

Cayti Stein
Director of Marketing & Research
November 2014



Dear MCDC Board,

The last few months have been fast and furious! It's been a busy month for MCDC; we have almost wrapped up the My McKinney collateral, MCDC participated in the familiarization tours for 5 site consultants, showcasing the outstanding quality of life and MCDC projects, and November is our month for the Toyota tours.

I am currently attending University of Oklahoma's Economic Development Institute. It's a week long training that will help me continue to develop my skills that apply to both EDC and CDC. Please read my board report below and feel free to reach out to me with any questions you have.

- Cayti

• **Events:**

- I have created a shared calendar for your convenience. I will keep it up-to-date with all upcoming events that are related to MCDC and that board members may be interested in attending.
 - I will also print out a 3 month list of upcoming events and attach to my monthly board report
 - <http://teamup.com/ksc9add5c73f80426e>
- Toyota tour dates are included in the shared calendar and are attached to this board report, but as a refresher:

Day	Date	Expo Worker #1	Expo Worker #2	Expo Worker #3
Sat	11/1/14	Cayti	Scott	Rick
Thurs	11/6/14	Kurt	Michael	Hamilton
Sat	11/8/14	Dave C.	Cindy	
Thurs	11/13/14	Colleen	George	Rick
Sat	11/15/14	Dave C.	Michelle	Hamilton
Thurs	11/20/14	Michael	David M.	
Sat	11/22/14	Scott	Cindy	

- *MCDC My McKinney Campaign*
 - MCDC Tri-fold is complete
 - Rack Cards
 - 10 complete
 - Completing week of board meeting
 - MCDC folder
 - Inserts for folder
 - Still to complete:
 - Give-away (still looking for better ideas)
 - Rack Cards: Hangar, Aquatics Facility

- *Advertising*
 - Stonebridge HOA Newsletter (December)
 - My McKinney
 - McKinney Magazine
 - October/ November issue
 - November B2B issue

- *Press*
 - Marketplace coming to Craig Ranch in McKinney
 - McKinney Annual Report available online at www.mckinneytexas.org
 - Doing business in McKinney, Money Magazine's #1 Best Place to Live in America

- *Social Media/Website*
 - Aerial Video
 - Please see here:
<https://www.youtube.com/watch?v=gXaOVZj1zB0&list=UUJwPwNyCbw24-d7bOgf7GcA>
 - **I am working on a longer aerial video that is 6 minutes in length.** It is not finished, but is anticipated to be finished by the December board meeting. This video will incorporate graphics and statistics throughout.
 - Facebook
 - Total 721 "likes"- reach 50-75 on average with each post.
 - Up from 250 in March 2014
 - Up from 500 last month!
 - Twitter
 - Total 273 "followers" on Twitter
 - Up from 178 last in September!

McKinney Community Development Corporation

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Calendars	Nov 11, 2014 - Feb 10, 2015
Calendar 1 Calendar 2	<p>November 2014</p> <p>Tue Sep 16 All day - Sun Feb 15 Heard Natural Science Museum & Wildlife: Dinosaurs Live! - Heard Natural Science Museum & Wildlife Sanctuary</p> <p>Tue Nov 11 5:00pm - 6:00pm Veteran's Day Celebration at Sundown</p> <p>Thu Nov 13 5:30pm - 8:00pm Toyota Expos- Colleen, George, Rick - Westin Stonebriar (MCDC Board)</p> <p>Sat Nov 15 8:00am - 12:00pm Farmer's Market - Chestnut Square 5:30pm - 8:00pm Toyota Expos- Dave C., Michelle, Hamilton - Westin Stonebriar Frisco (MCDC Board)</p> <p>Thu Nov 20 5:30pm - 8:00pm Toyota Expo- Michael, David Myers - Westin Stonebriar Frisco (MCDC Board)</p> <p>Sat Nov 22 8:00am - 12:00pm Farmer's Market - Chestnut Square 5:30pm - 8:00pm Toyota Expo- Scott & Cindy - Westin Stonebriar Frisco (MCDC Board)</p> <p>Fri Nov 28 All day - Sat Nov 29 Home for the Holidays - Historic Downtown McKinney</p> <p>December 2014</p> <p>Tue Sep 16 All day - Sun Feb 15 Heard Natural Science Museum & Wildlife: Dinosaurs Live! - Heard Natural Science Museum & Wildlife Sanctuary</p> <p>Sat Dec 6 10:00am - 5:00pm Holiday Tour of Homes</p> <p>Sun Dec 7 12:00pm - 5:00pm Holiday Tour of Homes</p> <p>Sat Dec 13 6:30pm - 8:30pm McKinney Parade of Lights - Historic Downtown McKinney 7:00pm - 10:00pm Second Saturday - Historic McKinney</p> <p>Sat Dec 20 8:00am - 12:00pm McKinney Farmer's Market - Chestnut Square</p> <p>Wed Dec 24 All day - Thu Dec 25 MCDC Office Closed</p> <p>January 2015</p> <p>Tue Sep 16 All day - Sun Feb 15 Heard Natural Science Museum & Wildlife: Dinosaurs Live! - Heard Natural Science Museum & Wildlife Sanctuary</p> <p>Thu Jan 1 All day MCDC office closed</p> <p>Sat Jan 3 8:00am - 12:00pm McKinney Farmer's Market - Chestnut Square</p> <p>Sat Jan 10 7:00pm - 10:00pm Second Saturdays - Historic Downtown McKinney</p> <p>Sat Jan 17 8:00am - 12:00pm McKinney Farmer's Market - Historic Downtown McKinney</p> <p>February 2015</p> <p>Tue Sep 16 All day - Sun Feb 15 Heard Natural Science Museum & Wildlife: Dinosaurs Live! - Heard Natural Science Museum & Wildlife Sanctuary</p> <p>Sat Feb 7 8:00am - 12:00pm McKinney Farmer's Market - Chestnut Square</p>



Marketplace Coming to Craig Ranch in McKinney
Shopping Center will be anchored by a prominent grocery store

McKinney, Texas (October 23, 2014) – The City of McKinney is getting a new shopping center. The project, known as Marketplace at Craig Ranch, will be anchored by a prominent grocery store and have retail space and pad sites along Custer and Stacy roads.

Encore Retail, LLC, a subsidiary of Dallas-based Encore Enterprises, Inc., acquired land to develop a 20-acre Class A neighborhood retail development in the community of Craig Ranch, a 2,200 acre master-planned business, retail, and residential community.

“North Texas is rapidly growing and McKinney is positioned in the center of that growth,” said Bharat Sangani, Chairman of Encore Enterprises. “We are proud to be providing Craig Ranch with a first-class neighborhood shopping center.”

“This is great for the city of McKinney as it further enhances Craig Ranch,” said Jim Wehmeier, President – CEO of McKinney Economic Development Corporation. “Encore Retail has an excellent portfolio and we look forward to the benefits they’ll bring to the community. Adding a grocery store and a variety of retailers will continue to enhance Craig Ranch as a great place to Live, work, and Shop.”

Money Magazine recently named the City of McKinney the [Best Place to Live in America](#).

About the McKinney Economic Development Corporation

The McKinney Economic Development Corporation (MEDC) was created in 1993 to support the development, expansion and relocation of new and existing companies. The MEDC is an organization with a mission to work to create an environment in which community-oriented businesses can thrive. The MEDC is actively pursuing investments in; Aeronautics /Aviation; Corporate headquarters; Emerging technology; Healthcare and Medical Device Manufacturing; Professional services; Renewable energy. For more information visit www.mckinneyedc.com.

About McKinney

McKinney, Texas, is unique by nature. The city is #1 on America's Best Places to Live list published by Money Magazine. As one of the fastest-growing cities in the U.S., McKinney has a current population of more than 149,000. Established in 1848, the city is located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers rolling hills, lush trees, a historic downtown square and unique neighborhoods and developments. Visit the city's website at www.mckinneytexas.org.

About Craig Ranch

Craig Ranch is a 2,200-acre master-planned business, retail and residential community in McKinney, Texas - recently ranked by Money Magazine as one of the Top 5 Best Places to Live in America and Top 10 Best Places to Move by Forbes Magazine. Located just 30 minutes from DFW airport, Craig Ranch is a high profile, regional point of destination. The TPC Craig Ranch private golf course is the centerpiece of the community and a member of the Audubon Cooperative Sanctuary program. The open green spaces and small-town ambiance of Craig Ranch serves as a natural setting for outdoor concerts, water-inspired events, art fairs and exhibits. Soccer and baseball fields, hike and bike trails and unique amenities give residents a sense of place they are proud to call home. Craig Ranch is an AT&T Connected Community. Its marquee venues include: the TPC Craig Ranch, the Michael Johnson Performance Center, the Cooper Fitness Center & Spa at Craig Ranch, the Hospital at Craig Ranch, Dr Pepper StarCenter McKinney at Craig Ranch, The Ball Fields at Craig Ranch, The Premier Soccer Fields at Craig Ranch and The Beach at Craig Ranch, a youth to pro-level sand volleyball venue. For information call 972-529-5700 or www.CraigRanchTx.com.

About Encore Retail, LLC

Encore Retail, LLC is a privately held commercial real estate company focused on the acquisition, ownership, development, redevelopment and management of retail shopping centers throughout the United States. For more information about Encore Retail, LLC., visit www.encore.bz/retail, or call (214) 259-7000.



Doing business in McKinney, TX ***Money Magazine's #1 Best Place to Live in America***

McKINNEY, Texas (Oct. XX, 2014) –*Money* magazine has named the City of McKinney the [Best Place to Live in America](#). This designation will help recruit more businesses to the city and only adds to the benefits of doing business in McKinney. Data such as affordable homes, excellent schools and strong economies were taken into account to narrow the list from 781 cities nationwide to just 50. Along with the data, McKinney came out on top due to intangible elements like a sense of community. For employers, that means they can offer employees the opportunity to call the #1 Best Place to Live in the country home.

“McKinney has access to a tremendous highly skilled and educated workforce and our recognition as the Best Place to Live in America by *Money* Magazine further supports any workforce needs employers may have by making McKinney a very easy place to recruit talent to relocate to,” said Jim Wehmeier, President – CEO of McKinney Economic Development Corporation. “That on top of our business environment and focus on quality development makes McKinney the best place to do business.”

According to the article, McKinney is a hotbed for growth-industry jobs. McKinney’s highly skilled and well-educated workforce boasts 92 percent of residents over 25 with a high school diploma, and 47 percent of the same group with a bachelor’s degree. Companies can offer potential and current employees the opportunity to live in a community with highly regarded schools and competitive housing prices as well as community amenities like nationally regarded parks and facilities. All this is within a short drive to DFW International Airport, Dallas Love Field or anywhere else in North Texas.

The labor force of Collin County is 447,768, and McKinney employers have direct access to the Dallas-Fort Worth labor force of more than 3.3 million. The [McKinney Economic Development Corporation](#) provides competitive benefits to qualifying companies relocating to or expanding in McKinney, like assistance with relocation, expansion, infrastructure or site development needs. Companies in McKinney can also take advantage of no personal or corporate income tax and specialized training for local employers at Collin College. The #1 designation by *Money* Magazine adds to the already numerous benefits of doing business in McKinney, particularly for companies looking to relocate to a community that entices employees to move with them.

From Fortune 500 companies to start-up businesses, McKinney has proven to be a city where businesses grow and succeed. McKinney is home to diverse companies ranging from aviation to emerging technology to corporate headquarters. Several high-profile companies have made recent announcements in McKinney: Raytheon Space and Airborne Systems relocated their corporate headquarters to McKinney in May 2013; UPS opened a new distribution facility; Encore Wire Corporation expanded an aluminum wire plant. Additionally, a Sheraton Hotel and Conference Center will open in February.

“Encore Wire has been a part of the McKinney community for 25 years,” said Daniel Jones, President and CEO of Encore Wire Corporation. “Since 1989, we have seen McKinney develop and offer an outstanding quality of life to its citizens. We are proud to have our single-location campus in McKinney and to look to our community first, as we continue to grow and employ more people.”

McKinney is not only a great place for well-established major corporations but also for entrepreneurs and startups. The city’s Emerging Technology program was created in 2009 with the intent of assisting startup companies. The MEDC offers incentives in the form of rent reimbursements to high tech startup companies that are in the process of growing.

“McKinney is a city that really fosters creativity and supports entrepreneurship,” said Paul Bettner, founder and CEO of McKinney-based Playful Corp. and co-creator of the popular game Words with Friends. “McKinney is truly a unique place to live, work and own a business. MEDC helps new and existing businesses grow, providing support and educational opportunities for emerging technologies and supporting start-up programs. Not many cities offer that.”

To learn more about doing business in McKinney, visit www.mckinnedc.com.

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