



## McKinney Economic Development Corporation

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### Strategic Plan Management & Communicating Results:

#### A. Business Retention & Expansion

- Staff hosted a site visit with Hisun President Jason Sun in McKinney on July 2.
- Hisun President Jason Sun hosted a plant tour on July 11. After the tour, McKinney hosted a lunch with President Sun to discuss the new US-Chins Trade Tariff impact on Hisun as well as the company's future expansion plan. Mayor George Fuller, MEDC Chairman Jason Burress, City Manager Paul Grimes and Staff joined the lunch meeting with President Sun. (Photo Array attached)
- Staff continues working on Project Todd.

#### B. Business Attraction

- Legal Counsel Houser and Staff continues working with Project Knowledge.
- Business Development Director Bruce Coleman and Staff worked with Project Heartbeat. Project Heartbeat is a lead from SelectUSA Investment Summit participation in Washington DC and "Spin Off" event in Dallas. Project Heartbeat, a Taiwan prospect, is interested in MEDC "Global Soft Landing Program". Staff made a connection to link Project Smart Executive meeting and Project Heartbeat Executive on July 12. Project Smart is a McKinney company that Staff recruited from Taiwan in Spring 2017. Project Smart Executive is an ambassador for McKinney and will share the successful experience in choosing and starting the company's first U.S. operation in McKinney. Two Executives will meet in Taipei, Taiwan in mid-July. |



## Marketing/Promotion/Connection Activities:

- Staff attended SelectUSA Investment Forum in Washington DC on June 20-22. The Summit is the highest-profile event dedicated to promoting Foreign Direct Investment (FDI) event in the United States with over 3,000 attendees from 66 countries/markets. United States Secretary of Commerce, Wilbur Ross, and United States Secretary of Treasury, Steven Mnuchin, were two keynote speakers at the event. Staff had the opportunity to work with the delegates from the top two country/market with the highest delegate participation, Taiwan and China. It was a successful global events. (2018 SelectUSA Investment Summit by the Number and Photo Array attached)
- Business Development Director Bruce Coleman, Business Development specialist Madison Clark and Staff attended SelectUSA DFW “Spin Off” one day event at University of Texas at Dallas in Richardson on June 26. MEDC Team met with the international company executives interested in starting an operation the DFW region including country/market from Abu Dhabi, India and Taiwan. MEDC new “Global Soft Landing Program” was well received by FDI prospects.
- Staff signed the MEDC’s Raw Space Sponsorship of BISNOW HWY 121 Event at Sheraton McKinney Hotel on August 23. The contract was fully executed on July 3. Mayor Pro Tem Tracy Rath will deliver an Opening Remarks and Chairman Burress will be the moderator at one of the two panel discussion. In addition, Craig Ranch Developer David Craig will be one of the panelists. Staff and MEDC Team is excited for the second opportunity to host the event in McKinney after the successful MEDC Raw Space Sponsorship in 2016. |