

Cayti Stein
Director of Marketing & Research
August 2014



Marketing:

- *Print Advertisements- upcoming*
 - DFW Real Estate by Dallas Regional Chamber (June/July)
 - Global Trade Magazine
 - NTX
 - Aggie Networking Event

- *Print Marketing*
 - MEDC “Leave Behind” Marketing Material
 - MEDC Map updated and ordered
 - MISD Flyer with info related to school district
 - McKinney National Airport brochure

- *Website*
 - New “Available properties” links to McKinney Corporate Center and McKinney National Airport
 - Choose McKinney page is live, still in the process of updating:
www.ChooseMcKinney.com
 - Lists residential, available properties, MISD information, Quality of life, etc.

- *On-line Advertisements*
 - MEDC has been running an “Ad-Words” campaign that is run through google
 - Helps with SEO & website traffic
 - Able to target specific areas, currently running in California
 - Land on “hidden page” on our website that was specifically

- *Public Relations*
 - Margulies Group
 - Coverage Report (attached to agenda on legistar)
 - Press (attached)
 - [Encore Wire Celebrates 25th Anniversary with major expansion](#)
 - [McKinney National Airport receives state funding](#)
 - [Meet Steve Tucker, the idea man behind Adelphoi](#)
 - UPS Opens New Distribution Facility in McKinney

- Events:
 - Toyota Tour of McKinney (see itinerary attached)
- Videos
 - 3 minute Aerial film of McKinney is filmed and finished. Will also receive a 9 minute video for longer use.
 - 3 minute aerial video is accessible on homepage of MEDC here:
www.mckinneyedc.com

Airport

- Print Material
 - McKinney National Airport “Leave Behind”
 - Hangar Flyer
 - Tri-fold sized print material for Toyota

Additional

- Upcoming Events:
 - Toyota weekly events—MEDC is the month of October
 - Thursday/Saturday evening working booth to educate Toyota staff that are relocating to North Texas from 5:30 pm- 8:00 pm
 - *Please see the schedule attached and consider volunteering to help MEDC staff. October 11-23 will be particularly difficult for MEDC staff due to conferences/ travel schedules.*
 - (Late October) McKinney National Airport honorary naming of BB Cope Field



Meet Steve Tucker, the idea man behind Adelphoi

McKinney start-up helps entrepreneurs bring their ideas to life

Adelphoi, a local startup in McKinney, is helping entrepreneurs turn their ideas into real products and services. The visionary behind the company is President/CEO Steve Tucker. He believes everyone has at least one idea, and with the right support it can become a reality.

“In my businesses, I have always tried to be innovative and develop new technologies,” said Tucker. “Despite having an understanding of what it required, it was difficult to escape the daily workload and create the time it takes to build and develop new ideas. I believe that everyone has at least one idea and some, like me, have dozens. We formed Adelphoi to help people bring their ideas to life.”

According to Tucker, the challenge is having the knowledge and the time to pursue those ideas. It was for this reason he started Adelphoi which he’s dubbed as the small business lab.

“Adelphoi was created in part so that I could develop and launch my own ideas,” noted Tucker. “People tell me that I’m an idea guy. I guess that’s true, and so over the years friends and colleagues would often approach me with their ideas. They were looking for advice and input, but also support and confidence. It quickly grew into a small business lab equipped to assist others in developing their ideas and getting them launched. We also help existing businesses expand, and this is important to the local economy.”

In addition to providing a physical location where people can bring their ideas, Adelphoi employs a trained staff that adds dialogue and vetting to the process in order to determine market viability. Adelphoi offers a wide range of services including branding, design, custom website development, strategic marketing, search engine optimization, video marketing, social media campaign management, mobile app development, and physical product prototyping with go-to-market servicing.

“I realized the average person needs not only the tools and knowledge to pursue their ideas, but also a community of support to help them overcome the hurdles they’ll face,” said Tucker. “People also need permission to see themselves as capable of creating something new.”

At Adelphoi nothing is off the table. The company has helped entrepreneurs pursue physical consumer products, new mobile apps, and technology patents.

Adelphoi connects clients with funding sources to help propel their development and launch. Potential investors are beginning to see Adelphoi as a go-to source for innovative projects.

“We are located on a busy corner and get weekly walk-ins from passerby’s who want to share their ‘next big thing,’” added Tucker. “It’s an exciting process and we get to witness real passion from those we are privileged to call clients.”

Adelphoi also builds software to simplify the evaluation process, and **is** currently building systems to help administrate the various stages that new products and services flow through.

Steve Tucker is a long time McKinney resident, owns and operates multiple manufacturing and supply businesses serving the construction markets throughout the United States. For more information about Adelphoi visit the company's website at www.adelphoilabs.com.

Adelphoi is part of the McKinney Economic Development Corporation's (MEDC) Emerging Technology Program which helps facilitate the expansion of high-tech industry and job growth. The program offers incentives to start-up companies in the form of rent reimbursement. For more information visit the MEDC's website at www.McKinneyedc.com.

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Encore Wire Corp. Celebrates 25th Anniversary with major expansion in McKinney
Company plans to expand with help from city

McKinney, Texas (July 29, 2014) – Encore Wire Corporation announced their plans for a major expansion at the McKinney City Council work session on July 28, 2014. This year, one of McKinney’s largest employers, is celebrating its 25th anniversary by growing. Encore Wire, the one-stop source for residential and commercial wire, plans to celebrate by investing more than \$30 million to expand its manufacturing facilities and provide more than 125 new jobs in McKinney.



Left to Right:
President – CEO of MEDC, Jim Wehmeier; Board Member of MEDC, Chuck Branch;
President & CEO of Encore Wire Corp., Daniel Jones; Vice President & CFO of Encore
Wire Corp., Frank Bilban; EVP of MEDC, Abby Liu

“Encore Wire has been a staple in our community for 25 years and is respected locally, nationally and even globally, as seen by their recent award as one of ‘America’s 100 Most Trustworthy Companies’,” said McKinney Mayor Brian Loughmiller. “The City of McKinney and MEDC are committed to supporting existing McKinney businesses, and we are privileged to have an outstanding company like Encore Wire headquartered in our city.”

Encore was formed in 1989 with only 12 employees in a 68,000 square foot facility. The company now employs over 1,180 and is the largest taxpayer in McKinney, according to the Collin County CAD. Encore has expanded numerous times throughout its history, and this marks the 10th expansion the McKinney Economic Development Corporation (MEDC) has supported. This 125- percent expansion of the existing aluminum wire plant will add 128 new jobs and increase the size of one of their plants from 200,000 square feet to 450,000 square feet.

“We are excited to be a part of a growing community and we are very thankful that the McKinney Economic Development Corporation is committed to helping us,” said Daniel Jones, President & CEO of Encore Wire Corporation. “The partnership we have with the city has made us one of the top employers in McKinney, and we are thrilled to be able to provide more jobs for the community.”

“Encore Wire and the city of McKinney go hand-in-hand,” Jones said. “As the city continues to grow and expand so does Encore Wire, and we cannot wait to see what the future holds for both of us.”

The expansion is expected to be complete in December.

About Encore Wire Corporation

Encore Wire offers one-stop sourcing for all your residential, commercial and industrial copper and aluminum wire needs. Backed by a select family of loyal distributors, Encore is driven by old-fashioned values and strives to always exceed expectations. Their expansive, state-of-the-art warehouse facilities and highly acclaimed color-coding system, allows them to keep inventory levels broad and deep, while continuing to maintain a goal of a 100% fill-rate. Encore Wire is publicly traded on NASDAQ under the symbol WIRE. For more information visit the company’s website, www.encorewire.com/.

About the McKinney Economic Development Corporation

The McKinney Economic Development Corporation (MEDC) was created in 1993 to support the development, expansion and relocation of new and existing companies. The MEDC is an organization with a mission to work to create an environment in which community-oriented businesses can thrive. The MEDC is actively pursuing investments in Aeronautics /Aviation, corporate headquarters, emerging technology, healthcare and medical device manufacturing, professional services and renewable energy. For more information, visit www.mckinneyedc.com.

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City of McKinney News Release

FOR IMMEDIATE RELEASE

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McKinney National Airport receives state funding

McKINNEY, TEXAS (Aug. 1, 2014) – During its July meeting, the Texas Transportation Commission approved the granting of \$1,756,202 in federal funds to reimburse McKinney National Airport for the cost of land it acquired in 2010 as part of the \$45 million project to replace the old runway.

Project costs will be funded through the City of McKinney and the Texas Department of Transportation (TxDOT) Aviation Facilities Grant Program, which preserves and improves the state's general aviation airport system.

“Federal and state grants administered by TxDOT provide the kind of financial assistance our airport needs to continue to grow and provide top-quality service to our business aviation customers. McKinney National Airport has been fortunate to receive outstanding support from FAA and TxDOT over the past 12 years,” said Airport Executive Director Ken Wiegand.

The runway was constructed at 7,002 feet long and 150 feet wide with a weight-bearing capacity of 450,000 pounds. It was the largest in single development project in TxDOT Aviation history. The width and weight-bearing capacity can accommodate larger, heavier aircraft.

This year, TxDOT expects to provide approximately \$60 million in funding for planning, constructing and maintaining community airports. Approximately 275 community airports in Texas are eligible for funding.

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About McKinney

McKinney, Texas, is unique by nature. As one of the fastest-growing cities in the U.S., McKinney has a current population of more than 149,000. Established in 1848, the city is

located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers rolling hills, lush trees, a historic downtown square and unique neighborhoods and developments. The city ranks No. 2 on the *Money* Magazine Best Places to Live in America list. Visit the city's website at www.mckinneytexas.org.