



## McKinney Economic Development Corporation

Bruce Coleman – Director of Business Development

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### Strategic Plan Management & Communicating Results:

#### A. Business Retention & Expansion

- Met non-profit business advisory organization - which originated with the Texas Manufacturing Assistance Center - at a business event in Dallas. Attended follow up meeting with this group and John Valencia to discuss opportunities to assist our existing manufacturers to grow.

#### B. Business Attraction

- Contacted industrial broker to discuss opportunity to attract 100,000 SF of industrial end users to proposed Project Flip spec industrial building.
- Worked with broker/developer and Abby Liu on potential Southern California manufacturing company relocation to McKinney.
- Participated in conference call with Abby Liu, Madison Clark and site selection firm to discuss opportunity to attract 350,000 SF industrial business project to McKinney.
- Attended meeting with MEDC staff at Dallas Regional Chamber regarding Project River.
- Took a tour of new co-working office in Downtown Dallas and discussed opportunities for them to locate in McKinney. Connected them with various prospective office developers in McKinney.

#### C. Entrepreneurship

- Participated in Board of Directors tour of McKinney Technology Center.

#### D. Competitiveness

- Followed up on Project Flip to encourage development of new spec industrial development in McKinney.
- Met with Abby Liu and prospective developer of amenitized speculative office project to discuss potential development opportunity.



- Followed up with prospective developer of spec industrial project near McKinney National Airport.
- Arranged meeting with listing broker and prospective developer/purchaser of large site in 75/Wilmet area for potential industrial development.

### Marketing/Promotion/Connection Activities:

- Conducted over 280 Cold Calls and Follow-Up Contacts to Dallas area commercial brokerage firms/brokers, commercial developers, tenant representative/site selectors, engineering/architectural firms, banks/investment capital firms, construction firms, and other business/real estate service providers to market McKinney for business development projects.
- Held 45 in-person meetings/presentations in Downtown Dallas, Uptown Dallas, Galleria area and elsewhere in the Metroplex and in McKinney with commercial brokers, developers, tenant representatives, real estate capital, development engineers/architects and others to broaden awareness of business project opportunities in McKinney.
- Conducted 3 tours of McKinney to real estate brokers and developers.
- Made breakfast presentation on opportunities in McKinney to large group of office brokers at Swearingen Commercial Real Estate in Dallas.
- Participated at two BISNOW networking events in Dallas
- Participated at The Real Estate Council (TREC) networking event in Dallas.
- Participated at TREC committee meeting in Dallas to expand McKinney business contacts.
- Attended business networking event in Irving with John Valencia.
- Participated with Abby Liu at visit by Tokyo Chamber of Commerce business delegation to area.
- Made introductory presentation on McKinney at Urban Land Institute (ULI) Advisory Board meeting in Dallas.
- Participated at CORENET networking event in Plano.
- Participated at North Texas District Export Council meeting with Madison Clark in McKinney to network with industrial companies.

### Other: