

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

DECEMBER 15, 2022

The McKinney Community Development Corporation met in regular session in the City Hall Council Chambers, 222 N. Tennessee Street, McKinney, Texas, on Thursday, December 15, 2022 at 8:00 a.m.

Board Members Present: Chair Angela Richardson-Woods, Vice Chair David Kelly, Secretary Deborah Bradford, Board Members Mary Barnes-Tilley and Joy Booth, and Board Alternate Jon Dell'Antonia.

Absent: Vice Chair Kathryn McGill.

Council Present: Mayor George Fuller and Councilman Patrick Cloutier.

Staff Present: President Cindy Schneible, City Manager Paul Grimes, Chief Financial Officer Mark Holloway, Assistant Director of Parks and Recreation Ryan Mullins, Visit McKinney Executive Director Aaron Werner, MEDC President Peter Tokar, MEDC Senior Vice President Michael Talley, Cultural District Director Andrew Jones, Director of Engineering Gary Graham, City Attorney Mark Houser, and MCDC Administrative and Marketing Coordinator Linda Jones.

There were several guests present.

Chair Richardson-Woods called the meeting to order at 8:00 a.m. after determining a quorum was present. She acknowledged Jon Dell'Antonia was seated as a board member for the meeting. Chair Richardson-Woods reminded everyone that the holiday season meets people at different places, and she asked for prayers for all. Secretary Bradford offered the invocation which was followed by the Pledge of Allegiance.

Chair Richardson-Woods called for public comments on non-public hearing agenda items, and there were none.

Chair Richardson-Woods called for a motion on the consent items. Board members unanimously approved a motion by Board Member Dell'Antonia, seconded by Board Member Barnes-Tilley, to approve the following consent items:

- 22-1145** Minutes of the McKinney Community Development Corporation Meeting of November 17, 2022.

- 22-1146** Minutes of the McKinney Community Development Corporation TUPPS Subcommittee Meeting of November 16, 2022.
- 22-1147** Chair Richardson-Woods called for the Financial Report. Chief Financial Officer Mark Holloway provided a review of the October financials. October is the first month of FY 2023. Revenues were \$1.9 million of which \$1.7 million was sales tax. Expenses were \$3.2 million, about \$2.1 associated with the TUPPS project. Sales tax for October indicates a 15.8% increase over the same period last year. The City will be making budget reappropriations at the next Council meeting. Chair Richardson-Woods reminded Board members that additional details and sister city comparisons are available in the attached report.
- 22-1148** Chair Richardson-Woods called for Board and Liaison Reports.
Board Chair. Chair Richardson-Woods shared that Board members have participated in many events since the last meeting including Home for the Holidays, the community tree lighting, Chestnut Square's Holiday Tour of Homes, WFAA Santa's Helpers, the wall raising ceremony for Ms. Maxwell's Habitat for Humanity home, and the Hugs Culinary Academy graduation. Board Member Booth commented on the opportunity that she and her husband had to participate in the Hugs Culinary Academy. Board Member Barnes-Tilley complimented the Main Street team on another successful Home for the Holidays. Board Member Riche reminded Board members of the Parade of Lights tonight. He also commented that the new MCDC office space is very nice. Board Member Dell'Antonia mentioned he enjoyed being at Home for the Holidays with his train club. He also shared positive comments on the Holiday Tour of Homes and the Hugs Christmas event. Secretary Bradford reported on the wall raising for Ms. Maxwell and thanked Habitat for Humanity for their partnership over the years, adding that MCDC has funded Habitat projects in an amount over \$4 million over the

years. Chair Richardson-Woods reminded everyone of upcoming events including Parade of Lights tonight at 6:30 PM, Christmas in the Village and Farmers Market at Chestnut Square on Saturday, Christmas on Kentucky pop-up with the carousel now through Christmas Eve, NCAA D2 game Saturday at noon, NCAA D2 FanFest at TUPPS Friday at 6:00 PM, and the Grand Menorah Lighting in Downtown on December 20.

City of McKinney. City Manager Paul Grimes shared that Collin County had the largest population growth in North Texas, adding 100,000 residents between 2016 and 2021. As the City continues to look for ways to serve the growing populations, deliberations have begun regarding the expansion of the McKinney National Airport. The bond committee has met three times, and an executive committee met an additional time. They will report and make recommendations to Council in January. The bond committee includes representatives from our neighboring cities. Council will decide by mid-February on whether to call a bond election for the May ballot. Staff will be presenting an East McKinney update to the Council at an upcoming Work Session and will include TUPPS, City Hall, neighborhood preservation study and affordable housing. Additionally, staff will discuss historic preservation policy and guidelines with Council at the Work Session. Secretary Bradford complimented the City Manager's team for their work establishing the Legacy Neighborhoods in East McKinney. Mr. Grimes wished everyone a Merry Christmas and Happy Holidays.

McKinney Economic Development Corporation. President Peter Tokar stated that FY 2022 has been an exciting year and shared his appreciation for the partnerships with MCDC and Visit McKinney. One of MEDC's priorities has been workforce development, and they have recently entered an agreement with City of McKinney, Collin College and Raytheon to provide a workforce development apprenticeship program. Chair Richardson-Woods asked about the biggest workforce gaps in

McKinney. Mr. Tokar explained that each industry has unique needs – manufacturers are dealing with increased wages required to retain line workers, some employers are providing transportation which is an added expense for employers, and advanced manufacturers are struggling to find engineers. As a Collin College Provost, Board Member Barnes-Tilley shared her excitement for the partnership among the entities. Mr. Tokar shared that college graduates often secure employment a long time prior to graduation, so employers need to be talking to students instead of waiting until they graduate. Board Member Booth asked if there has been any discussion with MISD especially regarding culinary industry training. Mr. Tokar replied that MISD is part of the workforce development team. They are discussing opportunities for high school students who may choose not to attend a four-year college. He added that certified mechanics who have completed the Collin College program at their Technology Campus will start with six figure salaries.

Visit McKinney. Executive Director Aaron Werner shared that this is NCAA D2 weekend, and it was exciting to see the Ferris State team escorted by City of McKinney police. He reported that the Sheraton sold out for the weekend within three hours of the announcement that Colorado School of Mines would play in the game. The teams were welcomed with goody bags that included handmade cards from MISD elementary students, and the college players will be visiting elementary schools today. Friday is the FanFest at TUPPS, and the game is Saturday at noon at MISD stadium. Mr. Werner shared his appreciation for their partnership with MEDC which has led to some meetings with corporate meeting planners. Visit McKinney will be hosting a McKinney Hospitality Showcase in January. Mr. Werner and Michael Kowski met with the Dallas Sports Commission to highlight the City's sports facilities. The meetings went well, and McKinney is a potential host community for the 2026 World Cup. Countries will start visits near the end of 2023 to

select their host city/community. Mr. Werner announced that the first two months of FY 2023 indicate a 28% increase in hotel tax over last year, mostly due to the increase in average daily rates. Board Member Dell'Antonia asked about the status of Visit McKinney's remodel. Mr. Werner said they have moved back into the office space, demo and painting is complete, and they are finalizing the interior design and will be ordering furniture soon.

McKinney Main Street/MPAC. Cultural District Director Andrew Jones reported that Home for the Holidays hosted over 51,000 people despite the rain. The elimination of tickets has continued to be well received. He complimented staff on their constant work behind the scenes over the Thanksgiving weekend. The WFAA Santa's Helper Toy Drive raised a record number of toys again, and it was a great opportunity to highlight Downtown McKinney. This year's holiday advertising campaign included several social media influencers. Mr. Jones invited everyone to join the Parade of Lights this evening and the Menorah Lighting on December 20. He announced several upcoming events including the Bridal Show on January 14, Wine & Chocolate Walk on February 11, the unveiling of the Benji statue on February 12, and Krewe of Barkus on February 19. Board Member Booth shared that she read in the museum application that McKinney is home to the voice of Pinocchio.

McKinney Parks and Recreation. Assistant Director of Parks and Recreation Ryan Mullins reported that new playgrounds are complete at Grady Littlejohn, Serenity and Finney and are in progress at Falcon Creek. Mary Will Craig and Murphy parks should be complete in the second quarter of 2023. Design continues on E.A. Randles with anticipation of going to bid in early 2023. Completion of the Indoor Tennis Facility is dependent on receiving and installing the elevator. Regarding the Craig Ranch Soccer Complex, the contractor has mobilized. This renovation will assist in the City's bid to be a host city for the World Cup.

Robinson Ridge Park will begin in early 2023. Mr. Mullins announced that Parks is hosting two camps over winter break, one at Apex and one at the Senior Center. Additionally, there will be a time capsule burial at Veterans Park on Saturday, December 17, at 2:00 p.m. The capsule will be opened in 40 years on the 50th anniversary of the opening of Veterans Park.

Chair Richardson-Woods stated that there would not be a TUPPS subcommittee report, since the committee has not met since our last Board meeting. She acknowledged Mayor Fuller and Councilman Cloutier in attendance today.

22-1149 Chair Richardson-Woods called for the President's Report. President Schneible reminded Board members that we are accepting Project Grant applications through December 30. FY 2023 funds available for discretionary project grants are about \$2.1 million. Applications will be presented to the Board in January. Retail Development Infrastructure Grant applications will be accepted through January. Ms. Schneible reminded the Board that the new grant guidelines include fire suppression in addition to exterior infrastructure. The City's marketing team is working on a campaign to inform Downtown businesses of all the grants and resources available through the various City departments. She reminded Board members that we are accepting Quality of Life Award nominations for individuals and organizations. Last month, the Board approved an extension on the TUPPS project to April 30, 2023, and City Council has approved the same extension on the 380 agreement. Ms. Schneible shared that the Seed Project Foundation, parent organization of McKinney Roots, has invested over \$400,000 in support for McKinney beneficiaries including Hugs Café, Holy Family School and Community Health Clinic. Over the past year, McKinney Roots has donated 3,000 dozen eggs and 12,000 pounds of produce to

organizations who are addressing hunger issues in McKinney. She also announced that Habitat for Humanity is looking for volunteers to help build the Cotton Groves playground on January 7. Chair Richardson-Woods called attention to the reports attached.

Chair Richardson-Woods shared that the Board would hear presentations from thirteen promotional grant applications. Each applicant will have up to five minutes to present followed by time for questions.

22-1150 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by McKinney Community Concert Association (PC 23-01) in the amount of \$6,000 for the advertising, marketing and promotion of the 2023-2024 season including six unique productions. Tomm Schultz shared that their organization is entering its 48th season. Each season brings six concerts to Christ Fellowship, and the next season starts in February 2023. He shared that some of their past events have included a tribute to the Beach Boys, Kenny Rogers original band, Jim Curry and more. Their primary audience has traditionally been senior adults in McKinney and 30 surrounding communities. This year, early bird sales were offered. Marketing efforts have included outreach to senior living communities, ads in Bubble Life, social media, website, McKinney Chamber, direct mail and email. The goal with this grant is to increase print advertising. Season tickets are \$150, and individual tickets are sold at the door. Total budget is just over \$102,000 for this season and includes paid performers, venue costs, production costs and marketing. Mr. Schultz shared that the concert series helps set McKinney apart as a destination with unique live entertainment as it brings a diverse series of professional concerts that are affordable and accessible. Board Member Booth asked about limiting their target audience to seniors. Mr. Schultz shared that the performance selections are typically favorites of boomers. Ms. Booth

suggested they consider expanding advertising efforts to target the middle aged through social media. Ms. Booth also inquired about the budget line item for instruments, and Mr. Schultz explained that sometimes they need to rent instruments such as a Steinway piano and drum sets. Generally, musicians will bring their other instruments. Additionally, the organization caters meals for the performers through donations.

22-1151 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by Ovation Academy, dba Shakespeare McKinney, (PC 23-02) in the amount of \$5,000 for the advertising, marketing and promotion of the 2023 Shakespeare McKinney. Angi Burns, Founder and Executive Director of Shakespeare McKinney, shared that Shakespeare McKinney is an annual event held in Adriatica. The mission is to produce collaborative events that celebrate culture, creativity and community while providing an opportunity for local artists and performers to receive recognition. The event is a full day of activities including three stages: one for the main Shakespeare plays and smaller side stages that highlight dancers, orchestras, and theater whose performers are classical in nature. Additionally, the event hosts a kids' zone, food trucks and vendor booths. For the Main Stage, they seek out smaller, quality groups that do not have the means to produce their own works. Each of the four Main Stage performing groups will receive 10% of event revenue. Additionally, street performers can perform for tips. This year's event will add scholarship competitions. They are partnering with area ISDs to provide competitions for Shakespearean monologue, classic scene work and improvisation. Three \$500 scholarships will be offered. Last year's event was free and hosted about 1,500. The goal is to double attendance for 2023. There will be a small admission fee this year with

up charges for kids' zone and VIP and reserved tickets. Ms. Burns shared that she is working with a committee that is evaluating what worked and what did not last year to identify changes for 2023. Ms. Burns shared that Shakespeare McKinney is a dba of Ovation Academy. The organization is overseen by a Board of five members and a committee of 20. The total marketing budget is just under \$15,000 and includes social media, banners, posters, radio, print ads, digital ads, and mailers. Their request is for \$5,000, and the goal is to increase awareness of the event. Chair Richardson-Woods asked if they have considered that the admission charge might discourage attendance. Ms. Burns explained that most of last year's attendees purchased upgraded tickets and added that they believe the biggest hindrance to attendance last year was the date, which overlapped with prom night and Mother's Day weekend. Additionally, free tickets will be provided to McKinney students through the schools. Vice Chair Kelly asked about the status of Ovation Academy. Ms. Burns explained that the physical campus has closed, but the Community Outreach Program is still operational. Mr. Kelly verified that they have a five-member Board. Board Member Barnes-Tilley sought clarification on ticket prices, and Ms. Burns shared that general admission will be \$20 for adults and \$10 for kids. Board Member Booth asked about the funding and ticket price of the kids' zone, and Ms. Burns shared those sponsorships do not cover the full cost of the kids' zone. Additionally, ticket prices and 20% revenue from food trucks will make possible the donations to participating performing groups. She added that several hundred kids' zone tickets were purchased last year, and each ticket included arts and crafts, petting zoo, face painting and inflatables. Chair Richardson-Woods sought clarification on the \$700 social media budget, and Ms. Burns explained that those dollars are for ads and boosts. Board Member Riche asked about publications to be used. Ms. Burns shared that they would advertise in all the area Lifestyle

Magazines (including complimentary advertising in Plano and Allen, since Ms. Burns manages those publications), Culture Map, Community Impact and Dallas Observer. Mr. Riche asked how tickets are purchased for kids' zone, and Ms. Burns stated that tickets can be purchased onsite or through Eventbrite. She added that most people bought kids' zone tickets onsite. Mr. Riche asked about capturing data on attendees. Ms. Burns explained that data was only available from online ticket sales which indicated a good number from across D/FW but not from beyond the metroplex. Ms. Burns added that this year, they will have better data collection avenues.

22-1152 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by The Heritage Guild of Collin County (PC 23-03) in the amount of \$11,240 for the advertising, marketing and promotion of 2023 events including but not limited to Farmers Market, Adventure Camps, Murder Mystery, Bar Wars and Farm Fresh Market Dinner. Director Jaymie Pedigo shared that this year's Tour of Homes attracted more than 1,600 attendees from 93 unique zip codes. She introduced their new Board Vice Chair, Mark Miserak. The request submitted is for \$11,240 and represents 78% of their total marketing budget for spring 2023 events. Ms. Pedigo shared that their commitment in 2023 is to revise advertising spending and more closely track their ROI. They will be increasing digital advertising and decreasing print ads. This request will fund print advertising in Star Local Media, Community Impact, Fairview Town News, Creekside Living and Edible Dallas. They will be celebrating the 50th Holiday Tour of Homes in 2023 and the 50th year of the Guild in 2024. The campaigns for these events will be a focused and integrated campaign to cross all mediums. Ms. Pedigo shared social media reach data indicating over 21,000 Facebook followers and almost 5,500 Instagram followers. She

reminded Board members that Farmers Market is now every week all year. Spring events include Farm Fresh dinner with Chef Qualls on April 20, Murder Mystery on February 4, and Prairie Adventure Camps in June, July and August. The Spring Bar Wars will be a farm fresh incentive featuring Farmers Market products, and the winner will be the signature cocktail for the Farm Fresh dinner. Ms. Pedigo added that the 50th Anniversary Tour of Homes will span two weekends (December 2-3 and December 9-10) with two sets of houses and will include some homes from the inaugural tour. Board member Booth asked if Prairie Camps were a full day, and Ms. Pedigo stated they are half-day camps from 9:00 to noon, three days a week.

22-1153 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by SBG Hospitality (PC 23-04) in the amount of \$15,000 for the advertising, marketing and promotion of the 2023 Sip and Stroll Series. Andrew Stephan shared that the strolls bring McKinney residents and visitors to Downtown McKinney and the merchants. Past data shows that these strolls have a positive impact on both foot traffic and sales. Maximum ticket sales for each stroll are 1,500 to keep lines short and keep foot traffic within shops manageable. Strolls feature local musicians, costume contests, photo ops and swag, while showcasing Downtown McKinney as a unique destination. Each stroll donates 20% of net proceeds to McKinney Main Street and an additional \$1,500 per event to another local nonprofit. In 2022, Sip & Stroll Series donated over \$9,000 to McKinney nonprofits. Event success will be measured by attendance and feedback from local merchants. Tickets are \$30, and attendees receive a signature event taster and an event map guiding attendees to the 15-25 participating stores. 2023 will have five strolls: St. Patrick's Beer Walk on March 11, Craft Beer Walk on June 17, Margarita Stroll on

July 8, Sips of Summer on August 19, and Boos and Brews on October 28. Marketing plans include robust social media with paid ads, digital advertising targeting those who visit event web pages, DFW social media influencers, flyers, and print ads in Community Impact. Board Member Dell'Antonia asked about statistics regarding the impact on merchant sales during strolls, and Mr. Stephan shared that he does not have specific data but merchants have consistently reported they have an increase in sales on event dates. Mr. Stephan will reach out to Main Street to gather data. Vice Chair Kelly asked if we have Retail Coach data from these events, and President Schneible stated we have not requested it for these events but could. Main Street Director Andrew Jones shared that they do not gather specific merchant sales data, but there is always a waiting list to host a tasting at these events, adding that there is always a stronger demand than they can accommodate. He added that they select merchants on a first come, first served basis, and the only fee is \$55 if they choose to have a bartender. Board Member Booth suggested trying to collect data from participating merchants as part of their sign-up to host. Mr. Jones added that these are always one of the top requested events by merchants in Main Street's annual survey. Chair Richardson-Woods suggested trying to gather percentage increases in sales, and Mr. Jones agreed that they will try to gather this data. Board Member Barnes-Tilley commented that it would be nice to see new participating stores or a rotation of participants. Mr. Jones stated that the format does not fit for every merchant due to space requirements, but those who want to participate are generally able, by accommodating them as bonus stops.

22-1154 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by Marching Music Made in McKinney (PC 23-05) in the amount of \$5,600

for the advertising, marketing and promotion of the 2023 Drum Corps International Competition in McKinney. Dean Cimini stated that the focus of Marching Music Made in McKinney is the Drum Corps International (DCI) competition here in McKinney. The groups comprise 150 members, mostly college students, aged 18-22 years old. They travel throughout the country from May through August performing 28-32 shows during that time. Corps members sleep in band halls and on gym floors as they travel. DCI seeks a community relationship with its destinations and a strong one has been established with the City of McKinney. Mr. Cimini shared that McKinney hosted its first DCI competition in 2022 with 5,000 fans in stadium and a prelude event at TUPPS the night before. He acknowledged the support of Mayor Fuller and MISD Superintendent McDaniel. This year, McKinney will host corps from all over the nation July 23-25. A drumline battle is planned at TUPPS on Monday, July 24, and the competition will be at MISD Stadium on Tuesday, July 25. Data from last year shows attendees were from as far as both US coasts. This year, they expect visitors from as far away as Pennsylvania. The goal is to work in partnership with McKinney to create an event that encourages visitors to stay in McKinney before and/or after the competition. Their request is for \$5,600 for a widespread advertising and social media campaign targeting fans throughout Texas, Oklahoma, Arkansas and Louisiana. Mr. Cimini added that all proceeds benefit MISD bands. For 2022, the event donated just over \$30,000. Chair Richardson-Woods suggested they consider highlighting local and regional high school bands, including diverse programs like Lancaster, and/or drum lines from Historically Black Colleges and Universities. Mr. Cimini shared that there is opportunity to expand the TUPPS event to include a drumline exhibition highlighting diverse bands and corps. He is already in contact with one drumline and stated he would appreciate contact information for others. Secretary Bradford spoke to the

dedication of the performers for a full schedule of traveling and sleeping conditions. Mr. Cimini praised the performers for their commitment, sharing that they performed in temperatures that hit 102° and immediately changed clothes to travel to their next destination. Board Member Booth asked about welcome bags. Mr. Cimini stated that they worked with Visit McKinney to personally greet each performer as they arrived with a welcome bag. He shared that the corps have commented that they have never been so personally greeted as when they arrived in McKinney. Vice Chair Kelly expressed his appreciation for the execution and the full stadium attendance of the event and asked about more marketing dollars if there is not room to grow the audience. Mr. Cimini shared that there are more seats available, but the longer-term goal is to create a multi-day event. He shared the challenge of securing local high school bands to perform, because the timing of the McKinney DCI show overlaps the very beginning of their fall practices. They are looking for ways to expand the event using the competition as an anchor. One idea is to simulcast the event to TUPPS, which would bring in a different audience. Board Member Booth asked if they have considered additional venues, and Mr. Cimini shared that they are investigating other venues for additional prelude events including Downtown McKinney, Adriatica and city parks. Board Member Riche added that the new amphitheater at Adriatica is funded by MCDC and would be a great venue to consider.

22-1155 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by St. Peter's Episcopal Church (PC 23-06) in the amount of \$9,500 for the advertising, marketing and promotion of the 2023 Empty Bowls Event. Molly Jones shared that the purpose of Empty Bowls McKinney is to raise funds to fight food insecurity and hunger in McKinney and surrounding areas. Ticket holders receive soup samples from twelve local restaurants

and an artisan bowl of their choice. The grant request is for \$9,500 which is 76% of their marketing budget. Their marketing plan includes online and social media ads and boosts, print ads, yard signs, banners and posters, cards, billboard, videos for social media and radio with a target audience of McKinney and surrounding areas. Net proceeds for 2022 were \$85,100, 80% of which was donated to Community Lifeline Center and 20% to Community Garden Kitchen. Events leading up to Empty Bowls include bowl making and glazing workshops and online merchandise sales. Ms. Jones shared samples of past promotions including a video of a bowl making workshop. Last year's attendance was 923, and the goal for 2023 is to reach 1,000. Their new system for ticket sales will allow for better tracking of attendee data. The 2023 event will be May 4 from 6:00 to 8:00 p.m. Vice Chair Kelly inquired about the ratio split to beneficiaries, and Ms. Jones stated that the committee will be reevaluating that split now that Community Garden Kitchen is open. Additionally, they may consider expanding their list of beneficiaries as the event continues to grow. Board Member Booth suggested they consider spreading the selection bowls to help with traffic flow, and Ms. Jones indicated she would bring that idea to the committee. Chair Richardson-Woods asked how artists and "celebrities" are selected, and Ms. Jones shared that there is a subcommittee that makes those selections. Additionally, there are workshops that organizations can participate in for making more bowls for the auction.

- 22-1156** Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by Kiwanis Foundation of McKinney (PC 23-07) in the amount of \$3,000 for the advertising, marketing and promotion of the 2023 McKinney Kiwanis Triathlon. Lori Bhargava shared that the McKinney Kiwanis Club is a 62-member, all-volunteer service club with a mission to serve the children

of McKinney and Collin County. The triathlon is their largest fundraiser which allows them to provide support to various organizations including Boys and Girls Club, Salvation Army and Community Garden Kitchen. The McKinney Club supports five Key Clubs and two elementary school programs, as well as various other McKinney and Collin County nonprofits. The 2023 event will be held on April 16 at the Apex Centre. The Apex Centre is ideal because it allows easy access for athletes and space for future growth. Partnerships with McKinney Parks and McKinney Police help provide a fun and safe venue for participants. Sponsorships from local businesses are critical to the success of the event. Last year's event brought athletes and supporters from 57 Texas cities, six states and Canada. Registration for the 2023 triathlon opened in November, and this year's goal is 500 participants. Registration packets include a survey to identify where athletes are from, if they are spending a night in McKinney, and how the event can be improved in future years. Kiwanis is requesting \$3,000 for marketing to include a new branding campaign through PlayTri that highlights McKinney as *the* place to swim, bike and run. Vice Chair Kelly complimented the organization on their 2022 event.

- 22-1157** Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by ManeGait Therapeutic Horsemanship (PC 23-08) in the Amount of \$12,500 for the advertising, marketing and promotion of the 2023 ManeGait LIVE at the Gait Country Fair and Concert. Megan Hamlin and Danna Hamann shared that they are requesting \$12,500 for promotion of the 2023 ManeGait LIVE and Country Fair to be held on April 29. The purpose of the event is three-fold: (1) to raise funds for ManeGait, an organization that increases the quality of life for those with disabilities, (2) to raise awareness of ManeGait as a community center, and (3) to

support the local community by promoting businesses and providing a family-friendly event for residents and visitors. Over the years, this event has evolved from a kid-focused event to an event that reaches a wider audience. Last year's new format added a live concert and cornhole tournament and widened their sponsorship reach. General admission is \$40 per carload of up to six people and includes inflatables, carnival games, face painting, pony meet and greet, stable tours and live entertainment from the community stage. The cornhole tournament is \$50 for a team of two, and all proceeds from this event go to ManeGait's programs for military veterans and first responders. VIP tickets are \$100 and include a concert with a headline entertainer at ManeStage and drinks and snacks. Net proceeds in 2022 were just under \$83,000 with attendance of 1,600; 68% of whom were from outside of McKinney. Goals for 2023 are net proceeds of \$95,500 with attendance of 2,000. Key components of the marketing plan include radio, billboard, increased online and social media, print ads, and signage and flags. Board Member Booth asked about the connection to attendees with spending in McKinney. Ms. Hamman shared that the event brings people to an area of McKinney that people do not often go to. Additionally, since the site is showcased, ManeGait secures volunteers from McKinney who see the property for the first time, and they secure events from McKinney businesses that may not have considered ManeGait before. Secretary Bradford asked how the funds from the cornhole tournament specifically benefit veterans and first responders, and Ms. Hamlin shared that their goal is to provide services to those individuals at no cost to them, so they can benefit from ManeGait services without paying.

22-1158 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by McKinney Garden Club (PC 23-09) in the amount of \$3,000 for the

advertising, marketing and promotion of the 2023 Art Meets Floral Event. Lori Bhargava shared that the organization was established in 1939, and the members' passion for gardening has not diminished since. The event will be on April 15, a perfect complement to Arts in Bloom. This year's event will add a brunch and preview of the art exhibit with the goal to provide additional funding for the event and increase the number of visitors to the exhibit. Historically, the art for the exhibit was procured on loan from other galleries, but this year's art exhibit will highlight various emerging and well-known artists, allowing the event to expand its marketing reach by leveraging pages of the artists. The goal is to have one or more artists and florists on hand to talk about the art and floral design and the process for creating it. Board Member Booth asked for clarification on ticket pricing and requested grant amount. Ms. Bhargava clarified that the grant request is for \$3,000, and general admission tickets are \$15. Chair Richardson-Woods asked about the specific marketing plans, and Ms. Bhargava stated that they will be utilizing all online ads and social media, leveraging the reach of artist pages who have followers of 10,000 and more.

22-1159 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by McKinney Main Street (PC 23-10) in the amount of \$11,000 for the advertising, marketing and promotion of the 2023 Arts in Bloom. Cultural District Director Andrew Jones shared that this annual event showcases fine art from local and national artists. The event is scheduled for April 15-16, will host 125 artists and is expected to draw more than 35,000 visitors to Downtown McKinney. Building on the momentum of the silo mural project, the Main Street team will promote its permanent and pop-up art offerings. Arts in Bloom will include kids' creation stations, face painting and temporary mural canvasses for kids. New this year, Main

Street will partner with art groups for an open-air demonstration area where artists will gather on elevated platforms and share in-progress works. Additionally, the event will continue its tradition of spotlighting Texas wineries and local musicians. Proceeds from the event are reinvested back into Main Street for advertising and programs that benefit the Cultural District. To measure the impact of the event, Main Street collects sales data from artists and vendors, The Retail Coach and Downtown businesses. The marketing plan for Arts in Bloom includes social media, influencer campaigns, billboards and print ads in Dallas Morning News Guide Live and Community Impact. Board Member Booth asked about how they will incorporate the silos into the event, and Mr. Jones shared that they are considering incorporating a public art tour as part of the event. Main Street is working with a partner on a project to highlight McKinney's public art, and the Arts in Bloom weekend could potentially be the launch of a new public art tour. Board Member Barnes-Tilley asked about the 2022 attendance, and Mr. Jones shared that it was close to 45,000, adding that the event is somewhat weather-dependent but has grown every year.

22-1165 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by Collin County History Museum (PC 23-11) in the amount of \$15,000 for the advertising, marketing and promotion of the 2023 Created in Collin Exhibit. Director Kristin Spalding reported that the museum is wrapping up its *Then and Now* exhibit to prepare the way for a new exhibit titled *Created in Collin County* that will open in Spring 2023. She shared with the Board that they are amending their logo and adding "in McKinney" to highlight the location of the museum. The new exhibit will feature innovation, entertainment, sports, products, services, the arts and diversity. The museum is free to all with a mission to share Collin County

history to all who visit. The marketing plan will include a billboard, Daytripper, print materials at travel and visitor centers, and print ads in Celebration Magazine.

22-1160 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by McKinney Chamber Foundation (PC 23-12) in the amount of \$15,000 for the advertising, marketing and promotion of the 2023 Black History Month events in McKinney. Chantelle Kadala shared that the theme for the 2023 Black History Month is "Stories of Grit and Perseverance." February is Black History Month, an opportunity for communities to recognize the significant contributions of African Americans, nationally and locally. McKinney Black History Month was launched last year and was created as a month-long series of events to educate about and celebrate Black literature, music, dance, food, fashion, culture and history. Last year's events included the art show at MPAC (150+ attendees), a lecture series (30-50 attendees per event), adopt-a-church outreach, college fest (200+ attendees) and Harlem Renaissance Remembered (162 attended; event was capped due to venue capacity) which was the only ticketed event. The 2023 Lecture Series will feature Opal Lee, Emmitt Smith and Ambassador Ron Kirk, all well-known with appeal reaching well beyond D/FW. The Art Show will be expanded to include art from local youth. The signature ticketed event will be a 1970's Soul Train evening. Other events will include No Church Left Behind: Highlighting historic Black Churches in McKinney, College Megafest, Taste of Soul (partner event with Legacy Keepers), Jubilee (collaborative event with McKinney libraries), and Jack and Jill celebration (collaborative event with Greater Frisco Chapter). Marketing plans includes separate promotions for four large events and targeted promotions include website and landing pages, media and press

releases, digital flyers, social media, print ads in Community Impact, radio, mailers, and banners and signs. Ms. Kadala reminded the Board that there are more than a dozen events spanning the month of February with various levels of promotion. For example, they will promote to artists to participate in the art show then promote the art show itself. Board Member Booth asked about the McKinney Chamber Foundation, and Ms. Kadala explained that the Chamber Foundation secures funds for Chamber programs such as Leadership McKinney and in this case will receive and expend funds restricted for McKinney Black History Month until a separate 501(c)3 designation is secured. An application has been submitted. She verified that the McKinney Chamber of Commerce does not contribute to marketing funding for Black History Month. Chair Richardson-Woods shared her appreciation of the full community collaboration of these events. Ms. Kadala added that the committee is proud of the events, especially that most are no charge. She stated that the Soul Train event will be \$35, but they will give complimentary tickets to some legacy citizens who otherwise may not attend.

22-1162 Chair Richardson-Woods called for consideration/discussion on Promotional and Community Event Grant application submitted by Millhouse Foundation (PC 23-13) in the amount of \$12,475 for the advertising, marketing and promotion of the 2023 Millhouse Arts Festivals, a series of two-day events held at McKinney Cotton Mill. Beth Beck introduced her business partner, Aimee Woolverton, and reminded the Board that MillHouse Foundation creates events to showcase the work of local and regional artists, giving them opportunities to enhance their income potential. While MillHouse focuses on helping women, all artists are welcome to participate in the events. McKinney Cotton Mill serves as the foundation's cultural hub for artistic expression. To date, the foundation has hosted six indoor and three outdoor festivals, all

organized and implemented by MillHouse artists. Their first MuralFest was in June 2022, where artists painted original designs on the walls of the Cotton Mill or on canvases to be auctioned. The wall murals remain as a contribution to McKinney's cultural fabric. For 2023, they are adding two festivals and will move some from outdoor to indoor. Target audience for the festivals is throughout Texas and beyond. Attendees include art patrons, collectors, families and friends, and tourists and weekenders who stay in McKinney for the weekend. Festival participants include established and emerging artists, makers, muralists, musicians and food vendors. Their marketing plan includes digital marketing, social media ads and reels, MillHouse website, print ads, and signs and banners. Specifically, a large amount of the budget (\$6,000) will go towards content creation to be used across all mediums. Without this grant, MillHouse would be unable to secure print advertising. In 2022, the August ArtFest was included in the Dallas Morning News' Top 10 Things to Do, and festivals were included in Top 5 listings on several online and print lists. Ms. Beck shared that the videos/reels for social media posts are hugely popular, and some are still expanding their reach. Additionally, visitors indicated that they traveled to the event because of the print media. In 2022, ArtFest Summer attendance doubled based on number of cars in the lot and artists report that their sales increased significantly. ArtFest continues to grow. Ms. Beck identified some dollar amount discrepancies in the application, and President Schneible clarified that the maximum amount for the grant would be \$12,475 as indicated on the application and in the agenda item. Board Member Dell'Antonia asked about the value of a second day for each festival, and Ms. Beck shared that often the second day is a bigger day for attendance and sales. She added that the artists thanked the foundation for their marketing efforts for the events.

Chair Richardson-Woods reminded everyone that the total funds requested was \$124,315, and the budget available for this cycle is \$100,000. She also reminded everyone that the Board will vote on these requests at the January 26 meeting after the subcommittee has had an opportunity to discuss and formulate recommendations.

22-1163

Chair Richardson-Woods called for a Public Hearing and consideration/discussion/action on a request to approve Project #23-01 for designated roadway infrastructure to support economic development in the City of McKinney pursuant to Section 5(c) of the MCDC Bylaws. Director of Engineering Gary Graham stated that the information he will present today is information that will be used to set up a 2023 MCDC project grant for the funding of roadway projects that have an economic development component. He reminded Board members that City Council adopted the Transportation Infrastructure Initiative and Economic Development Program earlier in 2022, and MCDC and MEDC bylaws were amended to accommodate the program. At the end of FY 2022, a baseline of sales tax receipts was established, and 50% of the increase over that baseline will be allocated to roadway improvements related to economic development. In June, the sales tax estimation was about \$20 million for MCDC. The actual calculation is closer to \$21.2 million. The estimated CIP funding from sales tax for FY 2023 is \$1 million (\$500,000 each from MCDC and MEDC). Each year's contribution will be calculated based on actual sales tax collections from the previous year. Mr. Graham provided a list of planned projects with economic development activity, and those projects total over \$165 million. He indicated that projects on the list are in various stages of development. Mr. Graham shared that MEDC expressed an interest in designating a specific project for MEDC allocations. He explained that while funding can be used for any project on the list, the Boards are welcome to share projects that they

would like prioritized. The flexibility in spending allows their department to leverage the timing of grant funds from the County, TxDOT or other sources. During review prior to this meeting, President Schneible had expressed concerns that some of the projects listed that are north of 380 appear largely residential and might not qualify as economic development. An outside consultant has evaluated project eligibility and concluded that any project on the master thoroughfare plan would qualify, since those roads move people to and from places of employment. Additionally, some of the projects will decrease traffic congestion along the 380 shopping areas. Board Member Booth asked if more details could be provided on the various projects and how the project impacts economic development. Mr. Graham shared details on the Wilmeth Road project that will direct traffic to a new park which will bring visitors to the City and serve as an economic development area. Ms. Booth clarified that it would be helpful to add a column to the funding spreadsheet that adds an explanation of how each project qualifies for this funding. Mr. Graham shared that his department would review and add what they can, reminding the Board that all are qualified. Vice Chair Kelly asked City Attorney Houser if they are prepared to justify these decisions, and Mr. Houser stated they are. He added that he will work with Mr. Graham on developing qualifying explanations. President Schneible verified that about \$100 million of \$165 million included for the projects on the list are not currently funded. Mr. Graham added that voter-authorized bond funding is near its limits, and there will likely be a bond election as early as 2024. Board members unanimously approved a motion by Chair Richardson-Woods, seconded by Vice Chair Kelly, to close the public hearing. Board members unanimously approved a motion by Vice Chair Kelly, seconded by Board Member Riche, to approve this agenda item as presented.

Chair Richardson-Woods called for public comments regarding matters not on the agenda, and there were none.

Chair Richardson-Woods called for Board comments, and there were none.

Chair Richardson-Woods recessed the meeting into Executive Session at 10:54 a.m. in accordance with the Texas Government Code. Deliberation regarding economic development matters include Project 20-09 (TUPPS Brewery & Entertainment Destination), Project Bluesky and Project Terrigen.

Chair Richardson-Woods reconvened the meeting of the McKinney Community Development Corporation back into regular session at 11:54 a.m. No action was taken from Executive Session.

Chair Richardson-Woods called for a motion to adjourn. Board members unanimously approved a motion by Vice Chair Kelly, seconded by Board Member Riche, to adjourn. Chair Richardson-Woods adjourned the meeting at 11:54 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:_____

ANGELA RICHARDSON-WOODS
Chair

DEBORAH BRADFORD
Secretary