



## McKinney Economic Development Corporation

Bruce Coleman – Director of Business Development

May 2018

### Strategic Plan Management & Communicating Results:

#### A. Business Retention & Expansion

- John Valencia and Bruce Coleman worked together and John initiated connections to various existing McKinney companies to determine if they had suppliers in California who could be contacted regarding the upcoming MEDC Business Mission to Southern California.

#### B. Business Attraction

- Received an inquiry from an industrial developer about an opportunity to locate a site in McKinney for a prospective 150,000 SF industrial end-user company. Provided the developer with information on potential sites for new construction. This was a follow up from a previous introduction to that developer at a BISNOW Dallas networking event and subsequent tour of industrial areas of McKinney.
- Connected prospective large McKinney business/development project with two potential sources of additional financing/capital.
- Contacted Real Estate Director of very large Connecticut-based corporation to request that they consider McKinney for development of any new facilities they may be planning in the Dallas Metroplex.
- Connected with broker looking for a site for construction of food processing-related business in McKinney.

#### C. Entrepreneurship

#### D. Competitiveness

- Dalfen issued press release to announce construction of 115,000 SF McKinney Fulfillment Center on Corporate Drive. Currently under construction. Met with broker to discuss potential occupiers for the building.
- Assisted industrial development group to look at potential future industrial development opportunity site in McKinney.
- Abby, Bruce and Madison met with developer and broker regarding opportunity for new large industrial park project west of McKinney National Airport.



## Marketing/Promotion/Connection Activities:

- Made 550 Cold Calls to Southern California companies (primarily C-Suite) to determine if they might have any plans to expand/relocate operations to DFW (McKinney) and to request a meeting during the upcoming MEDC Business Mission to Los Angeles/Orange County/Inland Empire.
- Abby and Bruce met with a major Dallas developer who plans to participate during part of the MEDC Southern California Business Mission for the purpose of jointly marketing their planned McKinney project.
- Participated at the Industrial Asset Management Council (IAMC) conference in Georgia on May 6<sup>th</sup>-9<sup>th</sup> to promote McKinney as a community which welcomes headquarters and light industrial corporations. IAMC brings together leading professionals in the industrial/manufacturing real estate field. Worked with California-based site selection firm in advance of IAMC to begin making connections.
- Conducted 110 Cold Calls and Follow-Up Contacts to Dallas area commercial brokers, commercial developers, tenant representative brokers, engineering/architectural, construction firms, banks/investment capital firms and other business/real estate service providers to keep McKinney in their focus, as they work with client companies and developers. This included connecting with key businesses, developers, and brokers highlighted in *Dallas Business Journal*/BISNOW/Co-Star articles.
- Participated at CORENET evening networking mixer in Dallas.
- Participated at NTCAR networking event in Dallas.
- Provided tour to office and industrial development firm.
- Made lunch presentation to Holt Lunsford brokerage firm in Dallas.
- Attended two (2) CREW (Commercial Real Estate Women) evening networking events/receptions in DFW Metroplex.
- Met with a Cresa CRE representative, the tenant real estate firm, to request an opportunity to make a presentation to their entire team in Dallas.
- Made presentation in Uptown Dallas to head of Corporate Occupier Services (industrial/industrial flex-tech) at leading brokerage firm.
- Made presentation in Downtown Dallas to Managing Director-Office Tenant Representation of a major brokerage firm.
- Met with commercial broker who conducted preliminary shift-share analysis of McKinney/Collin County industries which could be utilized for targeting companies as part of marketing initiatives.
- Made presentation on McKinney to large construction firm in Irving.
- Participated in The Real Estate Council (TREC) committee meeting in order to continue to market McKinney to key real estate connections in Dallas.
- Met with company interested in looking at opportunities to expand fiber network in McKinney based on conversation with Madison.



- Participated as guest of Urban Land Institute members at developer/broker evening reception in Preston Center.
- Attended CCIM (Certified Commercial Investment Member) broker networking event in Preston Center.
- Made presentation on McKinney to Managing Director of leading Uptown Dallas global brokerage firm. Encouraged them to consider McKinney as they look at sites for their client companies.
- Made presentation in Dallas on McKinney to Managing Director of North Central US Operations for leading brokerage firm, based on connection made at NTCAR.
- Participated at Chamber of Commerce McKinney National Airport presentation to learn more about this key economic development resource.

**Other:**