



McKINNEY - ADVANCING OUR VISION 2022 5-YEAR STRATEGIC PLAN

EXECUTIVE SUMMARY

DRAFT v01

2017 - 2022

McKinney Economic Development Corporation
McKinney, Texas

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OUR PURPOSE AND DIRECTION

The “McKinney - Advancing Our Vision 2022” plan aligns to MEDC’s vision and mission.

VISION

To make McKinney the most desirable location in North Texas for business by encouraging growth through strategic investments in corporate culture, talent development and capital assets.

MISSION

The MEDC will work to create an environment in which community-oriented businesses can thrive. We will do this by identifying, coordinating and realizing high-impact opportunities that promote job and wage growth as well as a diversified and expanding tax base.

WHY THIS WORK IS IMPORTANT TO MCKINNEY

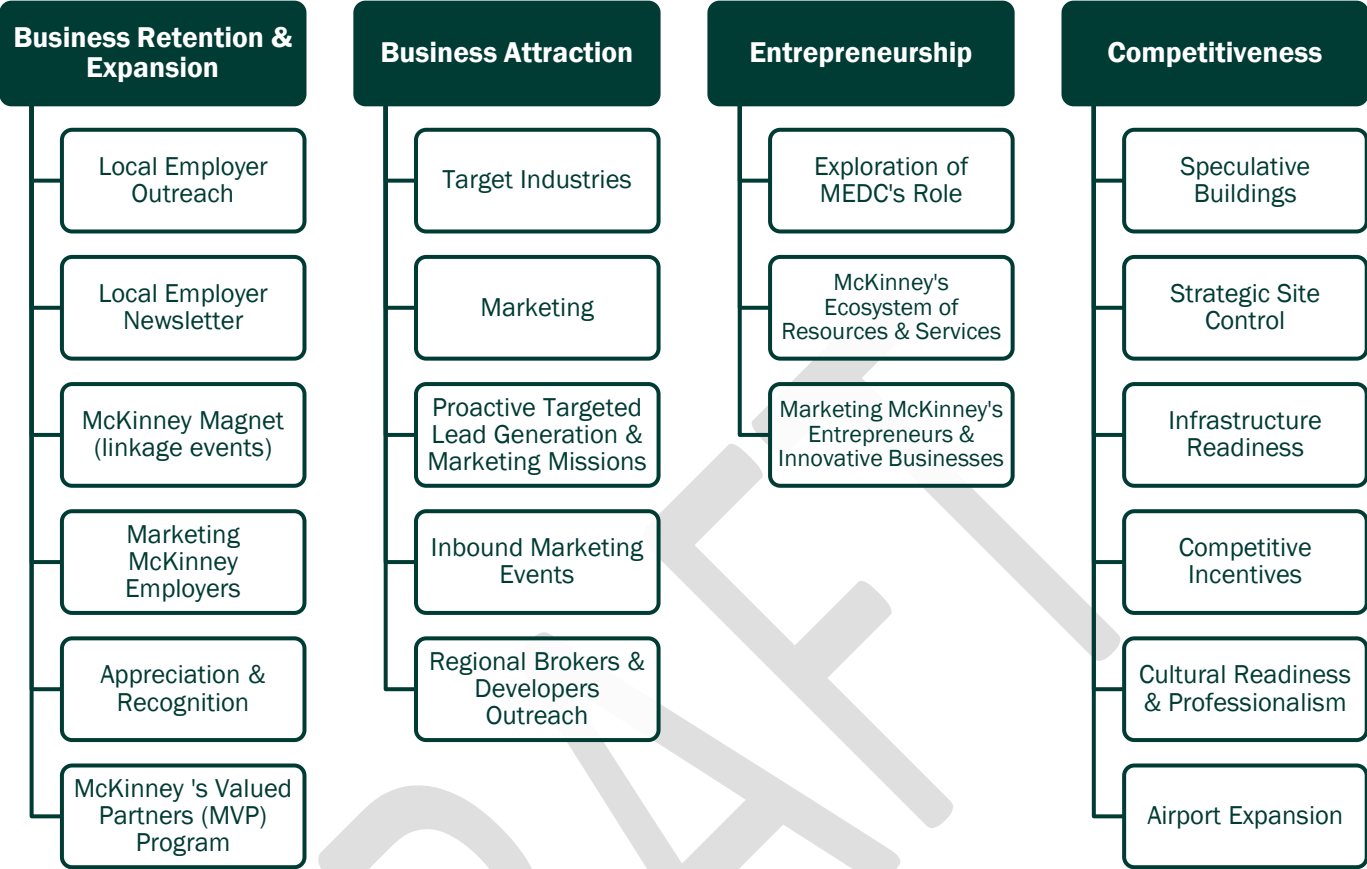
We have the opportunity to positively impact the future of McKinney. By implementing this thoughtful and strategic economic development plan, we make a COMMUNITY – a place beyond just work, but one to truly live satisfying lives. Our work will contribute to a community that every resident, business and visitor can find what they need.

Those of us who work on the implementation of this plan will have the satisfaction of making a difference for our community – a LEGACY for which we can be proud.

STRATEGIC PLAN OVERVIEW

“McKinney - Advancing Our Vision 2022” covers four fundamental areas of economic development with emphasis on business retention, expansion and attraction. Entrepreneurship efforts are in exploratory mode at time of plan development and adoption. The Competitiveness Strategic Initiative contributes to MEDC being more effective in winning recruitment and expansion projects.

Under each major heading are key tactics for achieving key performance indicators.



KEY PERFORMANCE INDICATORS

BUSINESS RETENTION & EXPANSION

By 2022, the 5-year outcome of MEDC’s work in Business Retentions and Expansion will yield:

- 25 businesses expanded
- 1,000 jobs created
- \$100M capital investment

BUSINESS ATTRACTION

By 2022, the 5-year outcome of MEDC’s work in Business Attraction will yield:

- 70 business locations
- 5,000 jobs created
- \$300M capital investment

ENTREPRENEURSHIP

Key performance indicators for Entrepreneurship will be defined after the exploration of MEDC's role is completed to determine specific entrepreneurship activities to be carried out by MEDC.

COMPETITIVENESS

By 2022, the 5-year outcome of MEDC's work in Competitiveness will yield:

- 1M s.f. Class A office space built
- 400,000 s.f. light industrial/flex building space built

PRINCIPLES FOR SUCCESS

Success will be achieved through shared responsibilities. As such, implementation of this plan requires our commitment to the following principles:

- 📌 Focus on end goal – We will communicate to have a shared understanding of end goal forefront in our minds as we implement the plan.
- 📌 Be accountable – We will measure and publish the outcomes of our work.
- 📌 Habitually record our business interactions – We will exercise a habit of recording business interactions in Salesforce (our CRM).
- 📌 Adequate Resources – We will fund and hire staff sufficiently to support the plan to achieve Key Performance Indicators.
- 📌 Celebrate success – We will take time to celebrate our accomplishments.

ACKNOWLEDGMENTS

Many people shared input and ideas to help the MEDC lay out this important work through 2022. We are eager to engage these partners in plan implementation.

MEDC Board of Directors

Jason Burress	Chairman
Paul Merritt	Vice Chairman
Walter Chen	Secretary/Treasurer
Robbie Clark	
Ken Sipiora	
Sharon Denny	
Randy Page	

MEDC & City of McKinney Staff

Darrell Auterson	MEDC President/CEO
Abby Liu	MEDC Executive Vice President
John Valencia	MEDC Director of BREP
Madison Clark	MEDC Business Dev Spec
Paul Grimes	City Manager
Barry Shelton	Asst. City Manager
Paul Sparkman	Asst. Director of Public Works
Michael Quint	Executive Dir/Development Svcs.
Cindy Schneible	MCDC President

McKinney Employers

Atmos Energy	Aston, Trey	Marketing Development Specialist
Atmos Energy	Coker, David	Sr. Project Specialist
Atmos Energy	Duease, John	Marketing Development Specialist
Baylor Scott White	Armstrong, Kyle	President/CEO
Blount Fine Foods	Patterson, Gary	HR Director
Boss Fight Entertainment	Daniel, Pam	CPO/HR Director
Emerson	Irvin, Kami	HR Director
Emerson	Jones, Denise	HR Director
Encore Wire	Jones, Daniel	President/CEO
Encore Wire	Skidmore, Troy	Dir. of Tech Operations
Hisun	Sun, Jason	President
Methodist McKinney Hospital	Minissale, Joe	President
Oncor Electric	Cain, Mike	Dir of Economic Dev
Oncor Electric	Hernandez, Paul	Area Manager
Peeyr, Inc.	Bhargava, Gautam	Founder
Popular Ink	Reiss, Dru	CEO
Popular Ink	Salinas, Ray	COO
Raytheon	Almeida, Andrea	Head of Talent Acquisition
Tupps Brewery	Lewis, Keith	President/Founder
Vazata	Black, Lance	CEO/Founder
Vector Systems	Ovens, James	President
Wistron GreenTech	Hsu, Joseph	General Manager

Community Leaders & Partners

Appian Commercial	Eckenrode, Ray	Principle
Carey Cox Co.	Cox, Bill	Vice President
Collin College	Blalock, Jennifer	Vice President/Workforce & Econ Dev
Collin College	Matkin, Dr. Neil	District President
Craig Ranch	Craig, David	Master Developer/Principle
Craig Ranch	Prestemon, Miles	COO
Express Employment	Hamilton, Julie	Client Services Manager
High Profile Staffing	Allen, Bronwyn	CEO
High Profile Staffing	Angelen, Kjersten	Relationship Manager
McKinney ISD	Cowlishaw, Nancy	MISD Partners in Education Coordinator
McKinney ISD	Young, Todd	Senior Director/Career & Tech Edu
McKinney Workforce	Williams, Greg	Employment Services Supervisor
RMCN Credit Services	Delaney, Jeff	HR Director
Sanchez Group	Sanchez, J. Martin	CEO
Staff Force	Cochrane, Tamra	Area Manager
The WERX	Miller, John	Senior Consultant
The WERX	Smeenck, Harry	Executive Director
Workforce Solutions	Castillo-Soto, Anabel	Business Dev Supervisor

Tadzo

The Intersection of Site Selection & Economic Development

The “McKinney Advancing Our Vision 2022” Plan for McKinney Economic Development Corporation was developed with the assistance and facilitation of TadZo.

TadZo is an economic development and site selection consulting firm led by Allison Larsen. Businesses and communities want essentially the same things: economic vitality, wealth creation, quality place and environment. TadZo works with communities to achieve these outcomes. TadZo also assist companies to identify communities with these attributes that support business strategy and competitive advantage.



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