



McKinney Economic Development Corporation

Bruce Coleman – Director of Business Development

November 2017

Strategic Plan Management & Communicating Results:

A. Business Retention & Expansion

- Held introductory meeting with major McKinney employer regarding potential expansion project.
- Participated in International Council of Shopping Centers (ICSC) in support of Assistant City Manager and MDCDC President.

B. Business Attraction

- Participated in Dallas Regional Chamber site selectors trip to Atlanta and Greenville SC. Met with five firms to promote McKinney.
- Scheduled appointments for December's West Coast trade mission.
- Continuing to schedule appointments with area commercial real estate brokers.

C. Entrepreneurship

D. Competitiveness

Marketing/Promotion/Connection Activities:

- Conducted over 60 cold-calls to Dallas commercial brokerage firms.

Other: