



McKinney Community Development Corporation Agenda

Thursday, October 28, 2021

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>.*

CALL TO ORDER

INVOCATION

PLEDGE OF ALLEGIANCE

21-0955 [Oath of Office for New and Reappointed Board Members](#)

[Mary Barnes-Tilley](#)

[David Kelly](#)

[Deborah Bradford](#)

[David Riche](#)

[Joy Booth](#)

21-0956 [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.

21-0957 [Minutes of the McKinney Community Development Corporation Marketing Committee Meeting of October 4, 2021.](#)

Attachments: [Minutes](#)

21-0958 [Minutes of the McKinney Community Development Corporation TUPPS Subcommittee Meeting of September 14, 2021.](#)

Attachments: [Minutes](#)

21-0959 [Minutes of the McKinney Community Development Corporation Retail Development Infrastructure Grant Subcommittee of September 13, 2021.](#)

Attachments: [Minutes](#)

21-0960 [Minutes of the McKinney Community Development Corporation Meeting of September 23, 2021.](#)

Attachments: [Minutes](#)

REPORTS

21-0961 [Financial Report](#)

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

21-0962 [Board and Liaison Reports](#)
[Board Chair](#)
[City of McKinney](#)
[Visit McKinney](#)
[McKinney Economic Development Corporation](#)
[McKinney Main Street/MPAC](#)
[McKinney Parks and Recreation](#)
[TUPPS Brewery Destination Subcommittee](#)
[One Heart McKinney Subcommittee](#)

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

21-0963 [President's Report](#)

Attachments: [Grant Funds Awarded](#)
[Social Media Metrics](#)
[Grant Promotions](#)
[Final Report - 4B21-03 Heritage Guild](#)
[4B21-14 Cotton Groves Amenity Center](#)

REGULAR AGENDA

21-0964 [Update on Project 4B 19-08, Submitted by The North Texas Family Health Foundation for Horizontal Infrastructure Costs Related to Construction of a Federally Qualified Health Center.](#)

Attachments: [Presentation](#)

21-0965 [Training on Type B Corporate Requirements: Type B Permissible Projects and Related Issues](#)

Attachments: [Presentation](#)

PUBLIC COMMENTS REGARDING MATTERS NOT ON THE AGENDA

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:

- D. Section 551.074. Personnel Matters
 - MCDC President Performance Evaluation
- E. Section 551.087. Deliberation Regarding Economic Development Matters
 - Project Bluesky
 - Project Handle
 - Project 20-09 TUPPS Brewery and Entertainment Destination

ACTION ON EXECUTIVE SESSION

ADJOURN

Posted in accordance with the Texas Government Code, Chapter 551, on or before 5:00 p.m. on the 22nd day of October, 2021.

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. Email contact-ada.compliance@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>.

21-0955



TITLE: Oath of Office for New and Reappointed Board Members

Mary Barnes-Tilley

David Kelly

Deborah Bradford

David Riche

Joy Booth

SUPPORTING MATERIALS:

21-0956



TITLE: Election of Officers
Chair
Vice Chair
Secretary
Treasurer

SUPPORTING MATERIALS:

21-0957



TITLE: Minutes of the McKinney Community Development Corporation Marketing Committee Meeting of October 4, 2021.

SUPPORTING MATERIALS:

[Minutes](#)

**McKinney Community Development Corporation
Meeting of the Marketing Committee
October 4, 2021**

The McKinney Community Development Corporation Marketing Committee met at 4:30 p.m. on October 4, 2021 at MCDC offices located at 5900 South Lake Forest Drive, Suite 110, McKinney.

MCDC board members present: Secretary Mary Barnes-Tilley, Board member Kathryn McGill and Board alternate Deborah Bradford.

Staff present: President Cindy Schneible, Creative Services Manager Michelle Feldker, Website Specialist Valerie McKito and Administrative and Marketing Coordinator Linda Jones.

The Marketing Committee met with the City's marketing department to continue discussions regarding MCDC's website redesign. Ms. McKito reminded the committee of the biggest concerns with the current website that led to the redesign include: difficulty to maintain, difficulty to attain quality photos from project and event grant recipients and load time of the website especially for the mobile platform. There was lengthy discussion regarding a photo gallery versus providing photos on the Community Impact page. Additionally, Home Page buttons, drop down menu and how to access Quality of Life and Retail Development information were discussed in detail. Decisions were:

- Home Page buttons and drop down menu categories will match (About, Community Impact, Grants, Retail Development);
- Drop down menu will include page anchors;
- Quality of Life Award will be housed under Community Impact; and
- Community Impact page will serve as site photo gallery. This will keep the website load times down, and event photos will be available on event pages linked from MCDC website.

Ms. McKito finalize the website, and Ms. Feldker will present the redesign to the Board, along with her full marketing update at the November Board meeting.

The committee meeting was adjourned at approximately 6:20 p.m.

Jackie Brewer, Chairman

Mary Barnes-Tilley, Secretary

21-0958



TITLE: Minutes of the McKinney Community Development Corporation TUPPS Subcommittee Meeting of September 14, 2021.

SUPPORTING MATERIALS:

[Minutes](#)

**McKinney Community Development Corporation
TUPPS Project Subcommittee
September 14, 2021**

The McKinney Community Development Corporation TUPPS Project Subcommittee met at 8:30 a.m. on September 14, 2021, via Zoom.

MCDC board members: Vice Chairman Rick Glew, Treasurer Angela Richardson-Woods, Board member David Kelly and Board alternate Deborah Bradford.

Staff present: MCDC President Cindy Schneible, Strategic Services Manager Trevor Minyard and MCDC Administrative and Marketing Coordinator Linda Jones.

Trevor Minyard shared information about a potential amendment to the current lease agreement with TUPPS.

MCDC board members discussed several potential financing options prepared by Mr. Minyard that could add move the project forward. Considerations under the presented scenarios included payback period, timeline for adjustable payback rate, establishing a base monthly rate, higher base payment, final balloon payment, construction payback date, and inflation impact.

Next steps include:

- Receive final GMP from TUPPS;
- Ms. Schneible and Mr. Minyard meet with TUPPS to discuss possible scenarios; and
- Next subcommittee meeting is tentatively set for October 19, pending GMP status.

Meeting was adjourned at approximately 10:15 a.m.

These minutes were approved by the MCDC Board on

_____.

Mary Barnes-Tilley, Secretary

Jackie Brewer, Chairman

21-0959



TITLE: Minutes of the McKinney Community Development Corporation Retail Development Infrastructure Grant Subcommittee of September 13, 2021.

SUPPORTING MATERIALS:

[Minutes](#)

McKinney Community Development Corporation

Meeting of the Retail Development Infrastructure Grant Subcommittee

September 13, 2021

The McKinney Community Development Corporation Retail Development Infrastructure Grant subcommittee met at 8:30 a.m. on September 13, 2021 via Zoom.

MCDC board members present: Vice Chairman Rick Glew and Board members Kathryn McGill and John Mott.

Staff present: Administrative and Marketing Coordinator Linda Jones.

Linda Jones reminded the subcommittee that the Retail Development Infrastructure Grants can cover half the eligible expenses up to \$25,000. Two grant applications were discussed. The subcommittee considered the following in their discussions:

- Eligibility of projects as presented,
- Impact on the Cultural District, and
- Ability of project to promote or develop new or expanded business enterprises.

RDIG 21-03 submitted by CPJK, LLC (dba Gather) in the amount of \$9,000 for infrastructure work needed for the replacement of a grease trap including excavation, installation of new piping, rerouting of a vent, installation of a new outlet with two-way clean-outs and water testing on piping and interceptor at the property located at 207 East Virginia Street, McKinney. The subcommittee unanimously agreed to recommend this grant be funded up to \$9,000 of eligible expenses.

RDIG 21-04 submitted by The Neathery Estate Bed & Breakfast in the amount of up to \$25,000 for infrastructure work need to improve parking, lighting, walkways, security and signage including fencing, gates and electrical at the property located 215 North Waddill Street, McKinney. The subcommittee

unanimously agreed to recommend this grant be funded up to \$25,000 of eligible expenses excluding landscaping.

Additionally, the subcommittee discussed:

- promotion of this grant type to potentially include a *Community Impact* article;
- establishing a ranked priority list of eligible expenses that guide the Board as they consider future applications; and
- more specifically defining the meaning of “site improvements” as an eligibility factor for this type of grant.

Vice Chairman Glew will present these recommendations to the MCDC Board at the next regularly scheduled meeting on September 23, 2021.

The subcommittee meeting was adjourned at approximately 9:45 a.m.

Jackie Brewer, Chairman

Mary Barnes-Tilley, Secretary

21-0960



TITLE: Minutes of the McKinney Community Development Corporation Meeting of September 23, 2021.

SUPPORTING MATERIALS:

[Minutes](#)

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

SEPTEMBER 23, 2021

The McKinney Community Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Thursday, September 23, 2021 at 9:30 a.m.

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

Board Alternate Present: Deborah Bradford.

Council Members Present: Mayor George Fuller and Councilwoman Gere Feltus.

Staff President: President Cindy Schneible, City Manager Paul Grimes, Financial Compliance Manager Chance Miller, Assistant Director of Parks and Recreation Ryan Mullins, Visit McKinney Director Dee-dee Guerra, MPAC/Main Street Director Amy Rosenthal and MCDC Administrative and Marketing Coordinator Linda Jones.

Chairman Brewer called the meeting to order at 9:33 a.m. after determining a quorum of the Board was present. She announced that today is National Pot Pie Day, but more importantly, today is North Texas Giving Day. The word for the day is giving. Chairman Brewer asked everyone to consider the importance of giving and encouraged everyone to consider selecting a nonprofit and donating today, especially to those organizations where today's donations are multiplied by matching gifts. Board alternate Bradford led the invocation, which was followed by the Pledge of Allegiance.

Chairman Brewer called for public comments on items not related to public hearings, 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:

21-0833 Minutes of the McKinney Community Development Corporation Meeting of August 26, 2021.

21-0834 Minutes of the McKinney Community Development Corporation TUPPS

Project Subcommittee Meeting of August 17, 2021.

21-0835 Minutes of the McKinney Community Development Corporation TUPPS
Project Subcommittee Meeting of September 7, 2021.

21-0836 Minutes of the McKinney Community Development Corporation
Marketing Subcommittee Meeting of August 23, 2021.

21-0837 Chairman Brewer called for the President's Report. President Cindy Schneible directed the Board to the monthly reports attached to the agenda. She highlighted the SBG Final Report for the summer Sip and Stroll series, sharing they sold almost 3,700 tickets for the summer events and were able to donate just over \$4,300 to nonprofit organizations. She encouraged Board members to mark their calendars for upcoming events supported by Promotional and Community Event Grants including Crape Myrtle Trails Run and Festival, Art Meets Floral and Oktoberfest this weekend. The weekend of October 16 is Legacy Keeper's Día De Los Muertos and SBG's Wine and Music Festival. Additionally, the McKinney Philharmonic Orchestra will perform at the Trick or Treat Trails on October 23. Ms. Schneible shared that she attended an event at New Jerusalem Baptist Church on Sunday that celebrated Ms. Opal Lee, who dedicated her life to seeking national holiday recognition for Juneteenth. New Jerusalem is Pastor Myron and Pastor Deborah Bradford's church, and the morning was a great celebration that came with the privilege and honor of meeting and listening to Ms. Lee. Ms. Schneible encouraged the Board to support North Texas Giving Day.

21-0838 Chairman Brewer called for Board and Liaison Reports.

Board Chair. Chairman Brewer thanked John Mott for his service to the Board.

City of McKinney. City Manager Paul Grimes thanked John Mott for his

service to the City and MCDC. He shared that the City Hall design is under way and that construction should begin late August or early September 2022. City Hall will be a catalyst project for east of Highway 5 in the Flour Mill area. Mr. Grimes stated that the budget for FY22 was adopted by Council. The Finance team has begun the audit for FY21 which should be presented in first quarter of 2022. Mr. Grimes announced that with the help of a grant from MEDC's Innovation Fund, Robin AutoPilot is relocating to McKinney. They will be testing their robotic lawn mowers at two McKinney softball fields. Treasurer Richardson-Woods commented that the technology is amazing, and her neighbor has one.

Visit McKinney. Director Dee-dee Guerra announced that Visit McKinney was the recipient of two recent People's Choice awards: first place for the new branding with Simpleview and third place for a co-op project with CW Designs for 360 virtual videos. Free historic walking tours continue to be popular. Visit McKinney will have a booth at Oktoberfest this weekend to promote the McKinney to Munich Sweepstakes. She thanked MCDC staff and Board members who have signed up to help at the booth. The application deadline for Visit McKinney promotional grants is October 4. Ms. Guerra directed the Board to their organization report attached to the agenda.

McKinney Economic Development Corporation. Kurt Kuehn thanked the Board for their continued partnership and directed the Board to the report attached to the agenda. He suggested Board members watch social media for MEDC announcements.

McKinney Main Street/MPAC. Director Amy Rosenthal encouraged everyone to join in the fun at Oktoberfest this weekend with dog races, stein holding competitions and the TUPPS keg tapping Friday at 6:00 p.m. She thanked the Board for their support of the Light Up Louisiana Block Party and advertising for businesses that were impacted by the

construction. She showed a copy of the ad promoting the end of construction on Louisiana. She announced that the Lone Star Circus will be in Downtown October 14-17, adding that the last time a circus was in Downtown McKinney was 1908. Other upcoming events include Día de los Muertos on October 16 and the SBG Beer Walk on October 30. Board member McGill encouraged other Board members to volunteer at Oktoberfest.

McKinney Parks and Recreation. Assistant Director Ryan Mullins shared that the Parks team will be busy at Oktoberfest with set up, daily clean up, driving the trolley shuttle and stages. The Crape Myrtle Trails Run kicks off at Boyd High School on Saturday and runners go through Bonnie Wenk, Al Ruschhaupt and Towne Lake parks. Other upcoming events include McKinney Half Marathon on October 9, McKinney Wine & Music Festival at Towne Lake Park on October 16 and 17, Legacy Keeper's Día De Los Muertos at Mitchell Park on October 16. The Parks and Rec Trick or Treat Trails event will take place at Towne Lake Park on October 23 with costume contests and a performance by the McKinney Philharmonic Orchestra. Additionally, upcoming Movies in the Park include Cruella at Dr. Mack Hill Park on October 15, Hocus Pocus at Old Settler's Park on October 29 and Scoob! at Prestwyck Park on November 5. Finch Park Phase V will begin soon and will include new signage, more trails, splashpad updates, new playground, new pavilion and additional pickleball courts. New restrooms at Al Ruschhaupt Park should be complete by end of this year. Mr. Mullins indicated that the 2021 summer season is over and it was a difficult one, as Parks and Rec impacted by the nationwide labor shortage. He asked for questions, and there were none.

TUPPS Brewery Destination Subcommittee. Vice Chairman Glew stated that subcommittee meetings continue. The project is still coming in over-budget, so they are continuing to work on that aspect of the project. Mr.

Glew shared that the subcommittee is agreeable to an extension for GMP deadline to November 30, which the Board will vote on later this meeting.

One Heart McKinney Task Force. Board Member McGill shared that the task force is meeting weekly. After the successful public input meeting with nearly 60 participants, they are continuing to reach out to additional nonprofits for more input as a way to evaluate the need for collaborative services and what format that may take.

Vice Chairman Glew shared comments of appreciation for Scott Elliott and John Mott and congratulated John on his new position.

21-0839 Chairman Brewer called for the Financial Report. Financial Compliance Manager Chance Miller shared the July and August financials. Revenue for July was \$1.5 million, and expenses were \$3.8 million, which included \$3 million for a land purchase and \$537,000 for Parks projects. This resulted in a net decrease for the month of \$2.2 million. Sales tax for July is for May sales and showed a 17% increase, bringing the year-to-date increase to about 12.4%. During the same time Allen saw an increase of 37.4%. Frisco and Plano saw increases of 39.8% and 26.1% respectively. Mr. Miller reminded the Board that both of those cities saw more significant decreases during COVID which is reflected by the larger increase now. Revenue for August was nearly \$1.8 million, and expenses were \$2.1 million, which included annual debt service payments of \$1.4 million and Parks Construction Fund of about \$700,000. This resulted in a net decrease for the month of \$400,000. Sales tax for August is for June sales and showed an increase of 17.4%, resulting in a year-to-date increase of 12.9%, which is significantly more than the budgeted 5%. During the same period Allen saw an increase of 15.9%, Frisco saw an increase of 22.7% and Plano saw an increase of 9.5%. Mr. Miller shared that fiscal year 2021 ends in seven days, and preliminary year-end data should be available for review at the October meeting. True final numbers

will be presented in November or December. He added that auditors are already on site working to close FY 2021. He asked for questions. David Kelly asked why the sales tax projections seem to be capped at about 5%. Mr. Miller replied that Finance is conservative in their projections, this is the number that the CFO is comfortable with, and one supported by Council. Chairman Brewer asked for questions on the Checks Issued reports for July and August, and there were none.

21-0840 Chairman Brewer called for consideration/discussion/action on Retail Development infrastructure Grant application (RI 21-03) submitted by CPJK, LLC (dba Gather) in the amount of nine thousand and no/100 dollars (\$9,000.00) for infrastructure work needed for the replacement of a grease trap including excavation, installation of new piping, rerouting of a vent, installation of a new outlet with two-way clean-outs, and water testing on piping and interceptor at the property located at 207 East Virginia Street, McKinney. Vice Chairman Glew shared that the Retail Development Infrastructure Grant subcommittee (Vice Chairman Glew, Board members McGill and Mott) met to review the applications in detail. On behalf of the subcommittee, Vice Chairman Glew recommended funding eligible expenses in an amount of up to \$9,000. Board members unanimously approved a motion by Board member McGill, seconded by Board member Mott, to approve this item up to \$9,000 as recommended by the subcommittee.

21-0841 Chairman Brewer called for a Public Hearing and consideration/discussion/action on an amended Retail Development Infrastructure Grant application (RI 21-04) submitted by The Neathery Estate Bed and Breakfast requesting an amount of up to twenty-five thousand and no/100 dollars (\$25,000.00) for infrastructure work needed to improve parking, lighting, walkways, security and signage including fencing, gates and electrical at the property located at 215 North Waddill Street, McKinney.

Chairman Brewer called for public comments, and there were none. Board members unanimously approved a motion by Vice Chairman Glew, seconded by Treasurer Richardson-Woods, to close the public hearing. On behalf of the subcommittee, Vice Chairman Glew recommended funding eligible expenses in an amount of up to \$25,000. Board members unanimously approved a motion by Secretary Barnes-Tilley, seconded by Board member Kathryn McGill, to approve this item up to \$25,000 as recommended by the subcommittee.

Vice Chairman Glew shared that the subcommittee also had lengthy discussion on the grant parameters and original intent of the grant. Some next steps they recommend are:

- Explore additional media outlets for promoting this grant;
- Establish a ranked priority list of eligible expenses that can guide the Board more specifically for future applications;
- Review and potentially redefine the grant parameters and guidelines; and
- Specifically define the term “site improvements” as an eligibility factor for this type of grant.

Board member McGill added that the subcommittee has considered the range of eligibilities for this grant and wants to set priorities to be better stewards of the funding while considering the impact of the funding.

President Schneible suggested that the subcommittee meet with staff to set forth a proposal for the Board to consider. Board member Kelly asked about statutes governing this grant type, and Ms. Schneible clarified that the Development Corporation Act does allow funding for infrastructure, but the subcommittee is seeking to clarify what this MCDC grant should include. Mr. Kelly asked if the \$25,000 is legislated amount, and Ms.

Schneible clarified that this is the limit the Board has placed on this grant as a matching grant. Mr. Kelly suggested that the subcommittee consider

increasing that maximum grant amount. Vice Chairman Glew added that sometimes decisions are based on precedents, so defining priorities would add structure to our discussions. Chairman Brewer agreed that a more detailed definition would be beneficial to promoting the grant and identifying qualified projects. Mr. Kelly asked if the grant is limited to the historic district. President Schneible clarified that the definition is landmark retail, which includes the historic district and gateways to the City that would be appropriate for redevelopment.

21-0842 Chairman Brewer called for consideration/discussion/action on a request by TUPPS Brewery, LLC to amend the lease agreement executed between McKinney Community Development Corporation (Landlord) and TUPPS Brewery, LLC (Tenant) to extend the date from September 30, 2021 to November 30, 2021 to obtain the required landlord approval of a construction contract and Guaranteed Maximum Price for construction of the project, including all identified and specific project components, to be constructed at 402 East Louisiana Street, McKinney, Texas. Vice Chairman Glew shared that the TUPPS subcommittee recommends approval of the extension. Board members unanimously approved a motion by Board member Kelly, seconded by Secretary Barnes-Tilley, to amend the lease agreement as proposed.

21-0843 Chairman Brewer called for an update on the MCDC website redesign project. City of McKinney Website Specialist Valerie McKito, was joined by Communications Manager Michelle Feldker to present the update. The new design for MCDC's website incorporates new brand identification including icons used in advertising that should already be familiar with the community. Big changes on the home page include eliminating the banner and simplifying the calendar format which no longer uses photos on the home page for several reasons: difficulty to maintain, difficulty in securing quality photos and load time of website

especially for mobile platform users. The Board discussed in detail various aspects of the design including navigation banner and buttons, intuitive design for user, retail development content, key content to include on home page, photos of events, potential photo gallery, format limitations, importance of retail development link and specific content on internal pages. There was lengthy discussion regarding making it clear what MCDC is and what we do when someone visits our website for the first time. The marketing subcommittee will meet with MCDC staff and City Marketing staff to address concerns and ideas discussed and advance towards finalizing the redesign.

Chairman Brewer called for public comments regarding matters not on the agenda, and there were none.

Chairman Brewer called for Board or Commissioner comments. Secretary Barnes-Tilley and Treasurer Richardson-Woods shared comments of appreciation for John Mott's service on the Board.

Chairman Brewer recessed the meeting into Executive Session at 10:58 a.m. in accordance with the Texas Government Code. Items to be discussed regarding economic development matters include Project RI21-03 (Gather), Project RI21-04 (Neathery Estate), Project 20-09 (TUPPS Brewery and Entertainment Destination), Project Bluesky and Project Handle.

Chairman Brewer reconvened the meeting of McKinney Community Development Corporation back into regular session at 11:40 a.m.

Board members unanimously approved a motion by Board member Kelly, seconded by Board member McGill, to adjourn. Chairman Brewer adjourned the meeting at 11:41 a.m.

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

These minutes approved by the MCDC members on:_____

JACKIE BREWER
Chairman

MARY BARNES-TILLEY
Secretary



21-0961

TITLE: Financial Report

SUPPORTING MATERIALS:

[September Financial Statement](#)

[September Transmittal Letter](#)

[September Checks Issued](#)

McKinney Community Development Corporation
Summary Operating Statement
September 2021 Preliminary (100% of FY Complete)

Revenues	FY21 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	\$ 16,984,713	\$ 1,564,200	\$ 17,888,256	\$ (903,543)	105.3%	\$ 1,415,393	\$ 148,808	\$ 16,984,713	\$ 903,543
Interest Income	59,569	2,431	53,378	6,191	89.6%	4,964	(2,533)	59,569	(6,191)
Miscellaneous Revenue	-	-	5,250	(5,250)	-	-	-	-	5,250
Gain on Sale of FA	-	-	87,106	(87,106)	-	-	-	-	87,106
Total Revenues	\$ 17,044,282	\$ 1,566,632	\$ 18,033,990	\$ (989,708)	105.8%	\$ 1,420,357	\$ 146,275	\$ 17,044,282	\$ 989,708

Expenses	FY21 Adopted Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Spent	Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
MCDC Operations									
Personnel Expense	\$ 293,825	\$ 32,267	\$ 290,820	\$ 3,005	99.0%	\$ 24,485	\$ (7,781)	\$ 293,825	\$ 3,005
Supplies Expense	17,250	46	2,157	15,093	12.5%	1,438	1,392	17,250	15,093
Maintenance Expense	2,500	-	-	2,500	0.0%	208	208	2,500	2,500
Services/Sundry	576,983	20,089	404,814	172,169	70.2%	48,082	27,993	576,983	172,169
Capital	5,648,493	-	5,649,037	(544)	100.0%	470,708	(470,708)	5,648,493	(544)
Total Administrative	\$ 6,539,051	\$ 52,401	\$ 6,346,828	\$ 192,223	97.1%	\$ 544,921	\$ (448,896)	\$ 6,539,051	\$ 192,223

Projects									
Community Grants & Projects	\$ 18,059,664	\$ 311,017	\$ 1,798,817	\$ 16,260,847	10.0%	\$ 1,504,972	\$ 1,193,955	\$ 18,059,664	\$ 16,260,847
Capital	200,000	-	22,853	177,148	11.4%	16,667	16,667	200,000	177,148
Other Project Expenses	93,000	1,148	37,801	55,199	40.6%	7,750	6,602	93,000	55,199
Total Projects	\$ 18,352,664	\$ 312,165	\$ 1,859,470	\$ 16,493,194	10.1%	\$ 1,529,389	\$ 1,217,224	\$ 18,352,664	\$ 16,493,194

Non-Departmental									
Administrative Fee to GF	\$ 175,000	\$ 14,583	\$ 175,000	\$ -	100.0%	\$ 14,583	\$ -	\$ 175,000	\$ -
Insurance & Risk Fund	921	77	921		100.0%	77	-	921	-
Park Construction Fund	19,381,849	225,016	8,101,776	11,280,073	41.8%	1,615,154	1,390,138	19,381,849	11,280,073
MPAC	500,000	41,667	500,000	-	100.0%	41,667	-	500,000	-
Buildings & Structures	11,333,262	126,770	763,280	10,569,982	6.7%	944,439	817,669	11,333,262	10,569,982
MCDC Debt Service Payments	1,030,000	-	1,030,000	-	100.0%	85,833	85,833	1,030,000	-
MCDC Debt Service I & S	688,848	-	688,848	(0)	100.0%	57,404	57,404	688,848	-
Paying Agent	1,000	-	400	600	40.0%	83	83	1,000	600
Total Non-Departmental	\$ 33,110,880	\$ 408,113	\$ 11,260,225	\$ 21,850,655	34.0%	\$ 2,759,240	\$ 2,351,127	\$ 33,110,880	\$ 21,850,655

Total Expenses**	\$ 58,002,595	\$ 772,679	\$ 19,466,524	\$ 38,536,071	33.6%	\$ 4,833,550	\$ 3,119,456	\$ 58,002,595	\$ 38,536,072
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Net	\$ (40,958,313)	\$ 793,953	\$ (1,432,534)			\$ (3,413,193)	\$ 4,207,146	\$ (40,958,313)	\$ 39,525,779
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FY21 Beginning Fund Balance	\$ 63,586,552
Add FY21 Budgeted Revenue	17,044,282
Less FY21 Budgeted Expenses	(58,002,595)
FY21 Projected Ending Fund Balance	\$ 22,628,239

** The FY21 adopted budget for expenses includes \$22M of FY20 funds that were rolled over to FY21.

McKinney Community Development Corporation
Project Details - September 2021 Preliminary

Community 4B Projects	FY Board Approved	Project Code	Budget FY21	Monthly Actual	YTD Actual	Budget Balance
HUB 121	2017-2018	4B1805	\$ 700,000	\$ -	\$ -	\$ 700,000
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	14,255	114,902	35,098
Boys and Girls Club of Collin County - (Gym floor McKinney Club)	2018-2019	4B1912	39,549	-	39,549	-
Habitat for Humanity of Collin County	2019-2020	4B2003	937,806	150,149	434,494	503,311
MCDC Park Benches @MPAC	2019-2020	4B2004	36,800	-	27,633	9,167
McKinney Parks Foundation (shipping container/tool storage)	2019-2020	4B2005	5,925	-	4,969	956
Hugs Café (Greenhouse Equipment)	2019-2020	4B2006	13,325	-	13,314	11
McKinney Main Street (Better Block in a Box)	2019-2020	4B2007	50,780	-	39,855	10,925
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
Heritage Guild of Collin County	2020-2021	4B2103	32,750	32,750	32,750	-
McKinney Roots	2020-2021	4B2105	15,000	-	-	15,000
McKinney Parks Foundation	2020-2021	4B2110	15,600	-	9,365	6,235
Heritage Guild of Collin County	2020-2021	4B2112	125,000	-	-	125,000
Habitat for Humanity of Collin County	2020-2021	4B2113	200,000	-	-	200,000
Collin County Habitat for Humanity – Cotton Groves Amenity Center	2020-2021	4B2114	125,000	-	-	125,000
Heard Craig Center for the Arts – Funding for facility repairs and imp	2020-2021	4B2115	239,494	-	-	239,494
Collin County Children's Advocacy Center – Infrastructure Improvem	2020-2021	4B2116	250,000	-	-	250,000
Undesignated FY 2021 Budget			287,453	-	-	287,453
Total Community 4B Projects			\$ 4,264,482	\$ 197,154	\$ 1,556,831	\$ 2,707,651

Promotional and Event Grants	FY Board Approved	Project Code	Budget FY21	Monthly Actual	YTD Actual	Budget Balance
Kiwanis Club of McKinney	2018-2019	PC1906	\$ 2,500	\$ -	\$ 2,500	\$ -
Crape Myrtle Trails Foundation	2018-2019	PC1911	6,500	-	-	6,500
Direction 61:3	2018-2019	PC1912	185	-	-	185
McKinney Rotary Club	2018-2019	PC1913	66	-	-	66
McKinney Lacrosse Club	2018-2019	PC1916	270	-	-	270
McKinney ISD Department of Athletics	2018-2019	PC1917	1,558	-	-	1,558
McKinney Philharmonic Orchestra (Odysseus Youth Orchestra)	2019-2020	PC2001	2,685	-	-	2,685
Heritage Guild of Collin County - Farmers Mkt & Crank Off	2019-2020	PC2002	326	-	-	326
SBG Hospitality - St.Patrick's Day Festival	2019-2020	PC2003	234	-	-	234
Collin County History Museum - 2020 Then & Now	2019-2020	PC2005	1,750	-	200	1,550
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	4,221	-	-	4,221
Ovation Academy of Performing Arts - 5 Spring Shows	2019-2020	PC2012	2,909	-	2,909	-
Odysseus Chamber Orchestra - 2020-2021 Concert Series	2019-2020	PC2013	5,000	-	4,463	537
Heritage Guild of CC	2019-2020	PC2014	13,000	-	13,000	-
McK Community Band - Three Performances	2019-2020	PC2015	7,000	-	4,346	2,654
MISD Athletics - NCAA D2 Football Game	2019-2020	PC2016	15,000	-	-	15,000
Ovation Academy of Performing Arts - 2020-2021 Season	2019-2020	PC2017	4,714	-	4,280	434
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
McK Main Street - Home for the Holidays	2019-2020	PC2021	7,500	-	6,790	710
Kiwanis Club of McKinney-2021 Triathlon	2020-2021	PC2101	2,500	-	2,500	-
SBG Hospitality-2021 Spring Sip & Stroll Series	2020-2021	PC2102	12,500	6,425	10,871	1,629
Heritage Guild of CC-Farmers Market, Education, Murder Mystery, Fa	2020-2021	PC2103	12,500	-	12,500	-
CC History Museum-2021 Then & Now	2020-2021	PC2104	6,500	-	4,000	2,500
Colorful Collaborations-Legacy Keepers 2021 events	2020-2021	PC2105	2,000	-	875	1,125
McKinney Garden Club-2021 Art Meets Floral	2020-2021	PC2106	5,000	-	-	5,000
Ovation Academy of Performing Arts-2021 Spring/Summer Productic	2020-2021	PC2107	5,000	-	2,518	2,482
St. Peter's Episcopal Church-2021 Empty Bowls	2020-2021	PC2108	7,500	-	7,500	-
McKinney Main Street-Arts in Bloom	2020-2021	PC2109	7,500	-	7,500	-
Heritage Guild of CC - Farmers Market, Educational Programming, Gt	2020-2021	PC2111	15,000	5,666	5,666	9,334
Colorful Collaborations/Legacy Keepers - Dia De Los Muertos Celebra	2020-2021	PC2112	8,475	-	-	8,475
Crape Myrtle Trails Foundation - 15th Crape Myrtle Run & Festival	2020-2021	PC2113	10,000	-	-	10,000
McKinney Main Street - Light Up Louisiana spotlight	2020-2021	PC2114	15,000	-	-	15,000
McKinney ISD Athletics - 2021 NCAA D2	2020-2021	PC2115	15,000	-	-	15,000
SBG Hospitality - 2021 Wine & Music Festival	2020-2021	PC2116	7,500	-	-	7,500
McKinney Main Street - Oktoberfest and Home for the Holidays	2020-2021	PC2117	12,000	-	-	12,000
McKinney Rotary Foundation - 2021 Parade of Lights	2020-2021	PC2118	7,500	-	-	7,500
McKinney Philharmonic Orchestra - 6 Performances (2021-2022 Sea	2020-2021	PC2119	8,900	-	-	8,900
Undesignated FY 2021 Budget			39,625	-	-	39,625
Total Promotional & Event Grants			\$ 317,418	\$ 12,091	\$ 102,417	\$ 215,001

Retail Development Infrastructure Grants	FY Board Approved	Project Code	Budget FY21	Monthly Actual	YTD Actual	Budget Balance
East End Salvage Ltd. Co.	2019-2020	RI2001	\$ 25,000	\$ -	\$ 25,000	\$ -
Haddington Fund LP	2020-2021	RI2101	25,000	-	-	25,000
James West Architect	2020-2021	RI2102	25,000	-	-	25,000
Gather	2020-2021	RI2103	9,000	-	-	9,000
Neathery Estate	2020-2021	RI2104	25,000	-	-	25,000
Undesignated FY 2021 Budget			36,000	-	-	36,000
Total Retail Development Infrastructure Grants			\$ 145,000	\$ -	\$ 25,000	\$ 120,000

Special Projects	FY Board Approved	Project Code	Budget FY21	Monthly Actual	YTD Actual	Budget Balance
Craig Ranch Hotel	2018-2019	4B1704	\$ 3,000,000	\$ -	\$ -	\$ 3,000,000
District 121, LLC	2019-2020	4B2008	2,040,250	-	-	2,040,250
Tupps Brewery	2019-2020	4B2009	11,533,262	126,770	786,133	10,747,129
The HUB (4 acre)	2020-2021	4B2101	2,600,000	-	-	2,600,000
Apex Center Expansion	2020-2021	4B2108	3,637,040	101,771	114,569	3,522,471
MCDC COVID-19 Business Grant	2019-2020	MP2001	2,055,474	-	-	2,055,474
Total Special Projects			\$ 24,866,026	\$ 228,541	\$ 900,702	\$ 23,965,324

Park Construction Fund	FY Board Approved	Project Code	Budget FY21	Monthly Actual	YTD Actual	Budget Balance
Finch Park Phase IV	2017-2018	PK1211	\$ 379,342	\$ -	\$ 316,869	\$ 62,473
Hike & Bike Trail Construction	2016-2017	PK1213	156,651	5,090	68,065	88,586
Prosper ISD Neighborhood Park	2016-2017	PK1643	705,000	-	-	705,000
Land Acquisition 2016-17	2016-2017	PK1701	6,000	-	6,000	-
Cottonwood Park Redevelopment	2018-2019	PK1737	1,284,839	-	1,192,392	92,447
Gabe Nesbitt Community Park Improvements	2017-2018	PK1806	1,158,950	-	-	1,158,950
Oak Hollow Golf Course Upgrades	2018-2019	PK1822	262,659	112,425	209,819	52,840
JMAC Improvements	2018-2019	PK1823	353,480	-	319,563	33,917
New Senior Center	2020-2021	PK1829	200,000	-	-	200,000
Renovations - Aging Park	2019-2020	PK1831	1,942,479	-	-	1,942,479
Finch Park Phase V	2019-2020	PK2039	1,950,000	-	95,713	1,854,288
Parks Master Plan	2019-2020	PK2040	119,897	2,550	44,238	75,659
Bonnie Wenk Park Outdoor Equipment	2019-2020	PK2062	8,384	-	3,192	5,192
OSCR Aquatic and Park Renovation	2019-2020	PK2041	1,367,073	(2,065)	373,569	993,504
Greens Neighborhood Park	2020-2021	PK2109	200,000	-	-	200,000
Towne Center Park Improvement	2020-2021	PK2113	180,000	3,700	124,466	55,534
Brinkman Land Acquisition	2020-2021	PK2127	268,229	-	268,229	0
Ottaway Land Acquisition	2020-2021	PK2128	5,100	-	5,100	-
Gray Branch Community Park Phase I	2016-2017	PK2206	65,417	-	-	65,417
Frisco ISD Neighborhood Park (Westridge 3)	2015-2016	PK3224	6,757	-	280	6,477
Parks Accessibility	2016-2017	PK4325	258,567	-	100,802	157,765
Rauschhaupt PK Restroom Renovation	2017-2018	PK4392	778,083	-	-	778,083
Towne Lake Parke Enrichment	2020-2021	PK4393	300,000	-	119,925	180,075
Senior Center Exp (15K SF New+23K SF)	2017-2018	PK4394	2,622,001	74,348	2,182,365	439,636
Gabe Nesbitt Tennis CTR Expansion	2015-2016	PK4396	1,691,282	-	1,016,005	675,277
Community Center Renovation	2019-2020	PK4397	1,145,000	-	-	1,145,000
Old Settler's Renovation	2018-2019	PK4398	1,716,661	28,968	1,655,184	61,477
Parks Projects (Umbrella)	2020-2021	PK4399	50,000	-	-	50,000
Erwin Park Development - Phase I	2016-2017	PK9143	200,000	-	-	200,000
Total Parks Construction Projects			\$ 19,381,850	\$ 225,016	\$ 8,101,776	\$ 11,280,074

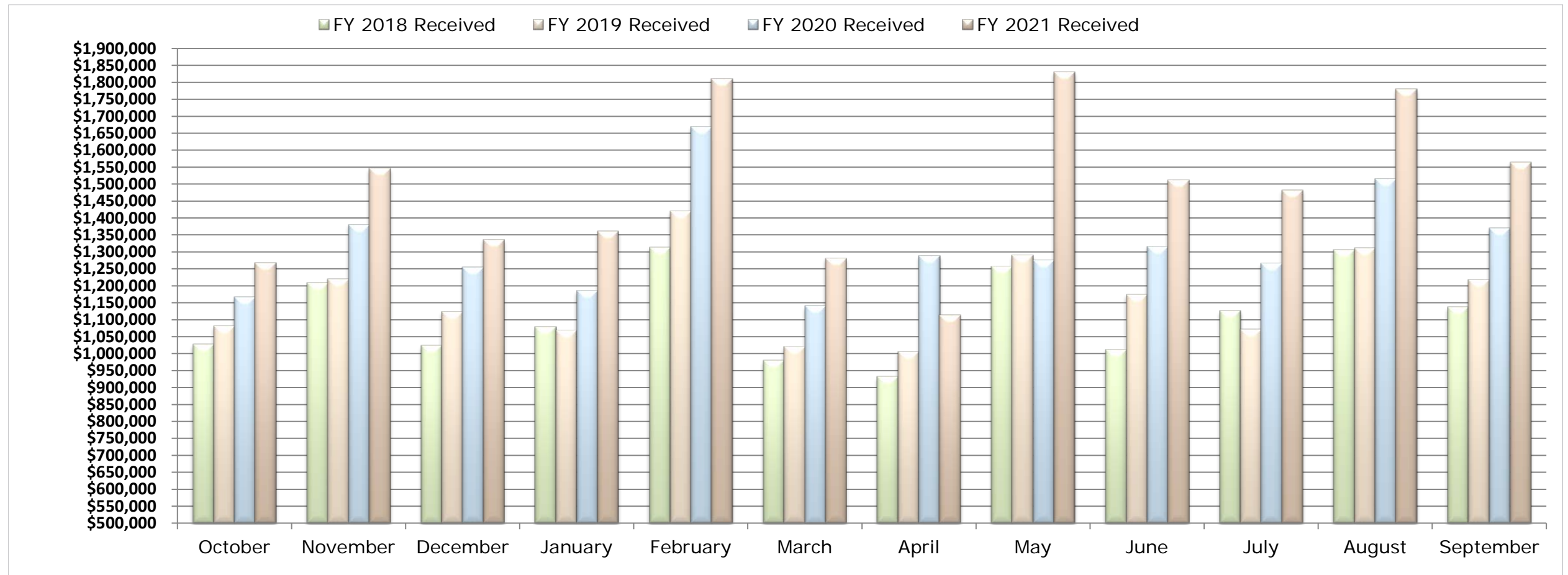
* Other City of McKinney Projects in Eco/Comm Project Allocations

McKinney Community Development Corporation

Sales Tax Revenue

September 2021 (100% of FY Complete)

Month Received	FY 2016 Received	FY 2017 Received	FY 2018 Received	FY 2019 Received	FY 2020 Received	FY 2021 Received	Difference to FY 2020	Variance to FY 2020	% of Budget
October	\$851,178	\$1,032,847	\$1,026,985	\$1,081,713	\$1,165,480	\$1,266,887	\$101,407	8.7%	8.6%
November	1,101,106	1,148,939	1,208,295	1,219,028	1,380,273	1,546,275	166,003	12.0%	10.5%
December	897,304	929,699	1,023,356	1,123,713	1,253,931	1,337,046	83,115	6.6%	9.1%
January	833,503	985,393	1,079,316	1,068,303	1,185,717	1,360,427	174,710	14.7%	9.3%
February	1,231,183	1,334,043	1,312,944	1,420,142	1,670,492	1,810,982	140,490	8.4%	12.3%
March	671,518	891,649	980,238	1,021,757	1,140,182	1,281,889	141,708	12.4%	8.7%
April	825,953	880,093	930,962	1,006,335	1,288,819	1,113,662	(175,157)	-13.6%	7.6%
May	1,114,575	1,208,091	1,258,169	1,291,030	1,276,942	1,830,977	554,035	43.4%	12.5%
June	884,501	932,936	1,011,758	1,174,600	1,316,761	1,513,303	196,542	14.9%	10.3%
July	910,886	1,019,409	1,125,759	1,072,098	1,267,094	1,482,555	215,461	17.0%	10.1%
August	1,207,558	1,206,441	1,306,035	1,310,882	1,516,349	1,780,053	263,704	17.4%	12.1%
September	938,767	967,150	1,136,996	1,216,602	1,369,952	1,564,200	194,248	14.2%	10.6%
Total	\$11,468,033	\$12,536,690	\$13,400,813	\$14,006,204	\$15,831,992	\$17,888,256	\$2,056,264	13.0%	105.3%

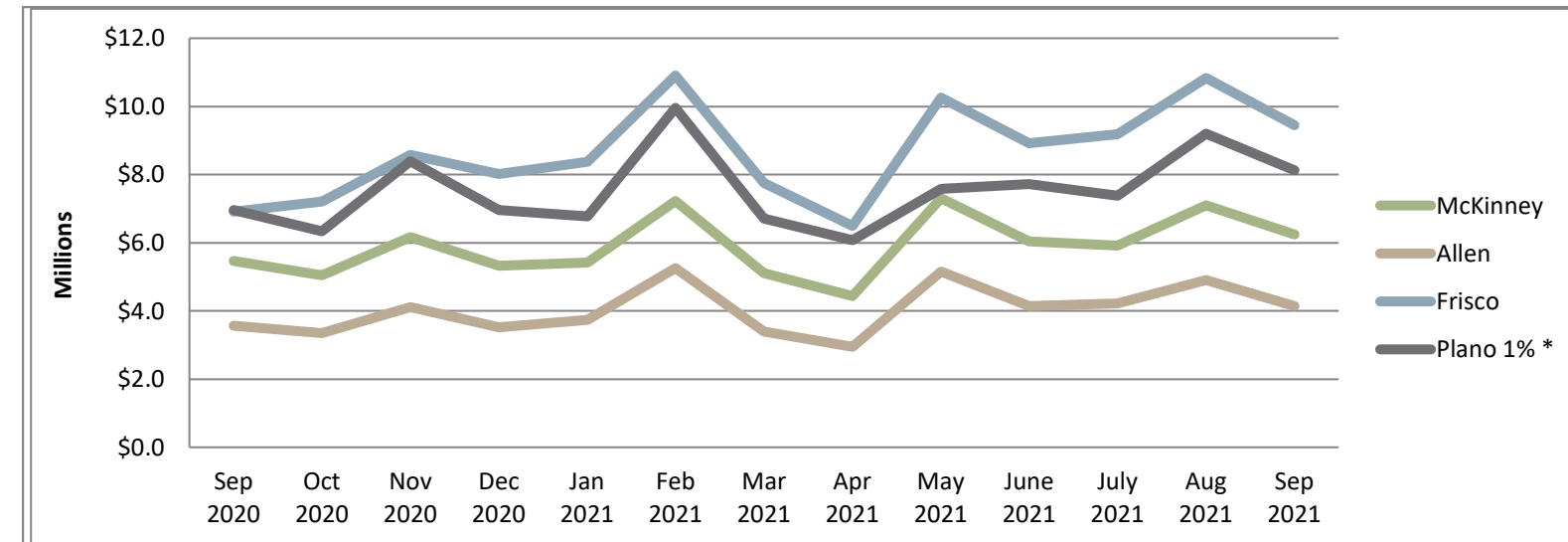


TOTAL SALES TAX COLLECTED

Sister City Comparison

Sep 2021	McKinney	Allen	Frisco	Plano (1%) *
Diff to LY	\$774,653	\$574,493	\$2,545,992	\$1,159,669
Var to LY	14.2%	16.1%	36.9%	16.7%

Year To Date	McKinney	Allen	Frisco	Plano (1%) *
Diff to LY	\$8,215,030	\$6,498,430	\$15,859,546	\$4,543,136
Var to LY	13.0%	15.3%	17.6%	5.2%



Year-to-Date Collections

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

FY 2021	McKinney	Allen	Frisco	Plano 1% *
Oct 2020	\$5,050,296	\$3,346,870	\$7,215,054	\$6,337,483
Nov 2020	6,167,503	4,116,373	8,578,551	8,387,377
Dec 2020	5,330,461	3,514,816	8,019,758	6,966,038
Jan 2021	5,423,992	3,739,118	8,371,047	6,776,005
Feb 2021	7,226,145	5,256,089	10,905,133	9,958,094
Mar 2021	5,109,790	3,392,762	7,755,264	6,713,629
Apr 2021	4,436,818	2,947,251	6,492,629	6,075,688
May 2021	7,306,027	5,160,603	10,256,756	7,578,152
June 2021	6,035,331	4,143,070	8,925,839	7,724,923
July 2021	5,912,226	4,226,351	9,178,105	7,382,192
Aug 2021	7,101,746	4,906,010	10,837,067	9,196,741
Sep 2021	6,237,039	4,143,466	9,451,382	8,122,273
FY 2021 Total	\$71,337,374	\$48,892,778	\$105,986,588	\$91,218,597

* 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 2021 Preliminary

	MCDC Operations	MCDC Long Term Debt	General Fixed Assets	Consolidated
Assets				
Cash and Cash Equivalents	\$ 60,849	\$ -	\$ -	\$ 60,849
Investments	59,488,843	-	-	59,488,843
Accounts Receivable	2,808,763	-	-	2,808,763
Security Deposits	2,977	-	-	2,977
Deferred Charges - Prepaid Items	3,319	-	-	3,319
Capital/Land	-	-	3,279,989	3,279,989
Capital/Land Improvements (Net of Depreciation)	-	-	113,721	113,721
GASB 68 & 75/TMRS Actuarial	-	7,565	-	7,565
GASB 68 & 75/TMRS Assumption Change	-	2,310	-	2,310
GASB 68 & 75/TMRS Investment	-	1	-	1
GASB 68 & 75/TMRS Contributions	-	23,436	-	23,436
GASB 68 & 75/OPEB Actuarial	-	595	-	595
GASB 68 & 75/OPEB Assumption Change	-	5,706	-	5,706
GASB 68 & 75/OPEB Contributions	-	118	-	118
General Long Term Debt	-	20,587,036	-	20,587,036
Total Assets	\$ 62,364,750	\$ 20,626,767	\$ 3,393,710	\$ 86,385,227
Liabilities				
Vouchers Payable	\$ 200,170	\$ -	\$ -	\$ 200,170
Accrued Payroll Payable	10,561	-	-	10,561
Compensated Absences	-	46,909	-	46,909
Bonds Payable Interest	-	86,106	-	86,106
Bonds Payable Current	-	1,030,000	-	1,030,000
Bonds Payable	-	18,350,000	-	18,350,000
TMRS Pension Liability	-	95,881	-	95,881
OPEB Liability	-	53,081	-	53,081
TMRS Actuarial Experience	-	1,956	-	1,956
TMRS Investment Experience	-	21,127	-	21,127
OPEB Actuarial Experience	-	357	-	357
Total Liabilities	\$ 210,731	\$ 19,685,417	\$ -	\$ 19,896,148
Fund Equity				
Unreserved Fund Balance *	\$ 51,368,023	\$ 941,351	\$ -	\$ 52,309,373
Reserved for Encumbrances*	10,783,020	-	-	10,783,020
Reserved for Prepaids	2,977	-	-	2,977
Investment in Capital Assets	-	-	3,393,710	3,393,710
Total Fund Equity	\$ 62,154,019	\$ 941,351	\$ 3,393,710	\$ 66,489,080
Total Liabilities and Equity	\$ 62,364,750	\$ 20,626,767	\$ 3,393,710	\$ 86,385,227
Unreserved Fund Balance *				
	\$ 62,151,042			
Committed Projects Reserve:				
Community Projects	\$ 2,420,198			
Discretionary Prom & Comm Grants	175,376			
Retail Development Infrastructure Grants	84,000			
Special Projects	23,965,324			
Parks Construction Projects	11,280,074			
Total Committed Projects	\$ 37,924,972			
Unreserved Fund Balance after Project Commit.	\$ 24,226,071			
Undesignated Reserve:				
Community Projects (FY21)	\$ 287,453			
Discretionary Prom & Comm Grants (FY21)	39,625			
Retail Development Infrastructure Grants	36,000			
Total Undesignated Allocations	\$ 363,078			
Remaining Unreserved Fund Balance	\$ 23,862,992			
Less Contingency	-			
Final Unreserved Fund Balance	\$ 23,862,992			

September Monthly Financial Report

October 14, 2021

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 5.81%. Sales tax figures came in 13.00% 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:

[FY2021 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 \$773K. 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:

- City of McKinney - Department of Housing and Community Dev, \$14,255
- Habitat for Humanity of Collin County, \$150,149
- Heritage Guild of Collin County, \$32,750
- SBG Hospitality-2021 Spring Sip & Stroll Series, \$6,425
- Heritage Guild of CC - Farmers Market, Educational Programming, Ghostly Hauntings, Murder Mystery, Legends Ghost Walk, Holiday Tour of Homes, \$5,666
- Tupps Brewery, \$126,770
- Apex Center Expansion, \$101,771
- Various Park Projects, \$225,016

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 September have.

Sincerely,

Mark Holloway

Chief Financial Officer

City of McKinney

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

INVOICES PROCESSED - September 2021

<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
9/24/2021	JPMORGAN CHASE BANK (PCARD)	\$21.54	SUE PATRICK: BOARD GIFTS		PCARD
9/24/2021	JPMORGAN CHASE BANK (PCARD)	\$19.39	OUTHOUSE DESIGNS; BOARD GIFTS		PCARD
9/24/2021	JPMORGAN CHASE BANK (PCARD)	\$747.44	RICKS CHOPHOUSE; NONPROFIT EVENT		PCARD
9/24/2021	JPMORGAN CHASE BANK (PCARD)	\$3.43	FACEBOOK AD		PCARD
9/24/2021	LAKE FOREST MCKINNEY INVESTORS LTD	\$3,318.60	REAL PROPERTY,RENT/LEASE		PO500447
9/24/2021	LAKE FOREST MCKINNEY INVESTORS LTD	\$330.64	MISC PROFESSIONAL SERVICE		PO500447
9/24/2021	CANON FINANCIAL SERVICES INC	\$7.62	RENTAL/LEASE EQUIPMENT		PO500443
9/24/2021	CANON FINANCIAL SERVICES INC	\$42.97	RENTAL/LEASE EQUIPMENT		PO500443
9/17/2021	STATE COMPTROLLER OF PUBLIC ACCOUNT	(\$4,940.54)	AUGUST 2021 SALES TAX		
9/17/2021	RETAIL COACH LLC, THE	\$6,750.00	CONSULTING SERVICES		PO501775
9/17/2021	TEXAS ECONOMIC DEV COUNCIL	\$700.00	ECONOMIC DEVELOPMENT SALES TAX WORKSHOP-VIRTUAL (SEPT 2021)		F46353
9/17/2021	FARMER ENVIRONMENTAL GROUP LLC	\$727.81	PROJECT COST - ENVIRONMENTAL REMEDIATION	4B2009	F46370
9/17/2021	SBG HOSPITALITY LLC	\$6,424.77	PROMOTIONAL GRANT REIMBURSEMENT - 2021 SIP & STROLL SERIES	PC2102	F46375
9/10/2021	SCHNEIBLE, CINDY	\$89.00	COLLIN COUNTY COMMERCIAL REAL ESTATE SUMMIT		F46354
9/10/2021	SCHNEIBLE, CINDY	\$1.80	POSTAGE		F46354
9/10/2021	SCHNEIBLE, CINDY	\$19.47	THANK YOU GIFT - JISOM		F46354
9/10/2021	SCHNEIBLE, CINDY	\$26.33	FOOD - BOARD BREAKFAST - 8/26		F46354
9/10/2021	CANON FINANCIAL SERVICES INC	\$42.97	RENTAL/LEASE EQUIPMENT		PO500443
9/10/2021	TUPPS BREWERY LLC (EFT)	\$126,769.89	PROJECT REIMBURSEMENT - PRE-CONSTRUCTION COSTS	4B2009	PO501342
9/3/2021	STAR LOCAL MEDIA	\$84.10	PUBLIC HEARING NOTICE 8/2		F46308
9/3/2021	STANDARD COFFEE SERVICE CO	\$17.43	FOODS: STAPLE GROCERY		PO500282
9/3/2021	MCKINNEY CHAMBER OF COMMERCE	\$40.00	CEO BREAKFAST 8/31/21		F46310
9/3/2021	MEALS ON WHEELS COLLIN COUNTY	\$500.00	I SPY MCKINNEY SPONSORSHIP		F46307

21-0962



TITLE: Board and Liaison Reports

Board Chair

City of McKinney

Visit McKinney

McKinney Economic Development Corporation

McKinney Main Street/MPAC

McKinney Parks and Recreation

TUPPS Brewery Destination Subcommittee

One Heart McKinney Subcommittee

SUPPORTING MATERIALS:

[Visit McKinney Report](#)

[MEDC Report](#)



October 13, 2021

TO: McKinney Economic Development Corporation
McKinney Community Development Corporation

FROM: Dee-dee Guerra

Visit Mckinney September 2021

I. ASSOCIATION/CORPORATE/SMERF COMPLETED in September 2021: TTL Room nights 211; TTL Rev.: \$22,121

ASSOCIATION: TTL Rom nights: 3; TTL Rev.: \$1,798

-The Grand: koha-USA – TTL Room nights: 3; TTL \$1,797.60

CORPORATE: TTL Room nights: 0; TTL Rev.: \$0

-Emerson-9/28 - 9/30, 2021 - Holiday Inn & Suites; TTL Room nights: 0; TTYL Rev. \$ **No pick up-Didn't use block**

SMERF: TTL Rom nights: 208; TTL Rev.: \$20,323

Social: 1

- Holiday Inn Express: Smith Family – TTL Room Nights: 5; TTL Rev: \$ 425

Military/Government: 0

Education: 0

Religious: 0

Fraternal: 0

Weddings: 3

- TownePlace Suites: Varner/ Patterson Wedding – no pickup
- Holiday Inn Express: Varner/ Patterson Wedding TTL Room Nights: 2 ; TTL Rev. \$188
- The Grand: Dinehart/Servaes Wedding TTL Room Nights: 13 ; TTL Rev. \$1,820
- Sheraton: TTL Room Nights: Smith/Correa Wedding TTL Room Nights: 10 ; TTL Rev. \$1,050

Sports: 3

- TownePlace Suites & Holiday Inn Express: Chain Bombers – No pickup
- Holiday Inn Express: U90C Soccer – Labor Day Open TTL Room Nights: 44; TTL Rev. \$3,172
- Sheraton: U90C Soccer – Labor Day Open TTL Room Nights: 134; TTL Rev. \$13,668
- La Quina: International Junior Tournament – **No pickup-Didn't use block**

II. VISITORS: FYTD Total (September 2021): 4,192

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

- Out of State: 21
- Out of Country: 8
- Texas Residents: 9

- McKinney Residents: 7
- Register Total: 36
- Ticker Counter: 494

Top Five States requesting information:

- Texas
- California
- Pennsylvania
- Florida
- Georgia

III. RFP's 30 (0-Association, 9-Corporate, 17 -Weddings, 2 -Social, 0- Military, 1-Gov't, 0 - Education, 0-Religious, 0 -Sports, 1-Fraternal)

DUE TO COVID19, a lot of Planners are sending out RFPs and holding selections until Fall.

Corporate: 9

1. H.D. Supply, Inc. – Cvent RFP received on Friday, September 2, 2021. Dates of Event: March 15-17, 2022 / 175 attendees for a total of 550 sleep rooms / Room Block of 20/170/170/170 / Meeting Space for 3-days / 3 Breakfast, 3 Lunches, 2 Dinners. 1 general session room for 175, will eat meals in the same room. Based on meeting space requirements, shared RFP with the Sheraton. Update: September 3, 2021 planner advised she loves property but needs an upscale resort; she will keep us in mind for future events. LOST
2. MMSG Corporation – Cvent RFP received on Thursday, September 9, 2021. Dates of Event: January 21-22, 2022 / 23 attendees for a total of 23 sleep rooms / Room Block of 4/19 / Meeting space for 2-days / No F&B or AV requirements. RFP was 'retracted' before Sheraton could bid. LOST
3. UWE Corporation – Cvent RFP received on Thursday, September 9, 2021. Dates of Event: January 6-8, 2022 / 500 attendees for a total of 1,285 sleep rooms / Room Block of 465/465/355 under 1-roof or immediately adjacent to host property / Meeting space for 2-1/2 days; General session requires 22,500 sf and 2 breakout rooms of 4,500 sf / 2 Breakfasts, 2 Lunches, 2 Dinners. Based on size requirements, declined to bid. LOST
4. Minitab Corporation – Cvent RFP received on Friday, September 10, 2021. Dates of Event: April 2-7, 2023 / 700 attendees for a total of 2,819 sleep rooms / Room Block of 300/640/640/640/164/164 under 1-roof or adjacent properties / Meeting space for 5-1/2 days with General Session for 700-725, 6-breakout rooms each 1,350 sf / 6 Breakfasts, 5 Lunches, 5 Dinners. Based on size requirements, declined to bid. LOST
5. Real Brokerage – Cvent RFP received on Monday, September 13, 2021. Dates of Event: October 4-6, 2022 / 750 attendees for a total of 1,175 sleep rooms / Room Block of 25/35/175/350/350/230/10 under 1-roof / Meeting space for 3-days with a general session for 750 and 5 breakout rooms for 150-170 each / Multiple meals. Based on size requirements, declined to bid. LOST
6. Takeda Pharmaceuticals – Cvent RFP received on Thursday, September 16, 2021. Dates of Event: January 10-14, 2022 / 300-350 attendees for a total of 1,464 sleep rooms / Room Block of 10/50/295/295/295/295/15 under 1-roof / Meeting space for 5-days with General Session for 300-350, 13 breakout rooms of 500 sf minimum each + 4 offices + Board Room / 5 Breakfasts, Lunches & Dinners in FOYER / First time for this event to occur. Based on size requirements and sleep rooms under 1-roof, declined to bid. LOST
7. Meetings & Incentives Worldwide – Cvent RFP received on Tuesday, September 21, 2021. Dates of Event: January 10-14, 2022 / 300 attendees for a total of 1,467 sleep rooms / Room Block of 10/50/295/295/295/295/15 under 1-roof / Meeting space for 5-days includes General Session for 300, 13-15 breakout rooms / 4 Breakfast, 5 Lunches, no Dinners. Based on size requirements, declined to bid. LOST
8. North America Envision Corporation – Cvent RFP received on Thursday, September 30, 2021. Dates of Event: September 9-10, 2022 / 1,200 attendees for a total of 1,172 sleep rooms / Room Block of 200/450/450 under

1-roof / Meeting space for 3-days includes General Session for 1,200, 7 breakout rooms / 2 Breakfast, 2 Lunches, 1 Dinner. Based on size requirements, declined to bid. LOST

9. Care Comm – Cvent RFP received on Thursday, September 30, 2021. Dates of Event: December 7-9, 2021 / 80 attendees for a total of 240 sleep rooms / Room Block of 80/80/80 under 1-roof / General space for 3-days includes General Session for 80 and 2 breakout rooms / 3 Breakfast, 3 Lunches, 3 Dinners. Based on space requirements, sent RFP to Sheraton for bid.

Association: 0

SMERF: 21

Social: 2

1. Troubadour Music Festival – Old Celina Park – Room Blocks at SpringHill Suites & Home2 – November 6-7, 2021)- Attendance: 1,500, Room nights: 80
2. Brittany Smith – Holiday Inn Express – September 22-26, 2021 - Est 5 rooms

Military/Government: 1

1. 2025 Texas Police Games – Citywide – June 2025 – - Attendance: 1,500, Room nights: 140

Education: 0

Religious: 0

Fraternal: 1

1. Order of the Eastern Star – Nancy Hardy – March 25-26, 2022 – McKinney Masonic Lodge- Attendance: 40
Room nights: 15

Weddings: 17

1. Dinehart/Servaes Wedding – September 18, 2021 – The Grand – Est 10 rooms
2. Cargal/Stewart Wedding – October 10, 2021 – The Springs – Sheraton – Est 12 rooms
3. Yarbrough/Bruu Wedding – October 16, 2021 – Chase Hall – Sheraton – Est 10 rooms
4. Bowman Wedding – October 16, 2021 – Local Yocal – The Grand – Est 6 rooms
5. Wood Wedding – October 30, 2021 – TBD
6. Chaddick Wedding – November 4, 2021 – Rehearsal Dinner Only
7. Wilson/Edwards Wedding - November 12, 2021 – The Springs– Holiday Inn, TownePlace Suites, Sheraton – Est 20 rooms
8. Chase Wedding – January 21, 2022 – Rustic Grace – Fairfield Inn – Est 10 Rooms
9. Jackson/Gonzales Wedding – January 25, 2022 – The Station – Holiday Inn Express – Est 10 rooms
10. Ahlgrimm Wedding – January 29, 2022 – Magnolia Grace
11. Johnson/Harland Wedding – March 4, 2022 – The Sanctuary – Home2 – Est 10 rooms
12. Miller/Dooley Wedding – April 23, 2022 – River Road Chateau – Hampton Inn – Est 20 rooms
13. Sosa/Horsley Wedding – May 5, 2022 - D’Vine Grace – The Grand – Est 10 rooms
14. Edel/Bouillion Wedding – June 24, 2022 – Stone Crest
15. Renteria Wedding – July 23, 2022 – Rosemary Barn
16. Anderson/Diaz Wedding – August 6, 2022 – Rustic Grace
17. Pruitt Wedding – October 1, 2022 – The Springs – The Grand – Est 10 rooms
- 18.

Sports: 0

Site Visits: 2

Corporate: 0

Association: 1

1. STEP – Conference March 6-7, 2022 – Visited The Grand, MPAC & Gather in Downtown McKinney

SMERF: 1

1. Int'l Flipper Pinball Association Tournament – Spring 2022 – Tournament would be held at Arcade 92 – Visited Hampton Inn, SpringHill Suites, Holiday Inn Express, TownePlace Suites, & Best Western

Ongoing Leads: 23

Corporate:

Association:

SMERF: 23

Social: 2

1. The 99s – Laurie Peake – October 16, 2021 – Sheraton
2. Sammons Reunion – November 18, 2021 – The Grand – 7 room nights

Military/Government: 0

Eduction: 0

Religious: 0

Fraternal: 0

Weddings: 17

1. Angie Byrd (MOB) – October 1, 2021 - Magnolia Grace – Hampton Inn & Suites – 15 room nights
2. Kenadee Thompson – October 8, 2021 – Magnolia Grace – Sheraton & Hampton Inn & Suites – 16 room nights
3. Madison Krell – October 10, 2021 – Magnolia Grace
4. Victoria Rodriguez – October 15, 2021 – Magnolia Grace – Hampton Inn & Suites - 14 room nights
5. Brittney Larocca – October 16, 2021 – Magnolia Grace
6. Destiny Tambouris (Bride) – October 24, 2021– Magnolia Grace
7. Michelle Brown (MOB) – November 4, 2021 – Magnolia Grace
8. Chris Adams (FOB) – November 6, 2021 – Stone Crest – The Grand
9. Scalf/Salgado Wedding – November 7, 2021 – Avalon Legacy Ranch – Hampton Inn & Holiday Inn Express – 20 room nights
10. Rose Bustamante (MOB) – November 12, 2021 – The Springs
11. Richardson/Webster Wedding – November 27, 2021 – Magnolia Grace
12. Kimberly Fulmer (Bride) – January 2, 2022 – Rosemary Barn – The Grand Hotel – 10 room nights
13. Ashley Torres – March 22, 2022 – Magnolia Grace
14. Blas Duran (Groom) – April 2, 2022 – Rustic Grace – Fairfield Inn – 10 room nights
15. Lauren Walsh – June 18, 2022 – Magnolia Grace
16. Elizabeth Cantu – July 11, 2022 – Stone Crest
17. Melissa Eason (MOB) – November 5, 2022 – The Springs in Aubrey – The Neathery

Sports: 4

1. McKinney Lacrosse Club – Turlaxin Tournament – October 16-17, 2021 – Sheraton & SpringHill Suites- Attendance: 600, Room nights: 40
2. McKinney Lacrosse Club – Turlaxin Tournament – October 23-24, 2021 – Sheraton & SpringHill Suite- Attendance: 600, Room nights: 40
3. McKinney Lacrosse Club – Turlaxin Tournament – October 30-31, 2021 – Sheraton & SpringHill Suites- Attendance: 600, Room nights: 40
4. NCAA Division II Football Championship – December 18, 2001-Sheraton-Spring Hill Suites (Teams) & Spectators (City Wide)- Attendance: 4,500, Room nights: 500

IV. ADVERTISING/MARKETING/MEDIA

SEPTEMBER.2021 -ROBLY Email Stats	
Average Open Rate	37.20%
Average Click-thru Rate	11.60%
Total Audience	3.27K

Advertising/Marketing/Media

SEPTEMBER 2021 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Created/Submitted ad for TSAE Association Leadership magazine
- Created/Submitted ad for Texas Meetings + Events fall issue
- Created/Submitted ad for Texas Highways Dec. issue
- Created/Submitted ad for Bus Tours Magazine (Nov./Dec.)
- Created landing page on the website for Troubadour visiting group
- Wrote/submitted trivia questions with photos for the ABA conference
- Connected writer with Okrapalooza organizer and Maylee Thomas for quotes
- Wrote a blog on Fall events and posted a guest blog from Heard-Craig Center for the Arts
- Created weekly Animoto videos for the monitor
- Year-End PowerPoint
- Created QR codes for Oktoberfest sign and SMERFsales kit
- Updated SWOT Analysis for Strategic Plan
- Wrote/posted/distributed press release about TACVB awards

SOCIAL MEDIA STATS

FACEBOOK FY 20-21	New Likes	Lifetime Likes	Engaged Users	Total Reach	Impressions
OCT. 2020	84	10,313	38,955	209,565	1,079,909
NOV. 2020	48	10,361	30,843	197,215	1,047,241
DEC. 2020	80	10,441	32,452	221,793	1,191,049
JAN. 2021	100	10,541	32,752	214,596	997,075
FEB. 2021	62	10,603	31,798	259,072	1,268,515
MARCH.2021	107	10,710	44,849	356,581	1,532,678
APRIL.2021	90	10,800	50,069	316,802	1,438,732
MAY.2021	65	10,865	37,275	373,757	1,396,683
JUNE.2021	85	10,950	41,645	687,622	1,966,826
JULY.2021	98	11,048	45,201	370,247	1,993,683
AUGUST.2021	32	11,080	52,858	464,348	2,188,801
SEPT.2021	2,123	13,203	no longer in insights	50,269	no longer in insights
TOTALS	2,974	N/A	438,697	3,721,867	16,101,192

INSTAGRAM 2020-21	
From 2019-20	3,526
OCT. 2020	247
NOV. 2020	88
DEC. 2020	103
JAN. 2021	167
FEB. 2021	224
MARCH.2021	188
APRIL.2021	106
MAY.2021	121
JUNE.2021	186
JULY.2021	71
AUGUST.2021	58
SEPT. 2021	548
TOTAL	5,633

TWITTER - SEPT. 2021	
Total Followers	5,650
New Followers	13
Tweets	19
Tweet Impressions	5,967
Profile Visits	645
Mentions	24

YOUTUBE 2020-21		
<i>Month</i>	Views	Subscribers
<i>Historical #s</i>	14,352	63
OCT. 2020	548	4
NOV. 2020	259	2
DEC. 2020	174	0
JAN. 2021	231	0
FEB. 2021	187	2
MARCH.2021	214	2
APRIL.21	252	3
MAY.2021	227	3
JUNE.2021	144	2
JULY.2021	134	-2
AUGUST.2021	206	1
SEPTEMBER.2021	232	1
TOTAL	17,160	81

Google Business Page – 2020-21		
<i>Month</i>	<i>Page Views</i>	<i>Web visits</i>
Historical #	30,725	325
OCT. 2020	2,080	45
NOV. 2020	1,920	33
DEC. 2020	1,690	24
JAN. 2021	1,800	37
FEB. 2021	1,980	21
MARCH.2021	3,470	48
APRIL.2021	4,060	61
MAY.2021	4,620	41
JUNE.2021	3,260	56
JULY.2021	4,180	41
AUGUST.2021	4,219	49
SEPT.2021	5,110	47
TOTAL	69,114	828

WEBSITE DATA – SEPTEMBER 2021

Website - 2020-21			
Month	Sessions	Pageviews	Users
OCT. 2020	4,650	9,578	3,976
NOV. 2020	3,643	7,261	3,154
DEC. 2020	3,641	7,567	3,074
JAN. 2021	3,352	6,948	2,950
FEB. 2021	3,100	6,736	2,706
MARCH.2021	5,636	10,873	4,987
APRIL.2021	6,546	12,377	5,735
MAY.2021	6,293	12,067	5,502
JUNE.2021	6,124	15,219	4,843
JULY.2021	6,919	15,904	5,542
AUGUST.2021	5,185	11,923	4,252
SEPTEMBER.2021	16,439	30,516	13,623
TOTAL	71,528	146,969	60,344

SEPTEMBER.2021	Users
Mobile	10,006
Desktop	3,056
Tablet	484
TOTAL	13,546

SEPTEMBER 2021 - TOP 10 WEB PAGES		
Page	Pageviews	Unique Pg Views
McKinney to Munich	6,628	4,725
Home page	3,138	2,558
Oktoberfest event listing	2,378	2,202
events	1,015	876
Things to do	579	482
Visitors Guide	416	355
Shopping Downtown	400	353
October events main pg	372	313
5G Pumpkin Patch event	326	302
Restaurants	320	268

Top Countries – SEPT.2021			
Country Breakdown	Users	New Users	Sessions
United States	13,356	13,142	16,124
India	33	33	34
China	30	30	31
Ireland	28	28	28
Sweden	20	20	20
Mexico	15	14	16
Germany	14	13	15
United Kingdom	14	13	17
Canada	13	12	15
Philippines	13	13	19

Top States – SEPTEMBER 2021			
State Breakdown	Users	New Users	Sessions
Texas	11,307	11,212	13,961
California	297	293	315
Kansas	124	123	127
Virginia	122	122	122
New York	105	101	114
Oklahoma	103	99	118
(not set)	93	92	93
Illinois	85	83	94
Florida	84	84	100
Ohio	66	66	72

Top Cities – SEPTEMBER 2021

City Breakdown	Users	New Users	Sessions
Dallas	3,417	3,250	3,921
McKinney	2,775	2,604	3,601
Plano	527	209	599
Allen	475	447	571
Frisco	465	445	537
Houston	277	261	297
Fort Worth	218	212	251
Prosper	208	200	248
Richardson	178	173	230
Melissa	157	145	168

BLOG VISITS - FY 20-21	
Month	Sessions
OCT. 2020	537
Nov. 2020	680
Dec. 2020	770
JAN. 2021	465
FEB. 2021	355
MARCH.2021	392
APRIL.2021	460
MAY.2021	1,118
JUNE.2021	1,075
JULY.2021	1,555
AUGUST.2021	592
SEPT.2021	763
TOTAL	8,762

Blogs (Top 5) for SEPTEMBER 2021:

- Fall Events in McKinney - 185
- Patio Dining in McKinney – 111
- Active Senior Living in McKinney - 79
- Plan Your Visit (Visit Widget) – 25
- Day Trip to the Museum to Enjoy the Arts – 21

SEPTEMBER 2021: TOP REFERRAL PG	
Facebook	3,976
Instagram	559
m.gvwy.io	299
Dallas Observer	176
NewsBreakApp.com	154
McKinneyTexas.org	47
t.co	31

flytki.com	29
baidu.com	22
robly	19
TOTAL	5,312

SEPTEMBER 2021-KPIs & Groups	
KPIs	0
Turlaxin	2
Byron Nelson	7
koha USA	12
Chainbombers Disc Golf	5
TOTAL:	26

SEPT. 2021 - Ad Landing Pgs./QR CODES	
Association Leadership-TSAE	8
Boyd High School	2
Bus Tours Magazine	1
Certified Dallas Map	3
Craig Ranch Fitness ad	1
Fall Tx Events Calendar ad	1
Fort Worth Weekly	8
McK to Munich	567
MPI Annual Directory	1
Places to Stay	6
Plan Your Visit Blog Link	5
Rachel _ wedding handout	1
Rack Cards	18
Small Market Meetings	3
Sports Planning Page	1
Texas Highways Magazine	1
Texas Meetings & Events	5
TSAE brief	1
TOTAL	633

SEPTEMBER 2021 – MPG Page Views	
Main Page	53
Venues by Capacity	341
Request Info/RFP	78
Venues/Videos	10
Helpful resources	60
Vendors	13
Site visits	0
Tour Options/Itineraries	292

TOTAL:	847
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OTHER STATS

CROWDRIFT – SEPTEMBER 2021		
Gallery	Interactions	Views
Being Social	0	1
History/Dwntn	266	357
Home Gallery	37	662
McK Dining	47	428
McK Events	6	128
Explore	140	249
Weddings	74	201
Shopping	42	162
Chestnut Square	0	9
McK Music	30	52
Cadence Blog	7	6
TOTAL	649	2,255

VISIT WIDGET - SEPTEMBER 2021				
	Users	Sessions	Page Views	New Downloads
Widget	79	83	216	
<i>Desktop</i>	<i>48</i>	<i>49</i>	<i>134</i>	
<i>Mobile</i>	<i>31</i>	<i>34</i>	<i>82</i>	
Mobile APP	302	565	1,714	
<i>App-iOS</i>	<i>264</i>	<i>522</i>	<i>1524</i>	127
<i>App-Android</i>	<i>38</i>	<i>43</i>	<i>190</i>	16
TOTAL	381	648	1,930	143

TOP LOCATIONS USING VISIT WIDGET

McKinney, TX
Dallas, TX
Washington D.C.
Allen, TX
Houston, TX
Austin, TX
Little Elm, TX
Melissa, TX
Plano, TX
Frisco, TX

TourTexas.com 2020-21					
Month	McKinney Page	Things to Do	Events	Attractions	Native Texan
OCT. 2020	469	1,197	112	4,659	305
NOV. 2020	449	165	69	2,997	338
DEC. 2020	387	161	67	1,788	202
JAN. 2021	374	173	100	2,221	334
FEB. 2021	328	163	116	2,103	299
MAR.2021	567	269	100	4,573	370
APRIL.2021	347	221	124	2,798	348
MAY.2021	608	189	189	1,995	353
JUNE.2021	829	124	207	3,299	383
JULY.2021	966	362	209	3,442	325
AUGUST.2021	318	513	222	2,279	325
SEPT.2021	333	240	434	2,382	255
TOTAL	5,975	3,777	1,949	34,536	3,837

FREE PUBLICITY:

FY 20-21	Budgeted Amount
Adv. & Promo TTL	\$194,767

SEPTEMBER 2021 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
McKinney Online	TACVB Awards Press Release	\$0	\$200	\$600	30,000
Bubblelife News	TACVB Awards Press Release	\$0	\$1,000	\$3,000	125,000
TOTALS		\$0	\$1,200	\$3,600	155,000
FY 20-21 Running Totals		\$44,516	\$213,553	\$500,107	93,662,565

V. LOST BUSINESS: 8 Corporate Accounts, 12 Association Groups, and 2 SMERF Groups; Lost Revenue: \$9,960,416

CORPORATE:

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
March 2022	H.D. Supply, Inc., Board Meeting & Leadership Training	Sheraton, Require 4-star Resort	550	175	\$130,740
January 2022	UWE Corporation, January Jumpstart Meeting	Sheraton, Too Large	1,285	500	\$282,725

January 2022	MMSG Corporation, Speaking Engagement Training	Sheraton, RFP Retracted	23	19	\$3,680
April 2023	Minitab Corporation, Insights Conference	Sheraton, Too Large	2,819	700	\$707,361
October 2022	Real Brokerage Corporation, 2022 Conference	Sheraton, Too Large	1,175	750	\$325,000
January 2022	Takeda Pharmaceuticals, EOE Launch Meeting	Sheraton, Too Large	1,464	300-350	\$353,160
January 2022	Meeting & Incentives Worldwide, EoE Launch Meeting	Sheraton, Too Large	1,467	300	\$328,730
September 2022	North America Envision, Corporate Training Event	Sheraton, Too Large	1,172	1,200	\$277,680
Totals			9955	3644	\$2,409,076

SMERF & SPORTS:

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
October 2021	Bossier Schools	Location	85	170	\$9,265
June 2022	Family Life	Sheraton, Too Large	1000	1000	\$143,000
Totals:			1,085	1,170	\$152,265

ASSOCIATION:

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
February 2025	Instructional Technology Council, Annual Conference	Sheraton, Too Large	2,400	800	\$531,000
October 2024	National Indian Educators Association, Annual Conference & Trade Show	Conference fits, Trade Show is too large	675	225	\$174,875
October 2025	American Association of Inside Sales Professionals, Leadership Summit	Sheraton, Too Large	1,600	800	\$390,000
April 2025	American Association of Inside Sales Professionals, Executive Retreat	Sheraton, Too Large	3,000	1,500	\$690,000

May 2025	Strategic Account Management Association, Annual Conference	Sheraton, Too Large	1,400	700	\$345,000
October 2024	American Indian Science & Engineering Society, National Conference	Sheraton, Too Large	4,600	2,300	\$883,400
February 2025	American Association for the Advancement of Science, Annual Meeting	Sheraton, Too Large	5,200	1,200	\$1,109,800
September 2025	American Association for State & Local History, Annual Meeting	Sheraton, Too Large	3,000	1,000	\$640,000
June 2025	International Association of Insurance Professionals, Annual Convention	Sheraton, Too Large	2,400	1,200	\$526,000
October 2024	International Association of Claim Professionals, Annual Conference	Sheraton, Too Large	3,900	1,300	\$865,000
July 2026	National Association of Legal Assistants, Annual Conference & Expo	Sheraton, Too Large	2,600	1,300	\$632,000
June 2025	Allied Finance Adjusters, Annual Convention	Sheraton, Too Large	2,700	900	\$612,000
Totals:			33,475	13,225	\$7,399,075

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.

ORGANIZATIONAL REPORT

2021 - October



McKinney Economic Development Corporation

MEDC Board,

We are pleased to finally be able to announce the huge expansion project we have been working on with Raytheon Intelligence & Space! This is a great win for McKinney and staff did an excellent job working with them to bring this big win home. They will soon begin construction on the 400,000 square foot advanced manufacturing facility on their McKinney campus. Thank you MEDC board, city leadership, council, and staff for all the hard work on this project.

Our pipeline of projects is still over \$1B strong in potential capital investment projects. The interest in McKinney is stronger than ever and we look forward to more big announcements.

Peter

Organizational Updates

- Staff is working with McKinney Chamber/McKinney Community Development Corporation (MCDC) leaders to plan and design the new office space at District 121. Meetings among MEDC/MCDC/Chamber were held on September 14th -15th to finalize what potentially will be the McKinney Partnership office space.
- Staff joined MEDC Chairman and Board Members to support Independent Financials' nomination as one of the finalists for Dallas Business Journal-2021 Best Real Estate Deal in HQ/Campus Category. Independent Financial President/CEO David Brooks and Executive Vice President/Chief Banking Officer Michael Hobbs attended the event on September 23rd.
- We have posted and will be reviewing candidates for the MEDC Marketing position this month. We hope to have our new executive in-house by the end of October.

Organizational Activity Report (September /2021)

- *Total Leads: 15
- Qualified Leads: 4
- RFPs received: 13
- RFPs responded to: 2
- Total Pipeline Projects: 34
- New Pipeline Projects: 2

*Leads include RFPs, RFIs, and direct inquiries from site selectors, brokers, company representatives, etc.

Business Retention & Expansion (September 2021)

A BRE Program Overview is being drafted which will provide goals, objectives, roles and responsibilities, and standard operating procedures.

- The next quarterly BRE Partners Meeting will be held on October 22nd.
- BRE Visits: 3
- Annual BRE Total: 32
- BRE Partner Events: 0
- Virtual BRE Calls: 0

Marketing / Communications (September /2021)

We will not have marketing metrics this month during our transition into an in-house marketing program. We will present a dual month overview at the next month's board meeting.

- Marketing Trips:
 - CRE Converge, September 26-29, Danny Chavez attended
- Marketing / Networking Events Attended
 - NTCAR: Boots and Suits EXPO, September 2, Staff attended
 - Bisnow: Master Planned Communities, September 21, Miguel Esparza and Madison Clark attended
 - DBJ: BRED Awards, September 23, Staff attended
 - 2021 REDnews Collin County Summit, September 29, Staff attended, Peter Tokar as a panelist
- Click Ad Campaign
 - Our website saw a spike in numbers due to our first Google "Click Ad Campaign". The campaign targeted the following markets: Los Angeles, San Francisco, Ann Arbor, Michigan, Washington DC, and Miami. The digital ad ran from September 5th – 7th and targeted people who searched technology related phrases.



- Impressions (people who saw the ad): 96,969
- Clicked on the ad: 1,501
- Highest engagement: 12:00 p.m. – 2:00 p.m. on Sunday, September 5, 2021
- 98% of engagement was driven from mobile phones or tablets

- Ongoing Projects:
 - McKinney Economic Development Corporation's American Economic Development Organization (AEDO) Application was submitted to International Economic Development Council (IEDC) on July 8. The next step is the feedback from AEDO Review Team and the Site Visit to McKinney. The AEDO accreditation process is generally two to three years.
- Grand Opening:
 - SRS Corporate Campus Grand Opening, September 24

Committee Meetings

- Marketing Committee met on September 3rd
 - 2021 Marketing Strategy
 - DCI Marketing Summit Recap
 - 2021 Marketing Priorities
- Real Estate Committee met on September 8th.
 - Approved Project updates
 - New Project updates
 - MEDC owned parcels
- Innovation Fund Committee email sent to committee for approval on the following projects:
 - Project Spatial Laser
 - Project Guardrails
 - Project Ferrari
 - Project Viceroy

Upcoming Trade Shows and Missions

- Consultant Connect Florida Summit, November 11-12, Danny Chavez to attend
- Smart Cities, November 16-20, Mike DePaola to attend
- Consultant Forum 29, December 6-8, Danny Chavez to attend
- Economix, December 5-8, Peter Tokar to attend

Upcoming Events

- 2021 Best of Quarterly Chamber Luncheon, October 19
- BISNOW: 121 Corridor (MEDC Raw Space Sponsor), October 28
- State of the City, November 4
- 2022 Board Strategic Planning Session, November 30

MEDC IN THE NEWS: This new section is dedicated to showcasing all the positive press that the MEDC and MEDC Staff have generated on various media outlets and platforms.

- **Articles:**
 - ["Raytheon opens new innovation and manufacturing center, announces additional new facility in McKinney"](#) Community Impact, September 23
 - ["Raytheon opens new McKinney plant, announces plan for a second larger factory and lab"](#) Dallas Morning News, September 23
 - ["Raytheon Intelligence & Space expands innovation and manufacturing footprint in North Texas"](#) Yahoo Finance, September 23
 - ["Raytheon Intelligence & Space opens a new intelligent manufacturing center at its McKinney Campus"](#) Dallas Innovates, September 24
 - [Raytheon Intelligence & Space expands-upgrades McKinney, Texas, Campus"](#) AreaDevelopment, September 28



21-0963

TITLE: President's Report

SUPPORTING MATERIALS:

[Grant Funds Awarded](#)

[Social Media Metrics](#)

[Grant Promotions](#)

[Final Report - 4B21-03 Heritage Guild](#)

[4B21-14 Cotton Groves Amenity Center](#)

McKinney Community Development Corporation
Grants and Transfers - FY 21

Category	Grant/Transfer	Amount
Promotional & Community Events	MCDC Discretionary Promotional	\$ 200,000.00
	21-01 Kiwanis Club of McKinney - Triathlon	\$ (2,500.00)
	21-02 SBG Hospitality - 2021 Spring Sip & Stroll Series	\$ (12,500.00)
	21-03 Heritage Guild of Collin County - Farmers Market, Education, Murder Mystery, Farm to Table Dinner, Ice Cream Crank-off Events	\$ (12,500.00)
	21-04 Collin County History Museum - 2021 Then & Now Exhibit	\$ (6,500.00)
	21-05 Colorful Collaborations - Legacy Keepers 2021 Events	\$ (2,000.00)
	21-06 McKinney Garden Club - 2021 Art Meets Floral Event	\$ (5,000.00)
	21-07 Ovation Academy of Performing Arts - 2021 Spring/Summer Productions	\$ (5,000.00)
	21-08 St. Peters Episcopal Church - Empty Bowls Event	\$ (7,500.00)
	21-09 McKinney Main Street - Arts in Bloom Event	\$ (7,500.00)
	21-11 Heritage Guild of Collin County - Farmers Market, Educational Programming, ghostly Hauntings, Murder Mystery, Legends Ghost Walk, Holiday Home Tour	\$ (15,000.00)
	21-12 Colorful Collaborations/Legacy Keepers - Dia De Los Muertos Celebration	\$ (8,475.00)
	21-13 Crape Myrtle Trails Foundation - 15th Crape Myrtle Run & Festival	\$ (10,000.00)
	21-14 McKinney Main Street - Light Up Louisiana Celebration	\$ (15,000.00)
	21-15 McKinney ISD Athletics - 2021 NCAA D2	\$ (15,000.00)
	21-16 SBG Hospitality - 2021 Wine & Music Festival	\$ (7,500.00)
	21-17 McKinney Main Street - Oktoberfest and Home for the Holidays	\$ (12,000.00)
	21-18 McKinney Rotary Foundation - 2021 Parade of Lights	\$ (7,500.00)
	21-19 McKinney Philharmonic Orchestra	\$ (8,900.00)
	Balance	\$ 39,625.00
Community Projects	MCDC Discretionary Community Projects	\$ 1,530,105.00
	21-03 Heritage Guild of Collin County - Updates and Improvements at Chestnut Square	\$ (32,750.00)
	21-05 McKinney Roots - Construction of Hydroponic Greenhouse	\$ (15,000.00)
	20-03 (Amendment) Habitat for Humanity of Collin County - Cotton Groves Community Shade Structure and Amenity Center - additional funding for 20-03. Total is \$1,049,311.58.	\$ (276,087.58)
	21-10 McKinney Parks Foundation - Tools & equipment to support maintenance of McKinney Parks	\$ (15,599.98)
	21-12 Heritage Guild of Collin County - Expansion of Bevel House & other updates	\$ (125,000.00)
	21-13 Habitat for Humanity of Collin County - Low income resident home repair	\$ (200,000.00)
	21-14 Habitat for Humanity of Collin County - additional funds for Cotton Groves Amenity Center	\$ (125,000.00)
	21-15 Heard Craig Center for the Arts - facility repairs and improvements	\$ (239,494.00)
	21-16 Collin County Children's Advocacy Center - infrastructure and site work for new facility	\$ (250,000.00)
	Balance	\$ 251,173.44
Retail Development Infrastructure	MCDC Discretionary Retail Infrastructure	\$ 120,000.00
	RDIG 21-01 The Mill at East McKinney Ashley's Garden - site improvements, utilities, excavation, concrete	\$ (25,000.00)
	RDIG 21-02 Area exterior to Dowell Building - drainage, site improvements, paving	\$ (25,000.00)
	RDIG 21-03 Gather - site work required for replacement of grease trap	\$ (9,000.00)
	RDIG 21-04 Nethery Estate - security lighting, fencing, gates, electrical and site work	\$ (25,000.00)
	Balance	\$ 36,000.00
Projects - Parks & Recreation	Project #20-13 - Funded from FY 21 Budget	\$ 5,500,000.00
	Oak Hollow Upgrades	\$ (200,000.00)
	Aquatic Improvements	\$ (300,000.00)
	New Senior Center	\$ (200,000.00)
	Park Renovations	\$ (1,000,000.00)
	Towne Lake Master Plan	\$ (300,000.00)
	Greens Neighborhood Park	\$ (200,000.00)
	Towne Lake Rec Center Renovation	\$ (1,020,000.00)
	Finch Park Phase V Renovation	\$ (1,800,000.00)
	Town Center Enhancements	\$ (180,000.00)
	Senior Center	\$ (250,000.00)
	Umbrella	\$ (50,000.00)
	Balance	\$ -
City of McKinney Administrative Fee		\$ 175,000.00
		\$ (175,000.00)
	Balance	\$ -

Grants and Transfers - FY 21

Category	Grant/Transfer	Amount
MPAC Operations		\$ 500,000.00
	Balance	\$ (500,000.00)
		\$ -

Grants and Transfers - FY 21

Category	Grant/Transfer	Amount
Community/Economic Development/Partnership Projects	Funded from Fund Balance	\$ 21,000,000.00
	21-01 HUB Partners, LLC - Development of The Hub in Westgrove Development at Custer and 380	\$ (2,600,000.00)
	21-08 McKinney Parks & Recreation Department - Apex expansion project design, preparation of construction documents (\$2,500,000); near-term enhancements to Apex (\$1,137,040)	\$ (3,637,040.00)
	Balance	\$ 14,762,960.00

MCDC FACEBOOK METRICS					
	Total Posts Original/Total	Followers	Engagements	Total Reach	Impressions
Jan '20	20/22	2,586	205	8,654	11,697
Feb '20	31/27	2,602	246	13,126	13,291
Mar '20	60/78	2,630	305	7,940	17,125
Apr '20	46/38	2,658	169	8,410	17,984
May '20	42/53	2,664	294	6,852	13,963
June '20	68/76	2,669	203	8,501	16,900
July '20	32/44	2,673	118	5,662	11,908
Aug '20	25/32	2,689	84	4,400	9,862
Sept '20	34/41	2,696	217	4,494	7,391
Oct '20	39/47	2,714	341	16,265	19,788
Nov '20	34/39	2,738	824	20,593	23,359
Dec '20	34/41	2,750	823	5,478	8,892
Jan '21	19/23	2,757	219	2,797	4,050
Feb '21	19/25	2,763	189	7,904	9,501
Mar '21	38/46	2,784	319	7,147	9,642
Apr '21	42/48	2,818	1,306	6,752	10,219
May '21	36/42	2,872	641	5,697	8,675
June '21	32/38	2,875	787	5,634	7,953
July '21	28/32	2,891	303	6,134	7,534
Aug '21	20/22	2,983	246	4,936	6,096
Sept '21	34/37	2,985	721	10,110	12,132

MCDC TWITTER METRICS				
	Followers	Total Tweets	Retweets	Engagements
Jan '20	1,284	8	4	22
Feb '20	1,301	12	13	37
Mar '20	1,352	15	18	52
Apr '20	1,375	16	15	37
May '20	1,377	17	18	54
June '20	1,416	26	16	40
July '20	1,441	16	8	24
Aug '20	1,456	12	7	18
Sept '20	1,463	16	10	89
Oct '20	1,463	16	6	146
Nov '20	1,465	17	7	116
Dec '20	1,472	11	3	79
Jan '21	1,435	13	4	35
Feb '21	1,448	12	2	53
Mar '21	1,459	9	4	90
Apr '21	1,463	20	2	51
May '21	1,467	16	4	34
June '21	1,473	13	3	97
July '21	1,480	9	5	90
Aug '21	1,485	6	1	40
Sept '21	1,490	13	7	105

MCDC WEBSITE METRICS						
	Sessions	Pageviews	Users	Desktop Hits	Mobile Hits	Tablet Hits
Jan '20	710	1,646	605	432	161	12
Feb '20	561	1,453	464	352	100	12
Mar '20	628	1,132	536	322	206	8
May '20	962	798	1,596	457	308	3
June '20	747	1,328	608	359	233	16
July '20	505	1,002	432	274	150	8
Aug '20	489	815	425	300	117	9
Sept '20	631	1,114	556	410	135	11
Oct '20	757	1,320	657	454	195	8
Nov '20	552	1,172	460	345	132	5
Dec '20	819	677	1,532	437	234	6
Jan '21	636	1,377	521	403	117	1
Feb '21	888	1,582	787	597	185	5
Mar '21	1,073	2,265	903	607	277	19
Apr '21	977	1,834	851	572	258	21
May '21	1,025	1,655	909	771	133	5
June '21	736	1,469	639	501	131	7
July '21	484	413	992	271	133	9
Aug '21	473	1,021	388	280	105	3
Sept '21	477	1,151	390	279	108	3

Promotional and Community Event Grants -- FY 2021 Cycle 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
Heritage Guild	FY 21 Cycle I and II: Farmers Market Chestnut Square	I & II:Throughout Spring/Summer/Fall	10/15, 10/17, 10/20, 10/22, 10/23, 10/26, 10/29, 10/30, 10/31, 11/7, 11/13, 11/25, 11/28, 12/11, 12/18, 1/15, 2/3, 2/5, 2/6, 2/24, 3/5, 3/6, 4/2, 4/24, 5/28, 6/4, 6/5, 6/25, 7/1, 7/13, 7/23, 8/28, 9/10, 9/18, 9/24, 9/25, 10/15		CI - Jan 2021 CI - March 2021	MCDC Website City Calendar		J.Brewer R.Glew C.Schneible L.Jones
Heritage Guild	Ice Cream Crankoff	18-Jul-21	7/14, 7/17, 7/18					
Heritage Guild	FY21 Cycle I & II: Murder Mystery	Feb. 13, 2021	3/24, 3/13			MCDC Website City Calendar		
Heritage Guild	FY21 Cycle I & II: Educational Programs	ongoing	2/10, 2/25, 3/1, 4/7			MCDC Website City Calendar		
Heritage Guild	FY21 Cycle II: Ghostly Hauntings	18-Sep	9/12, 9/15, 9/17					
Heritage Guild	FY21 Cycle II: Holiday Tour of Homes	Dec 4-5, 2021	10/15					
Heritage Guild	FY Cycle II: Ghost Walk	Oct 29-30	9/30, 10/6, 10/12					
SBG Hospitality	FY21 Cycle I: Sip & Stroll Series	St. Pat's - March 13 Craft Beer - June 19 Margarita Stroll - July 10 Sips of Summer - Aug 7 Halloween Walk & Monster Dash - Oct 30	St. Pat's -- 2/9, 2/15, 2/21, 3/6, 3/7, 3/9, 3/11 Craft Beer -- 6/3, 6/8, 6/17, 6/18 Margarita -- 6/12, 6/30, 7/7, 7/10 Sips of Summer -- 7/20, 7/25, 8/2 Halloween Walk & Dash --			MCDC Website City Calendar FB Event		C.Schneible A.Richardson-Woods M.Barnes-Tilley

SBG Hospitality	FY 21 Cycle II: Wine & Music Festival	Oct 16-17, 2021	9/30, 10/5, 10/8, 10/12, 10/15, 10/16					
Collin County History Museum	Then & Now	Feb 2019 - Dec 2021	1/15, 2/12, 2/18, 10/15			MCDC Website		L.Jones
McKinney Garden Club	FY21 Cycle I: Art Meets Floral	September 25-26	3/31, 9/15, 9/19, 9/22, 9/23, 9/24, 9/25			MCDC Website		
Main Street	General Downtown	Ongoing	Downtown -10/19, 10/22, 10/24, 11/7, 11/15, 11/19, 11/24, 11/25, 11/26, 11/28, 11/30, 12/2, 12/5, 12/7, 12/9, 12/10, 12/11, 12/17, 12/22, 1/10, 1/22, 2/3, 2/24, 3/9, 3/15, 3/18, 3/19, 3/20, 3/29, 4/2, 4/8, 4/10, 4/15, 4/20, 4/26, 4/27, 4/30, 5/10, 5/20, 5/27, 6/4, 6/29, 6/30, 7/2, 7/17, 7/18, 9/9, /10, 9/11		CI - March 2021			
Main Street	FY 21 Cycle I: Arts in Bloom	April 9-11, 2021	3/24, 3/25, 4/2, 4/9			MCDC Website City Website FB event		
Crape Myrtle Trails Foundation	Crape Myrtle Festival & Run	25-Sep-21						

Main Street	FY 21 Cycle II: Light Up Louisiana	Fall & Winter 2021	8/23, 9/8, 9/9, 9/10					
Main Street	FY 21 Cycle II: Oktoberfest	Sept 24-26, 2021	8/30					
Main Street	FY 21 Cycle II: Home for the Holidays	Nov 26-28, 2021						
MISD Athletics	FY 21 Cycle II: NCAA D2 Championship Football Game	Dec 18 -- Game Dec 17 --Fan Fest Dec 16-18 -- Tacos Dec 17 -- Shopping/Lunch						
Rotary Foundation	FY 21 Cycle II: Parade of Lights	Dec 11, 2021 (backup: Dec 18)						
Legacy Keepers	FY 21 Cycle II: Dia de los Muertos	16-Oct-21	7/24, 9/28, 10/1, 10/9, 10/15, 10/16					
McKinney Philharmonic Orchestra	FY 21 Cycle II	Sept 5 - Music in Motion Dec 3 - All Star Christmas Feb 5 - Chamber Mar 5 - Rimsky Kosakov Apr 2 - John Williams May 15 - Side by Side	10/6					

Ovation Academy of Performing Arts	FY20 Cycle II and FY21 Cycle I: Performances	Fall/Winter 2020 Spring/Summer 2021	Into the Woods - 10/14, 10/23, 10/30 Carrie: 1/18, 1/22 Descendants: 3/18, 3/24, 3/27 Broadway: 4/12, 4/15 Romeo & Juliet: 4/27 Little Women: 4/20, 4/25, 4/29		CI - Jan 2021 (Frozen & Carrie)	MCDC Website City Calendar		
St. Peter's Episcopal Church	2021 Empty Bowls	April 29	3/1, 3/15, 3/25, 3/28, 4/1, 4/8, 4/12, 4/19, 4/22, 4/26, 4/29, 5/17, 5/18		CI - March 2021	MCDC Website City Calendar		A.Richardson-Woods D.Kelly D.Bradford R.Glew J.Brewer K.McGill C.Schneible
Parks Dept	Year Round Events & Parks News	Year Round	11/9, 11/10, 12/4, 12/6, 12/9, 132/10, 12/22, 12/24, 2/2, 2/4, 3/11, 3/15, 3/18, 3/19, 3/20, 3/29, 3/30, 4/8, 4/17, 4/24, 4/28, 5/17, 5/19, 5/27, 5/29, 5/31, 6/18, 6/29, 6/30, 7/2, 7/6, 7/9, 7/16, 7/18, 7/21, 7/24, 9/9, 10/3 ,10/14					
Juneteenth		19-Jun	6/9, 6/12, 6/14, 6/17, 6/18, 6/19			MCDC website City calendar		A.Woods D.Bradford R.Glew C.Schneible L.Jones



*Bringing Collin County
History to Life!*



The Mission of the Heritage Guild of Collin County is

- *To celebrate community*
- *To preserve history*
- *To inspire the future*

We Achieve Our Mission By

Showing how people lived during a key period in Collin County history (1850-1920) with structures, artifacts and programming.

Our Mission is Supported Through

- *Facility Rentals*
- *Grants/Donations*
- *Sponsorships*
- *Programming*
- *Volunteer Activities*



The Heritage Guild of Collin County owns and operates Heritage Village at Chestnut Square. Located on 2 blocks at Chestnut, Anthony, Davis & Hwy 5, Chestnut Square is home to 5 historic houses, including the oldest house in McKinney, a general store, the former Foote Baptist Church, the “Two Bit” Taylor Inn, the fabulous Dulaney House, and a reproduction of the Wilmeth one room Schoolhouse.





Project Summary

Grant #21-03

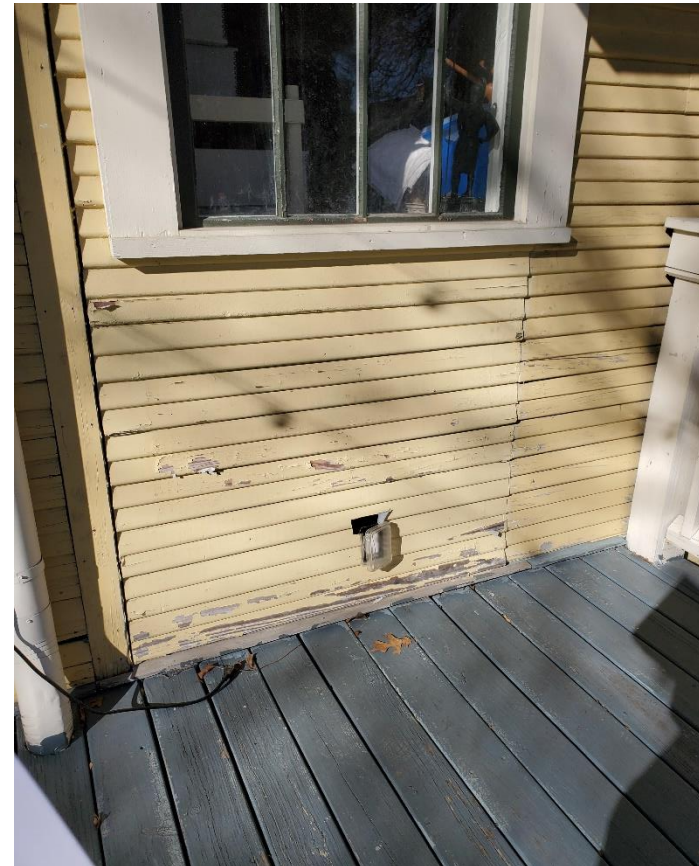
Total Estimated Expenses: \$46,250

Total Request: \$32,750 (71%)

- **Dulaney House: Siding; Porch & ramps repair/replacement; Gutter repair/replace; Exterior Paint; possible structural evaluation & repairs**
- **Dulaney Cottage: Porch, window & ramp repairs; Gutter repair/replace; structural work and evaluation**
- **Chapel: Bell Tower repairs; Siding, windows, porch & ramps repairs/replacement; Exterior paint and possible structural evaluation**
- **Volunteers will execute 29% siding, porch & railing repairs**



Dulaney House





Dulaney House Exterior Paint Work





Dulaney House Exterior Finished





Dulaney House Expenses:

Power wash & prep: \$1262

Paint: \$8,700

French Drain: \$4,450

Dulaney House Structural Report:

Bid to install 14 12' piers and stabilizing beam:

\$11,300





Dulaney Cottage

2021



2016



2015



Dulaney Cottage



2015

2021





Dulaney Cottage Structural Report:

Bid to:

- Raise/lower the interior walls and floors of the pier and beam, to as level position as possible.
- Stabilize by placing steel shims between the existing piers and sub-floor beams where needed.
- Reinforce floor joists under the back right portion of the property.
- Install French Drain (2 directions); one tie into new drain under Dulaney House and one running east/west to culminate on east end (slope)

\$14,200







Chapel Bell Tower Repairs





Chapel Expenses:

Tree Trimming & Prep: \$1900

Bell Tower Structure: \$7600

Painting: \$7000

Gutter repair/replace all 3 buildings:
\$1850

We used repurposed siding from
Dixies Store (same time period);
adds authenticity and saves
resources



Self Funded & Volunteer Projects





Self Funded & Volunteer Projects





Thank you for your support

Cotton Groves Amenity Center 10/22/21



Cotton Groves Amenity Center 10/22/21



Cotton Groves Amenity Center 10/22/21



21-0964



TITLE: Update on Project 4B 19-08, Submitted by The North Texas Family Health Foundation for Horizontal Infrastructure Costs Related to Construction of a Federally Qualified Health Center.

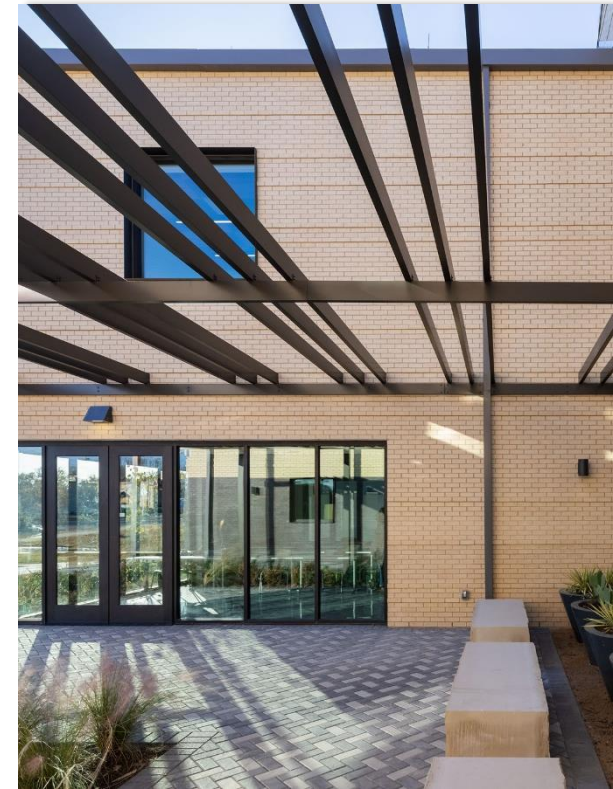
SUPPORTING MATERIALS:

[Presentation](#)



1620 W. Virginia Street | McKinney, TX 75069

Opening | January 2021





A patient-centered medical home
providing primary healthcare, including:

Medical



Dental



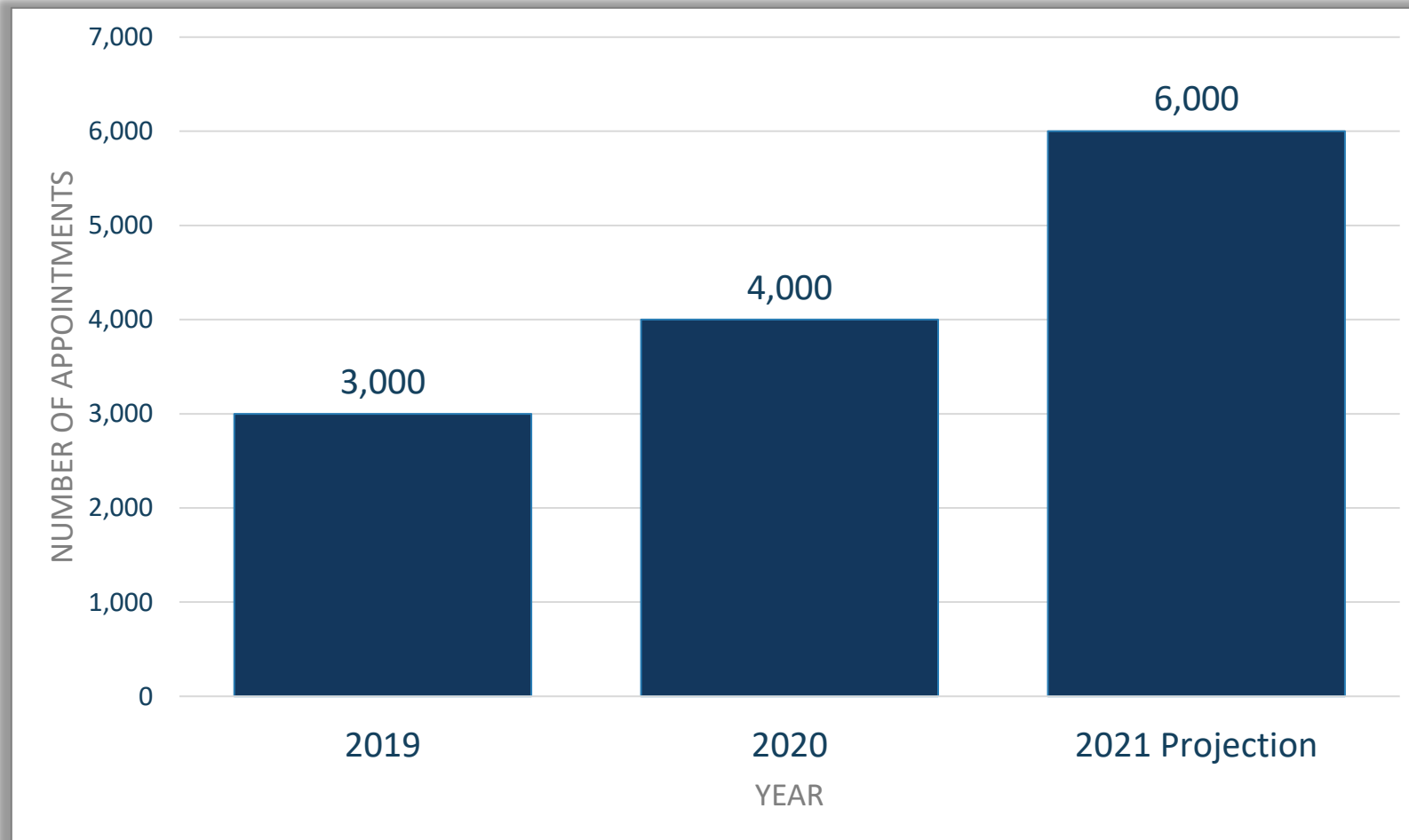
Behavioral Health



Women's Health/OBGYN

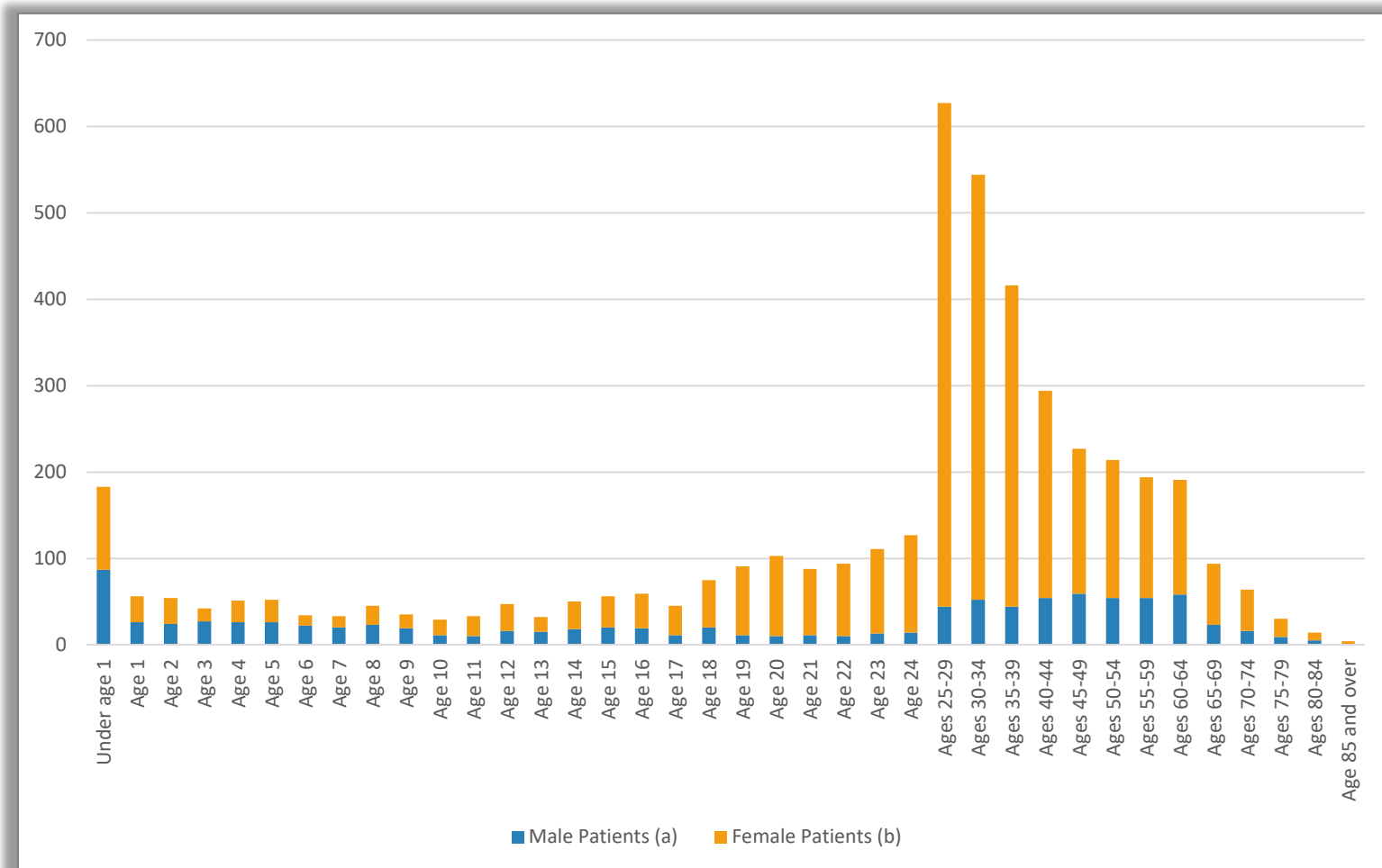


Patient Visits | Actual & Projected



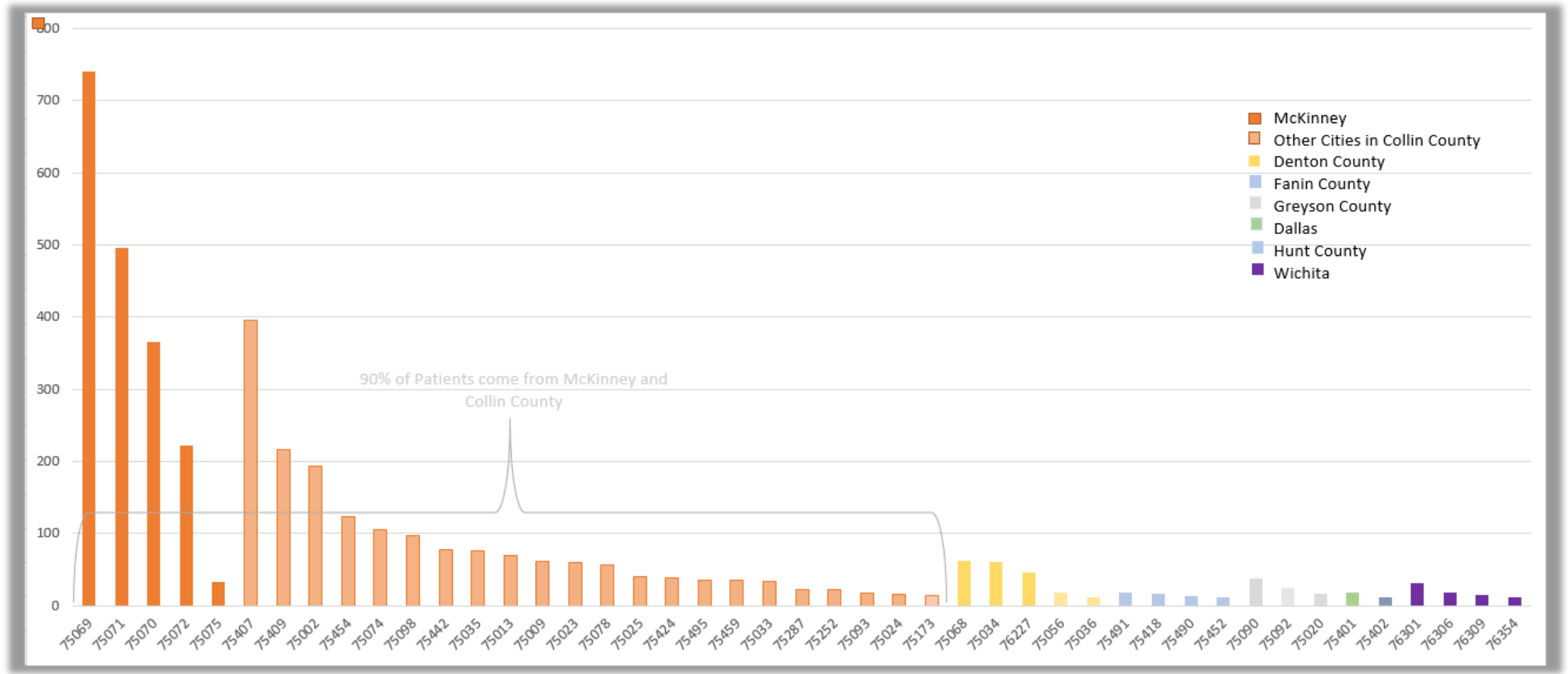
* Over 4,500 unique patients YTD

Patients by Age & Gender | Year to Date



*Jan. 1 – Oct. 1, 2021

Patients by Zip Code | Year to Date



* Jan. 1 – Oct. 1, 2021



Clinic Growth

- Pediatric Pod
- Regional Site Director
- Patient Navigator

Partnerships

- Region 10 Early Headstart & Headstart
- Lifepath Systems
- One Heart McKinney

Community Outreach

- Area ISD's including McKinney, Allen, Frisco, Plano and other north Collin County school districts
- Health Systems
- Non-profit sector
- Area Coalitions – including, but not limited to, McKinney Hunger Free Coalition, 5C Coalition and Senior Service Alliance

21-0965



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 28, 2021

Presented By:

Jeff Moore, Brown & Hofmeister, LLP

Must the MCDCC 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

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01-158
(Rev 10-03/07)

TEXAS COMPTROLLER OF PUBLIC ACCOUNTS

ECONOMIC DEVELOPMENT CORPORATION REPORT

—Fiscal Year Ending 2003

Corporation name			
Contact person		Title	
Street address			
City		State TEXAS	ZIP code
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 512/475-0864 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):
☐ Job Creation/Job Retention
☐ Tourism
☐ Sports Facilities/Recreation
☐ Infrastructure Projects
☐ Other (You may use a separate sheet to provide additional information, if desired.)
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



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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, amphitheaters, 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