



McKinney Economic Development Corporation

Bruce Coleman – Director of Business Development

December 2017

Strategic Plan Management & Communicating Results:

A. Business Retention & Expansion

- Held introductory meeting with major McKinney employer regarding potential expansion project.

B. Business Attraction

- Encouraged current project members to pursue development of industrial land within McKinney.
- Discussed opportunity for automotive-related manufacturing plant in McKinney with New York City-based firm.
- Met with industrial development firm to strategize marketing of their new industrial project to end users. Sent out their leasing brochure to over 100 brokers and other contacts in Dallas.

C. Entrepreneurship

D. Competitiveness

Marketing/Promotion/Connection Activities:

- Conducted over 80 cold-calls to Dallas commercial brokerage firms and real estate service providers.
- Conducted 3 tours of McKinney for industrial/of fice/mixed use developers and commercial brokers.
- Held meetings with international CPA firm to encourage connections with their business clients.
- Met with Regional Director of the US Department of Commerce in Ft Worth



Other: