



**Economic Development Highlights  
Executive Vice President Liu  
August 2014**

**Economic Development**

*Participated Economic Development/ Marketing Event/Mission*

- Toyota's Forty-Four Employee Representatives Visit to Collin County/Dallas on August 10-14 for the relocations of 4,000 employees in 2015-2017

McKinney's Goal: To present McKinney as the premier city for Toyota employees relocation as well as a strong partner with Toyota for the potential economic development opportunities and McKinney National Airport alliance for the long run.

Lead Liaison: McKinney EDC  
Supporting Partners: City Manager's Office, McKinney CDC,  
McKinney Chamber, Main Street and McKinney CVB.

McKinney's Involvements: (Agenda Included)

Day One (Sun., August 10)

**Welcome Reception**

*Participation: McKinney team was led by Mayor Pro Tem Ussery and participated by McKinney Chamber and McKinney EDC.*

Day Two (Mon., August 11)

**Healthcare Panel**

*Participation: Medical Center of McKinney*

### Day Three (Tues. August 12)

#### **Education Panel**

*Participation: McKinney Independent School District  
Collin County Community College*

### Day Four (Wed. August 13)

#### **McKinney Day**

- Community Outreach Fair at TPC Craig Ranch
- City Tour
- Lunch at McKinney Performing Arts Center

*Participation: McKinney team was led by Mayor Loughmiller and participated by City Council member, City Manager's Office, McKinney EDC, McKinney CDC, Main Street and McKinney CVB.*

#### **Ice Cream Social/EMS**

*Participation: Police Department, City of McKinney  
Fire Department, City of McKinney*

### Day Five (Thurs., August 14)

#### **Speed Networking & Farewell**

*Participation: McKinney team was led by Mayor Pro Tem Ussery and participated by McKinney Chamber, McKinney EDC, McKinney CDC and City Manager's Office.*

A few feedbacks from Toyota employees:

- *"McKinney is my favorite city of all we toured"*
- *"McKinney blended in the new and historical living environments. I love it!"*
- *"The wide selection of housing price is awesome."*
- *"McKinney is by far the most organized host city we have seen."*
- *"I love McKinney Historical downtown. I will be back."*
- *"McKinney's parks and sports venues are impressive."*

**Staff Comments:** This is an outstanding teamwork with the City of McKinney and City Partners working together to present McKinney as the premier community. With the collaborated efforts from City Partners for three months, McKinney made an extremely positive impact and long-lasting impression with Toyota employees in five days. With the strong support from Mayor and City Council, McKinney successfully accomplished the goal of a long-term partner with Toyota for employees relocation as well as a business partner when opportunities present.

- Toyota Welcome Expo., August 2014 to March 2015

Toyota's Goal: To provide Toyota associates (employees and their guests) with the information that will help them determine whether moving to the area near the new Toyota headquarters in Plano is right for them and their families.

Format: 55 groups of approximately 200 Toyota associated per group will visit Plano and the surrounding communities for three days/two nights per group between August 2014 and March 2015.

Lead Liaison: Communications Department  
City of McKinney

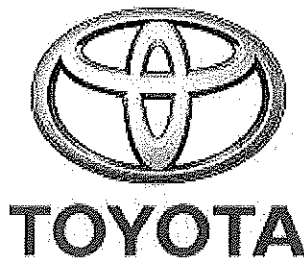
Supporting Partners: McKinney EDC, McKinney CDC, McKinney Chamber, Main Street and McKinney CVB.

### **Prospective New Business**

- Will discuss in Executive Session
  - Project Heat
  - Project Green Pineapple II
  - Project Coin



## Toyota Visit August 10-15, 2014



### Sunday, August 10, 2014 – Welcome Reception

- 6:30-8:30 pm      Welcome Reception  
McKinney Quota: 4  
Location: Toyota Stadium, 9200 World Cup Way, Frisco, Texas (West Gate Entrance)  
(Toyota's invitation to each individual forthcoming)
  - Mayor Brian Loughmiller (Confirmed)
  - Mayor Pro Tem Travis Ussery (Confirmed)
  - Chamber Vice Chairman Michael Puhl (Confirmed)
  - MEDC President Jim Wehmeier (Confirmed)

### Monday, August 11, 2014 – Plano Day

- 9:30-11:30 am      Quality of Life & Healthcare Panels  
Tom Muehlenbeck Recreation Center  
5801 W. Parker Rd, Plano, Texas
  - Ernest Lynch, President, Medical Center of McKinney (Confirmed)

### Tuesday, August 12, 2014 – Frisco Day

- 8:30-11:45 am      Education & Transportation Panels  
Frisco City Hall  
6101 Frisco Square Blvd, Frisco, Texas

Education Panel (8:30-10:00 am)

- Dr. JD Kennedy, Superintendent, McKinney ISD (Confirmed)
- Dr. Israel, Collin College (Confirmed)

Transportation Panel (10:00-11:45 am)

- 4:30-8:00 pm Toyota Fun Night – Small Group Choice  
**(Pending Toyota's Approval – McKinney Not Selected for Final Four)**  
McKinney Quota: No Limit

**Wednesday, August 13, 2014 – McKinney Day & Allen/Fairview Day**

- 8:30-10:00 am Community Outreach “Fair”  
TPC Craig Ranch Club House  
8000 Collin McKinney Pkwy, McKinney, Texas  
McKinney Quota: 8
  - Mayor Brian Loughmiller (Speaker, 12 min.) (Confirmed)
  - MCDC Executive Director Cindy Schneible (Speaker, 3 min.) (Confirmed)
  - Mayor Pro Tem Travis Ussery (Confirmed)
  - Interim City Manager Tom Muehlenbeck (Confirmed)
  - MEDC Treasurer/Secretary Lance Lindsey (Confirmed)
  - MEDC President Jim Wehmeier (Confirmed)
  - MEDC Executive Vice President Abby Liu (Confirmed)
  - MEDC Director of Marketing Cayti Stein (Confirmed)

*(Photographer: Beth Shumate, MCVB)*

- 10:00 – 12 noon McKinney City Tour  
McKinney Quota: 2
  - Mayor Brian Loughmiller (Confirmed)
  - MCDC Executive Director Cindy Schneible (Confirmed)
- 12 noon-1:00 pm Lunch  
McKinney Performing Arts Center  
McKinney Quota: 10
  - Mayor Brian Loughmiller (Confirmed)
  - Council Member Geralyn Kever (Confirmed)
  - Interim City Manager Tom Muehlenbeck (Confirmed)
  - Deputy City Manager Jose Madrigal (Confirmed)
  - MEDC Treasurer/Secretary Lance Lindsey (Confirmed)

- MEDC President Jim Wehmeier (Confirmed)
- MEDC Executive Vice President Abby Liu (Confirmed)
- MEDC Director of Marketing Cayti Stein (Confirmed)
- MCDC Chairman George Fuller (Confirmed)
- MCDC Executive Director Cindy Schneible (Confirmed)

*(Photographer: Aaron Werner, MPAC)*

- 1:00 pm            Leave McKinney to Allen/Fairview
  
- 3:30-4:30 pm    Ice Cream Social/EMS  
                       Noah Ice Cream  
                       351 Southwind Lane, Fairview, Texas  
                       McKinney Quota: 2
  - Assistant Chief Police Joe Ellenburg (Confirmed)
  - Assistant Fire Chief Chris Lowry (Confirmed)

**Thursday, August 14, 2014 – Speed Networking & Dallas Day**

- 9:00-11:00 am    Speed Networking  
                       Location: Embassy Suites, Frisco, Texas  
                       7600 John Q Hammons Drive, Frisco, Texas  
                       McKinney Quota: 4
  - Speed Networking:
    - Mayor Pro Tem Travis Ussery (Confirmed)
    - MEDC Executive Vice President Abby Liu (Confirmed)/  
 MCDC Executive Director Cindy Schneible (Confirmed)
  - Booth (Booth-City & Chamber):
    - Communications & Media Manager Anna Clark (Confirmed)
    - Chamber Vice Chairman Michael Puhl (Confirmed)
  
- 11:00 am    McKinney's Farewell to Toyota

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