

MEDC
2014 Program of Work
Prepared By:
Jim Wehmeier
President-CEO

With the execution of the first year Program of work, as previously presented to the MEDC Board prior to my hiring, essentially completed we look forward to building on the foundation laid last year to re-focus our efforts for 2014. A tremendous amount of groundwork was laid in 2013 by a new spirit of TEAMWORK shown by MEDC, MCDL, City of McKinney and various other stakeholder groups. This ground work sets us up for substantial future opportunities and large scale successes! Between November 2012 and December 2013:

- The Gateway Hotel and Conference Center was re-launched by a team led by City Manager Gray and MCDL Director Schneible.
- The McKinney Corporate Center at Craig Ranch broke ground with an expected 2.5 Million sf. of Class-A Office Space.
- The City of McKinney Successfully purchased the vertical assets at Collin County Regional Airport as well as a proprietary exclusive on fueling and line services.
- The City of McKinney successfully re-named and Re-Branded both the Airport to “McKinney National Airport”, and FBO to “McKinney Air Center”.
- McKinney beat out Dallas for the North American Headquarters for Global 500 Wistron GreenTech.
- McKinney opened its first ever Tech Incubator, “The Collide Center” seeing major success and growth in a very short period of time.
- McKinney won the Global Headquarters relocation of Raytheon’s Space and Airborne Systems (a \$6 Billion per year business unit), moving it out of El Segundo California to McKinney.
- McKinney has made the finalist list on multiple office projects for Global leaders in their fields getting our toe into the door of that type of large scale office project for not only class A office space but with a Class A Tenant.
- MEDC has retained the services of Margulies Communications Group to assist with telling the McKinney Story on a regional, National and even global stage. Positive stories about the Gateway Sheraton, McKinney National, Raytheon HQ, Collide Center, and various recognitions have literally been picked up by hundreds of news sources around the country and world.

2014

Team Building / Collaboration:

Just like the above mentioned accomplishments did not happen without major contributions by various stakeholder groups, we absolutely cannot accomplish what we need to accomplish without, not only that continuing, but also taking it to the next step.

- City Manager Gray and myself have, and will continue to meet on at least a weekly basis and collaborate on major economic development issues.
 - MEDC Staff will continue to support City Manager Gray and his team in any way necessary.
- MEDC and MCDL will continue to collaborate on staffing, marketing, community outreach, and of course project financing.
- MEDC has signed on as the under-writing sponsor of a new small business education / training series hosted by the Chamber of Commerce. This is a grassroots effort to help our own small business of all kinds to succeed and continue to grow in McKinney.
- MEDC has accepted a major role in promoting and supporting the growth and success of the McKinney National Airport and I communicate on virtually a daily basis with Ken Wiegand and Mark Jaraczewski.
- I continue to attend all City Council Work-Sessions and Council Meetings when in town to support City Management as well as Mayor and Council.

Product Analysis:

McKinney obviously has a great over-all Community product i.e. one of America's most livable cities, huge labor pool, multiple colleges and universities, great General / Corporate Aviation Airport, interstate Hwy's etc.

However, as far as specific building inventory and developable land inventory goes McKinney is severely challenged.

Inventory Shortages:

Class – A Office Space in various sizes

Industrial Buildings between 10,000 sf. and 150,000sf.

Nothing between 35,000 and 800,000

Greenfield land suitable for industrial development

2014 Focus:

- MEDC will continue to support the development of the McKinney Corporate Center at Craig Ranch via cooperative marketing and including in prospect proposals.
- MEDC will support the Development of a small flex space office warehouse park in Bray Central on land currently under contract with a private developer to provide this inventory.
- MEDC and the City of McKinney are currently interviewing Master Developers to develop a Master-Planned development at Gateway that will include retail, restaurants, possible Urban Residential, and Class –A Office

Space as well as possible Collin College and Hotel Expansion.

- MEDC Chairman Lynch has appointed a Land – Asset Acquisition Committee Chaired by Lance Lindsay to look at strategic opportunities for the benefit of the City of McKinney.

Marketing: (External and Internal)

MEDC has made significant strides in marketing in 2013 and we look to build on that foundation in 2014.

In 2013 we: completely re-vamped the website, re-vamped the printed material, began monthly MEDC Newsletter, Updated promotional materials and gifts for mission and trade-shows, Hired DCI and began domestic recruitment missions with them, began an online “Ad-Words” Campaign, and most importantly dramatically increased travel to Trade Missions with the Governor’s Office, Targeted associations, site selector events etc.

2014 Focus: External Marketing

- With the Addition of Staff we will increase our strategic reach to include BIZnow, CORENET, NBAA, DFW Marketing Team, and the expansion of our DCI reach.
- MEDC plans to complete 2 domestic and 1-2 international trade missions with the assistance of DCI.
- I have been elected Chair of **Team Texas** for 2014 and 2015. **Team Texas** is the Statewide Marketing arm of the Texas Economic Development Council. In 2014 and 2015 **Team Texas** will be reinventing itself and preparing to take over the program of work currently led by **TexasOne**, which is the Statewide Marketing arm of the Governor’s Office as we feel like the new Governor will no longer support a program like **TexasOne**. Therefore, MEDC will be involved in ALL **Team Texas** events and recruitment programs.
- Again, an emphasis will be put on “going to the opportunities” via staff travel where appropriate, as we are not marketing to people already in McKinney nor are we selling widgets, but rather multi-million dollar investments which require the building of relationships in the site selector, corporate real-estate executives and C-Level executives with companies looking to grow or relocate.
- MEDC will continue to improve and update video, website, social media and other online forms of marketing.
- MEDC will host an “allies Day” bringing in allies from the field of Site Selection, Governor’s Office, Brokers, and other corporate real estate personnel.
- MEDC will aggressively market McKinney National Airport via all of the above mediums, especially corporate hangars.
- MEDC will work to finalize its first “Sister City Agreement” with Jung Li Taiwan under Mayor Loughmiller and Abby Liu’s Leadership.

Internal Marketing:

- We will continue to provide ongoing community outreach via electronic newsletters, Margulies Communications, City of McKinney Communications and Marketing Department, and through personal speaking engagements.
- MEDC will expand upon its “announcement events” as exciting news comes to us on corporate expansion, relocations, or other major economic development wins.
- MEDC will continue to keep the Board of Directors and Council updated on the financial status of the corporation via the updating and monthly provision of the 5 year cash flow analysis.
- MEDC will better inform the Board of Director and Council by “closing the loop” on incentive program completion once all entities that are providing incentives on a project have approved such incentives. This will be done by provision of project summaries and the making available of final contractual documents.
- MEDC will better inform the Board of Director of the status of incentive agreement compliance annually.

Staff:

I learned quickly that I inherited an exceptionally professional and hard-working staff in Vice President Liu and Director of BRE and Emerging Tech Valencia. We also enjoy the strong professional support from the MCDC in Connie Gibson. Additionally, we have added Cayti Stein in a marketing and research role and Chad Walker in a business development role, both of which are exceptional additions. Vice President Liu was promoted to Executive Vice President in 2013 and Cayti Stein was promoted to Director of Marketing and Research.

2014 Focus:

- There remains only one opening currently and that opening will be used to hire a finance professional.
- MEDC will continue to leverage our relationships with the MCDC as well as the various City of McKinney departments to accomplish our goals as well as the McKinney Chamber of Commerce as appropriate.
- We will provide continuing education opportunities for all staff, but especially Cayti Stein who is new to Economic Development.

Business Retention and Expansion / Emerging Tech:

In 2013, Director of BRE / Emerging Tech Valencia and myself, re-wrote the BRE program. 2013 also brought MEDC some great accomplishments in that area (opening of Emerson HQ at Gateway, additional of Raytheon SAS HQ. etc.)

2014 Focus:

- BRE Director Valencia will complete a minimum of 50 Site Visits to existing industry

and will complete BRE surveys.

- Director Valencia is will continue to support the emerging tech program including investigating next step opportunities for the expansion of the Emerging Tech program. (Virtual Incubator, Collide Center, etc.)
- MEDC will host an annual Industry Appreciation Event to recognize and thank our existing industry for their contribution to our community.

2014 project priorities:

- Land Project Re-Shore
- Land Project Heat
- Support the substantial completion of the Gateway Hotel and Conference Center
- Complete the Master-Developer negotiations, as well as the planning stage of the Gateway Master Development.
- Begin sale of Gateway land and begin construction.
- Complete Bray Central land transaction of all three land sales currently in the process.
- Continue to support the development at the McKinney Corporate Center in Craig Ranch.
- Define Strategic Opportunities for industrial development (What's Next). WE are currently out of land completely.

Economic Development doesn't happen on a schedule and there is no silver bullet. Long term success depends upon creating a consistent business friendly atmosphere and keeping the moving parts together for the over-all vision.