



McKinney Economic Development Corporation November 2018 Organizational Report

Peter Tokar
MEDC President

MEDC Board of Directors,

It has been one busy month. The end of the year is when normal business slows down, but in my experience, it is one of the most active seasons for economic development. We will continue to use this new report format following last month's positive reception. I have tried to streamline it even more to make how we report even more efficient. I hope you have been receiving the presidents update in your inbox weekly so that you are able to stay more informed throughout the month in addition to the monthly board report. As always, please feel free to reach out to me at any time.

-Peter

President's Report:

A. First 100 Days Report

- Conduct Organizational Assessment after obtaining input from all sources. – In Progress
- Make sure that all staff, plan, and practices are aligned with organizational goals and objectives. – In Progress
- Look at opportunities to enhance operational excellence. – Several steps taken already such as streamlining compliance operations, but more steps in progress.
- Do a marketing audit to gauge organizational reach and effectiveness. – Complete, we have engaged a marketing firm to improve our marketing position.
- Look at filling any staffing holes or needs of the organization. – In Progress

All of these initiatives are ongoing. Admittedly, I would like to be farther along down the road on several of these initiatives, but I believe that we have a good start on most of them. I will provide an in-depth organizational assessment report around the 6 month timeframe as there is still much to be evaluated.

B. Events

- Have worked closely with PACCAR/Dynacraft staff to plan the PACCAR/Dynacraft Grand Opening for two months. Attended the PACCAR/Dynacraft Grand Opening and Ribbon Cutting at the newly completed facility at Redbud on October 31. Mayor Fuller, MEDC Chairman Burress and President Tokar delivered a speech along with PACCAR executives. Several City Council Members and MEDC Board Members attended the successful Grand Opening.
- Attended the annual State of the City at Christ Fellowship Church on November 1. Mayor Fuller delivered an impressive speech and specially recognized Mayor Pro Tem Tracy Rath's contribution to McKinney.

C. New Business Attraction – Projects

- Project Sunny - Continue working with Project Sunny President to gather MEDC historical site data to prepare for the closing of the MEDC owned three acres land.
- Project UV IV - Continue working with Assistant City Manager Barry Shelton as a team and finalized the two available sites after the infrastructure analysis. Held another follow up meeting with Project UV President with City Manager Paul Grimes and MEDC President Peter Tokar III on October 24th.
- Project Eagle - Continue working with Project Eagle developer and company executives and attended a company tour with Assist City Manager Shelton and City Staff on November 1st.
- Project Empire – Continue working with Project Empire staff since the first meeting this spring. Joined Mayor George Fuller, City Manager Grimes and President Tokar for a tour with Project Empire staff to visit the company on-going project in the area on November 5. Planned a meeting and private lunch to host Project Empire executive from overseas to McKinney to further explore the mutually-beneficial partnership opportunity. Mayor Fuller, MEDC Chairman Jason Burress, City Manager Grimes, President Tokar, Assistant City Manager Shelton and Staff attended the meeting/private lunch on November 7th.
- Project Green – Continue working with the land owner for the potential office building development at McKinney Corporate Center as the new scenario evolves.
- Project Todd - Continue working with Project Todd developer, company executive and MEDC Legal Counsel Mark Houser to move the project forward following the Board's direction.



- Project Cloud – Continue working with President Tokar and prospect and prepared the Executive Session agenda item for MEDC Board Meeting on November 20th.

D. Marketing / Communications

- We hosted a meeting with BISNOW to explore the 2019 partnership opportunities on November 7th. MEDC was the raw space sponsor at Sheraton McKinney hotel on August 23rd and a successful “Road to Riches: The 121 Corridor” with 519 attendees. This was the second outstanding BISNOW raw space MEDC hosted after the 2016 event with the record attendance of 465 attendees and the first-ever BISNOW event north of LBJ in Dallas area.

E. Business Retention & Expansion

- We have put together a draft new BRE program that will be more engaging to companies and increase community participation. It is currently under review.
- Southgate – Attended City Council/MEDC/MCDC Joint Southgate Meeting to discuss the status of the Master Agreement with KDC team on November 5th.
- Tong Yang Group (TYG) – Worked with TYG President to plan a private TYG Tour and lunch to meet/welcome City Council Members and MEDC Board members in December
- PlayFul received their TCO in October and physically moved in over the weekend of October 27th, so the following was Week One for them! They anticipate a final CO after November 11th when some exterior lights are installed that have not been delivered yet. Formal “Grand Opening/Ribbon Cutting” will be scheduled in the January time frame.

D. Emerging Technology / Tech Ecosystem

- We have researched the metro area for innovation and tech programs to partner with to expand our offerings in the innovation and start-up space. We are taking some of the recommendations to the “culture of Innovation” group set up by Paul Grimes for input and hope to create a group that will support this initiative.
- McKinney Technology Center – Lance Black will provide an update during the November 20th board meeting.
- On the radar are 3-4 small tech companies that we might invite into the Emerging Tech Program. They are looking at MTC and the Cotton Mill.



E. Development Updates

- Cotton Mill – We hosted a team from Alliance Architects to talk to Terry Casey about development and master planning for the cotton mill site. Alliance Architects specializes in adaptive reuse development and has worked on projects such as the American Tobacco Campus in Durham, NC.
- Flour Mill - All the “legal and litigation” that has entangled the Flour Mill over the past year was finally resolved in Court last week. Trial started on Monday October 29th and on Friday November 2nd went to the Jury. Verdict came back unanimous in the favor of the Flour Mill Investor Group led by James Bresnahan. I am meeting with James on the 12th to get an update and next steps.

F. Networking / Business Development

- Met/made presentation to San Diego-based tech company looking to relocate to this area. Connected them to various office developers in McKinney including Craig Ranch, Southgate McKinney, 121 High Tech Corridor.
- Met broker representing co-working company needing 20,000 SF. Connected them to various office developers in McKinney.
- Met with national co-working company about future opportunities in McKinney.
- Participated at meetings and tours of McKinney by Project Tahiti executives and their spouses actively considering McKinney for 120,000 SF office/R+D/industrial relocation from California.
- Contacted both Swedish and Italian-based tech companies (two different companies) to encourage them to look at opportunities for a facility in McKinney. Made presentation in Irving to Italian company.
- Re-contacted California air charter company about McKinney National Airport. On hold until later in year.
- Participated as only EDC at BIO North Texas networking event at UT Arlington.
- Re-contacted Hunt Southwest brokers about status of leasing of 200,000 SF industrial building on Wilmeth.
- Re-contacted medical products company in Orange County about site opportunities for relocation to McKinney. Early stage – CEO needs to visit.
- Continued to work with CBRE Data Center Solutions on potential data center interest. Proposed various McKinney sites to them. Company is working first on their London facility.
- Peter, Bruce and John met with Chairman of large California-based company through connection with San Diego Israeli entrepreneur. Chairman is member of



Silicon Valley Investors Group. Had meeting in McKinney regarding entrepreneurial eco system development.

- Worked with City team with Sentinel Capital on potential solution to drainage issue. Solution needed in order to develop 113 acre industrial park west of McKinney National Airport.
- Initiated discussions with various developers regarding office development opportunities along 121 High Tech Corridor in McKinney.
- Assisted large California-based industrial park developer to consider sites near new 546.
- Met with ONCOR to understand substation plans/projects needed for data center development in McKinney.
- Participated at Quebec/Texas Aerospace Industry meeting at DFW International Airport headquarters to market McKinney.
- Sent nearly 200 direct mail letters to computer tech industry CEO's in Los Angeles/Orange County. Orange County broker called and indicated interest in meeting in DFW.
- Attended CCIM, NTCAR, Colliers Commercial Real Estate, BISNOW Frisco and other networking meetings.
- Made breakfast presentation to CBRE office and industrial tenant brokers in Uptown Dallas.
- Met with Senior Director from CBRE corporate tenant solutions to present McKinney.
- Made presentation to JLL and Capital Team.

Upcoming Events:

- MEDC Holiday Celebration – Thursday, December 6th at the Guitar Sanctuary
- MEDC Meet the President Community Gathering – Wednesday, November 28th at the McKinney Sheraton