



## McKinney Economic Development Corporation

Bruce Coleman – Director of Business Development

February 2018

### Strategic Plan Management & Communicating Results:

#### A. Business Retention & Expansion

#### B. Business Attraction

- Worked with Madison Clark and arranged meeting with brokers planning a 150,000 SF new industrial building in East University/380 corridor in McKinney. New product is needed for business attraction.
- Initiated several meetings/contacts with different Dallas brokers regarding potential industrial leads.
- Met with industrial developer looking for sites in area for Southern California manufacturing company.
- Provided tours to prospective office developers along 121 Corridor.
- Worked with Geneva to conduct research with DFW International Airport on foreign trade zone opportunities near McKinney National Airport at the request of Dallas brokerage firm working with industrial developer.
- Worked with MEDC staff on research requested by two firms considering industrial and office opportunities.
- Made presentation to international capital firm representing German family offices and small/medium sized German companies interested in North Texas.
- Participated in two meeting with City on office/live-work-play development opportunities.

#### C. Entrepreneurship

#### D. Competitiveness



## Marketing/Promotion/Connection Activities:

- Conducted over 115 Cold Calls and Follow-Up Contacts to Dallas commercial brokerage firms/brokers, commercial developers, tenant representatives/site selectors, engineering/architecture, banks/investment capital firms, construction firms, and business/real estate providers to encourage them to meet/discuss business development project opportunities in McKinney.
- Held 40 in-person meetings in Downtown/Uptown Dallas/DFW Metroplex areas to present McKinney to commercial brokers/developers/tenant representatives/site selectors/real estate capital providers/service providers.
- Participated at NAIOP (National Association of Industrial and Office Park) networking meeting in Dallas to market McKinney to brokers/developers/businesses
- Participated at NTCAR Stemmons Award and networking event in Dallas.
- Made new contacts with Site Selection firms in Princeton, New Jersey and Chicago.
- Contacted JLL about setting up a tenant representation/brokers' breakfast presentation in Dallas regarding opportunities in McKinney.
- Invited to serve on The Real Estate Council (TREC) committee which creates opportunity for networking with brokers/developers regarding McKinney.
- Made power point presentations on McKinney opportunities to large number of brokers at one breakfast and one lunch meeting with commercial real estate brokerage firms in Dallas.
- Met with CEO of British healthcare association representing healthcare/medical device companies in UK at Dallas Regional Chamber event.

## Other: