



## **Economic Development Highlights**

### **Executive Vice President Liu**

### **November 2014**

#### **Economic Development**

##### Administration

- MEDC Project Record Management
  - Staff commenced working the reorganization/standardization of MEDC Project Record Management since October 20.
  - Staff led MEDC team, Temp Robinson and Administration Assistant Hass, to streamline/standardize the record management of MEDC current and past agreements.
  - MEDC team works closely with City Secretary Hart to be in sync with the City's record management system.
  - Staff established four phases to complete the project. Phase I & II involves current projects. Phase III & IV will be the historical agreements.
  - Two major categories for each project: the legal agreements and the compliance documents.
  - Will create the electronics library of current and past project.
  - Phase I is completed.
  
- A Successful Partnership between MEDC & MPAC/Main Street
  - With Mayor Pro Tem Ussery's vision and initiatives, Staff has been working with Director Rosenthal to promote MPAC/Main Street to McKinney businesses and international associations in DFW Metroplex.
  - Tong Yang Group, a McKinney company since 1997 and global headquartered in Taiwan, committed to be a supporting sponsor (\$1,500) for the "Home for the Holiday" event every year. (Attached Email & Program)
  - An MPAC Tour is scheduled to be with Director Rosenthal for Federation of Chinese Organizations on November 20. The goal of the tour is to increase the name recognition of MPAC in order to further enhance international association organizer to utilize the venue for events planning in 2015/2016.

### Participated Economic Development /Community Event

- 2014 State of the City, Fellowship Christian Church, November 6.
  - Staff attended 2014 State of the City at Fellowship Church on November 6. The Keynote speakers include Mayor Brian Loughmiller, Dr. Cary Israel and Dr. J.D. Kennedy. With an audience of 525, the attendance increased 12% from the year of 2013. (Attached Program)
- BB Cope Airfield Name Dedication, McKinney National Airport, November 10.
  - Staff attended BB Cope Airfield Name Dedication at McKinney National Airport on November 10. With family members of former McKinney Mayor Billy James "BB" Cope standing nearby, Mayor Brian Loughmiller unveiled a plaque during the dedication ceremony to name the airfield at McKinney National Airport to "BB' Cope Airfield".

### **Prospective New Business**

- Will discuss in Executive Session
  - Project Heat
  - Project Green Pineapple II

## Abby Liu

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**From:** Jeff Chen <jeffc@tygproducts.com>  
**Sent:** Thursday, November 06, 2014 9:10 AM  
**To:** Amy Rosenthal  
**Cc:** Abby Liu; Scott LaSalle  
**Subject:** Re: Tong Yang Group McKinney

Amy,

Good day! We would like to be a Supporting Sponsor (\$1,500) to the "Home for the Holiday" event "every year". Please let me know, when and where to send the money and the logo. Thanks. We are pleased to be a member of McKinney family. Have a nice day!

Jeff  
TYGP

2014-10-20 12:53 GMT-05:00 Amy Rosenthal <[arosenthal@mckinneytexas.org](mailto:arosenthal@mckinneytexas.org)>:

Dear Mr. Chen,

Please accept my sincere apologies for the delay in this email. Thank you, Abby, for this introduction. Abby speaks very highly of TYG, and I appreciate the opportunity to share more about our community events.

McKinney Main Street is a non-profit organization committed to the promotion and revitalization of Historic Downtown McKinney. We offer the community eight events throughout the year, but our largest and most established are:

- Bike the Bricks (Texas' largest cycling race) – Friday night of Memorial Weekend – 8,000 guests
- Oktoberfest – Last weekend in September – 50,000 guests
- Home for the Holidays...A McKinney Christmas – Thanksgiving Weekend – 20,000 guests

Our events are designed for families and to celebrate our community. As one of our leading corporate citizens, we hope you might consider participating in our Home for the Holidays...A McKinney Christmas event.

Home for the Holidays will feature lots of wonderful activities for all ages – a snow hill, Santa, carousel, train rides – all set in our beautifully decorated downtown.

I have attached a sponsorship packet that has more information about the event and our different opportunities. This year, FedEx Office is our title sponsor. They are debuting a new Mobile Shipping Center, and there is a good possibility for increased media exposure.

Thank you for your time and consideration! Please let me know if you have any questions or would like more information.

Amy Rosenthal

Director, MPAC & Main Street

City of McKinney

Office: 972-547-2652

Cell: 817-269-1326

[www.mckinneyperformingartscenter.org](http://www.mckinneyperformingartscenter.org)

[www.downtownmckinney.com](http://www.downtownmckinney.com)

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**From:** Abby Liu  
**Sent:** Tuesday, September 30, 2014 11:32 AM  
**To:** Amy Rosenthal  
**Cc:** Jeff 東陽 Chen ([jeffc@tygproducts.com](mailto:jeffc@tygproducts.com))  
**Subject:** Tong Yang Group McKinney

Amy,

Tong Yang Group (TYG), global headquartered in Taiwan, has been a corporate citizen in McKinney for 17 years. It is an outstanding company and a strong supporter of the community. TYG McKinney location is the North America headquarters.

Please reach out to Mr. Jeff Chen, TYG McKinney President, for the potential support of Main Street community events. Mr. Chen is included in the cc section of this email.

Thanks.

**Abby Liu**

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**About McKinney**

McKinney, Texas, is unique by nature. As one of the fastest-growing cities in the U.S., McKinney has a current population of nearly 141,000. Incorporated 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. The city ranks #2 on the Money Magazine Best Places to Live list. Visit the city's website at [www.mckinneytexas.org](http://www.mckinneytexas.org).

**About MEDC:** McKinney Economic Development Corporation (MEDC) works to identify, attract and retain companies that diversify and expand the local tax base through job creation and wage growth. Since it was established in 1993, MEDC has invested in over 100 projects equaling more than \$1 billion of taxable value.

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CITY OF MCKINNEY'S

HOME FOR THE

Holidays



A MCKINNEY CHRISTMAS



FRIDAY NOV. 28  
SATURDAY NOV. 29

THANKSGIVING WEEKEND • 10 A.M. - 8 P.M.  
HISTORIC DOWNTOWN MCKINNEY

FRIDAY  
NIGHT:  
TREE LIGHTING &  
EMERALD CITY  
CONCERT

Presented by  
FedEx Office

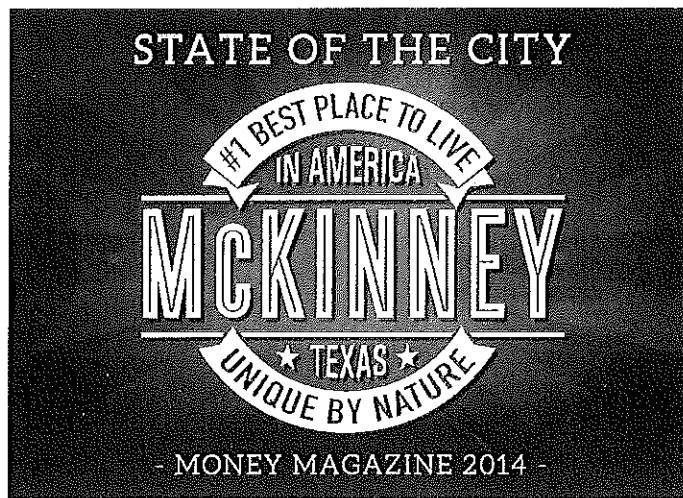


CITY OF  
MCKINNEY

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**Welcome**

Lisa Hermes  
President, McKinney Chamber of Commerce

**Invocation**

Pastor Bruce Miller  
Christ Fellowship

**Pledge of Allegiance**

U.S. Congressman Sam Johnson  
McKinney High School MCJROTC

**Sponsor Remarks**

Joe Minissale  
President, Methodist McKinney Hospital

**Speakers**

Dr. Cary A. Israel—President, Collin College  
Dr. J.D. Kennedy—Superintendent, McKinney ISD  
Brian Loughmiller—Mayor, City of McKinney

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