



McKinney Economic Development Corporation

Bruce Coleman – Director of Business Development

July 2018

Strategic Plan Management & Communicating Results:

A. Business Retention & Expansion

B. Business Attraction

- Continued to work pro-actively with Project Tahiti as a follow-up on the meeting with this company in Southern California to assist them to prepare their application for economic development assistance. Discussed potential sites in McKinney for this industrial relocation opportunity from California. No application has been submitted by this company for the July Board meeting. Will continue to work with them.
- Had discussion with NAI Robert Lynn industrial broker regarding potential McKinney sites for a 75,000 SF industrial end-user company. Staff had previously provided the broker with information on various sites in McKinney.
- Staff met with Project Eagle developer. Project Eagle is a large industrial end-user company with jobs. Discussed site plan and John and Bruce worked to arrange a meeting with the developer and the Development Services staff to discuss fast-tracking the project.
- Staff is currently assisting Taiwan-based computer tech company regarding inquiry on opportunities in McKinney. This is a follow up from the Post Select USA event in Dallas in June. Provided them with Global Soft Landing Program information.
- Bruce and John met with the Chairman of a Vietnam-based industrial company as a follow-up on Bruce's visit with the company during the MEDC Business Mission to Southern California. This included a tour and discussion on opportunities in McKinney. Due to the international nature of the business, staff invited the Chairman of the North Texas District Export Council and their Southern California business connection to join the discussion to facilitate the discussion.
- As a follow up on the MEDC Business Mission to Southern California, provided information on McKinney to a site selector working with various client companies.
- Continued to assist brokers working with a large engineering company considering locating a regional office in McKinney.
- Re-contacted CBRE brokers regarding status of leasing at Hunt Southwest project.
- Followed up with Murrieta, California manufacturing company to provide them with additional information on opportunities in McKinney. Had met this company during MEDC Business Mission to Southern California.



- Contacted a new co-working company looking to expand in DFW about opportunities to locate in Craig Ranch Corporate Center and/or Southgate McKinney
- As a follow-up on the MEDC Business Mission to Southern California which included a meeting with an aviation services company, re-contacted the company to encourage them to consider opportunities at McKinney National Airport.
- Met with Dallas broker regarding healthcare services company seeking to expand in DFW and provided him with information on potential existing buildings in McKinney for their back-office operation.
- Re-contacted Dallas broker regarding overseas end-user company considering a location in DFW region to remind him of McKinney's interest and provide information on Global Soft Landing Program and McKinney opportunities.

C. Entrepreneurship

D. Competitiveness

- Worked with City Attorney to prepare the Conditional Offer Letter to Project West. Project West approved the Conditional Offer Letter and the City Attorney to work on the loan documents.
- Project Trafalgar is working with the City Attorney to review the draft loan documents.
- At their request, connected Project Trafalgar with 8 capital investment firm contacts in Dallas to help them explore additional financing for their McKinney project. Their broker has informed staff that Project Trafalgar recently closed escrow on the site.
- Contacted and had conference call with the developer of the Cypress Waters office campus project near Irving to discuss opportunities for master planned office development in McKinney.
- Contacted North Texas Municipal Water District regarding the status of the sale of their industrial sites to an industrial developer along the new FM 546 alignment. They indicated that they are working through the due diligence process with a prospective developer.
- Contacted developer of major Plano mixed use/office development to encourage them to look at opportunities in McKinney as well as the developer of a major office campus in Frisco to request their consideration of McKinney.
- Spoke with broker representing NEC of 121/Alma to discuss their plans for the sale of a portion of the property for office/mixed use development.
- Made a presentation to an investment group looking to purchase a key existing McKinney office building. At their request, I described opportunities in McKinney and encouraged them to consider developing a second office building on the site in the future to help meet the office needs in McKinney.

Marketing/Promotion/Connection Activities:



- Made 160 new Cold Calls and Follow-Up Calls during the reporting month (including meetings and tours) with Dallas Metroplex area commercial brokers/office-industrial tenant representatives, site selectors, commercial developers, development engineering/architectural/construction firms, investment capital firms/banks, and others with strong business connections. This included reviewing the *Dallas Business Journal*, *Bisnow Real Estate News* and *Dallas Morning News* commercial real estate announcements and contacting those brokers/developers/end-user companies named in the articles to introduce McKinney.
- Made one-on-one presentations to numerous CBRE commercial/industrial brokers (including tenant rep brokers) at MEDC-hosted informal “taco breakfast” at CBRE in Uptown Dallas.
- Participated with staff at the Post Select USA reception and networking events in Dallas. Followed up with each contact from Taiwan, India, and Abu Dhabi.
- Attended the BISNOW Data Center Conference and Expo in Dallas and networked with data center developers, brokers, REITs, and service companies. Sent follow up emails to each contact from the event to further introduce McKinney.
- Prepared draft Data Center Recruitment Action Plan and provided to Interim President.
- Held discussion with long-time Southern California contact/developer of commercial/mixed use projects about opportunities in McKinney. Developer had stopped in at MEDC office during his recent visit to the Dallas Metroplex to find out about opportunities.
- Participated at Industrial Facilities Management Association (IFMA) networking event in Dallas to introduce McKinney to real estate officers of end-user companies.
- Met with a leading Dallas architectural firm to present opportunities for office and industrial development in McKinney for their client companies.
- Participated in evening networking event with developers and brokers in Dallas.
- Contacted the President of the Dallas chapter of a national IT business networking group to encourage their members to look at growing their companies in McKinney.
- Called and sent information on McKinney to a healthcare services company which the *Dallas Business Journal* indicated is expanding their office presence in the DFW Metroplex.
- Bruce and John provided a tour to a major title company to introduce them to opportunities for industrial and office development and to encourage their end-user companies to consider McKinney.
- Contacted Dallas Regional Chamber for information on the Army Futures Command site selection process and how McKinney could be considered. This was based on an article in the *Dallas Business Journal* that indicated they were considering the city of Dallas at the time.
- Participated with MEDC staff at Chamber of Commerce golf event with McKinney exhibit booth.
- Made presentation to a large architectural company regarding opportunities to work with their Japanese end-use client companies to consider locating in McKinney. This was a follow-up on a meeting with a representative of the Japan America Society of Dallas during the MEDC participation at a Dallas Regional Chamber event.

Other:

