



## McKinney Economic Development Corporation

Bruce Coleman – Director of Business Development

June 2018

### Strategic Plan Management & Communicating Results:

#### A. Business Retention & Expansion

#### B. Business Attraction

- Met with local commercial broker working with Chicago area software company considering a relocation to DFW. Presented McKinney sites to him. Provided them with information on Southgate McKinney as well as McKinney advantages/incentives.
- As a result of a recent industrial tour provided to a Dallas area industrial developer, provided follow up information on sites to this developer who indicated he is working with a Georgia-based industrial end user company. The developer is working to tie up land in McKinney for possible project.
- Followed up from the Industrial Asset Management Council (IAMC) meeting last month in Savannah with site selectors and corporate real estate directors regarding opportunities in McKinney.
- Met with Managing Director of large tenant rep brokerage firm in Downtown Dallas about a potential overseas company looking at Dallas. Presented McKinney as a site for that company.
- Re-contacted growing co-working business in Dallas about opportunities in McKinney.

#### C. Entrepreneurship

#### D. Competitiveness

- Met with Project Flip to determine status of leasing of project.
- Loan agreement sent to developers of Project Trafalgar.
- Met with developers of Project Trafalgar to provide presentation on McKinney market to their Singapore/Hong Kong investor.
- Project West submitted new Application for Economic Development Assistance based on their revised construction cost estimates.
- Met with local broker about office developer interest in McKinney.
- Received a follow up call from a Dallas brokerage firm that is working with a national engineering company seeking to locate in an existing office building in McKinney. Connected the broker with the City regarding City of McKinney matters.
- Met with industrial developer and City Planning to discuss development opportunities for a site near the McKinney National Airport area.



- Met with commercial broker and their client, an industrial developer who owns land in McKinney.

## Marketing/Promotion/Connection Activities:

- Made 90 Cold Calls and Follow Up Calls (including meetings) 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* deal making announcements and contacting brokers/developers who are particularly active in the DFW office and industrial market.
- Traveled to Southern California for the MEDC Business Mission to Los Angeles/Orange County/Riverside County. Colin Fitzgibbons of KDC joined the trip for one day. Meetings were arranged with a number of businesses and brokers to present McKinney and Southgate McKinney.
- Working with CBRE Dallas to arrange for an early morning “meet and greet” with their industrial tenant representative brokers at their corporate headquarters in Uptown Dallas.
- Participated at CORENET corporate real estate evening reception in Irving.
- Attended NAIOP industrial and office brokers/developers networking event in Dallas.
- Worked further to connect a hotel project developer in McKinney with financing opportunities.
- Attended CREW (Commercial Real Estate Women) networking event in Dallas.
- Provided tour to major international industrial developer which focuses on build-to-suit projects for their large tenant base.
- Made presentation in Downtown Dallas to Whitebox Commercial Real Estate brokers.
- Participated as one of three cities at Dallas Regional Chamber event welcoming Governor of Aichi Prefecture (Nagoya, Japan). Opportunity to provide brief remarks on McKinney to the assembled group.

## Other: