

Cayti Stein
Director of Marketing & Research
May 2015



Marketing:

- *Events and Networking*
 - ***Biznow event sponsorship***
 - MEDC has committed to sponsoring a series of 3 events with Biznow from June-August. This will expose us to DFW brokers for 3 months. The dates are not finalized (they finalize 6 weeks in advance) but I will keep the board updated and encourage board members to attend.
 - CREW (Commercial Real Estate Women) Dallas
 - Attended on April 15 for an information luncheon and networking event.
 - Dallas Business Journal “Corridor of Opportunities”
 - Over 600 RE professionals attended this breakfast focusing on the 5 B Mile in Frisco on April 28.
 - Greater Dallas Planning Council
 - Attended on April 30 with a speaker focusing on site selection process.

- *Trainings*
 - University of Oklahoma, Economic Development Institute
 - Graduated from OU EDI in May 2015

- *Print Materials*
 - International Marketing Brochure
 - Creating “one sheet” pieces that will highlight each of our target markets
 - New folders for MEDC

- *Print Advertisements*
 - Texas Real Estate Business- full page ad
 - Site Selection Magazine- full page ad
 - NTX Magazine- full page ad
 - Craig Ranch advertised in the Dallas Business Journals “Best RE Deals”

- *Public Relations*
 - [Craig Ranch in the sweet spot for area development](#)- *Community Impact*
 - *TUPPs to Open May 2-* [Dallas New Beer Blog](#)
 - [City officials: Here come the boom](#) – *Community Impact*
 - [Collide Center rebrands as The Werx](#) – *Dallas Business Journal*

- *Website*
 - Board headshots and bios are on the MEDC website and available [here](#)
 - “Why McKinney” → “About Us” → “Board and Agendas”
 - Please send me your biography if you have not done so already.

- *2015-2016 Marketing Plan*
 - The 2015-2016 Marketing Plan process is underway now. I work with the City’s marketing department to complete our plan. A *draft* of the plan is attached, please feel free to take a look and let me know if you recommend any changes.

Projects

- Request for Proposals:
 - MEDC has received 27 RFPs from the Governor’s Office or Dallas Regional Chamber since January 1, 2015
 - MEDC had 13 qualified properties that were appropriate for proposal submission

McKinney, Texas

Strategic Communications & Marketing Plan

McKinney Economic Development Corporation

OVERVIEW - ORGANIZATION MISSION/VISION

The McKinney Economic Development Corporation (MEDC) works to create an environment in which community-oriented businesses can thrive. We will do this by identifying and recognizing high-impact opportunities that promote job and wage growth as well as a diversified and expanding tax base.

Texas has led the nation in job creation in the last decade and continues to compete for high profile projects. Low taxes, reasonable regulations, tort reform and workforce readiness make the state resilient in the face of recession and keep it rich with opportunity. In 2014, Texas was named America's Top State for Business by CEO Magazine for 10 consecutive years, adding to a long list of state accolades from Area Development, Fortune, Forbes, Site Selection Magazine and multiple national publications and economic studies praising Texas as "Open for Business" even in the worst years of the economic downturn. Within a thriving and attractive state economic climate, McKinney offers not only an exceptional business environment, but an outstanding quality of life for a one-two sell.

The McKinney economy is diverse and offers a mix of industries including:

- Corporate Headquarters/ Office
- Aerospace/ Aviation/ Defense
- Healthcare and Medical Manufacturing
- High Tech
- Clean Manufacturing

Among a host of national accolades, McKinney ranks #1 on the 2014 Best Places to Live in America list published by *Money* Magazine. As one of the fastest-growing cities in the country, it's no wonder McKinney has attracted projects like Barclays technology center, Emerson Process Management Regulator Technology global headquarters, Manner Plastics, Raytheon Space and Airborne Systems global headquarters, Simpson Strong-Tie, Torchmark Corporation headquarters, Tong Yang Group, Traxxas, UPS and the North American headquarters for Wistron GreenTech and Hisun Motors along with home-grown companies like Encore Wire.

Businesses move to McKinney for a number of reasons, including a great education system, a large and qualified talent pool and a relatively low cost of living. Programs at the state and local level are inherently pro-business. Economic development is a central component to our city's strategic plan.

In short, if a business wants to be close to Dallas/Ft. Worth, but based in a city where businesses can thrive and employees will want to call home, McKinney has the right mix.



MEDC exists to capitalize on that mix to attract strategic and targeted business development and economic growth.

ORGANIZATION MARKETING AND COMMUNICATIONS GOALS

The MEDC marketing goal is to develop and implement effective regional, national and international relationships and activities to most effectively promote and facilitate the attraction, retention, expansion and formation of businesses in the City of McKinney.

MCKINNEY FIRST

MEDC is committed to the goals and strategies of the McKinney City Council for economic growth. MEDC will actively recruit companies that can bring the appropriate balance to the commercial and residential tax bases and enhance the quality of life in McKinney. MEDC's marketing plan demonstrates the approach to maximize development potential and opportunities in McKinney while maintaining the outstanding quality of life that residents enjoy.

PRIMARY AUDIENCES

**List not exhaustive*

Specific Target Businesses/Sectors

The McKinney Economic Development Corporation is actively pursuing investments in:

- Aviation/ aerospace/ defense
- Corporate headquarters and office
- Emerging technology/ high tech
- Healthcare and medical device manufacturing
- Clean manufacturing

Target Audiences

- Corporate executive decision makers in target industry corporations that are rapidly growing
- Corporate real estate executives in target industries
- Developers and brokers locally and nationally
- Existing McKinney businesses for future growth/expansion
- Site selectors/ consultants
- Utilities with economic development departments
- Residents –sharing successes etc.

MEDC PARTNERS INCLUDE THE FOLLOWING:

****List not exhaustive***

- Existing businesses
- City Council, City Management and staff, Chamber of Commerce, McKinney Community Development Corporation (MCDC), Main Street, McKinney Convention and Visitors Bureau (MCVB), McKinney National Airport
- Local, regional and national EDC marketing coalitions (Collin County Regional Partnership, Biznow, Commercial Real Estate Women (CREW) Dallas, Dallas Regional Chamber of Commerce (DRC), Texas One, Team Texas, Texas Economic Development Council (TEDC), International Economic Development Council (IEDC), Industrial Asset Management Council (IAMC), CORENET
- Research On Investment (ROI) – Economic development marketing consulting firm producing qualified leads
- Site selectors
- Developers and brokers
- Utilities- i.e. Oncor

PRIMARY COMMUNICATIONS CHANNELS

- MEDC Website- www.mckinneyedc.com
- E-newsletter
 - Project announcements
 - Targeted distribution lists
- Site Visits
- Events and face-to-face opportunities
 - Biznow event sponsorship: developer a broker networking event
 - Broker and site consultant events in the DFW Metroplex
 - Dallas Regional Chamber of Commerce (DRC): A regional marketing group for economic agencies in the DFW Metroplex
 - Specific targeted advertising in magazines that reach target audiences
 - Team Texas: Team Texas is the marketing effort of the statewide association of economic developers (TEDC)
 - TexasOne – Tier 4 “Developer” Participation; TexasOne is the marketing arm of Governor’s Office Economic Development & Tourism

SECONDARY COMMUNICATION CHANNELS

- Targeted advertising
 - A stronger emphasis is being place on we-based electronic and face-to-face communication, however; targeted print advertising still plays an important role in the MEDC marketing strategy
- Promotional product give-aways

- 2015 Opportunities
 - Collin County Regional Partnership co-ops
 - Commercial Real Estate Women (CREW) Dallas
 - Dallas Business Journal – event sponsorship, specific advertising, media releases and exclusives
 - Dallas Morning News
 - North Texas Commercial Association of Realtors (NTCAR) event sponsorship
 - Targeted publications by region or audience (developing)

2015 ADVERTISING PLAN

Tactical Action Items

- Build and track databases for follow-up on Salesforce
- Communicate and collaborate with city marketing partners to:
 - Coordinate business-related announcements, groundbreakings, news releases and media events
 - Cultivate relationships with business reporters of the *Dallas Morning News* and *Dallas Business Journal* and local media
 - Highlight successful MEDC-assisted businesses by advertising in local media, featuring on website and nominating for awards as appropriate
 - In coordination with the City of McKinney, pursue and facilitate on-site media visits for announcements
 - Integrate communication with existing industry, site selectors, and other targeted entities via e-newsletter announcements and utilizing Salesforce system
 - Utilize video and other available communications mediums to tell the MEDC story

MEDC website for online exposure, information value and ease-of-use

- Add functionalities and social media as appropriate
- Add photography and refresh the site frequently
- Create fresh videos frequently that will continue to drive traffic to MEDC website
- Include information on the site to tell the complete MEDC story as new success stories occur: features, highlights, programs and so forth
- Increase media releases that will draw traffic to websites and raise awareness
- Maximize opportunities available through the website
- Track metrics and analytics
- Increase presence on social media, ensure all announcements, groundbreakings, major economic development-related news is posted and fresh
 - Facebook, Twitter, LinkedIn
- Update demographic information for site consultants regularly

Raise awareness of McKinney among target audiences

Actively participate in regional and national organizations including:

- Biznow
- CoreNet Global
- CREW Dallas
- Industrial Asset Management Council (IAMC)
- National Association of Industrial Office Properties
- North Texas Commercial Association of Real Estate Professionals (NTCAR)
- Team TEXas
- Texas One
- IEDC (International Economic Development Council)

Host events for local/ regional brokers and developers from both inside and outside of McKinney

- Annual Business Appreciation Reception
- Emerging Technology events hosted at the WERX in McKinney
- Familiarization tours for site consultants and brokers
- Targeted Events: golf tournaments, banquets, conferences, trade shows, networking opportunities, etc.

Create consistent marketing tools for communicating with external audiences

- Utilize national rankings and other recognitions in all marketing materials
- Continue to update marketing brochures and tools with McKinney brand spectrum, but with an economic development focus and feel
- Develop an annual marketing report with information regarding economic development, the community and accomplishments
- Stay within color scheme and brand that MEDC has used for the past 2 years, while creating new, fresh materials that further communicate and target messaging
- Create marketing material for specific uses (i.e. international marketing brochure, brochures for DFW brokers, etc.)

Develop advertising campaigns for specific target audiences as appropriate

- Evaluate online and print media advertising outlets such as local publications (in targeted locations), magazines, etc. locally, nationally and internationally.
- Work with City of McKinney and ROI to ensure we reach targeted market for advertisements (i.e. who does this magazine reach? What is our expected outcome?)

Prior publications are being assessed and might include:

Note: A strong emphasis is being placed on web based electronic and face-to-face communications/events/opportunities and less on broad print advertising.

**MEDC will collaborate with partners in print advertisements*

- Community Impact News for announcements
- Dallas Business Journal
- Dallas CEO
- Dallas Chinese News
- Dallas Morning News
- DFW Real Estate Magazine- Dallas Regional Chamber
- DFW Real Estate- Dallas Regional Chamber
- Economic Development Guide- Dallas Regional Chamber
- European CEO and other European publications
- Global Trade Magazine
- Korean Journal (distributed in Dallas)
- McKinney Magazine
 - Business Issue (October) & Community Resource Guide (January) in addition to any other editions appropriate
- NTX- A profile of the Dallas-Fort Worth Region- North Texas Commission
- Office and Commercial Magazine
- Site Selection Magazine
- Texas Wide Open Magazine (publication of Site Selection)
- World Journal- Los Angeles (Chinese publication distributed in LA)
- Others
 - Possible Economic Development Industry publications as appropriate but to a lesser extent.
 - Explore advertising and editorial opportunities in industry/trade specific magazines/newsletters/websites (once target industries established for go-forward)

PUBLIC RELATIONS STRATEGY

Work with city and others to gain media exposure of MEDC and its economic development successes as they occur – exclusives, broad releases and success stories

Primary Audiences

Media outlets- Local, national and international

- Cultivate relationships with media

- Communicate and collaborate with city marketing partners to
 - Coordinate business-related announcements, groundbreakings, news releases and media events
 - Pursue and facilitate on-site media visits for announcements

Strategic goals

In collaboration with the marketing department:

- Develop strategy for business announcements
- Develop strategy for business-related media for existing businesses and emerging technology companies as appropriate

REGIONAL MARKETING PARTNERSHIPS

McKinney Economic Development Corporation recognized the benefit of partnering with Frisco, Allen and Plano and initiated the Collin County marketing team. The team has focused on opportunities to maximize advertising dollars. What comes next is currently being reassessed as a group. We will work closely with the team to determine next steps and assess value-add/return on investment moving forward. Previous activities have included partnered web presence, online marketing and print advertising in publications such as D Magazine and out-of-state target geographies, primarily California.

In addition, MEDC is a member of the DFW marketing team, which is part of the Dallas Regional Chamber (formerly Greater Dallas Chamber). The team participates in marketing trips and events in an effort to highlight the region. Dallas Chamber economic developers also distribute requests from site selectors to member cities.

MEDC is also a member of Texas One, the marketing arm of the State's Office of Economic Development and Tourism.

Team Texas has increased their efforts in recruitment. MEDC is a member of Team Texas and will continue to travel and market McKinney with this organization

Promote McKinney as part of Texas One (through State of Texas)

- Continue sponsorship
- Attend signature events
- Participate in national business recruitment missions

MEASUREMENT/EVALUATION

- Site visits
- Industry announcements
- Website analytics

- Salesforce Tracking
- Explore opportunities for media tracking tools

Short-Term Recommendations

- Establish/build relationships with existing businesses and utilize industry experts to help tell the McKinney story as a place to do business
- Work collectively to increase McKinney's overall exposure and "open the door" to conversations about the benefits of doing business here
- Utilize ROI contract to facilitate face-to-face meetings with decision makers relevant to McKinney – create tracking systems for follow-up utilizing new staff member
- Create more unified collateral pieces where necessary that sell McKinney; customizing messaging, marketing material for each target industry as appropriate
- Create effective advertising campaigns for target market advertising, making strategic use of dollars
- Create regular updates on website
- Revisit video profile features and testimonials as well as community snapshots and interviews
- Utilize video to tell the McKinney story and showcase community
 - Existing business testimonials
 - Videos to showcase high-value property
- Hire a professional photographer for photographs of buildings and sites that are showcase opportunities in McKinney
- Look into technology-based opportunities for reaching out to target markets

Evaluation of Marketing Success:

Examples of possible long-term metrics once baselines determined:

- Increase industry businesses visiting MEDC with interest in relocating or expanding. Referral sources related to prospect visits will be tracked and reported.
- The number of existing businesses approaching MEDC and/or BREP regarding expansion.
- Comparative increase in commercial, industrial taxable value over previous years
- Comparative job growth over previous years
- The number of prospects that commit to McKinney after inquiring and receiving additional information about the community. (This measurement also indicates the quality and persuasiveness of follow-up marketing efforts from both collateral distribution and personal contact)
- The number of website hits and inquiries via the website and from what geographies.
- Community mentions in target industry publications (such as trade journals, business publications and industry news websites).

Budget

Allocations to be determined within designated marketing and promotion accounts targeted to specific objectives:

Note: Historically, airport marketing dollars have been contributed out of the MEDC budget, in the current amount of \$62,000. That will also need to be re-evaluated in the context of the final budget allocation for MEDC marketing presence in total for go-forward plans.

DRAFT

Residential units, entertainment venues in the works

In his 35-year career, Craig Ranch developer David Craig said he has never seen anything like the simultaneous deals that resulted in the relocations of the headquarters of Liberty Mutual, Toyota and FedEx to Collin County-based locations. And 15 years ago when he bought the first 1,125 acres of Craig Ranch, he said he did not foresee that his property would be in a position to help fuel the economic engine for North Texas.

“A Toyota or a Liberty Mutual-type deal generally only happens maybe once every 10 years,” Craig said. “But when you [also] take what’s happening in Frisco in the \$5 billion mile ... Then you look at Nebraska Furniture Mart [in Denton County]. ... It’s unbelievable that all of that is happening at one time,” he said.

Collin County’s quality of life, workforce, education, diverse housing opportunities and the proximity to DFW International Airport are among the reasons for the massive corporate moves, he said. Craig said he expects more large employers to join those already building new facilities in Collin County. He said he predicts Craig Ranch, a 2,200-acre master-planned lifestyle community in McKinney, will benefit even more.

“You take in all those factors that major companies are looking for. They’re looking for, I think, a quality of life. And let’s face it—the fact that we don’t have a state [income] tax has been very beneficial for all of us,” he said.

Toyota’s new headquarters is being built in Plano’s Legacy Business park, which is roughly 7 miles southwest of Craig Ranch, Craig said.

“Most of the available sites in Legacy are spoken for, so there’s very little land inventory left,” said Craig, who said he views his development as “the alternative” because it is located near US 75, the Sam Rayburn and Dallas North tollways.

“We have several [Toyota] executives who have acquired lots in The Estates at Craig Ranch and are building homes,” Craig said. “We have a number of Toyota employees who came through the Information Center and toured the community. We have hosted several [Toyota-related] groups here at the Information Center and explained the vision [of Craig Ranch].”

To meet the residential needs of Toyota executives and current and future commercial customers, new amenities will be required, Craig said.

Two new developments

Moviehouse & Eatery plans to open a Craig Ranch location in April 2016.

“We’re starting construction now,” said Mark McLaughlin, director of operations for the Austin-based movie theater company. “We were fighting to get in the Craig Ranch development. We converted our model to a 10-screen [theater] to give folks in McKinney a lot of choices.”

Plans are also in the works with Holiday Inn for its new prototype Holiday Inn Express along the Sam Rayburn Tollway, according to Craig.

McKinney Mayor Brian Loughmiller said the Moviehouse & Eatery and Holiday Inn Express developments will help support the corporate base.

“There’s obviously going to be a different mix of development over there,” he said. “And we are going to need hotels and restaurants and those types of amenities that will help support a corporate base and support people living in the area.”

that development

- I do not want a mall or major retail center to be built in McKinney
- I want more retail options but feel a mall would destroy the city's hometown feel
- I am interested in the idea if it brings more jobs to the city
- Other:

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Local Impacts

Coming Soon: First Choice Emergency Room

FCER locations feature free standing, fully equipped emergency rooms with state-of-the-art diagnostic technology and on-site labs. [more »](#)

May 7, 2015 [Marthe Rennels McKinney Impacts](#)

Coming Soon: Emerald Cottages of Stonebridge

The independent living center will aim to create a campus environment in its continuing care retirement communities and gives the option for assisted-living services in single-family environment. [more »](#)

May 7, 2015 [Marthe Rennels McKinney Impacts](#)

Coming Soon: Piazza on the Green

The Piazza is a wedding destination that features in house catering, unique decor and architecture, and state-of-the-art technology. [more »](#)

May 7, 2015 [Marthe Rennels McKinney Impacts](#)

Local Events

Kids & Family

Read! Build! Play!

May 13, 2015 2:00 PM - 3:00 PM

[Harrington Library](#)

Business & Career

BizAid Business Orientation

May 13, 2015 6:00 PM - 7:30 PM

[Southeast Branch of the Austin Public Library](#)

Health & Wellness

Bariatric Surgery Support Group

May 13, 2015 6:00 PM - 7:30 PM

[St. David's North Austin Medical Center Classroom 2A](#)

Counseling & Support Groups Health & Wellness

Connected Caregivers of Central Texas

May 13, 2015 6:00 PM - 8:00 PM

[Buda Public Library](#)

Kids & Family

Rockin Robotics: Intro to EV3 and Sensors

Those developments could benefit from the city’s public-private partnership with Craig Ranch, which resulted in a 137-acre office park called the McKinney Corporate Center at Craig Ranch.

VanTrust Real Estate LLC built the 120,000-square-foot McKinney Corporate Center 1 in the office park. Currently, London-based Barclays Bank operates in the McKinney Corporate Center 1 building, and efforts are underway to land more commercial tenants for future development.

“We’re obviously hoping to see more corporate development and more office development over there. But they’re going to need to have a good mix of restaurants as well as places for people to stay,” Loughmiller said.

Residential development

Craig Ranch is opening its final residential section with more than 1,000 new lots expected to be for sale in the next few years. It has plans for 3,789 single-family homes with 2,359 already occupied. Plans are also in the works for 4,782 multifamily residences with 1,023 currently occupied, according to Residential Marketing Director Colleen Aldstadt.

Craig’s real estate consulting firm Craig Ranch International’s COO Miles Prestemon said several plots for future homes will be built by top homebuilders.

“Robert Shaw is building 2,100 multifamily units in their wrap product, [as] they call it. It’s where you build the parking structure [internally], then you wrap it with apartments so you can drive in there and drive to the fourth floor and walk out of your car right into your apartment,” he said.

“Part of the reason we want it there is to provide employment [and] housing for the corporate center. So you can actually have a lifestyle where you can live in that apartment, walk or take your bike to your office building. And on the way back you can walk through the corporate park,” he said.

Jim Wehmeier, president and CEO of the McKinney Economic Development Corp., said he is excited about all of the projects in the works.

“We are on the front end of a very exciting time for McKinney. We are going to experience years of pretty strong economic development, tax base and diversification. We’re going to have a lot of opportunity,” he said.

When Craig bought the first parcel of land Sept. 21, 2000, he said his property was in the country.

“We’re 2,200 acres now, and typically a master-planned community of this size, the developer who starts it doesn’t finish it. ... I’m blessed and fortunate that I was able to start it, and I’m finishing it,” Craig said.

Tags

[McKinney May 2015](#) [homepage top story](#)

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 **Community Impact MCK** @impactnews_mck 11 May
Motorcycle clubs at @CollinCountyGov Commissioners Court as May is proclaimed as motorcycle safety and awareness month #motorcyclesafety

 **Community Impact MCK** @impactnews_mck 9 May
Rogers wins, Branch vs Ruiz and Rath vs Campbell in @CityOfMcKinney City Council runoff in June. For more info, see [impactnews.com](#)

 **Community Impact MCK** @impactnews_mck 9 May
Rogers, Branch, Rath take lead in council race while incumbents O’Dell, Sperry lead MISD races as 13 of 41 vote centers report...

 **Community Impact MCK** @impactnews_mck 9 May
Dist2: Rogers, Hilton running tight race. Dist4: Chuck Branch, Pablo Ruiz ahead. atlarge: Tracy Rath, Bill Campbell ahead
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 **Community Impact MCK** @impactnews_mck 9 May

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From the Dallas Business Journal

[:http://www.bizjournals.com/dallas/blog/techflash/2015/04/thecollide-center-rebrands-as-the-werx-a-nonprofit.html](http://www.bizjournals.com/dallas/blog/techflash/2015/04/thecollide-center-rebrands-as-the-werx-a-nonprofit.html)

The Collide Center rebrands as The Werx, a nonprofit coworking space, incubator

Apr 30, 2015, 10:38am CDT Updated: Apr 30, 2015, 2:07pm CDT



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The McKinney coworking space and incubator in McKinney, The Collide Center, hit its next stage of development. The center is relaunching with a new business model and a new name, The Werx.

“What we discovered with The Collide Center is it does work in McKinney,” said [John Valencia](#), **McKinney Economic Development** Corp. director of business retention expansion and emerging technology. “We can get smaller companies into this space and grow them into other programs within the economic development corporation.”

The Werx, which focuses on technology startups, recently became a nonprofit organization and moved into 6,200 square feet of space on the second floor of the historic Cotton Mill in McKinney.

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The Werx was renamed so as not to be confused with the Collide Village Accelerator program at the Addison TreeHouse. The accelerator started at the Collide Center but later was moved to the TreeHouse.

The rebranding began in late summer after [Jason Adams](#), founder of the Collide Center, decided to take a step back from the incubator to focus on his startup, Curious Marketplaces.

[Christine Smith](#), The Werx executive director, worked with the McKinney EDC to figure out a new model and determined that filing to become a nonprofit agency was the best fit.

“This way we can get corporate sponsorships that are tax deductible,” said Smith. “We didn’t want to put the burden of cost on entrepreneurs.”

The Werx also received a \$264,000 grant from the Emerging Tech Fund that will be dispersed over two years.

The space, formerly occupied by gaming company BossFight, which moved down to the first floor, has been retrofitted to cater to The Werx's needs.

The Werx is equipped with three private offices, dedicated work space and, new to the facility, open coworking space. It also features a new staging area for presentations, a quiet phone room and an expanded conference room. It is set up to build out more private offices as the need rises.

The space currently serves 21 companies.

Beyond providing space, The Werx plans to feature speaker series and lunch and learns once a week. It also is planning to host pitch days, for which its investor network will be present, once or twice a quarter.

The Werx is hosting an opening event Thursday from 7 p.m. to 9:30 p.m. to show off its new space.

Danielle covers technology and startups for the Dallas Business Journal. [Subscribe to our new TechFlash email newsletter.](#)

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City officials: Here comes the boom

by [Marthe Rennels](#) May 6, 2015

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What do you think about a mall or major retail center coming to McKinney?

I am very excited and cannot wait for



Completion of US 75 prompts city to annex land, prepare for expansion

In the past 15 years, McKinney has seen an enormous population increase. In 2000 the city had 54,369 residents, according to the city. Today that number has almost tripled as officials estimate a current population of more than 155,000 people as of January.

According to city officials, this growing trend is not over and once construction is complete on US 75 this winter the city will soon be on the fast track to a development boom.

Economic development

For years business leaders have been moving their headquarters to blossoming areas of North Texas. Frito-Lay, J.C. Penney Co., Toyota and Legacy Bank are just a few corporations that have chosen the region for relocation.

Although these developments bring hundreds of jobs to Collin County—and with them lucrative increases to city property tax bases—McKinney has been waiting on the cusp of its development boom, according

to Economic Development Corp. President Jim Wehmeier. But with the addition of key developments, such as the McKinney Corporate Center at Craig Ranch, as well as the headquarters for Barclays Bank, Traxxas and Emerson Process Management, Wehmeier said McKinney's wait is over.

"We had about 17 projects close last year that brought in a total of about 1,600 new jobs," he said. "We are coming off a great year with a lot of momentum, but we are on the front end of our boom. The fact that transportation through McKinney will be so much better is going to help development within every sector of our city. It's an exciting time."

Wehmeier said US 75's expansion through McKinney will be a game-changer for the city, opening doors to the northwest sector and improving transportation within the city.

"It is a very important thoroughfare," he said. "It's going to play a key part in development all over the city. It affects everything we do. This really isn't just a minor expansion; it's more like a redo, and it's tough on existing businesses. You have to take the bad with the good, but this is going to open up some major opportunity once it's complete."

Golden opportunity

Some of that opportunity includes the city's Gateway site, at which 45 acres remain undeveloped. That will soon change, Wehmeier said, adding that the relocation of Emerson to Gateway and the completion of the Sheraton McKinney Hotel and conference center at the site brought major attention to Gateway.

"We are working on a development agreement with Lincoln Properties to develop the remaining acres of the Gateway site with office space, restaurants and retail," he said. "We don't have any of the contracts signed yet. But we're looking at plans that include about eight different restaurant pads, six sites that will have corporate offices with structured parking and there may be a small retail element mixed in with some of the offices. Also planned is a 2-acre park common area, which will essentially be right outside the front door of the hotel."

Wehmeier said the contracts should be signed this summer, and construction could begin with Phase 1—a 160,000-square-foot office building—sometime in 2016. He added that total build-out of the site would take several years.

Zoning was approved for a multiuse development on the southwest corner of Bloomdale Road and US 75 in 2013. Initial plans include retail, residential and commercial space similar to Watters Creek in Allen or Legacy Town Center in Plano. According to City Councilman Randy Pogue, landowners are courting developers and could soon bring planning requests to the city.

Additionally, the McKinney City Council is working to annex nearly 675 acres of land near FM 543 and US 75 in hopes of paving the way for a retail center in what Pogue calls "the perfect spot for retail development."

"We need something in McKinney that will fill in the gaps of service we are missing, and that includes a major retail element," he said. "This is our last frontier of available landmass to do so. A mall is an integral piece of our future and viable economic base. Right now we get about 18 percent of our budget from sales tax, which means there's a lot of sales tax leaving our city. We just don't have the product to keep residents from shopping somewhere else."

Mayor Brian Loughmiller said most major retailers refrain from opening locations of the same store within a 10-mile radius of another. The FM 543 and US 75 intersection would be outside that radius, he said.

"But you have to be patient," Loughmiller said. "You aren't going to get a developer to come in and spend \$50 [million] to \$60 million on a project when you have all of this construction. It's just not going to happen."

Poised and ready

While the city waits for completion of US 75 construction, officials are actively pursuing voluntary land annexations in the 30,000 acres of land in and near the northwest sector of the city. Of those acres, 58 percent are outside city limits but within the city's extraterritorial jurisdiction, meaning the city has no zoning authority and landowners do not pay city taxes, though they have access to city services such as the police and fire departments.

As growth inches closer to this sector the city must consider how to build infrastructure needed to sustain residential and commercial development. City Planning Manager Jennifer Arnold said the city is reworking its Future Land Use Plan and just completed a Northwest Sector Study to determine how it will proceed in developing its remaining land.

"We have had a lot of people who want to come out and potentially develop in the northwest sector of the city," Arnold said. "But costs are extraordinarily high because the infrastructure is not necessarily in place yet to allow them to quickly develop a piece of property."

Loughmiller said the upcoming November bond election, in which officials are hoping for voter approval to sell \$160 million in bonds over the next 10 years, would bypass a rise in taxes and would facilitate construction on that much-needed infrastructure.

"We are looking at costs and benefits of [selling those bonds] now versus waiting," he said. "You have to show the development community you are prepared for that development. So, annexing that land, selling the bonds and getting the infrastructure ready shows developers we are being proactive with our future development."

Tags

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that development

- I do not want a mall or major retail center to be built in McKinney
- I want more retail options but feel a mall would destroy the city's hometown feel
- I am interested in the idea if it brings more jobs to the city
- Other:

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Local Impacts

Coming Soon: First Choice Emergency Room

FCER locations feature free standing, fully equipped emergency rooms with state-of-the-art diagnostic technology and on-site labs. [more »](#)

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The independent living center will aim to create a campus environment in its continuing care retirement communities and gives the option for assisted-living services in single-family environment. [more »](#)

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Coming Soon: Piazza on the Green

The Piazza is a wedding destination that features in house catering, unique decor and architecture, and state-of-the-art technology. [more »](#)

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Local Events

Kids & Family

Read! Build! Play!

May 13, 2015 2:00 PM - 3:00 PM

[Harrington Library](#)

Business & Career

BizAid Business Orientation

May 13, 2015 6:00 PM - 7:30 PM

[Southeast Branch of the Austin Public Library](#)

Health & Wellness

Bariatric Surgery Support Group

May 13, 2015 6:00 PM - 7:30 PM

[St. David's North Austin Medical Center Classroom 2A](#)

Counseling & Support Groups Health & Wellness

Connected Caregivers of Central Texas

May 13, 2015 6:00 PM - 8:00 PM

[Buda Public Library](#)

Kids & Family

Rockin Robotics: Intro to EV3 and Sensors