

ORGANIZATIONAL REPORT

—
2022 - January



McKinney Economic Development Corporation



MEDC Board,

We kick off the new year welcoming our newest addition to the MEDC team. Michael Talley has joined the EDC as our new Senior Vice President of Economic Development. Michael is the former Director of Economic Development for Denton County and brings a wealth of knowledge and experience to our team. He and his family are residents right here in McKinney! Welcome Michael to the Team.

We ended 2021 strong. We set another record for capital investment with \$445 Million in new projects to end the year. We still have over \$2 Billion in our project pipeline and 2022 should be the year that we announce some major development projects. I look forward to yet another year leading this fine organization and working with you all. Let's keep the records coming!

Organizational Updates

- Staff is working with McKinney Chamber/McKinney Community Development Corporation (MCDC) leaders to plan and design the new office space at District 121. MEDC/MCDC Presidents and Staff had a site visit at One Bethany West in Allen on December 13. Staff continues to work with MEDC/MCDC staff and Kaizen/Perkins & Will for the new/existing furniture at Kaizen office.
- With the addition of our new SVP, we will be looking at more process improvements and efficiencies for managing our projects and the project pipeline.
- The Byron Nelson 2022 tournament is right around the corner. We are implementing some new strategies for our Red Carpet Tours to maximize our potential for recruitment.

Organizational Activity Report (December 2021)

- *Total Leads: 7
- Qualified Leads: 3
- RFPs received: 5
- RFPs responded to: 0
- Total Pipeline Projects: 20
- New Pipeline Projects: 2

*Leads include RFPs, RFIs, and direct inquiries from site selectors, brokers, company representatives, etc.

Technology & Infrastructure Update

- Reviewed and finalized launch for broadband RFP, including pilot projects that MEDC will participate in.
- We are conducting evaluations of underground utility deployment for all new development sites.

Business Retention & Expansion (December 2021)

- A news release stated ShearShare was leaving McKinney and relocating to Buffalo, NY. However, after a call with the company's founder, the company plans to continue with their headquarters in McKinney and is required to open an office in Buffalo for one year based on their fundraiser. We will remain in close contact with ShearShare as we would not want them to relocate all together.
- Staff is assisting with the organization and implantation of a Ribbon Cutting for StatLab's new warehouse. This was not a MEDC-sponsored project, but it is an opportunity to add value to a local company continuing their investment in the community. The ribbon cutting will be held February 14, 2022.
- BRE Visits: 5
- Annual BRE Total: 45
- BRE Partner Events: 0
- Virtual BRE Calls: 0

Marketing / Communications (December 2021)

- Marketing Trips:
 - Economix: December 5-8, Peter Tokar attended
 - Consultant Forum 29, December 6-8, Madison Clark attended
- Marketing / Networking Events Attended
 - Innovation Beyond Covid – Hosted by Harvard and Mastercard, December 9, Mike DePaola attended
 - MEDC Holiday Party, December 15, Staff attended
 - Chamber Development Update: McKinney National Airport, December 16, Staff attended
- Ongoing Projects:
 - McKinney was ranked on Livability.com's 100 Best Places to live. We are working with Livability.com to harness data to better market McKinney to out of market prospects
 - Staff is planning the in-person site visit for the American Economic Development Organization (AEDO) Review Committee to meet with the City/Community stakeholders in McKinney on February 15-17, 2022
- Newsletters
 - Community Development sent on December 10th
 - Economic Development Overview sent on December 10th

Committee Meetings

- Finance Committee Meeting held on December 15
 - Project Cardboard

Upcoming Trade Shows and Missions

- Smart Cities Barcelona, February 26-March 4, Mike DePaola to attend
- 2022 Site Selectors Guild Annual Conference, March 2-4, Peter Tokar to attend
- Consultant Connect Scottsdale, March 17-18, Michael Talley to attend
- EMerge Ft Lauderdale, March 2022, Peter Tokar to attend
- Consultant Connect New Orleans, April 28-29, Madison Clark to attend
- Consultant Connect Virginia, May 19-20, Peter Tokar to attend
- Consultant Connect Chicago, June 23-24 Michael Talley to attend
- Consultant Connect New York, July 21-22, Michael Talley to attend
- Economix Columbus Ohio, Dec 5-8, Peter Tokar to attend

Upcoming Events

- The Chamber Annual Business Meeting, January 13
- DRC 2022 Annual meeting, January 25
- CEO Luncheon Series- Dan Tinker, February 8
- AEDO Site Visit, February 15-17
- Statlab Ribbon Cutting Ceremony, February 14
- Bisnow: Dallas State of the Market, February 24
- Chamber Community Awards, February 25

- **Articles:**

["McKinney Cybersecurity start-up raises \\$2 million seed funding round"](#) December 21, 2021, The Business Journals

["Startups to watch: The 22 North Texas tech companies to have your eye on in 2022"](#) December 27, 2021, The Business Journals

["Here are the companies that moved to or expanded in North Texas this year"](#) December 29, 2021, Dallas Business Journal

["2021 Top 100 Best Places to Live"](#) December 30, Livability.com