



MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

October 10, 2013

To: MEDC Board

From: John Valencia

Director of BRE & ET Programs

Subject: October 15, 2013 MEDC Board Meeting; BREP Report/Update

Business Retention & Expansion Program

On the retention side, all is good and we haven't heard of anyone leaving. So that is good!

StatLab continues to progress. Most of the work has been on the document side, and here shortly, the real work on the property and the building itself should come into focus.

Emerson is all moved into their new building. MEDC and City Staff were delighted to a private tour by Steve Perry and Larry Johnson on September 26th. WOW! What a building and new home they have now. They are to be very proud and McKinney continues to be their home!

Major Employer Surveys

One of the key elements of the BRE Program is Major Employer Surveys. To date, I am actively working thirteen companies to which I have nine completed. This effort continues and ongoing.

Emerging Technology

Emerging Technology Program updates: at this time I am speaking with four (4) different companies, independent of them as part of The Collide Center as they are little bigger entities. Activity has certainly picked up since we open The Collide Center.

October 16th will mark the four month anniversary in opening The Collide Center. At this time we have 20 resident companies, one anchor tenant (Curious Complex) and the Boss Fight Entertainment group upstairs. All toll, we have 63 people running in and out with more applications on deck. The Collide Corridor is functioning as our "break room/coffee bar" and "meeting space" and we finally have all the furniture in now. We are not promoting heavily yet and more of a word of mouth in getting people to start using it. But it is gaining traction. We have an event calendar active on the Collide Center website and have three scheduled meetings/sessions in October on the 16th, 22nd and 29th. The first two are on

Starting a Business and the third is on Business Plan Development and Pitching to Investors. It is in this area of resident support we are really focusing our attention. Now that we have the space (built it) and have residents (growing it) now we have to foster and nurture them in our support. At this time we are looking at resources in Programing that can assist in manning the calendar and keeping an active and productive schedule.

We learned that our own Jason Adams, CEO of Curious Complex and anchor tenant in The Collide Center will be on the ABC series "Shark Tank" to be aired Friday evening, October 25th. Jason and his wife Amanda have a family communication product that won a spot on the show that was filmed this past summer. With this announcement of the airing, we will spend now until then, promoting the entrepreneurial community we are building at The Collide Center and how the City of McKinney and the MEDC is partnering in and setting the template on how to truly operate an incubator in the community. Upcoming media exposure will be on WFAA Channel 8, Dallas Business Journal and Good Morning Texas that we know as of this writing. These efforts are also being assisted by The Margulies Communications Group, our MEDC PR firm. Stay tuned and please watch on the 25th!!!

75 Construction Communication

Since our last meeting, no new words or particulars have come from the businesses in the "Zone". Traffic continues to move, albeit slow sometimes, but dirt still continues to move and more concrete continues to pour. A positive process!

The Team here continues to work hard in promoting our wonderful community. These are exciting times and we are blessed to be a part of McKinney!

Respectfully Submitted,

John Valencia

Director of Business Retention, Expansion & Emerging Technology
MCKINNEY ECONOMIC DEVELOPMENT CORP.