

ORGANIZATIONAL REPORT

—
2022 - February



McKinney Economic Development Corporation

MEDC Board,

In the month of January, we officially welcomed Michael Talley to the MEDC as our new Senior Vice President of Economic Development. Michael was formerly the Director of Economic Development for Denton County. He and his family are McKinney residents, and we are pleased to have him as our newest member of the team.

We had our first two project wins for the year in January! We are finalizing the contract and should have announcements coming by the end of the month. Several development projects in our pipeline are starting to take shape. We are hopeful 2022 is the year we start moving dirt on some new mixed-use developments in McKinney.

The MEDC is finally back on the road. More and more conferences and trade shows are starting to resume in person, and we are headed back out to expand our project pipeline. Michael Talley and his team will be hitting the conference circuit this year to seek out industry specific leads. We have already had a successful start to the year, and we look forward to continuing our trend of success.

Organizational Updates

- Staff continues to work with McKinney Chamber/McKinney Community Development Corporation (MCDC) leaders to plan and design the new office space at District 121.
- Our Marketing position is still outstanding. We have some qualified candidates to interview this month. Our goal is to have the position filled by month's end.
- AEDO Certification will take place Tuesday, February 15th -17th. The AEDO evaluation team will be on-site those days performing the accreditation evaluation.
- The 2022 Byron Nelson tournament is just around the corner. We have finalized our sponsorship agreement with the Salesmanship Club to expand our presence at the tournament. We are targeting several site selection groups for our red carpet tours.

Organizational Activity Report

- *Total Leads: 6
- Qualified Leads: 5
- RFPs received: 4
- RFPs responded to: 1
- Total Pipeline Projects: 28
- New Pipeline Projects: 2

*Leads include RFPs, RFIs, and direct inquiries from site selectors, brokers, company representatives, etc.

Research and Development

- Technology & Infrastructure
 - Broadband Master Plan RFI to be released in February in conjunction with the City of McKinney. This includes several pilot projects located in MEDC target areas for development, The 121 Corridor, Highway 5, and Virginia.
- Innovation Fund
 - Guidelines are being re-worked after two years of data collection. Guidelines will be brought to innovation fund committee in February for review and feedback. Effectively we are making the program more selective to continue to generate high quality leads and bring innovative business to McKinney.

- Event
 - The MEDC is participating in the ImpactVentures Accelerator Pitch Competition on March 8th as a panel judge. Michael DePaola will be joining several tech professionals in evaluating start-up pitches for funding through ImpactVentures.

Business Retention & Expansion

- Several members of the MEDC team met with an Innovation Fund recipient who requested to discuss the possibility of opening a retail store in McKinney. This retail entity is closely related to the tech-company but would operate as a separate entity. The company is also seeking 10k SF of warehouse space. While retail is not a primary target industry for MEDC, the company's interest in further expanding their business efforts in McKinney is a strong indicator of the attractive business environment McKinney and Collin County offer. These are success stories to be shared!
 - Agreements for Albers Aerospace (formerly The Albers Group) and Inventory Flo are executed. We are starting the year strong with two expansions and the future is looking promising for other expansion opportunities in the pipeline in 2022.
 - Staff is assisting with the organization and implantation of a Ribbon Cutting for StatLab's new warehouse. This was not a MEDC-sponsored project, but it is an opportunity to add value to a local company continuing their investment in the community. The ribbon cutting will be held February 14, 2022.
- BRE Visits: 2
 - Annual BRE Total: 2
 - BRE Partner Events: 0
 - Virtual BRE Calls: 0

Marketing / Communications

- Marketing / Networking Events Attended
 - Chamber Annual Business Meeting, January 13
 - Dalla Regional Chamber 2022 Annual meeting, January 25
- Newsletters
 - Will be sent out mid-March
 - Site Selector
 - Community
 - Technology
 - Aerospace & Engineering (*NEW!*)

Committee Meetings

- Finance Committee met on January 26 re: sales tax
- Real Estate Committee Meeting to be held on February 9

Upcoming Trade Shows and Missions

- TEDC Excellence Award Sugarland Texas, February 17 (TBD)
- Smart Cities World Expo Barcelona, Feb. 26-Mar. 4, Michael DePaola to attend
- 2022 Site Selectors Guild Annual Conference, March 2-4, Michael Talley to attend
- Consultant Connect Scottsdale, March 17-18, Michael Talley to attend
- EMerge Ft Lauderdale, March 2022, Peter Tokar to attend
- Consultant Connect New Orleans, April 28-29, Madison Clark to attend

- Consultant Connect Virginia, May 19-20, Peter Tokar to attend
- TCMA BRE Panel Discussion, June 10, Madison Clark to attend
- Consultant Connect Chicago, June 23-24 Michael Talley to attend
- Consultant Connect New York, July 21-22, Michael Talley to attend
- Economix Columbus Ohio, Dec 5-8, Peter Tokar to attend

Upcoming Events

- AEDO Site Visit, February 15-17
- Statlab Ribbon Cutting Ceremony, February 14
- Bisnow: Dallas State of the Market, February 24
- Chamber Community Awards, February 25
- Development Update: Building with the Future in Mind, March 16

Articles

- McKinney's innovation fund attracts an auto profile startup
 - <https://www.dallasnews.com/business/local-companies/2022/01/13/mckinneys-innovation-fund-attracts-an-auto-profile-startup-to-citys-growing-tech-hub/>
- Co-working company headed to Kaizen Development's new office building
 - <https://www.dallasnews.com/business/real-estate/2022/01/24/coworking-company-headed-to-new-mckinney-office-project/>