

**Cayti Stein**  
**Director of Marketing & Research**  
**May 2014**



**Projects:**

- MEDC has received 30 RFPs in 2014. These leads have come from the Governor's office, Dallas Regional Chamber.

**Research:**

- *GIS*
  - Available on MEDC's Website- Site Selection → Available Properties → Maps
  - Esri Business Analyst has been purchased—will use with the Development Department at the City.
- *DCI- Location Advisors*
  - Ability to search site selectors
- *AMSTAT*
  - Provides detailed information on the worldwide fleet of corporate, business and private jets.
- Considering Costar Group

**Marketing:**

- *Print Advertisements- upcoming*
  - DFW Real Estate by Dallas Regional Chamber (June/July)
- *Print Marketing*
  - MEDC "Leave Behind" Marketing Material
    - Community Profile
    - 1 page sheet for trade missions
    - Collide Center Brochure
    - MEDC Map is currently being updated
    - Working on "Move to McKinney" post card size
- *Social Media*
  - *E-Newsletter*
    - Reach over 1,000 readers
  - Facebook, Twitter & LinkedIn
    - Reach 725 "friends" on Facebook, 140 on Twitter & 35 on LinkedIn
- *Public Relations*

- Margulies Group
  - Coverage Report (attached)
- Press (attached)
  - Hisun Moves to McKinney
  - City Leaders welcome Hisun to McKinney
  - McKinney National Airport Ranked #1 FBO in Nation
  - McKinney National Airport goes after Love Field Planes- the time is Wright
  - Monarch Air moves to McKinney National Airport
- *Videos*
  - MEDC Marketing video is finished & on MEDC's website (homepage)
  - Testimonials are on our website
  - Considering aerial video of city of McKinney
- *Airport Marketing*
  - Print Ads
    - DFW 40<sup>th</sup> Anniversary Ad
    - Billboard on Dallas North Tollway & Maple (expired)
    - Billboard on DNT & Forest (currently running)
    - FBO Aviation Broadcast- #1 FBO
    - FBO #1 E-newsletter
    - Grand Opening of FBO: June 28<sup>th</sup> @ 10:00 am
  - Print Material
    - McKinney National Airport "Leave Behind"
    - Hangar Flyer

**Additional**

- Upcoming Events:
  - May 17<sup>th</sup>- Public Safety Open house 10:00-2:00 pm @ Public Safety Bldg.
  - May 20<sup>th</sup>- Airport Announcement @ Council Meeting
  - May 23<sup>rd</sup>- Bike the Bricks in Historic Downtown McKinney
  - May 25<sup>th</sup>- Smiles Charity
  - June 11<sup>th</sup>- Serve McKinney Event @ Collin College Higher Ed. Bldg.



## **Hisun Motors Choosing McKinney, Texas for North American Headquarters China Based Company is Leading Maker of Utility-Terrain Vehicles**

McKinney, Texas (April 28, 2014) – China based Hisun Motors Corporation, a leading maker of utility-terrain vehicles and all-terrain vehicles, has selected McKinney, Texas as the new site for the company's North American headquarters. The McKinney Economic Development Corporation worked with Hisun for more than a year in finding the ideal location. Hisun will move into a facility that became available when the McKinney Economic Development Corporation acquired the former regional headquarters of Emerson Process Management Regulator Technologies as part of a deal with Emerson to develop a new Global Corporate Headquarters in McKinney which opened October 2013.

"It is very exciting to have another industry leading company choose McKinney," said McKinney Mayor Brian Loughmiller. "McKinney's focus on international business recruitment is reflected in the diverse base of businesses in our community. We are thrilled to welcome Hisun to flourish in McKinney."

The new Hisun USA facility is located at 310 East University Drive and has 163,502 sq. ft. The move to McKinney will add 80 new jobs within three years. Hisun USA opened a service center in the DFW area in 2006 to provide quicker parts and service to its North American distributors. The company's global headquarters is in Chongqing, China. Hisun China was founded in 1988, employs 2,500 people and produces ATVs, UTV's, Golf Carts, Motorcycles, Generators and Injection Molded Parts.

"Being a part of McKinney's unique nature is the best choice for our Huansong Group to provide Hisun's uniquely designed ATVs." said Song Li, Hisun China President.

Hisun Motors Corporation U.S. president will be welcomed by Mayor Loughmiller and City Council tonight during the council's April 28, 2014 work session.

Hisun Motors Corp. USA currently employs more than 40 assembly workers and hand assembles and tests UTV and ATV products. Hisun USA products are currently distributed in Cabelas, BJ's, Pep Boys, Walmart, Rural King, Atwoods, Farm King, and powersports dealers, while seeing strong growth in their distribution network. Hisun USA is the sixth largest provider of UTVs (Utility Vehicles) in USA and Canada under the brand name HISUN and co-branded with brand names such as Coleman, Massimo and Binnacle.

"Hisun is a perfect fit for McKinney," said Jim Wehmeier, President- CEO of McKinney Economic Development Corporation. "They are a rapidly growing international company that is well respected both in the United States and abroad and we look forward to a long and successful business relationship with them. McKinney will continue to look for more opportunities to grow and support Hisun as economic development is a central component to our city's strategic plan."

"McKinney is a business-oriented city that already offers the live, work and play environment that cities aspire to achieve," said MEDC Board Chairman, Ernest Lynch III. "Our central location in the U.S., superb

transportation options and the can do attitude of our business development team provide companies with an environment where they can prosper and continue to grow."

"We believe Hisun Motors USA will not only represent the well-known Chinese Utility Vehicle in McKinney, but will also enjoy the benefit of McKinney's unique nature to innovate better performance ATVs and UTVs," said Jason Sun, Hisun US President. "We appreciate the great help from MEDC's, Jim Wehmeier and Abby Liu to bring Hisun USA to settle in the beautiful city of McKinney."

"This location allows Hisun to serve the growing U.S. market from a central location with numerous ground and aviation transportation options," said Abby Liu, Executive Vice President, McKinney Economic Development Corporation. "Hisun can offer potential and current employees the opportunity to live in a community with highly regarded schools and competitive housing prices as well as all the community amenities one could ask for. All this is within a short drive to DFW International Airport, Dallas Love Field, or anywhere else in North Texas."

McKinney is also home to the McKinney National Airport which offers a wide variety of services including 24-hour fuel and ramp services, courtesy crew cars, flight planning and weather facilities, on-site auto rental, private crew lounge, and U.S. Customs on-site. The airport provides added convenience for anyone looking to do business in McKinney.

Realtor.com recently ranked McKinney as the second most-searched for places to live. In addition, CNN Money named the city the second best place to live in the nation in 2012, citing plenty of housing options; low taxes; abundant job opportunities in technology, energy and medicine; as well as a new conference center and hotel complex in the works.

#### **About Hisun Motors Corporation, USA**

Hisun Motors Corp., USA is the US headquarters of the largest Chinese utility vehicles (UTVs) manufacturer. Hisun USA was established in 2006 occupying over 250,000 square feet in Texas. Hisun USA is the sixth largest provider of UTVs in USA and Canada.

#### **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 149,082. Incorporated 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](http://www.mckinneytexas.org).

#### **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; Renewable energy. For more information visit [www.mckinneyedc.com](http://www.mckinneyedc.com)

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### McKinney Mayor and City Officials Welcomed Hisun Motors Corp. USA to McKinney

McKinney, Texas (May 1, 2014) – McKinney City officials welcomed the U.S. President of China based Hisun Motors Corporation, a leading maker of utility-terrain vehicles and all-terrain vehicles, at a special council work session on Monday, April 28. Hisun Motors Corp. USA selected McKinney, Texas as the new site for the company's North American headquarters.



McKinney Mayor, City Council and Board welcome Hisun Motors Corp. to McKinney at special council session



McKinney Mayor Brian Loughmiller welcomes Jason Sun, US President of Hisun Motors Corp.



Chuck Branch, Darrell Tate, Jason Sun, Jim Wehmeier, Abby Liu

"We believe Hisun Motors USA will not only represent the well-known Chinese Utility Vehicle in McKinney, but will also enjoy the benefit of McKinney's unique nature to innovate better performance ATVs and UTVs," said Jason Sun, Hisun US President. "We appreciate the great help from MEDC's, Jim Wehmeier and Abby Liu to bring Hisun USA to settle in the beautiful city of McKinney."

The McKinney Economic Development Corporation worked with Hisun for more than one year in finding the ideal location. Hisun will move into the former regional headquarters of Emerson Process Management Regulator Technologies.

"McKinney is a good place to do business and grow a business," said McKinney Mayor Brian Loughmiller. "By helping one of our valued corporate clients, Emerson Process Management, grow we opened up an opportunity for Hisun Motors Corp. USA to come to McKinney to expand."

The new Hisun Motors Corporation USA facility is located at 310 East University Drive and has 163,502 sq. ft. The move to McKinney will add 80 new jobs within three years. Hisun Motors Corp. USA opened a service center in the DFW area in 2006 to provide quicker parts and service to its North American distributors. The company's global headquarters is in Chongqing, China. Hisun China was founded in 1988, employs 2,500 people and produces ATVs, UTVs, Golf Carts, Motorcycles, Generators and Injection Molded Parts.

"We are excited to welcome Hisun as our newest corporate citizen," said Mayor Pro Tem Mayor Pro Tem Travis Ussery. "We look forward to witnessing Hisun's continued success story unfold in McKinney."

Hisun Motors Corp. USA currently employs more than 40 assembly workers and hand assembles and tests UTV and ATV products. Hisun USA products are currently distributed in Cabelas, BJ's, Pep Boys, Wal-Mart, Rural King, Atwoods, Farm King, and power sports dealers, while seeing strong growth in their distribution network. Hisun USA is the sixth largest provider of UTVs (Utility Vehicles) in USA and Canada under the brand name HISUN and co-branded with brand names such as Coleman, Massimo and Bannche.

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## **McKinney Air Center Named Top FBO in U.S. in Pilots' Choice Awards**

*McKinney National's Air Traffic Control Tower Also Ranked Number One*

McKinney, Texas (May 1, 2014) –McKinney Air Center, the fixed based operator (FBO) that provides fuel and other services to aircraft at McKinney National Airport (KTKI), has been named best in the nation in the 2014 Pilots' Choice Awards by FltPlan.com. In addition, the air traffic control tower at McKinney National Airport was named number one in the Pilots' Choice Awards.

In announcing the award, FltPlan states: "FltPlan pilots agree that they provide the exceptional customer service that pilots and passengers have come to expect at this general aviation hot spot." The award survey was open to more than 145,000 pilots, representing over 65 percent of all business aviation.

According to the website, more than one thousand FBOs received votes from FltPlan registered users and the pilots' favorites reached the top. The 2014 Pilots' Choice Award reflects McKinney Air Center's friendly and knowledgeable staff who take pride in representing the City of McKinney and McKinney Air Center.

"McKinney Air Center and McKinney National Airport provide customers with outstanding service, ensuring they have a positive image of both McKinney National Airport and the City of McKinney," said McKinney Mayor Brian Loughmiller. "On behalf of the City of McKinney, we congratulate the staff at McKinney Air Center and McKinney National Airport for their time, tremendous efforts, enthusiasm, and professionalism that resulted in being named the winner of the 2014 Pilots' Choice Awards by FltPlan.com. I would also like to personally thank them for providing the image that the City of McKinney deserves."

“The first and last impressions that corporate decision-makers and other passengers have of our community and region begin at McKinney National Airport and McKinney Air Center,” said Ken Wiegand, Executive Director of McKinney National Airport. “We thank our staff for their dedication and passion for their work and look forward to continuing to provide all of our customers with exceptional service.”

“We are honored to have received this prestigious award in such a short period of time. We take pride in McKinney Air Center and McKinney National airport-- the dedication of our staff and the City of McKinney has made our FBO the best in class in North Texas and the country,” said Mark Jaraczewski, General Manager of McKinney Air Center. “Our customers will notice that we are also investing heavily in a continuous improvement program to further upgrade our facilities.”

The City of McKinney took over operations of the airport in November 2013, which included the airport’s FBO. Since then, the city has invested in additional upgrades to the FBO facilities.

“This award proves that a publicly-owned FBO can succeed and thrive when stacked up directly against privately-owned competition,” said Deputy City Manager Jose Madrigal. “McKinney National Airport is an economic driver that, when combined with other amenities like affordable homes, great schools and convenient location, attracts new businesses from the U.S. and around the world.”

### **About McKinney National Airport**

McKinney National Airport (TKI) is a general aviation reliever airport located in McKinney, Texas. The airport is the North Texas airport of choice for business and personal aviation transportation with convenient access to surrounding cities in the Dallas-Fort Worth Metroplex. McKinney National Airport offers full service for corporate fleets and general aviation. In 2012, \$70 million in upgrades included the completion of a new, longer and wider runway with more weight-bearing capacity, a state-of-the-art air traffic control and managed perimeter access control. Visit [www.flytki.com](http://www.flytki.com) to learn more.

### **About McKinney Air Center**

McKinney Air Center is the fixed-base operator (FBO) for McKinney National Airport, located in McKinney, Texas. McKinney Air Center is ranked the No. 1 FBO in the U.S. by fltplan.com as part of the Pilot's Choice Awards. The FBO offers the full range of amenities in a customer-focused, welcoming atmosphere. The renovated and upgraded facilities offer the technology and comfort customers expect. To learn more visit [www.mckinneyaircenter.com](http://www.mckinneyaircenter.com).

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Source: City of McKinney





## **McKinney National Airport Goes After Love Field Planes** *Billboard Campaign and Video Part of Marketing Efforts*

McKinney, Texas (May 8, 2014) – [McKinney National Airport](#) is rolling out the welcome mat to corporate jets that do not want to compete with the influx of new commercial flights at Dallas Love Field following the end of the Wright Amendment.

The marketing effort includes billboards urging corporate fleets to recognize “The time is ‘Wright’” to move to McKinney National Airport.

“Love Field will see a significant increase in air carrier operations following the repeal of the Wright amendment,” said Ken Wiegand, Executive Director of McKinney National Airport. “Corporate pilots do not want to be caught waiting behind commercial jetliners or delayed by crowded runways and taxiways.”

“In major markets such as Chicago and New York, corporate jets use alternative airports to avoid conflicts with air carrier operations and improve efficiency,” said Wiegand. “We will see the same trend here at McKinney National Airport as Love Field gains new air carrier operations.”

Formerly Collin County Regional Airport, McKinney National Airport was renamed following the city’s purchase of the airport in November 2013. McKinney Air Center, the fixed based operator (FBO) that provides fuel and other services to aircraft at McKinney National Airport ([flyTKI.com](#)), was just named best in the nation in the 2014 Pilots’ Choice Awards by [FltPlan.com](#). The air traffic control tower at McKinney National Airport was also named number one in the Pilots’ Choice Awards.

In addition, Monarch Air, a leading provider of aviation services, just announced a lease of a significant portion of a 53,750 square-foot hangar and office facility at the airport to offer a wide range of services including aircraft maintenance, flight training, charter service, fleet management, acquisitions and sales for the private sector.

In 2012, \$70 million in upgrades including the completion of a new, longer and wider runway with more weight-bearing capacity, a state-of-the-art air traffic control and managed perimeter access control.

“Pilots and their passengers will find all the services they need here as well as easy access to major business centers throughout North Texas,” said Wiegand.

**About McKinney National Airport**

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#### **About McKinney Air Center**

McKinney Air Center is the fixed-base operator (FBO) for McKinney National Airport, located in McKinney, Texas. McKinney Air Center is ranked the No. 1 FBO in the U.S. by [fltplan.com](http://fltplan.com) as part of the Pilot's Choice Awards. The FBO offers the full range of amenities in a customer-focused, welcoming atmosphere. The renovated and upgraded facilities offer the technology and comfort customers expect. To learn more visit [www.mckinneyaircenter.com](http://www.mckinneyaircenter.com).

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Source: City of McKinney



## **McKinney National Airport attracts Monarch Air for Major Expansion**

*Leading Provider of Aviation Services to Occupy 53,000 Foot-Hangar*

McKinney, Texas (May 6, 2014) – Monarch Air, a leading provider of aviation services, has selected McKinney National Airport (TKI) for a major expansion. Monarch Air will lease a significant portion of a 53,750 square-foot hangar and office facility at the airport to offer a wide range of services including aircraft maintenance, flight training, charter service, fleet management, acquisitions and sales for the private sector.

“McKinney’s commitment to growing McKinney National Airport provided an outstanding opportunity for us to grow our business to meet the increasing demand for our firm’s services,” said Trey Sawtelle, Monarch Air President. “McKinney National Airport is an ideal location and facility for our operation. The staff is very passionate and knowledgeable about the airport, and I anticipate that Monarch Air and McKinney National Airport will continue to have a long and successful partnership as we grow together.”

“This announcement, coupled with last week’s selection of McKinney Air Center being named best fixed base operator in the U.S., builds on the tremendous momentum that started following the decision by the City of McKinney to purchase and operate the airport,” said McKinney Mayor Brian Loughmiller. “New business opportunities like this one give McKinney the opportunity to redefine one of our biggest economic drivers. We know Monarch Air will play a positive role in McKinney National Airport and in our community.”

“With their full-range of services, Monarch Air is the kind of quality aeronautical business tenant we want to attract to McKinney National Airport,” said Ken Wiegand, Executive Director of McKinney National Airport. “The customers we serve, whether business, private or recreational, demand quality service providers like Monarch Air, with a large following and reputation for excellence.”

The airport has come a long way since its modest beginnings 34 years ago as McKinney Municipal Airport. Since then, the airport has added a 7,002-foot commercial-standard runway with a 450,000 pound weight-bearing capacity, a state-of-the-art air traffic control tower, managed and controlled perimeter access for optimum security and U.S. Customs services for international flights. The fixed base operator at the airport, McKinney Air Center, was named No. 1 in the nation in the 2014 Pilots’ Choice Awards by FltPlan.com. The air traffic control tower at McKinney National Airport was also voted best in the country in the same awards.

Today, McKinney National Airport is home to many businesses that understand the competitive advantage they have using business aviation as a tool of their trade. Among them are Fortune 500 and other well-run and rapidly growing companies that recognize McKinney National Airport's standard of excellence and strategic location.

"This is an exciting time for McKinney and McKinney National Airport," said McKinney Airport Development Corporation Board Chairman, John Wroten. "McKinney Economic Development Corporation and McKinney National Airport worked collaboratively to recruit Monarch Air. I am proud of the efficient and effective team that the City of McKinney has in place to grow McKinney National Airport."

"I feel like this is a great fit," said McKinney Economic Development Corporation President - CEO Jim Wehmeier. "We're excited about the great things happening at McKinney National and are appreciative of being able to play a role in its progress and development."

#### **About Monarch Air**

Monarch Air was established in 1986 by the Sawtelle family. Monarch Air is a premier aviation service facility offering a wide array of services: aircraft charter and management, sales and acquisitions, turbine and piston maintenance, flight instruction and aircraft rental. Monarch Air provides the highest quality service for all aviation needs in North Texas and operates 7 days a week. To learn more visit [www.monarchair.com](http://www.monarchair.com)

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