

**Cayti Stein**  
**Director of Marketing & Research**  
**September 2014**



**Marketing:**

- *Print Advertisements*
  - DFW Real Estate by Dallas Regional Chamber (June/July)
  - Global Trade Magazine
  - NTX
  - Aggie Networking Event
  
- *Print Marketing*
  - MEDC “Leave Behind” Marketing Material
    - MEDC Map updated and ordered
    - MISD Flyer with info related to school district
    - McKinney National Airport brochure
  
- *Website*
  - New “Available properties” links to McKinney Corporate Center and McKinney National Airport—will be adding Texas Crossing to this list
  - Choose McKinney page is live, still in the process of updating:  
[www.ChooseMcKinney.com](http://www.ChooseMcKinney.com)
  - All press releases are available on website at the same time they are released
  
- *On-line Advertisements*
  - MEDC has been running an “Ad-Words” campaign that is run through google
    - Helps with SEO & website traffic
    - Able to target specific areas, currently running in California
    - Land on “hidden page” on our website that was specifically created for prospects from California
  
- *Public Relations*
  - Margulies Group
    - Coverage Report (attached to agenda on legistar)
  - Press (attached)
    - [UPS opens new distribution facility in McKinney](#)

- [MCDC approves grant for new transient hangar at McKinney National Airport](#)
  - [Barclays Bank chooses McKinney, TX for U.S. Technology Center](#)
- *Videos*
  - 3 minute Aerial film of McKinney is filmed and finished. Will also receive a 9 minute video for longer use.
    - 3 minute aerial video is accessible on homepage of MEDC here: [www.mckinneyedc.com](http://www.mckinneyedc.com)
    - Have received outstanding feedback about the video—phone calls from residents just to compliment the video.
    - 5,600 views already, making it the 3<sup>rd</sup> most watched video on McKinney Vision's YouTube channel
- *Social Media*
  - MEDC's social media has received a lot of response lately:
    - MEDC Aerial Video was shared 296 times and seen by over 35,000 people
    - UPS Announcement was shared 188 times and seen by 18,000 people
    - Barclays Announcement was shared 71 times and seen by 16,000 people

## **Airport**

- Print Material
  - McKinney National Airport "Leave Behind"
  - Hangar Flyer
  - Tri-fold sized print material for Toyota

## **Additional**

- Upcoming Events:
  - Toyota weekly events—MEDC is the month of October
    - Thursday/Saturday evening working booth to educate Toyota staff that are relocating to North Texas from 5:30 pm- 8:00 pm
    - *Please see the schedule attached and consider volunteering to help MEDC staff. **October 11-23 will be particularly difficult for MEDC staff due to conferences/ travel schedules.***
  - (Late October) McKinney National Airport honorary naming of BB Cope Field



## **Barclays Bank Chooses McKinney, Texas for U.S. Technology Center**

McKinney, Texas (August 29, 2014) – London-based Barclays Bank has selected McKinney, Texas, as the new site for one of the company's innovative technology centers. Barclays, a Global Fortune 500 company, is an international financial service provider engaged in personal banking, credit cards, corporate and investment banking and wealth management.

Barclays will move into the McKinney Corporate Center I building at Craig Ranch, developed by VanTrust Real Estate, LLC. Barclays Technology Center will initially occupy over 40,000 square feet of Class A office space located at 6800 Weiskopf Avenue in McKinney. Barclays Technology Center will support the bank's operations globally.

The Barclays Technology Center, McKinney, will support the bank's growing industry requirements, provide technology support to the business and develop solutions for all the group's activities and requirements.

"We are excited to bring Barclays, a global Fortune 500 Company, to McKinney." said McKinney Mayor Brian Loughmiller. "We are committed to working with Barclays now and in the future as we welcome Barclays to our Corporate community. The City of McKinney is committed to working with corporations in a timely and efficient manner as we strive to attract new business development and expand existing businesses consistent with one of our top City Council priorities. I appreciate Barclays' confidence in our community with their decision to locate in our Corporate Center."

Barclays began discussions with the McKinney Economic Development Corporation (MEDC) in December 2013, when they expressed interest in the McKinney Corporate Center 1 building. MEDC worked closely with the City of McKinney staff and City Council, the McKinney Community Development Corporation (MCDC), Craig Ranch, Jones Lang LaSalle, and Van Trust to efficiently work on an expedited time frame. Barclays plans to move into McKinney Corporate Center in the fall of 2014.

"McKinney presented Barclays a competitive opportunity with a high profile location along the Sam Rayburn Tollway, a highly educated and abundant labor pool, and sufficient parking for their employees," said McKinney Economic Development Corporation Board Chairman, Ernest Lynch III. "Our economic development team was able to move quickly to address Barclays' needs."

"We are excited to be working with a premiere multinational company such as Barclays," said Ran Holman, executive vice president at VanTrust Real Estate, LLC. "Barclays' selection of McKinney Corporate Center 1 at Craig Ranch is monumental. Craig Ranch, with its array of residential, retail and quality of life amenities is poised as a strong corporate destination. The Barclays name and the quality it represents is consistent with the objectives and standards of the City of McKinney and McKinney Corporate Center," Holman added.

“McKinney offers corporate clients a special place to live and work,” said McKinney Community Development Corporation Board Chairman George Fuller. “The city offers a unique lifestyle to corporations and residents. It sits in the center of an outstanding high-tech labor pool that is attracted to the city’s exceptional quality of life, family-oriented lifestyle, high quality schools and some of the region’s most reasonable, high-quality housing.”

The City of McKinney has also been recognized by Realtor.com as the second most-searched-for places to live in the country. In addition, *Money Magazine* ranked McKinney as #2 on their “Best Places to Live in America,” list citing plenty of housing options, low taxes, abundant job opportunities in technology, energy and medicine, as well as a new conference center and hotel complex in the works.

### **About McKinney**

McKinney, Texas, is unique by nature. As one of the fastest-growing cities in the U.S., McKinney has a current population of more than 149,082. Established in 1848, the city is located 30 miles north of Dallas and offers rolling hills, lush trees, a historic downtown square and unique neighborhoods and developments. Visit the city’s website at [www.mckinneytexas.org](http://www.mckinneytexas.org).

### **About the McKinney Economic Development Corporation**

The McKinney Economic Development Corporation (MEDC) was created in 1993 to support the development, expansion and relocation of new and existing companies. The mission of the MEDC is to work to create an environment in which community-oriented businesses can thrive. The MEDC is actively pursuing investments in, Aeronautics /Aviation, Corporate headquarters, Emerging technology, Healthcare and Medical Device Manufacturing, Professional services, Renewable energy. For more information visit [www.mckinneyedc.com](http://www.mckinneyedc.com)

### **About the McKinney Community Development Corporation**

The McKinney Community Development Corporation is an organization with a mission to promote and preserve the quality of life in McKinney. It was established in 1996 when McKinney voters approved a one-half cent sales tax to be used to enhance McKinney's aesthetic, cultural and leisure amenities. [www.mckinneycdc.org](http://www.mckinneycdc.org)

### **About Barclays Bank**

Barclays is an international financial services provider engaged in personal banking, credit cards, corporate and investment banking and wealth management with an extensive presence in Europe, the Americas, Africa and Asia. Barclays’ purpose is to help people achieve their ambitions – in the right way.

With over 300 years of history and expertise in banking, Barclays operates in over 50 countries and employs approximately 140,000 people. Barclays moves, lends, invests and protects money for customers and clients worldwide.

For further information about Barclays, please visit our website [www.barclays.com](http://www.barclays.com).

### **About VanTrust Real Estate, LLC**

VanTrust Real Estate, LLC is a full-service real estate development company with a regional focus and national scope. VanTrust is headquartered in Kansas City, Missouri with regional offices in Columbus, Dallas, Houston and Phoenix. The company creates real estate assets for both internal portfolio holdings as well as disposition opportunities. VanTrust offers its clients and capital partners a full spectrum of real

estate services including acquisition, development, asset management, construction management and consulting. Product types include office, industrial, multifamily, retail, institutional, governmental, hospitality and recreational. VanTrust's ownership and substantial capital base are associated with the Van Tuyl Group<sup>1</sup>. Access [www.vantrustre.com](http://www.vantrustre.com) for more information.

1. Van Tuyl Group, Inc. provides management consulting services to the largest group of privately held automotive dealerships in the United States. The Van Tuyl family has had a long history with the automotive industry, starting with Cecil Van Tuyl and a Kansas City Chevrolet dealership in 1955. Joined by his son Larry in 1971, they have built a world class management consulting company based on the principles of hiring the right people and giving their clients the right tools, training and support they need to succeed. Through its affiliated entities, the group's multi-billion dollar real estate holdings include dealership, multifamily, office, retail, mixed-use, industrial, land positions and recreational properties. Access [www.vantuylgroup.com](http://www.vantuylgroup.com) for more information.

### **About Craig Ranch**

Craig Ranch is a 2,200-acre master-planned business, retail and residential community in McKinney, Texas. As part of the Dallas/Fort Worth Metroplex and just 30 minutes from DFW airport, Craig Ranch is a high profile, regional point of destination. The TPC Craig Ranch private golf course is the centerpiece of the community and a member of the Audubon Cooperative Sanctuary program. The open green spaces and small-town ambiance of Craig Ranch serves as a natural setting for outdoor concerts, water-inspired events, art fairs and exhibits. Soccer and baseball fields, hike and bike trails and unique amenities give residents a sense of place they are proud to call home. Craig Ranch is an AT&T Connected Community. Its marquee venues include: the TPC Craig Ranch, the Michael Johnson Performance Center, the Cooper Fitness Center & Spa at Craig Ranch, the Hospital at Craig Ranch, Dr Pepper StarCenter McKinney at Craig Ranch, The Ball Fields at Craig Ranch, The Premier Soccer Fields at Craig Ranch and The Beach at Craig Ranch, a youth to pro-level sand volleyball venue. Contact Demian Salmon, Commercial Developer Manager for Craig Ranch at [dsalmon@craigtntl.com](mailto:dsalmon@craigtntl.com) or call 214-644-1204.

Media contact:

Cayti Stein, Director of Marketing and Research

McKinney Economic Development Corporation [cstein@mckinneyedc.com](mailto:cstein@mckinneyedc.com)

972-547-7690 (o)

970-314-1264 (c)

Source: City of McKinney



## **City of McKinney News Release** *FOR IMMEDIATE RELEASE*

### **Media Contact:**

Anna Clark  
Communications and Media Manager  
[aclark@mckinneytexas.org](mailto:aclark@mckinneytexas.org)  
972-547-7525 (office)  
214-455-2408 (cell)

CoCo Good  
Communications and Marketing Director  
[cgood@mckinneytexas.org](mailto:cgood@mckinneytexas.org)  
972-547-7508 (office)  
214-585-3610 (cell)

## **McKinney Community Development Corporation approves grant for new transient hangar at McKinney National Airport**

### ***Project will add 18,000-square-foot hangar at general aviation airport***

McKINNEY, TEXAS (Aug. 25, 2014) – The [McKinney Community Development Corporation](#) (MCDC) announced that the board has approved a \$1.5 million project grant for the construction of an 18,000-square-foot transient hangar at [McKinney National Airport](#).

The new hangar will accommodate transient aircraft of all sizes, from small, single-engine aircraft to large jet aircraft. Currently, all hangar space at McKinney National Airport is leased. The new hangar could house high performance business aircraft for either long-term or short-term stays. The project is expected to be complete in a year.

“This addition will help attract additional general aviation, corporate and other customers at McKinney National Airport. This hangar will provide customers with the service they expect and deserve when they come to McKinney,” said Jose Madrigal, McKinney Deputy City Manager.

Added hangar space enhances the development of the airport and in turn ad valorem tax collection for the city, McKinney Independent School District, Collin College and Collin County, and adds an additional economic development tool for the city.

“The City of McKinney and McKinney National Airport requested funding to construct a transient hangar to further business development in the City of McKinney,” said George Fuller, MCDC Board Chair. “The airport is an economic driver in McKinney, and we are committed to supporting economic growth in our community.”

“We are happy to say that McKinney will now be able to welcome even more customers through our corporate ‘front door,’” said Madrigal.

MCDC is a Texas Type B Corporation and receives revenue from a half-cent sales tax. This grant was approved during the regular grant cycle in which MCDC provides funding for project grants that enhance the quality of life and support business development in McKinney.

Formerly Collin County Regional Airport, McKinney National Airport was renamed following the city's purchase of the airport in November 2013. McKinney Air Center, the fixed based operator (FBO) that provides fuel and other services to aircraft at McKinney National Airport, was named best in the nation in the 2014 Pilots' Choice Awards by FltPlan.com.

Also this year, Monarch Air, a leading provider of aviation services, announced the lease of a significant portion of a 53,750-square-foot hangar and office facility at the airport to offer a wide range of services including aircraft maintenance, flight training, charter service, fleet management, acquisitions and sales for the private sector.

###

### **McKinney Community Development Corporation**

The McKinney Community Development Corporation is an organization with a mission to promote and preserve the quality of life and support economic development in McKinney. It was established in 1996 when McKinney voters approved a one-half cent sales tax to be used to enhance McKinney's aesthetic, cultural and leisure amenities and business development in the City. MCDC is guided by a City Council-appointed board of seven McKinney residents. Visit [www.mckinneycdc.org](http://www.mckinneycdc.org) to learn more.

### **About McKinney National Airport**

McKinney National Airport (TKI) is a general aviation reliever airport located in McKinney, Texas. The airport is the North Texas airport of choice for business and personal aviation transportation with convenient access to surrounding cities in the Dallas-Fort Worth Metroplex. McKinney National Airport offers full service for corporate fleets and general aviation. In 2012, \$70 million in upgrades included the completion of a new, longer and wider runway with more weight-bearing capacity, a state-of-the-art air traffic control and managed perimeter access control. Visit [www.flytki.com](http://www.flytki.com) to learn more.



## **UPS Opens New Distribution Facility in McKinney**

*New facility brings 120 full-time jobs*

McKinney, Texas (August 20, 2014) – Today, UPS (NYSE: UPS) announced the addition of two new package distribution facilities in the Dallas-Fort Worth Metroplex, one facility to open in the city of McKinney. The distribution facility located in McKinney will bring approximately 120 new full-time jobs to the area. By 2017, UPS will also bring over 200 part-time jobs to McKinney.

“We are honored to have the world’s leading package delivery company and a global leader in supply chain solutions land in McKinney,” said McKinney Mayor Brian Loughmiller. “UPS is consistently recognized for ‘going the extra mile’ and we look forward to having such a great company in our community.”

“We are expanding in Fort Worth and McKinney in order to meet demands arising from volume growth,” said Craig Wiltz, UPS President of the Red River District. “These new facilities increase our ability to efficiently serve customers throughout the Metroplex.”

UPS will utilize an existing facility in McKinney that was formerly occupied by Blockbuster. Of the 888,000-square-foot facility, UPS will occupy 215,000-square-feet located at 3000 Redbud Blvd. McKinney, TX 75069. The facility will address the growth in increased package volume.

“The building in McKinney is a great fit for UPS and will provide the space and central location that was integral in the site selection process,” said Sharon Morrison, CEO with E Smith Realty. “McKinney is an exciting place to be and UPS will be an excellent addition to the community.”

“We are excited to welcome such a reputable company to McKinney,” said McKinney Economic Development Corporation Board Chairman, Ernest Lynch III. “The city’s central location and easy access to major highways makes it an ideal location for UPS to serve customers nationwide.”

The company plans to occupy the new facility in November 2014.

### **About the McKinney Economic Development Corporation**

The McKinney Economic Development Corporation (MEDC) was created in 1993 to support the development, expansion and relocation of new and existing companies. The MEDC is an organization with a mission to work to create an environment in which community-oriented businesses can thrive. The MEDC is actively pursuing investments in Aeronautics /Aviation, corporate headquarters, emerging



technology, healthcare and medical device manufacturing, professional services and renewable energy. For more information, visit [www.mckinneydc.com](http://www.mckinneydc.com).

**About E Smith Realty Partners**

E Smith Realty Partners is a national commercial real estate firm providing strategy, services and solutions. We saw an opportunity to build a better platform focused around the client's needs. The formula was simple. Hire best-in-class professionals, foster total collaboration, provide superior services and allow our team to customize the solution based on project objectives. We are on a mission to challenge the industry, raise the bar of excellence and improve our communities. For more information, visit <http://esmithrealty.com/>.

Media contact:

Cayti Stein, Director of Marketing and Research  
McKinney Economic Development Corporation  
[cstein@mckinneydc.com](mailto:cstein@mckinneydc.com)  
(972) 547-7651

Source: City of McKinney

**TOYOTA ASSOCIATES' R**

<b>Wave #</b>	<b>Start Day</b>	<b>Start Date</b>	<b>City Representatives</b>
11	Thurs	2-Oct-14	MEDC
12	Sat	4-Oct-14	MEDC
13	Thurs	9-Oct-14	MEDC
14	Sat	11-Oct-14	MEDC
15	Thurs	16-Oct-14	MEDC
16	Sat	18-Oct-14	MEDC
17	Thurs	23-Oct-14	MEDC
18	Sat	25-Oct-14	MEDC

<b>ECEPTION EXPO SCHEDULE</b>	
<b>Names of Expo Worker #1</b>	<b>Name of Expo Worker #2</b>
Cayti Stein	Chad Walker
John Valencia	Ken Weigand
Abby Liu	Vicki Northcutt (Tucker Hill)
Darrel Tate	
Robbie Clark	Eric Pratt
Mark Jaraczewski	
Lance Lindsay	

**Subject:** Toyota Expo volunteers

**Date:** Tuesday, September 2, 2014 at 11:45:19 AM Central Daylight Time

**From:** Denise Lessard

**To:** Cayti Stein

**CC:** Deb Hass, CoCo Good, Anna Clark

Cayti,

MEDC is scheduled to recruit expo volunteers for October. Can you please get us the names of the volunteers who will be manning the Toyota booth by Thursday, Sept. 18? We'll be in touch in the next few weeks with info you can send your volunteers and coordinate when you can pick up the materials.

We've also put together a volunteer recruitment email below to send out when looking for expo workers, feel free to use.

Thanks!

.....

We are in need of volunteers to work a shift at an upcoming series of "Toyota Associates Reception and Expo" events. These events will give the City of McKinney the opportunity to showcase our community in front of an audience of Toyota's employees who are considering relocating to North Texas. Volunteers will setup our community info display and chat with Toyota employees about what makes McKinney so special. McKinney will be joined at the expo by several other Collin County cities, including Plano, Frisco and Allen, to name a few. So this is our chance to shine. Materials and handouts will be provided to pass out and help answer questions.

**Where:** Westin Stonebriar Hotel, 1549 Legacy Dr., Frisco, Texas

**When:** Thursday and Saturdays in October, 6 – 8 p.m.; set up of community info to occur between 5:30 – 5:45 p.m. Specific dates include:

- Thursday, Oct. 2
- Saturday, Oct. 4
- Thursday, Oct. 9
- Saturday, Oct. 11
- Thursday, Oct. 16
- Saturday, Oct. 18
- Thursday, Oct. 23
- Saturday, Oct. 25

Volunteers will be provided with a handbook that includes a list and descriptions of materials, a diagram of the table display, talking points and maps to the hotel and expo. You will also be given a cart and portfolio that includes all the materials you need to set up the display table. We encourage you to review the short handbook prior to arriving at the hotel. One or two people can work our table each night.

Please note, no personal "selling" of any product or service associated with a volunteer's company or business can occur at the expos. This includes collecting employee information or handing out brochures or any material related to your company or business. Participants are there to represent the city and answer community related questions ONLY.

We are aware realtors may especially be interested in meeting with those who are planning to relocate to the area. However, Toyota relocation companies will be at the expo with their realty affiliates. To respect these groups, our community display cannot promote particular realty companies/realtors. We are happy to have a realtor staffing our booth, but only as a representative of the city, not a company.

This is our opportunity to highlight the differentiators that make McKinney unique and pique their interest to choose McKinney as their new family home town. Let us know if you are available to help on one of these important evenings.

**Denise Lessard**

Communications and Media Specialist

City of McKinney, Texas

(972) 547-7556