



McKinney Economic Development Corporation

Bruce Coleman – Director of Business Development

August 2018

Strategic Plan Management & Communicating Results:

A. Business Retention & Expansion

- Staff worked with a Dallas commercial real estate broker to discuss opportunities for the expansion of an existing McKinney industrial company. Connected them to various potential sites for this company.

B. Business Attraction

- Continued to work to encourage Project Tahiti to submit a complete Application for Economic Development Assistance to MEDC. This is the pet products manufacturing company based in California which staff met with during the Southern California Business Mission in late May/early June.
- Worked with a commercial real estate firm in Dallas on their request for MEDC staff to assist them to attract a global architectural/design firm to open a satellite office in McKinney. The brokers indicated that the company has recently finalized a lease for space in an existing office building in McKinney. This lead was uncovered as a result of a lunch meeting presentation made by MEDC Business Development staff at the brokerage firm.
- Worked in support of Madison Clark to provide a tour of McKinney for Project Anabasis.
- Worked in support of Abby Liu on Project Treasure Island, a Taiwan computer company looking to establish an office presence in McKinney. This contact was made at Select USA/Dallas.
- Staff provided a tour to a Dallas broker, looking for 75,000 to 100,000 SF for an unnamed out-of-state industrial company considering McKinney.
- Re-contacted hotel developer regarding the status of project financing. Project appears to be moving forward in late 2018, according to the developer.
- Provided support to City/MEDC staff with regard to Project Redwood. The RFP was provided by a site selector which staff had met at the Site Selectors Guild in Cincinnati this past spring. The McKinney National Airport and the City took the lead in providing information for the responses.
- Staff worked to arrange a visit in August by San Diego-based site selection firm to McKinney. This will be a FAM Tour. This was based on a contact made at the Industrial Asset Management Council (IAMC) meeting in Georgia this past spring. The site selector indicated that they are working with an industrial end user company and wanted to become more familiar with McKinney for this client or others.



- Staff participated at a pre-development meeting with the City/Development Services and an industrial developer who is seeking to attract a large end-user industrial company to a site in McKinney.
- Re-contacted a Dallas developer who indicated that they are working with a proposed 100,000 square foot industrial end-user to determine status of their land acquisition efforts in McKinney. The developer indicated that they were unable to find a suitable site in McKinney.
- Staff worked in support of the Southgate McKinney developer and provided them with information on workforce/skill levels. They indicated that they needed this information for a prospective end-user company looking at the site.
- MEDC and MCDC staff cooperated in identifying potential sites for a large retail recruitment efforts being led by MCDC/City.

C. Entrepreneurship

D. Competitiveness

- Initiated contact and provided tour of McKinney to major Dallas-based industrial developer.
- Staff met with a development group looking in McKinney at the opportunities for the development of a small- tenant flex tech space project. Provided them with information on sites.
- Worked with Project Trafalgar on issues relating to their submittals to the City for grading and building permits. There was a recent article that the developer has closed escrow on the site near McKinney National Airport for development of nearly 500,000 square feet of speculative industrial buildings. Continue to periodically contact and work in support of their leasing broker to encourage end-user companies to locate in the first phase of Project Trafalgar.
- Re-contacted industrial developer looking at 75 acres along the north and south side of new FM 546 to determine the status of their due diligence. Informed that the process is still on-going and they expect to close escrow for future additional speculative industrial buildings in mid-September.
- Had follow up meeting with a data center planning and development group to discuss opportunities in McKinney. This was a connection from the recent Bisnow data center summit held in Dallas.
- Made presentation to a development firm interested in mixed use opportunities in McKinney.
- Project West started site grading for their new speculative industrial project on Industrial Blvd immediately west of McKinney National Airport.

Marketing/Promotion/Connection Activities:



- Made over 200 Cold Calls and Follow-Up Calls during the reporting month (including meetings and tours) with Dallas Metroplex area commercial brokers, site selectors, commercial developers, development engineering/architectural/construction firms, investment capital firms/banks, and other business connectors. This included regular review of the *Dallas Business Journal*, *Dallas Morning News* and *Bisnow News* commercial real estate deal announcements and contacting those brokers/developers/companies named in the articles to present McKinney. This included nearly 50 calls made to specific office and industrial tenant representative brokers during the reporting month.
- Sent emails to over 400 business contacts to inform them of the upcoming *Bisnow 121 Road to Riches* event to be held in McKinney and to encourage them to meet with the MEDC during the event. Provided over 500 business contacts to City Communications staff to be utilized in marketing to brokers, developers, and others for a proposed McKinney bus tour during the Bisnow event.
- Made a presentation to GFF Architects in Dallas regarding opportunities for their end user businesses and developer clients to consider McKinney.
- Met with leasing broker for Project Flip to continue to support their leasing efforts.
- Initiated call and held meeting in McKinney with Honorary Consul General of Japan to discuss opportunities for McKinney to be considered as Japanese firms look at locating in the DFW Metroplex.
- Abby and Bruce met with engineering company to present opportunities in McKinney for their clients.
- Participated at CCIM Commercial Real Estate evening networking event in Dallas to market McKinney to commercial brokers.
- Contacted new Executive Managing Director of major commercial real estate firm in Los Angeles to discuss opportunities for California companies in McKinney.
- Held conference call with site selector group in Ireland to present McKinney.
- Made presentation and provided tour of McKinney to Dallas office tenant rep. broker.
- Participated at Dallas Information Technology industry evening networking event in Irving to present McKinney.
- Prepared information on McKinney economic development opportunities for a Dallas-based site selector who will be serving as a panelist at the Bisnow 121 event to be held in McKinney. Based on a phone call to the site selector, they indicated that they wanted to become more familiar with McKinney and requested background information on opportunities/plans for the community.
- Made presentation on McKinney's economic development opportunities to a large architectural firm interested in learning more about McKinney.
- Attended McKinney Chamber of Commerce luncheon and made connection with large industrial development group at the meeting.
- Made presentation to a "Family Office" real estate capital group based in Dallas and provided them with a tour of McKinney. Staff followed up by sending them information about



opportunities in McKinney and by helping them to make connections with various resources in the community.

- Contacted NTCAR to request that their future broker/developer bus tours of industrial and office sites in North Dallas/Collin County include McKinney in the itinerary.
- John Valencia and Bruce met with a leading Silicon Valley-based bank to present McKinney.

Other: