and may include:

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

(Façade improvements are not eligible for funding through this grant.)

Education



Buy Local educational videos for social media

Message Integration



Renovations at Chestnut Square



Fitness Court at Bonnie Wenk

Message Integration

SENIOR RECREATION CENTER & SENIOR POOL

Facilities **CLOSED** for the following updates:

- Enlarged fitness room and multipurpose rooms
- Updated restrooms and locker rooms
- Redesigned entrances

IT'S MY MCKINNEY
MY SALES TAX DOLLARS SUPPORT MY COMMUNITY

MCDC | **McKINNEY PARKS & RECREATION**

For temporary class/program information, visit www.McKinneyParks.org/SeniorCenter

Senior Center updates/facility closed sign

Advertising



BUY
MCKINNEY
SPEND IT HERE.
KEEP IT HERE.

WHEN YOU
BUY IN MCKINNEY,
GREAT THINGS HAPPEN!

McKinneyCDC.org

Billboard on Hwy 5 July/Aug

Advertising



A vertical banner with a teal background. At the top is a white shopping bag icon with a red circle containing a white shopping bag icon and the text "BUY MCKINNEY". Below this is the text "IT'S MY MCKINNEY" in large white letters. Underneath is the text "Buying in McKinney supports projects like PSA." in white. At the bottom is the MCDC logo and the text "McKINNEY COMMUNITY DEVELOPMENT CORPORATION" and "McKinneyCDC.org".

BUY MCKINNEY

IT'S MY MCKINNEY

Buying in McKinney supports projects like PSA.

MCDC McKINNEY COMMUNITY DEVELOPMENT CORPORATION
McKinneyCDC.org

Banner at PSA



A vertical advertisement with a teal header and footer. The header contains the text "SPEND IT HERE. KEEP IT HERE." and a photo of a person at a playground with a circular overlay that says "IT'S MY MCKINNEY MY SALES TAX DOLLARS SUPPORT MY COMMUNITY". Below the photo is the text "Here are some of the local events and projects your sales tax dollars help support." The main body contains two sections: "COMMUNITY EVENTS" and "COMMUNITY PROJECTS", each with a list of items. The footer contains the MCDC logo and the text "McKINNEY COMMUNITY DEVELOPMENT CORPORATION" and "mckinneycdc.org".

SPEND IT HERE. KEEP IT HERE.

IT'S MY MCKINNEY
MY SALES TAX DOLLARS SUPPORT MY COMMUNITY

Here are some of the local events and projects your sales tax dollars help support.

COMMUNITY EVENTS

- Ovation Academy 2020 Virtual Season Performances
- Odysseus Chamber Orchestra 2020-2021 Concert Series
- Chestnut Square Ghost Walk
- McKinney Community Band Fall Performances
- The McKinney Wine & Music Walk

COMMUNITY PROJECTS

- Hugs Cafe Greenhouse
- McKinney Main Street Better Block
- The Commons at District 121
- Tuppys Brewery Campus Relocation and Expansion
- Fitness Court at Bonnie Wenk Park

MCDC McKINNEY COMMUNITY DEVELOPMENT CORPORATION
mckinneycdc.org

Community Impact ad

Advertising/Promotional Item

Reinvesting to Build Our Community

Since 1996, McKinney Community Development Corporation has enhanced the aesthetics, cultural and leisure amenities to maintain and improve the quality of life in McKinney through **It's My McKinney** projects and events.

BUY MCKINNEY
SPEND IT HERE. KEEP IT HERE.

WHEN YOU **BUY IN MCKINNEY,**
GREAT THINGS HAPPEN!

MCDC
McKINNEY COMMUNITY DEVELOPMENT CORPORATION

info@mckinneycdc.org
www.McKinneyCDC.org



Webcam cover booklet

20-0926



TITLE: Consider/Discuss/Act on MCDC Strategic Priorities for FY 21

SUPPORTING MATERIALS:

[Strategic Priorities](#)

[Strategic Priorities-Projects](#)

Strategic Priorities for Project Funding

- Destination park to include performance area/venue in close proximity to Cultural Arts District
- Low income housing – construction and/or repairs
- Hike and bike trail development to facilitate connectivity (with other parks, downtown, retail, etc.)
- Development/construction of network of parks and park facilities
- Destination retail/dining/entertainment
- Public transportation (state law permits facilities and equipment)
- Restore/refurbish/update existing parks
- Cultural District and East McKinney redevelopment, entertainment and amenities
- Large scale/destination entertainment theme park or attraction
- Community projects/facilities to support youth organizations and activities
- Signage – wayfinding, promotional, parks – including directional, historical, educational and environmental messaging
- Buy McKinney/My McKinney





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

Destination park

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

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
- Wattlely
- 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