



## McKinney Economic Development Corporation

Abby Liu, Executive Vice President

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### Strategic Plan Management & Communicating Results:

#### A. Business Retention & Expansion

- Assistant City Manager Shelton and Staff continue to host monthly meetings with PACCAR staff to assist with the process, incentives issues and explore the potential expansion opportunity.

#### B. Business Attraction

- Staff worked intensively with Legal Counsel Houser to respond to the questions and clarify the Board's incentives approval for Project Hammer, prior to the execution of Project Hammer's official incentive offer letter.
- Staff continues working with Korea Trade-Investment Promotion Agency, (KOTRA) to attract Korean businesses to McKinney. KOTRA is a trade and investment promotion organization operated by South Korean government with the focus of both inbound and outbound investment. Staff reached out to KOTRA last spring and invited KOTRA staff to visit McKinney in June 2017.
- Staff worked with KOTRA to attract Project Kimchi as a new site for the company's establishment in the United States. Project Kimchi executives will fly from South Korea to visit McKinney as one of the site selections in mid-January. Staff is organizing a presentation, sites visit and making connections to promote McKinney as the premier city among competing cities.
- Staff continues to work with commercial real estate broker Tong to attract potential Chinese businesses to invest in McKinney.



## Marketing/Promotion/Connection Activities:

- Staff reached out to McKinney's US and International business allies to share business experiences in the City with Project Kimchi.

## Other:

- Executive Session Agenda Items:
  - None