

MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

JUNE 17, 2025

The McKinney Economic Development Corporation met in regular session in the City Hall Council Chambers, 401 E. Virginia Street, McKinney, Texas, on Tuesday, June 17, 2025, at 8:00 a.m.

Board members Present: Chairman Brian Loughmiller, Vice Chairman Kurt Kuehn, Secretary/Treasurer Thad Helsley, Julie Williams, and alternate Chantelle Kadala.

City Council Present: Mayor George Fuller, and councilmen Justin Beller and Rick Franklin.

Absent: Board members Mark Denissen, Scott Woodruff, and Robert Hamilton.

Staff Present: MEDC President Michael Kowski, MEDC Senior Vice President Michael Talley, MEDC Operations Manager Deana Smithee, MEDC Executive Assistant Melanie Molina, MEDC Director of Business Retention & Workforce Development Madison Clark, MEDC Marketing & Social Media Manager Luke Gajary, MEDC Marketing & Special Events Coordinator Shannon Roberts, MEDC Economic Development Specialist Miranda Estrada, MEDC Business Intelligence Analyst Erick Rodriguez, MEDC Project Manager Paula Date, City Manager Paul Grimes, MEDC Attorney Mark Houser, Assistant Director of Finance Chance Miller, and Visit McKinney Executive Director Aaron Werner.

Chairman Loughmiller called the meeting to order at 8:01 a.m. after determining a quorum present.

Chairman Loughmiller thanked Mayor George Fuller for his leadership over the past eight years. Secretary/Treasurer Helsley announced he may have known every Mayor in McKinney going back to the mid 1970s. Secretary/Treasurer Helsley noted we have had some great Mayors but Mayor Fuller clearly set himself apart with his passion for the community. Vice Chairman Kuehn announced Mayor Fuller has always welcomed him, charting the way, and Mayor Fuller always stood up for what he believed in. Board Member Williams announced she has known Mayor Fuller since 1995 when she moved to McKinney and purchased a home Mayor Fuller built, even living on the same street as Mayor Fuller. Board Member Williams noted she bought another George Fuller home in 2021 because she trusted him and had faith in his integrity. Board Member Williams thanked Mayor Fuller for having faith in her to serve on the MEDC Board. Alternate Kadala

MEDC MINUTES

June 17, 2025

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announced Mayor Fuller is the only Mayor and best Mayor she has known. She noted Mayor Fuller always fought for what was right, even when it was not popular. She thanked Mayor Fuller for allowing her to serve on the MEDC Board. President Kowski thanked Mayor Fuller for his support to City staff. President Kowski announced that MEDC would like to present Mayor Fuller with a gift.

Chairman Loughmiller called for Public Comments for items on the agenda and there were none.

25-2896 Minutes of the McKinney Economic Development Corporation Meeting of May 20, 2025

Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Secretary/Treasurer Helsley, to approve the Minutes of the McKinney Economic Development Corporation Meeting of May 20, 2025.

25-2897 Chairman Loughmiller called for Board and Liaison Updates.

City of McKinney- City Manager Paul Grimes announced this afternoon at City Council Work Session, Polco, the City's contracted vendor who conducts the biannual citizen survey, will present their findings. This survey is the gold standard for community-wide surveys. The newly-elected Mayor Bill Cox and Councilman at-large Ernest Lynch will be sworn in tonight. Mayor Fuller will start the meeting and hand the gavel off to Mayor Cox. Orientation for newly elected officials will be next week. Mr. Grimes thanked Parks and Recreation staff and volunteers for the Juneteenth celebration this past Saturday. Mr. Grimes congratulated the Communications and Marketing team for their 11 awards won at the Texas Association of Municipal Information Officers (TAMIO) in Fort Worth. Mr. Grimes announced that there are goats grazing Wilson Creek trail between Bonnie Wenk Park and Al Ruschhaupt Park, helping clear difficult vegetation.

Visit McKinney- Visit McKinney Executive Director Aaron Werner announced June 21st is "Make Music Day". McKinney is a "Music

Friendly” city and this event plays into that designation. Mr. Werner announced on June 28th there will be an influencer familiarization tour in downtown McKinney. Breakfast and lunch are provided and influencers create content on downtown McKinney. Mr. Werner announced the McKinney Chupacabras soccer team has three home games left, and one of those games will include a “Ted Lasso” night. Mr. Werner announced the annual 4th of July McKinney fireworks show has been moved to Towne Lake this year. Drum Corps International will be on July 21st at McKinney ISD Stadium, with a drum-off the day before at Tupps Brewery.

MEDC Committee Updates:

Marketing Committee- Board Member Williams announced she had no updates to report.

Real Estate Committee- Secretary/Treasurer Helsley announced the Real Estate Committee met last week and have several items to discuss today in Executive Session.

Finance Committee- Vice Chairman Kuehn announced the Finance Committee met and discussed the initial look at the budget.

Governance Committee- Chairman Loughmiller announced the Governance Committee did not meet.

Innovation Fund Committee- Chairman Loughmiller announced the Innovation Fund Committee was absent.

Board Chairman- Chairman Loughmiller congratulated Business Intelligence Analyst Rodriguez on his new baby.

25-2898 Chairman Loughmiller called for the MEDC Monthly Reports.

Project Funnel- SVP Talley thanked Project Managers Paula Date and Troy Billet for taking on new incoming projects. There are 20 active projects, close to \$2 billion in capital investment, close to 5,000 jobs in projects.

Marketing Report MEDC- Marketing & Social Media Manager Luke Gajary announced the marketing team is refining some web advertising campaigns which has resulted in a slight dip in clicks on the webpage. We still exceed targets for website visits. We have begun optimizing email campaigns. Mr. Gajary announced we have an agreement with the Allen Economic Development Corporation and our marketing partner, The Point Group, to showcase what Allen is doing on their side of 121 and what McKinney is doing on our side of 121. Mr. Gajary noted that The Point Group will be conducting interviews with the MEDC Board and stakeholders on thoughts and opinions on the 121 corridor.

25-2899 Chairman Loughmiller called for the May 2025 Financials. Assistant Director of Finance Chance Miller announced total revenue for the month of May was \$2.4 million. For expenditures, there were \$358,000 in operational expenses, \$129,000 in project expenses, and \$270,000 in non-departmental expenses for a total of \$760,000 in expenditures. Sales tax collected in May applies to March sales. McKinney had a 1.8% increase, Allen had a 5.2% increase, Frisco had a 4.6% increase, and Plano had a 7.2% increase.

Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Board member Williams, to approve the May 2025 Financials.

25-2900 Chairman Loughmiller called for Proposed Workforce (G.R.O.W) Development Plan. The presentation for agenda item 25-2900 posted on the agenda is included in this document as *Exhibit A: Proposed Workforce (G.R.O.W) Development Plan*.

Board members unanimously approved the motion by Vice Chairman Kuehn, seconded by Secretary/Treasurer Helsley, to approve the Proposed Workforce (G.R.O.W) Development Plan.

25-2901 Chairman Loughmiller called for Visit McKinney Update and Strategic Objectives. The presentation for agenda item 25-2901 is included in this document as *Exhibit B: Visit McKinney Presentation*.

Chairman Loughmiller called for Public Comments for items not on the agenda and there were none.

Chairman Loughmiller called for Board Comments. Vice Chairman Kuehn announced the VENU groundbreaking was a fantastic event with lots of excitement for north Texas. Vice Chairman Kuehn noted it has been long overdue to have a spot that will draw people to McKinney versus driving to Dallas. Alternate Kadala announced she recently attended the PlugandPlay Summit in California. There were 4,000 people in attendance and jaws dropped when they heard about the Innovation Fund and how hard McKinney works to bring business here. Alternate Kadala was asked dozens of times if President Kowski could speak to their city or EDC.

Chairman Loughmiller recessed the meeting into Executive Session at 9:29 a.m.

Chairman Loughmiller reconvened the meeting into open session at 9:51 a.m.

Board members unanimously approved the motion by Board member Kurt Kuehn, seconded by Board member Thad Helsley, to Adjourn.

Chairman Loughmiller adjourned the meeting at 9:51 a.m.

A video recording of this meeting is available through the City of McKinney meeting archive.

These minutes were approved by the MEDC members on July 15, 2025.

SIGNED:

BRIAN S. LOUGHMILLER
Chairman

ATTEST:

THAD HELSLEY
Secretary/Treasurer

*Exhibit A - Proposed Workforce
(G.R.O.W) Development Plan
Presentation*

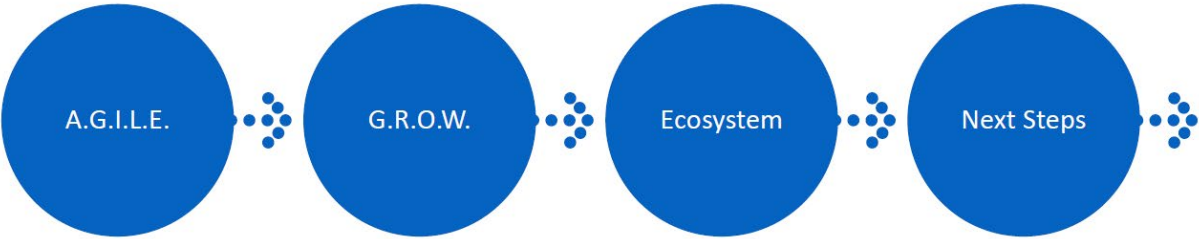


Workforce Development Plan

McKinney Economic Development Corporation
June 17, 2025



Presentation Overview



A Convergence of 3 Disciplines of Similar Purpose



Economic development:
Creating the conditions for **economic growth and improved quality of life** by expanding the capacity of individuals, businesses, and communities to maximize the use of their talents and skills to support innovation, job creation, and private investment.

Community development:
A process of participatory economic development in which local stakeholders are resourced and empowered by agencies and service providers to **improve their communities**.

Workforce development:
The services, programs, systems and networks that provide people with education, skill development and improved access for employment and advancement in the labor market to achieve **overall maximum sustainable economic growth**.

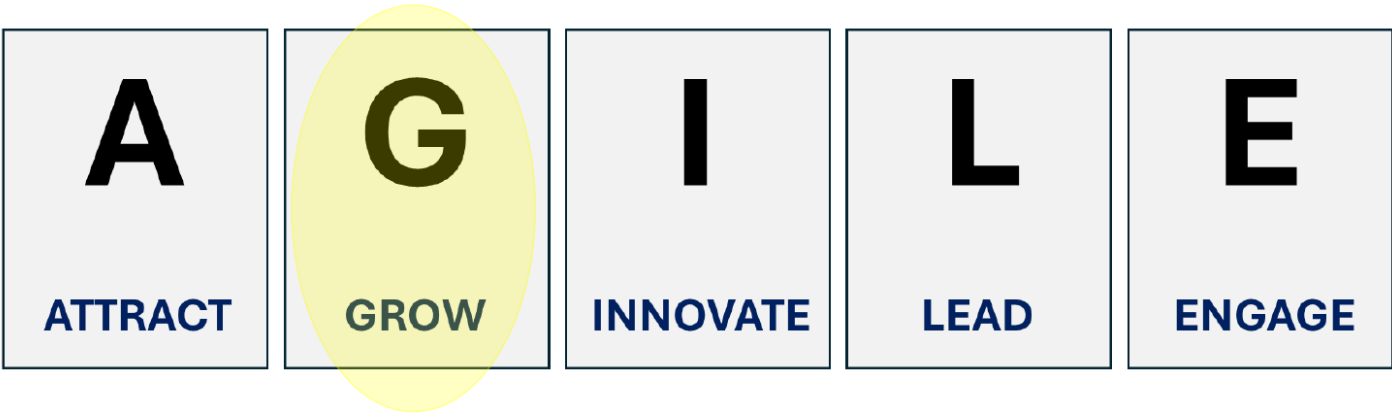
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Note: As defined by the US Economic Development Administration in their Economic Development Glossary and the Federal Reserve Bank of St. Louis

Slide courtesy of EY Presentation at Area Development Women in Economic Development Conference 2024



AGILE & Workforce Development



AGILE & Workforce Development

GROW Business Retention & Expansion

Strengthen BRE Programs: Conduct regular site visits with existing businesses and provide tailored support through incentives, training programs, and resource connections.

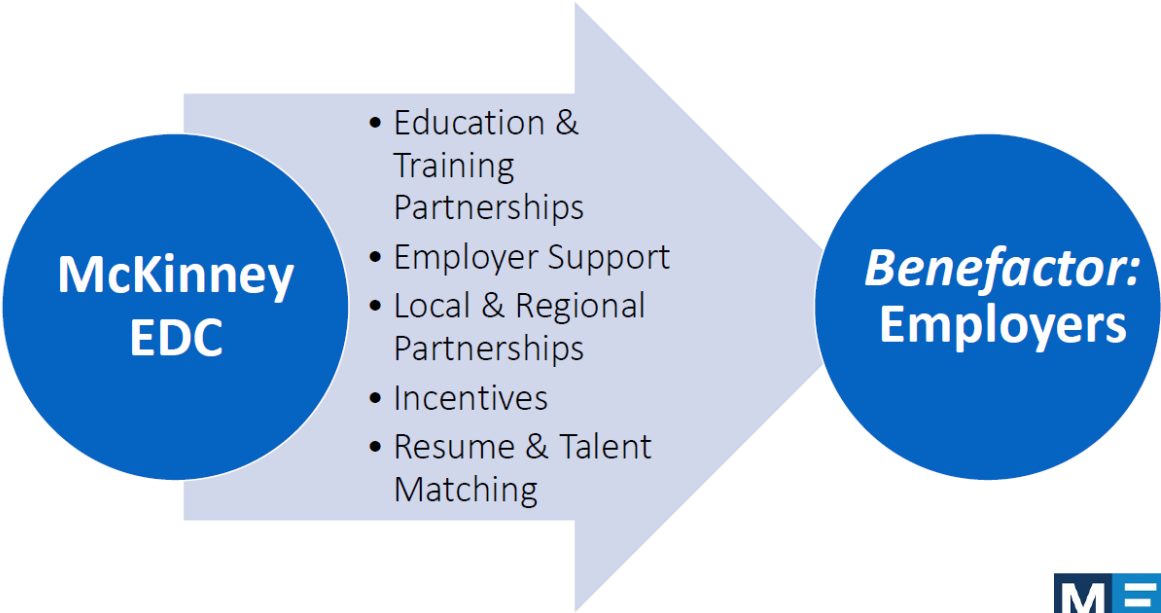
Promote Workforce Development: Collaborate with state agencies and regional educational institutions to provide workforce training support to help businesses upscale jobs and remain competitive.

Diversify McKinney's Tax Base: Aim for a 3-to-1 commercial-to-residential tax base ratio by pursuing strategic developments contributing to long-term financial sustainability.

"Workforce development is not important, its imperative for businesses."
Phil Farr, General Manager
Watson & Chalin



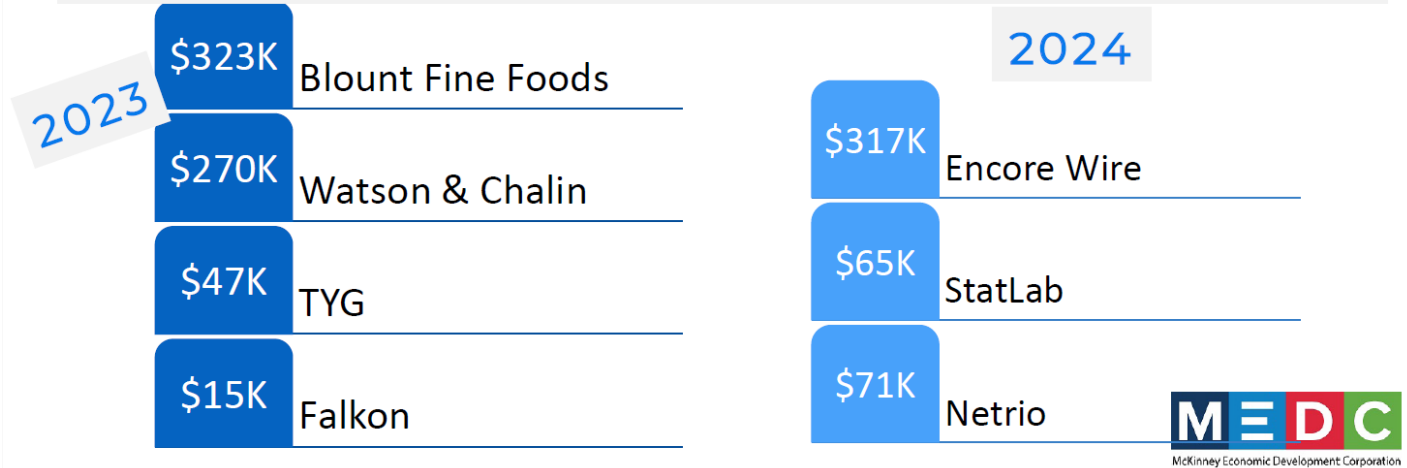
Ongoing Efforts



Ongoing Efforts

\$1.103M+

McKinney businesses benefitted from targeted workforce development investments via state funding allocated to up-skill employees and strengthen local industries.



G.R.O.W. Workforce Development Plan

G

Grow Local
Employment

R

Reinforce Skills
Development

O

Open Career
Pathways

W

Widen Workforce
Development

Grow Local Employment

Key Initiatives

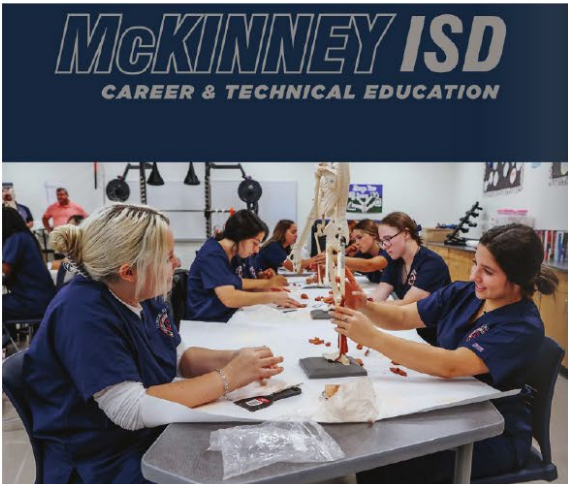
- Assess the current and projected labor market for McKinney
- Identify key industries to target for job opportunities that allow McKinney residents to work locally



Reinforce Skills Development

Key Initiatives

- Review existing training programs
- Connect current CTE students with local businesses
- Evaluate impact of state funding and identify key challenges



Open Career Pathways

Key Initiatives

- Advance entry-level employees into middle management
- Support internal training and leadership programs



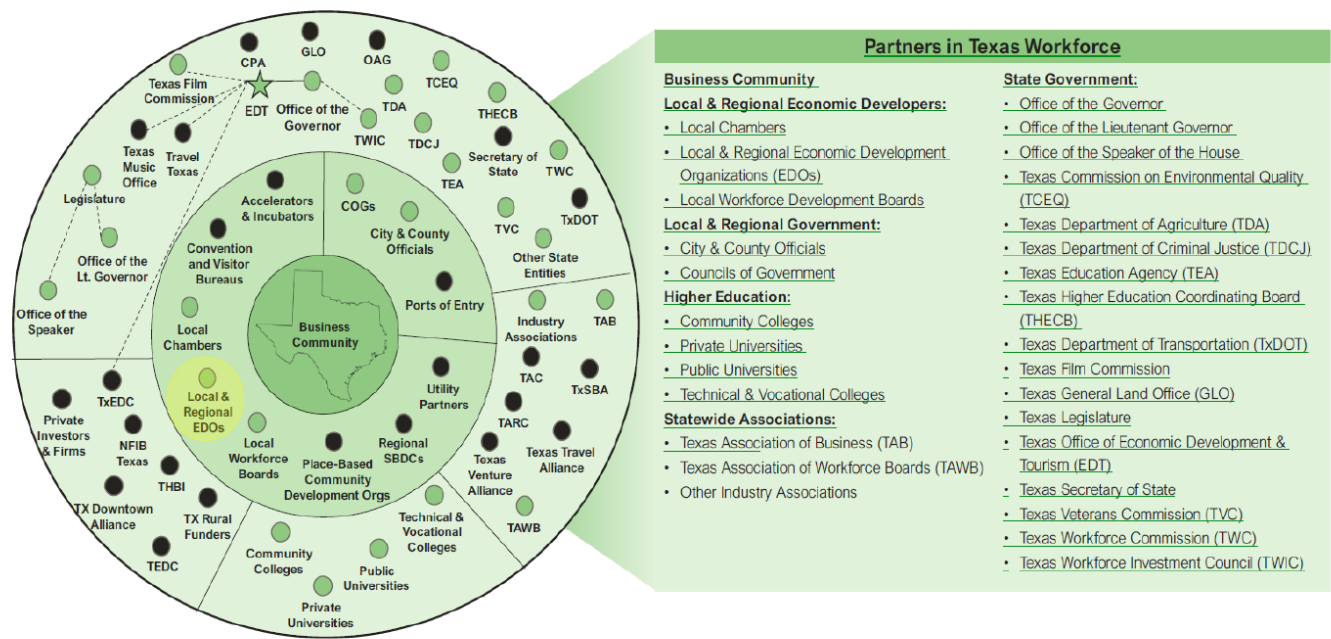
Widen Workforce Development

Key Initiatives

- Create a local funding for workforce development
- Track trends and adapt to business needs



Texas Workforce Ecosystem



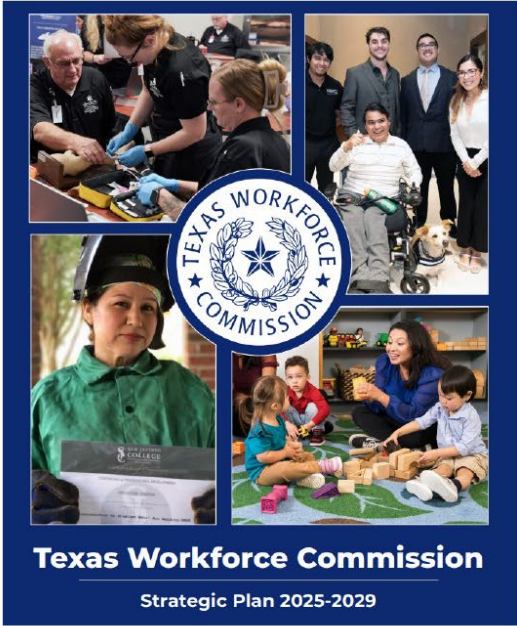
State Workforce Development Efforts



1. Build the target sector workforce pipeline
2. Uplift all Texans through education training opportunities
3. Enhance the flexibility and responsiveness of the workforce development system in Texas



State Workforce Development Efforts



- 1. Ensure the Texas workforce system supports employers and allows business and industry to thrive.
- 2. Ensure a skilled workforce is prepared and equipped to fill critical in-demand jobs, both now and in the future
- 3. Provide exceptional customer service and support to all workforce system stakeholders



Local Workforce Development Efforts



Local Workforce Development Efforts



City Council Strategic Goal 1.3

- Form at least one new workforce development partnership with a community partner by September 30, 2026.
- Complete a comprehensive labor market study of McKinney's workforce by September 30, 2026.

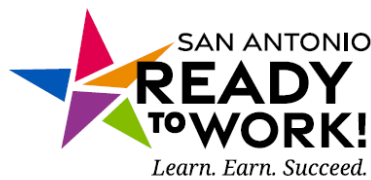


Chamber of Commerce Strategic Plan

- Partner in dialog on issues and opportunities affecting workforce development
- Advocate for workforce development solutions
- Advocate to support educational needs to develop our future workforce.



Community-led Examples



- Funding for education, job training, support services to help residents access high-wage career opportunities
- \$1 invested = \$61 return to local economy
- 11,600+ residents enrolled
- 203% increase in salary



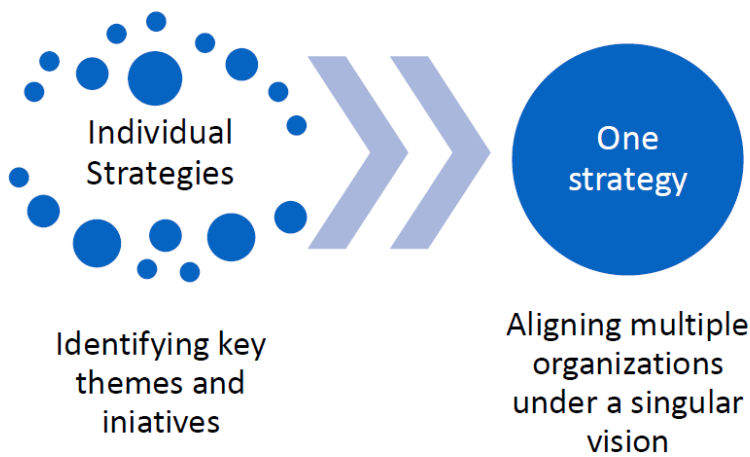
- 24% reduction in Frisco's labor shed
- 3-Year Review: 10,500 new jobs across 70 new and expanded companies



Next Steps (June - December)



Summary




McKinney is where Innovation, Prosperity, and Quality of Life intersect.



Exhibit B – Visit McKinney Presentation


visit
McKinney

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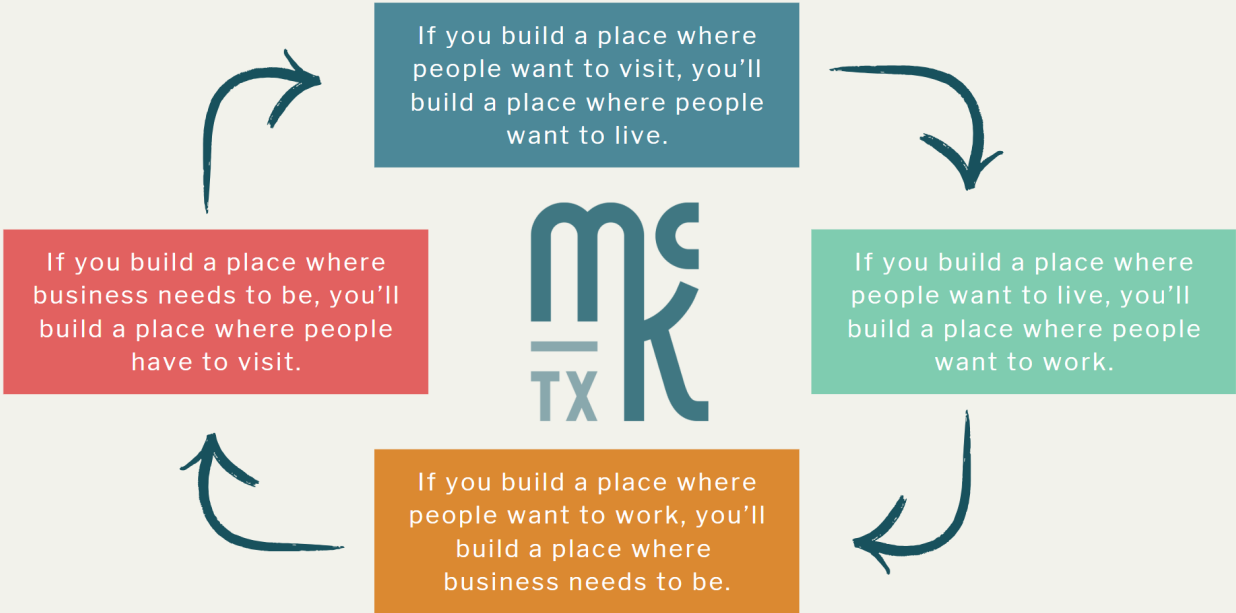
visit
McKinney

Visitors today. Investors tomorrow.

Tourism builds brand equity for McKinney. It gives people a reason to care about our city before they consider living or investing here.



DESTINATION MANAGEMENT CYCLE: It all starts with a visit.



ANNUAL POWER OF TRAVEL
McKINNEY, TEXAS



\$301
MILLION
PER YEAR

2,200
TOURISM EMPLOYEES



visit
McKinney

\$14.2
MILLION
IN LOCAL
SALES TAX
REVENUE

Based on 2024 - Texas Tourism Data

How Visit McKinney Partners with MEDC

- 📍 Recruitment & Retention
- 💰 Incentive Collaboration
- 🕒 Tourism Product Development
- 📢 Joint Messaging & Events
- 🔧 Sponsorship & Support



Who We Target – and Why It Matters

Primary Drivers:

- Youth Sports
- Leisure Travelers

High-Impact Segments:

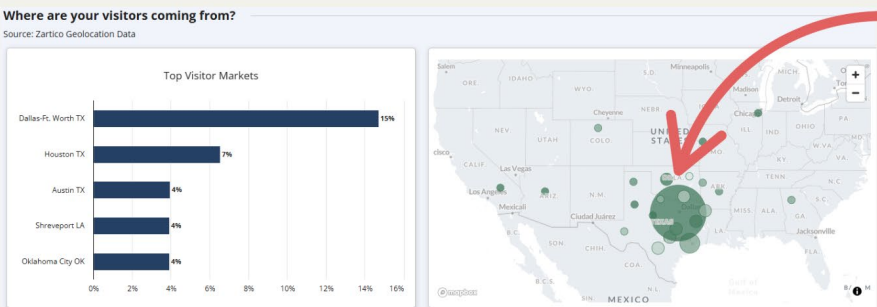
- Business & Corporate Groups
- Sports: Professional & Collegiate

Civic Economy Boosters:

- Wedding Parties
- Festival & Event Goers



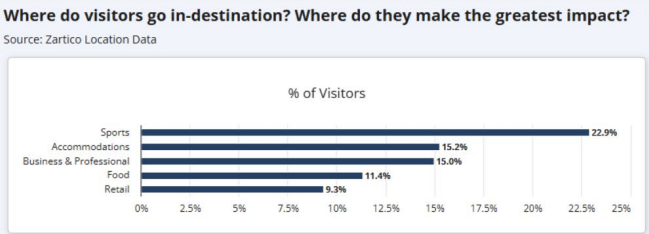
Where are your visitors coming from?



McKinney's magnetic pull extends into Louisiana, Oklahoma, and beyond.

This shows we're not just a local destination. We're pulling dollars from across Texas and the South — people are choosing to travel here.

Sports, accommodations, and business travel are our top-performing segments — showing McKinney's strength as a hosting and event destination.



Current Hospitality Facts

Hotels and B&Bs



22

Hotels



1,868

Sleeping Rooms



300+

Short Term Rentals

- 1 full-service property
- 2 hotels currently under construction (228 Rooms)
- Largest Ballroom Event Space - 7,665 SQ FT

The Future is BRIGHT in McKinney, TX



SPORTS: McKinney is Crowning Champions

- CJ CUP Byron Nelson
- Billie Jean King Cup Play-off Match: Ukraine vs. Austria
- NCAA DII National Football Championship
- International Girls Cup of McKinney
- CIBC PPA Texas Open - Pickleball
- McKinney Chupacabra's - USL 2 Soccer Team



Visit McKinney Experience Center

200 W. Virginia



We're proud to welcome the world to McKinney, and we're ready to keep fueling the economy you're building.

Aaron Werner

Executive Director
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