

# McKinney Economic Development Corporation

## March 2019 Organizational Report

Peter Tokar  
MEDC President

MEDC Board of Directors,

First, Welcome Dr. Gere Feltus to the MEDC Board of Directors! Today is her first official meeting and I want to say that we are looking forward to you being a part of this board and we look forward to the expertise you will bring.

-Peter

### President's Report:

#### A. Organizational Updates

- We are happy to announce that we have hired Kristen Ridout for the Social Media & Marketing Manager. She is a native Texan who moved to the Dallas area 4 years ago. We are excited to welcome her to the team.
- We are in the process of interviewing for the SVP position. We had over 100 people apply and the position is now closed. We are moving toward the interview phase of the process.
- 5G continues to move forward. We are in the process of meeting with several providers and a company to develop our 5G Strategy in conjunction with our partnership with the City.
- We will be finalizing our KPI strategy for presentation at the April board meeting for adoption.
- The Marketing Committee will be reviewing the new marketing campaign and website prior to our proposed launch date of May 1.

#### B. New Business Attraction – Projects

- RFPs received: 3
- RFPs responded to: 1
- Project Switzerland – company's first visit to McKinney on February 20 was successful. We have had subsequent meetings with the prospect and are making forward progress towards a development plan.
- American Institute in Taiwan (AIT) – Continue working with AIT staff to plan a July business mission to Taiwan.
- Southgate – We held our monthly check in with KDC and the Southgate team to look at forward progress and potential prospects.
- Project Ice Castle – Planned and hosted Project Ice Castle's first visit to McKinney. McKinney is one of the finalists.
- Worked on an international company site selection proposal and planned the company's first site visit scheduled on March 15.

- Working with a couple of small tech companies looking at Tech Culture and the Cotton Mill.
- Project West Coast- Meeting scheduled for early March.
- Project Arizona - They are weighing some different options. Construction crews are very busy which may delay their start.
- Project Switch – Retention project.
- Project Slide – Expansion project looking for new administrative building.
- Project Tahiti – Closing date for the sale of land has been set.

### **C. Marketing / Communications**

- Attended the 2019 McKinney Community Awards Celebration hosted by the chamber.
- Attended BISNOW-North of Highway 121 event. MEDC was the RAW Space Sponsor. The event saw 335 attendees. It was a positive promotion of McKinney.
- Attended the Dallas Regional Chamber DFW Marketing Team Meeting including staff from the Office of the Governor, Economic Development Department.
- Coordinated and planned the site visit with Project Pine on February 11.
- Attended the Chamber Development Breakfast on February 12.
- Toured Tech Culture McKinney on February 12.
- Assisted in the event coordination and preparation for the McKinney National Business Park Ground Breaking held on March 12.
- Attended Leadership McKinney, Regional Leadership Day on February 21.
- Staff assisted the Airport and Communications and Marketing staff in the compilation of workforce information request for Project Redwood.
- Attended the Collin County Commissioners Court meeting on February 25 as part of Leadership McKinney requirements.
- Attended the Skills Development Fund Grant Meeting held by Collin College and the Texas Workforce Commission.
- Attended the Broker Luncheon at the McKinney Fulfillment Center.
- Had the opportunity to be a volunteer essay reader with the McKinney Education Foundation.

### **D. Business Retention & Expansion**

- BRE Visits January: 4
- Playful Corporation
  - On March 8<sup>th</sup> the MEDC staff held their weekly staff meeting there that included a tour and lite lunch.
  - Formal “Grand Opening/Ribbon Cutting” is now being scheduled as a “summer activity”.
- Attended the IEDC Business Retention & Expansion course in Baltimore, MD February 26 & 27. Will implement some of the take-away ideas in our BRE program.
- Hosted a lunch meeting with Wistron GreenTech’s new General Manager Jerry Wang for business updates and explored future collaboration opportunities.
- Accepted an invitation from President Page for an Emerson tour and Southgate updates.
- Attended StatLab tour and discussed the potential expansion plan.

## **E. Emerging Technology / Tech Ecosystem**

- Tech Culture McKinney
  - The official Ribbon Cutting and Open House was held February 27<sup>th</sup> and was very well attended. Interested prospects continue to tour the facility. Currently at 7 tenants.
  - The WERX Maker Space is now operational. Visit from Collin College went well.
- Emerging Tech Program has 2 new prospects. They are looking at both Tech Culture and the Cotton Mill as potential locations.

## **F. Development Updates**

- Cotton Mill
  - Met Terry Casey at The Mill to see the progress being made on the east end of the building. Staff met with him on March 7<sup>th</sup> to discuss helping finalize a master planning for the site.
- McKinney National Business Park
  - Grading has begun on the 37 acres site (out of 114 acres) for the planned large-scale, phased business park. The first phase will consist of two 75,000 SF industrial buildings.
- Flour Mill
  - A Final Judgement on current litigation is forthcoming on March 22.
  - Flour Mill has been identified as a potential street improvement project following a successful bond election.

## **G. Networking / Business Development**

- Connected with the broker subleasing the third and fourth floors in the Independent Bank building.
- Connected with a Chicago-based developer which has acquired the 24 acre industrial property on the north side of Wilmeth, west of Highway 5. They are going through the re-zoning and planning for a business park on the site.
- Staff held a conference call with a New York-based capital firm looking at office development opportunity. They requested that the MEDC provide them with an update on McKinney.
- Participated at the Texas Economic Development Corporation/"Go Big in Texas" Business Mission to the Bay Area/Silicon Valley. MEDC was one of only two DFW cities to participate along with various economic development organizations from San Antonio/Austin, Houston and El Paso.
- Made power point presentation in Uptown Dallas to Davidson Bogel Commercial Real Estate.
- Participated at Medical Device and Manufacturing (MD&M) trade show at the Anaheim Convention Center in cooperation with ONCOR and Team Texas. This is a major advanced manufacturing trade show. Participated at various meetings with companies arranged by Team Texas and at ONCOR booth. Followed up on 22 business leads from ONCOR and made 150 cold-calls on own at the trade show with California exhibitors.
- Met with Australian trade/consular office on own during Bay Area/Silicon Valley Business Mission.

- Met with Bay Area-based nanotechnology company on own during Bay Area/Silicon Valley Business Mission (this is from an earlier MD&M lead).
- Participated at broker's lunch/networking event at the new Dalfen 115,000 SF building to present opportunities to Dallas industrial/tenant brokers.
- Networked at NAIOP (National Association of Industrial and Office Professionals) meeting in Dallas.
- Participated at Association of IT Professionals evening business meeting in Las Colinas. Handed out and presented info on Tech Culture McKinney.
- Made presentation at Site Selectors Group office in Dallas.
- Met with various construction companies to update them on McKinney and ask for business leads.
- Contacted and re-contacted Atlanta and Greenville SC site selectors met during previous MEDC participation with Dallas Regional Chamber Business Mission. Provided them with update on new industrial space in McKinney.
- Prepared for BISNOW McKinney event by sending out 550 invitations to business/broker contacts to encourage them to learn more about McKinney.
- Met with various office and tenant brokers to present opportunities for their clients in McKinney.
- Participated at Real Estate Financial Executives networking meeting in Dallas.

## Upcoming Events:

- **DRC New Executives Weekend**  
Peter will be attending the Dallas Regional Chamber's "New Executive Weekend" program next weekend. The program is designed to connect newly relocated executives to the area and make introductions and connections within the region.
- **Collin County Days**  
We are a sponsor of Collin County Days coming up March 26-27. Peter will be traveling to Austin with the McKinney Chamber and City of McKinney delegates for the program.