



# UNIQUE MCKINNEY

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BRE Program 2019

# MEDC Focus



## History

Created in 1993 to support the development, expansion, and relocation of new and existing companies in McKinney, Texas.



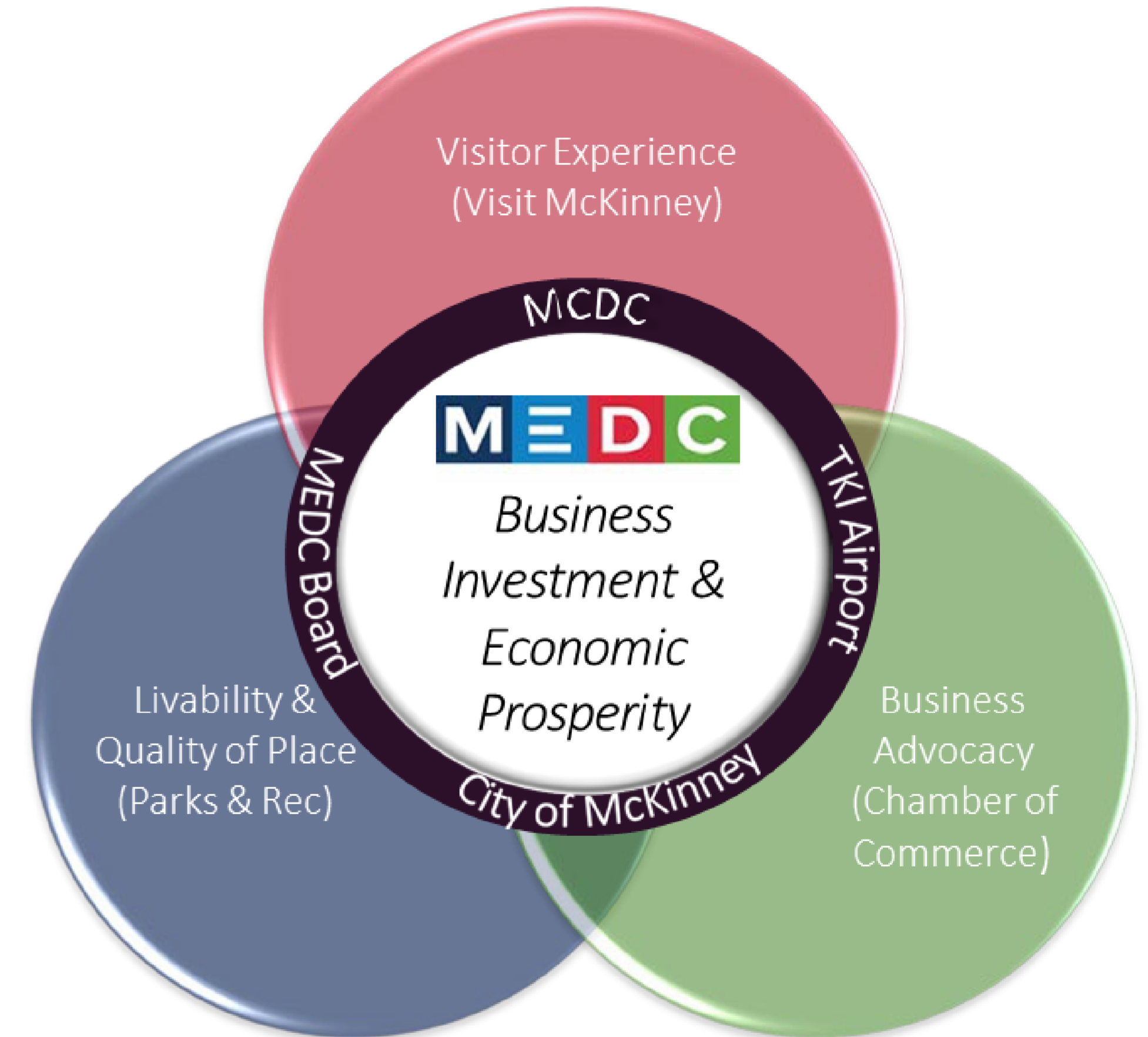
## Mission

To create an environment in which community-oriented businesses can thrive.



## Vision

To make McKinney the most desirable location in North Texas for business by encouraging growth through strategic investments in corporate culture, talent development, and capital assets.

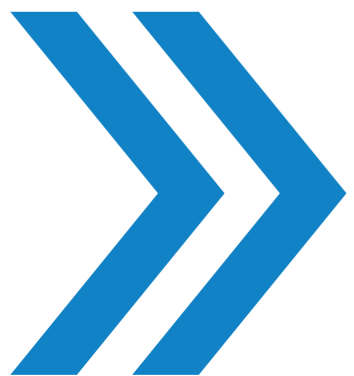


# What is BRE & Why is it Important?

BRE programs or partnerships are enacted by economic development organizations (EDOs) to meet with local employers to discern their business needs or to simply say “thank you for doing business in our market”.

The purpose of BRE is to be able to identify a local employers and speak to them about the following:

- Keep them from relocating to other areas
- Help the survive/prepare for economic difficulties
- Assist them with expansions of new jobs & investments
- Increase competitiveness in the wider marketplace



# Types of BRE Programs



Traditional Model

Continuous Model



Traditional Model

- Volunteer driven, focused on information gathering & “red flag” assistance.
- The Approach: Community leaders facilitate the program (EDO Acts as the Coach or GM)



Continuous Model

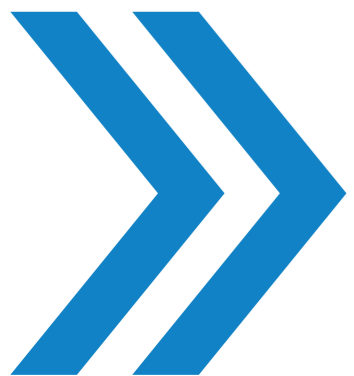
- Professionally driven, partnership centered & focused on opportunities
- Approach: Team of Economic Development Professionals oversee program, EDO is simply the convener

# The Visit

When visiting companies it is important to note the differences between what the visit is about and what it is not about.

- It is not about your organization, it is about the community
- It is a thank you, not a boring survey
- It is company culture & fit driven, not about our respective roles
- It is a conversation with the company, not a questionnaire
- It is about relationship building, not a one time meeting unless that is their request.

This does not mean we cannot have a survey or a questionnaire, just not to read off of a script or be unauthentic.



# BRE Best Practices



## Company Post Visit:

- Thank You Notes, visit summary with rapid response needs & recognition
- Communicate Results



## Core Team Post Visit:

- Meet regularly as a team & Discuss visits ahead of actual meeting dates
- Identify Next Steps and Follow up



## Programmatic Excellence:

- Upcoming Visits – this should be planned and clearly stated the year in advance of execution
- Opportunities or Threats – BRE is a risk-management profession, having the best relationships & intelligence is key
- Share information & Celebrate as a Team

## TOP 20 COMPANIES

- Raytheon
- Torchmark
- Encore Wire
- Timber Blinds
- Watson & Chalin
- Simpson Strong-Tie
- Independent Bank
- United Parcel Service
- Experian
- Service First Mortgage
- Performance Food Group
- Blount Fine Foods
- Emerson Process Management
- SRS Distribution
- Southwest Ice Cream
- ACIS
- Dynacraft
- Tong Yang Group
- Traxxas
- Metro Linen

Over 9,000 employees

# Critical Discussion Points

Who makes the visit?

When Scheduling Meetings, What do I ask for?

- The Company executive always sets the date & time
- Request 1 hour
- Short Tour
- The First Meeting is Easy
- It will Determine Whether or Not There Will Ever Be a Second One

Channels of Communication

- When do we meet?
- What is our structure?
- Other questions?







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## Contact Information

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