

Cayti Stein
Director of Marketing & Research
April 2015



Marketing:

- *Events and Networking*
 - CREW (Commercial Real Estate Women) Dallas
 - Attended on March 18 for an information luncheon and networking event.
 - BizNow Event- commercial realtor networking event
 - Attended on March 24- the topic was "Industrial Real Estate Summit". The purpose is a good opportunity to network and get an update on issues effecting us.
 - Dallas Regional Chamber Quarterly Luncheon
 - Attended on March 25
 - Dallas Business Journal's "Best Real Estate Best Deals"
 - MEDC sponsored with Craig Ranch
 - ROI Schedule and FAM Tour is attached
- *Print Materials*
 - International Marketing Brochure
 - Creating "one sheet" pieces that will highlight each of our target markets
- *Print Advertisements*
 - DFW Economic Development Guide 2015
 - Texas Real Estate Business- full page ad
 - Site Selection Magazine- full page ad
 - NTX Magazine- full page ad
 - Craig Ranch advertised in the Dallas Business Journals "Best RE Deals"
- *Public Relations*
 - Dallas Business Journal's Best Real Estate Deals highlights [Texas Crossing](#) and [Craig Ranch](#)
 - TUPPs to Open May 2- [Dallas New Beer Blog](#)
- *Website*
 - Board headshots and bios are on the MEDC website and available [here](#)

- “Why McKinney” → “About Us” → “Board and Agendas”
- Please send me your biography if you have not done so already.

Projects

- Request for Proposals:
 - MEDC has received 25 RFPs from the Governor’s Office or Dallas Regional Chamber since January 1, 2015
 - MEDC had 11 qualified properties that were appropriate for proposal submission
- Salesforce:
 - Salesforce is officially “up and running” with all of MEDC’s contact input. Now we will work through inputting data from leads and projects.



ROI Familiarization Tour April 19-21, 2015

Key Contact Information

Jim Wehmeier, President-CEO
Abby Liu, Executive Vice President
Cayti Stein, Director of Marketing & Research
John Valencia, Director of BRE/ Emerging Tech
Chad Walker, Director of Business Development

Research On Investment:

Daniel
Alice

Hotel Accommodations

Sunday, April 19

10:30 pm Arrive @ DFW

Monday, April 20

7:55 am **Meet Cayti Stein in Sheraton Hotel lobby**
Depart for McKinney Economic Development Corporation

8:00 am **Breakfast at MEDC / Overview of McKinney Economy**
5900 S. Lake Forest Dr #110 McKinney, TX 75070
Topic: Overview
Presenter: Jim Wehmeier, President/CEO
Staff: All staff

9:30 am **Craig Ranch overview and development plans**
McKinney Corporate Center
Topic: Future Development
Presenter: Demian Salmon
Staff: Cayti, Chad

11:00 am **Texas Crossing**
3000 Redbud Blvd McKinney, TX

Topic: Reuse of existing facility, future of TX Crossing
Staff: Cayti, Chad

12:00pm **Quality of Life in McKinney**
Topic: Quality of Life
Presenters: Cindy Schneible, MCDC Executive Director and Scott Elliott, MCDC Board Chair
Staff: Cayti, Chad

1:15 pm **Driving Tour of Residential Areas**
Topic: McKinney's growth and housing
Staff/Presenter: Cayti, Chad

2:30pm **Encore Wire**
1329 Millwood Rd, McKinney, TX 75069
Topic: Manufacturing in McKinney
Presenter: Troy Skidmore, Frank Bilban CFO
Staff: Cayti, Chad

3:45pm **McKinney National Airport Overview**
1500 Industrial Blvd. McKinney, TX
Topic: Aviation in McKinney
Presenter: Ken Wiegand (Airport Director) Mark Jaraczewski (Assistant Director) Eric Pratt (Operations Manager)
Staff: Cayti, Chad

4:45pm **The WERX in McKinney (technology incubator)**
610 Elm St., #800, McKinney, TX 75069
Topic: Incubator
Presenter: John Valencia
Staff: Cayti, Chad

5:15pm **Dinner at Rick's Chophouse**
Topic: Economic Development Overview
Presenters: Staff & Board Executive Committee
Staff: All staff

Tuesday, April 21

7:30am **Breakfast at MEDC Board Meeting**
Topic: ROI presents to MEDC Board of Directors
Staff: All staff, all board

10:30am **Collin College**
Overview of Education & Workforce
Topic: Workforce
Presenter: Joe Butler & Natalie Greenwell
Staff: Cayti, Chad

- 11:30am** **Lunch at Emerson Process Management**
3200 Emerson Way, McKinney, TX 75070
Topic: History and growth of Emerson in McKinney
Presenters: Randy Page
Staff: Cayti, Chad
- 1:00pm** **Meet with McKinney ISD**
Topic: Education
Presenter:
Staff: Cayti, Chad
- 2:30pm** **Recap McKinney Fam Tour**
Topic: Feedback about McKinney
Staff: All staff
- 3:15pm** **Depart for airport**

DRAFT