



## McKinney Economic Development Corporation

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### Strategic Plan Management & Communicating Results:

#### A. Business Retention & Expansion

- Staff followed up with Project Todd's real estate representative for a status update on June 5. Staff has worked closely with City Manager Grimes for a strategy for Project Todd.
- Staff followed up with Toyoshima Electronics Vice President Wang in China for the status of Loan Agreement on June 7. Toyoshima Electronics, global headquartered in Taiwan, is the first MEDC Global Soft Landing Program (GSLP) since the Program launched in the 4<sup>th</sup> Quarter of 2017. Toyoshima has operations in Taiwan, China and McKinney (the 1<sup>st</sup> operation in the US).
- On June 7 staff met with Hisun President Jason Sun and discussed Hisun current company status and plans for future expansion.

#### B. Business Attraction

- Legal Counsel Houser and Staff hosted a meeting with Project Knowledge for the potential business development opportunity on May 17.
- Legal Counsel Houser and Staff hosted a meeting with Project Sunny for the potential business development opportunity on May 22.
- Staff hosted a city visit from Project Blue Pineapple executives from Taiwan for the new business attraction on May 24. The itinerary includes a McKinney presentation at the private lunch at Rick's Chophouse and a tour of Tong Yang Group (TYG) McKinney operation. Both TYG President Chen and Wistron GreenTech General Manager Hsu were invited to attend in both events. (Photo attached)



- Legal Counsel Houser and Staff hosted a meeting with Project Knowledge as well as Project Sunny for the potential business development opportunity on May 29.
- Staff hosted a site visit from Project Lucky executives and the company real estate representative for the new business attraction on May 31. McKinney is one of the cities Project Lucky considered for future company expansion.
- Staff assisted a real estate representative for the potential request from his client for the request of a Targeted Employment Area related to EB-5 Program to the City of McKinney on June 5.

### Marketing/Promotion/Connection Activities:

- Staff attended the ECONOMIX event held in Frisco on May 17 and 18. ECONOMIX is a blending of economic development professionals and nationwide site selection consultants, coming together to stir additional insights and practical tools to enhance work in their respective communities. (Photo attached)
- MEDC was the interactive hole sponsor, on hole 10, at the annual McKinney Chamber Golf Classic held on June 4. Staff greeted golfers with MEDC branded goodies and had a productive network with the golfers. MEDC Chairman Jason Burress, Board Members Sharon Denny, Michael Jones, Joe Minissale and Robbie Clark were in attendance sharing information on upcoming McKinney developments. (Photo attached)
- Business Development Director Bruce Coleman and Staff hosted a lunch meeting with Wendy Siegel, Vice President at HKS Dallas, for the collaborative opportunity for new business attraction on May 25.
- Staff hosted a Marketing meeting with Michelle Feldker, City Communications & Media Specialist, and Madison Clark, MEDC Business Development Specialist, to discuss MEDC marketing initiatives and social media posting on June 4. It was a productive meeting to move forward with the pending projects and discussed



the potential of MEDC's Raw Space Sponsorship of BISNOW HWY 121 Event in August. MEDC was the Raw Space Sponsorship of the same event in 2016 and had a record attendance for BISNOW attendance then. MEDC had received a rise in business inquiries from real estate community after the event. |