

Cayti Stein  
Director of Marketing & Research  
July 2015



**Marketing:**

- *Events*
  - MEDC committed to sponsoring a series of 3 Bisnow events this summer. Bisnow is a networking event for commercial realtors, developers, construction companies, etc.
    - **DATA CENTERS: July 22** at 7:30 am at the Infomart Dallas (1950 N. Stemmons)
      - Sponsored at the “commercial level” with 90-second elevator pitch.
      - At this point, Mr. Clarke has confirmed that he will be attending in addition to Chad Walker & I.
      - MEDC will have a booth at this event. Marketing has helped me create the attached photo of all available property & TX Crossing facility to be at the event.
      - I have invited the commercial realtors of Texas Crossing to join us at our booth to answer questions about the data center in their facility.
      - Link to event is available here:  
<https://www.bisnow.com/events/preview/238>
    - **MIXED USE DEVELOPMENTS: August 5** at the Westin Galleria
      - Sponsored at the “moderator level” and McKinney will actually moderate the entire event. The Mayor has agreed to moderate.
      - We will have the opportunity to have a “mixer” the night before the event with panelists; 2 people are able to attend the mixer from McKinney.
    - **CAPITAL MARKETS:** Location & date TBD
      - Sponsored at the “commercial level” with 90-second elevator pitch.
  - Team Texas
    - I attended the Team Texas Showcase event on July 10-12. The event was well attended by brokers, site consultants and Team Texas members.

- *Photography*
  - Photography is nearly wrapped up
    - We took ground-level photos of businesses with photographer and Denise Lessard with the City Communication's department joined to tour the businesses at the same time.
    - Aerial photos were taken on Thursday, 7/16.
  
- *Print Materials*
  - An international marketing brochure was created for Abby to take with her on her Asian mission. The brochure is attached.
  - New folders for MEDC were created- I have provided everyone with one.
  
- *Print Advertisements*
  - NTX Magazine- full page ad
  - DFW Real Estate- Summer issue full page advertisement
  
- *Website*
  - MEDC's website will be updated & revamped starting in January/February timeframe
  - MEDC's website is managed and maintained by myself and the City of McKinney's website coordinator, Susan Mardele. The City will be updating their website at the same time as MEDC does.
  - Both websites are hosted by CivicPlus.
  
- *Other*
  - The Aquatic Facility Grand Opening will be held on July 20 at 9:00 am

# 麥肯尼市歡迎華人企業



## 連接全球

- 距達福國際機場及愛田機場，僅三十分鐘車程
- 有前往世界各大城市的直達航線
- 麥肯尼市內的機場 (McKinney National Airport) 是一流的企業商用機場，並設有美國海關。



- MONEY MAGAZINE 2014 -



## 商機無限

- 多元化的社區
- 擁有包括緯創電子 (Wistron GreenTech)、環松汽車 (Hisun Motors USA) 和東陽集團 (Tong Yang Group) 在內的亞裔企業美國營運總部
- 高教育水平的社區人口
- 眾多成功的工商企業，包括航空、航太及國防工業；企業總部；高科技業；醫療及零污染製造業
- 提供新企業優惠獎勵計劃

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