



## **Economic Development Highlights Interim President Liu February 2016**

### **Administration**

- MEDC Management Audit –David Eisenlohr, The Azimuth consultant, will present MEDC Management Audit report to the Board at MEDC Board Meeting on February 16.
- Economic Impact Study Software – The customized Impact DataSource software for MEDC became available in late January. Staff went through training and has started to utilize the software to generate Impact Reports. The Impact Reports for projects will be presented to the MEDC Board at the MEDC Board Meeting on February 16.
- MEDC & City Communications/Marketing Collaboration- Staff, Economic Development Coordinator Madison Clark and City Communications Staff held the standing monthly meeting at the MEDC office on January 26. We discussed potential advertising opportunities, updating the 2015 Community Profile, MEDC website refreshes and reviewed previously published advertisements. Interim President Liu and Economic Development Coordinator Clark joined the Marketing Roundtable Group Meeting led by City Communications Director Coco Good on February 9.

### **Marketing/Networking**

- Staff participated as one of five panelists at the Collin County Association of Realtors event on January 21. Other panelists included members from the Economic Development offices of Prosper, Allen, Frisco, and a member of the Plano Planning Department. Blast Off 2016 was attended by 360+ Collin County realtors and I shared on the growth of McKinney in 2015 as well as a brief look into 2016 projections. Clark coordinated and set up a booth to distribute MEDC marketing materials at the event. (See *attached event flyer & pictures*)
- Staff attended the McKinney Chamber Quarterly Luncheon at the Eldorado Country Club on January 28. Jason Saving from the Federal Reserve Bank of Dallas was the Keynote Speaker and he provided insightful information on the regional economic forecast for the metroplex, Texas, and the

country. MEDC Board Members Sheila Johnson, Ken Sipiora, and staff Liu, Clark, and Director of Business Development, Chad Walker attended the event. *(See attached program)*

- Staff participated in the Greater Dallas Taiwanese Chamber of Commerce Chinese New Year Celebration Gala at the InterContinental Hotel Dallas on Saturday, February 6. This is the longest-tenured Chinese New Year Celebration event in the DFW Metroplex with 1,000+ attendees. The McKinney team is led by Mayor Pro Tem, Travis Ussery who delivered a brief speech on behalf of McKinney. Other participants include: Liu, Valencia, Clark; past and present members of the McKinney Community Development Board; and McKinney company executives from Wistron, Hisun, and Tong Yang Group. *(See attached pictures)*

### **Event Reminder**

- McKinney Community Awards Celebration  
Hosted by: McKinney Chamber of Commerce  
When: 6-9 pm, Friday, February 19, 2016  
Where: Sheraton McKinney Hotel, 1900 Gateway Blvd., McKinney

### **Economic Development**

#### Projects Compliance

- A meeting was held on January 29 to discuss the McKinney WERX Grant Agreement and compliance documents. Interim City Manager, Mr. Tom Muehlenbeck, CFO, Rodney Rhoades, Legal Counsel, Mark Houser, Valencia, and Staff attended the meeting.

#### New Projects Updates

- Project Bright - Will be discussed in Executive Session.

# Blast Off 2016



Start the New Year off right by being "in the know" about everything in North Texas real estate. Experts from around the United States will discuss what to expect in North Texas and Collin County for 2016. Seats are limited, so register today to ensure you don't miss this information-packed event!



**Avis Wukasch, Commission Chairperson  
Texas Real Estate Commission**  
Host and Emcee



**Dr. Lawrence Yun, Chief Economist  
National Association of REALTORS®**  
2016 Economic Outlook



**Jay Remley, Global Director  
Google Global Sales and Google Maps**  
Google Inspired Marketing Strategies for 2016



**Charles McMillan, Past President  
National Association of REALTORS®**  
Motivational Speaker: What Will 2016 Bring?

**Collin County 2016 Economic Development  
Economic Development Council Panel**  
Allen, Frisco, McKinney and Prosper

**REGISTRATION**  
Online: [www.ccar.net](http://www.ccar.net)  
Education: 972-618-3800



**Location:** Collin College – Central Park Campus Conference Center  
2200 W. University • McKinney, TX 75070

**Date and Time:**

**Cost:**

**TREC#: 28195**

Thursday, January 21

\$40 CCAR members

**TREC: Provider #0298**

Sign-in: 9:30–10 a.m.

\$55 non-members

4 HOURS CE • NO LEGAL

Class: 10 a.m.–2:30 p.m.

**Lunch Included**

CCAR members and non-members may register online at [ccar.net](http://ccar.net) or call the Education Department at 972-618-3800.

**Cancellation and class attendance policy:** A full refund will be given if cancelling by Thursday, January 14, 2016 – no refund will be given after this date. You must arrive prior to the class start time, and attend while class is in session. Those who fail to arrive on time or attend will forfeit the class fee and will not receive CE credit. Transferring of funds from on class to another is not allowed. No exceptions will be made regarding this policy.

**“BLAST OFF 2016” EVENT FOR THE  
COLLIN COUNTY ASSOCIATION OF REALTORS  
JANUARY 21, 2016**

**COLLIN COLLEGE CENTRAL PARK CAMPUS CONFERENCE CENTER**



Left to Right: Dan Bowen, Allen EDC; Dave Quinn, Frisco EDC; Abby Liu, McKinney EDC; Phyllis Jarrell, City of Plano Planning Department; Robert Winningham, Prosper EDC



Over 360 Collin County realtors were in attendance.





# 2016 Annual Business Meeting

Presenting Sponsor:



Invocation

*Pastor Joel Scrivner*  
Covenant Church

Annual Meeting Remarks & Recognition

*Lisa Hermes, President*  
*Scott Peek, Board Chairman*

Keynote Speaker

*Jason Saving, Senior Research Economist*  
Dallas Federal Reserve Bank

Thank you to the following members:

## Chairman's Circle



Upcoming Event:

McKinney Community Awards Celebration  
Presenting Sponsor: Independent Bank  
February 19th, 7:00—9:00 p.m.  
Sheraton Hotel McKinney

Visit [McKinneyChamber.com/awards](http://McKinneyChamber.com/awards) for more information.

### Sustaining Partners

Craig Ranch, Ebby Halliday Realtors, Encore Wire Corporation, First United Bank & Trust, LegacyTexas, McKinneyOnline.com, Oncor, Pogue Construction, Progressive Waste Solutions, Raytheon Company, Tenant Tracker, Inc., The Body Shop Collision Repair

### Corporate Partners

American Bank of Texas, Atmos Energy, Bank of Texas, Centennial Medical Center, Keller Williams Realty McKinney, Legacy ER, M/I Homes, Methodist McKinney Hospital, Monroe Roofing, Olive Garden-McKinney, Standard Pacific Homes, Traxxas

**2016 GREATER DALLAS TAIWANESE CHAMBER OF COMMERCE  
CHINESE NEW YEAR CHARITY GALA  
FEBRUARY 6, 2016  
INTERCONTINENTAL HOTEL DALLAS**



Mayor Pro Tem, Travis Ussery sharing well wishes for 2016 on behalf of McKinney.



Left to Right: Greater Dallas Taiwanese Chamber of Commerce Past President, Kerry Chung, GDTCC President, Arthur Chen, MEDC Interim President, Abby Liu, Mayor Pro Tem, Travis Ussery; Mrs. Mary Ku, and Event Chair, Dr. Charles Ku.