



MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

January 15, 2014

To: MEDC Board

From: John Valencia

Director of BRE & ET Programs

Subject: January 21, 2014 MEDC Board Meeting; BREP Report/Update

Business Retention & Expansion Program

On the retention side, all is good and we haven't heard of anyone leaving. So that is good!

StatLab progresses. Most of the work continues to be on the document side, and here shortly, the real work on the property and the building itself should come into focus.

Emerging Technology

Emerging Technology Program updates: last month I reported that I was working with six (6) different companies that don't quite meet our Emerging Technology Program and are also too big for The Collide Center. Well, that list has now grown to twelve (12) and three of them are in the Co-Work environment. We are looking at ideas and options, but haven't landed on an answer as of yet.

Regarding the Collide Center, there is some recent news on a couple of our residents and with the Boss Fight Entertainment Team upstairs. Lucky Shoe Books did a press release on their first published book, *My Dog Ate My Homework*, which I've attached to this report. Klinkert Software & Services is working on a press release to push out within the next week on their new product. And David Rippy, CEO of Boss Fight Entertainment shared the following with me:

...it's been a great 6-month start for the company. We secured our first publishing deal in November (we make the game, our publishing partner distributes and promotes it), and have grown by 4 employees that makes 26. We plan to formally announce Boss Fight in a press release in early February. Plans for 2014 include a second project and additional headcount growth, probably adding another 5 people in the next 6 months.

Following are some updates and highlights of our first six months:

- 10** **Number of companies moving in on opening day, June 17, 2013**
- 21** **Number of resident members**

- 18** **Current number of companies**
- 35** **Number of resident members**
- 6** **Pitch Sessions**
- 5** **Companies that have raised \$4.5MM of investment**
- 1** **Company working a \$40MM Exit**

Attached please see the current Resident Briefs we have made to give a hint of whom we have working in the space.

75 Construction Communication

We continue to try our best as a Community to keep those affected most with how the project is going and updates. I personally hand delivered 14 of these letters.

Attached is the letter dated December 17th that the Mayor prepared and pushed out to the Community.

The Team here continues to work hard in promoting our wonderful community. These are exciting times and we are blessed to be a part of McKinney!

Respectfully Submitted,

John Valencia

Director of Business Retention, Expansion & Emerging Technology
MCKINNEY ECONOMIC DEVELOPMENT CORP.

MCKINNEY'S COLLIDE CENTER PRODUCES ANOTHER SUCCESSFUL ENTREPRENEUR
Collide Center Tenant Debuts His First Children's Book

McKinney, Texas (January 10, 2014) – Local author, C.K. Smith, debuts his first book, *My Homework Ate My Dog*, at Prosper Library. Bring your children to hear Smith read from the book on Saturday, January 25 at Prosper Community Library from 11 a.m. – 2 p.m. Aimed at children ages 4-8, the story follows the tale of a girl who has reason to be nervous about her first day of 2nd grade. The book is published by Lucky Shoe Books, a tenant of McKinney's Collide Center.

"The Collide Center played a critical role in getting the book written and published," said Smith. "I was able to consult and network with others on areas such as trustworthy CPAs and lawyers. Most importantly it gave me an inspirational place to write, and a conference room where my team could spread out and review proofs and artwork while preparing the book for publication."

The Collide Center also offers the opportunity for investors to meet with start-up companies and provide advice and potential capital to move these businesses to the next level. Studies show that businesses that started in programs such as the Collide Center double their chance of success after four years. The Collide Center was developed to support emerging technologies and innovative industries within McKinney and provides workspace, education and support to local entrepreneurs.

"Last year one of the Collide Center tenants appeared on *Shark Tank*. We can't wait to see what 2014 has in store for our entrepreneurs," said Jim Wehmeier, President- CEO of McKinney Economic Development Corporation. "We receive applications on a daily basis from new and exciting start-ups. "

About Lucky Shoe Books

Lucky Shoe Books is a publishing company located in Texas and founded by educators with the idea of providing not only great books that expand children's imagination, but also providing educational opportunities with the books. Each book includes a QR code that links to a video version of the book that is read by the author to help students who are ESL or developing readers. Lucky Shoe Books also provides educational curriculum items free of charge to be used alongside the books to link them to all core areas in the classroom. For more information visit the company's website at <http://www.luckyshoebooks.com>.

About the Collide Center

The Collide Center aims to support emerging technologies and to develop innovative industries within the City of McKinney by providing a range of services to entrepreneurs and start-ups. Curious complex with McKinney's Economic Development Corporation developed The Collide Center as a hub designed to provide workspace, education, support, events and workshops to businesses in McKinney. The Collide Center is a co-working space with Incubator and Accelerator programs geared toward fostering success for entities. Additionally, the center provides a "Collide Corridor" area for anyone to come to, meet up, work and otherwise collide with other innovators to spur new ideas and collaborate on possible ventures. Visit www.collidecenter.com for more information.

About McKinney Economic Development Corporation

McKinney, Texas, is unique by nature. As one of the fastest-growing cities in the U.S., McKinney has a current population of nearly 141,000. Incorporated in 1848, the city is located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers rolling hills, lush trees, a historic downtown

square and unique neighborhoods and developments. Within a 30-minute drive to both DFW International Airport and Dallas Love Field, McKinney is also home to Collin County Regional Airport. Featuring multiple visionary developments and with lots of land to grow, the city is primed for economic development. McKinney ranks No. 2 on the Money Magazine Best Places to Live in America list and as a Top 100 Community in America for Young People by America's Promise Alliance. Visit the MEDC website at www.mckinneydc.com.

Collide Center Resident Company List - January 2014

Curious Complex is a series of marketplaces dedicated to specific passions, exclusive to enthusiasts, and managed by experts. Find, Buy and Sell the things you love from the people you know.

Abuzz Entertainment is creating a social mobile app, VenU™, designed to connect like-minded people, brands and marketers in an open and enhanced environment. VenU™ connects the world visually and emotionally via location, interest and opportunity.

Aurisma Studio is a mobile luxury accessory company. Our focus is on high-value niche markets that have a passionate and lifestyle loyal consumer following and ones that are currently underserved or ignored by larger more established mainstream companies. Our initial product portfolio is targeted at users of hero mobile devices (Smartphone & Tablets) from both Apple and Samsung.

Nepri is an online industry connections platform that provides every teacher an opportunity to connect their classroom to the real world to engage students in Science, Technology, Engineering and Math(STEM), to expose them to real job skills and to inspire them through role models. We make it easy for teachers to leverage industry connections while providing a reliable platform for companies to engage with schools.

Jackalope Jobs helps job seekers find jobs by with a patent pending platform combining intelligent searching and social networking. A Social Job Discovery Platform.

Superstar Sports Media is a cloud based youth sports, events and activities on-demand network. That captures the Memories that Matter. We have a proven best practice approach for advertisers to reach a tight targeted audience in an unobtrusive way.

ihiji is the only zero-maintenance, remote network management tool for IT professionals and MSPs

Skvare builds online presence and community management tools for non-profit organizations, professional societies, membership-driven associations, and small businesses

Leading Locally is a website that provides consumers with deals at local merchants. Those merchants can expand their customer base and profits, and local charities benefit from every transaction.

Matramoney allows engaged couples to raise funds from friends and family towards specific items for their wedding, reception, and honeymoon.

Smart Legal Practice is a cloud-based application for smart lawyers to manage their practices...from solo to multi-lawyer firms.

VoiceTelligence/Physician's Voice: "Physicians Voice provides software that closes the gap in communication between health care providers and their patients; improving efficiency in the medical practice and providing patients with more insight and control over their care."

PestRoutes is cloud based software that allows you to manage your office from anywhere.

Klinkert Software and Services, Inc., provides to organizations with medium to large sized communications networks, with unique computer aided design software and consulting services that solves for the optimal network topology, which is critical for initiatives such as cost takeout of operational networks, and minimum cost architectures for new networks.

Wufasta is a rewards platform for Online Gaming where players get to win cool prizes from their favorite brands. Play hard. Win big!

U-gotta is an application that helps people find "what to do, from people like you."

Lucky Shoe Books, LLC is a publisher of books and corresponding school curriculum.

TeacherTube is a website for all the resources you need to know about math, art, educational videos, economics, physics, chemistry, biology, medicine, finance, history, and more. We provide it all for FREE. Watch, read and learn more about education content, Common Core, Texas Essential Knowledge and Skills TEKS.

Ajadas

We work with entrepreneurs who are very passionate and knowledgeable about their product or service idea but lack understanding and experience to raise funds to grow their business. Our knowledge of the process to raise capital provides the answers to their questions and anticipated outcomes of their decisions. We substantially increase the entrepreneur's likelihood of a successful fundraising by providing tools and confidence.



Office of the Mayor

BRIAN S. LOUGHMILLER

December 17, 2013

Dear Business Owners,

As construction has progressed on the U.S. 75 project, many of you have inquired as to the status of the construction and what to expect in the coming months. The Texas Department of Transportation (TxDOT) has provided the following updates about construction along U.S. 75 in the Eldorado Parkway area. Completion dates could be affected by additional inclement weather or other unforeseen construction delays, but these dates provide some sense of the upcoming benchmarks.

TxDOT plans to have the following sections along U.S. 75 completed by the end of January 2014 and open to traffic:

- Traffic will shift to new concrete pavement on the southbound frontage road adjacent to Pat Lobb's Toyota
- The exit ramp from the Sam Rayburn Tollway to Eldorado Parkway will be open
- The northbound frontage road just north of Eldorado in front of Discount Tire and Service King will be open.

In March 2014, TxDOT plans to open the following sections to traffic:

- The north half of the Eldorado Parkway bridge; removal of the south half of the bridge will begin shortly thereafter
- The new ramp from the southbound frontage road to Eldorado Parkway, opening all three driveways to the Eldorado Plaza shopping center
- The new ramp from Eldorado Parkway to the northbound frontage road, opening access to all driveways from the shopping center on the northeast corner of the interchange
- The southbound frontage road from Country Club to Eldorado Parkway, reopening Country Club Drive

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While these traffic changes will allow for driveways and streets to be reopened, some movements may be restricted based on continuing construction activities. Updated information will be posted at www.mckinneytexas.org/construction. If you would like to receive an email with information on U.S. 75 construction updates, send your email address to construction@mckinneytexas.org.

We appreciate your continued patience as TxDOT works to complete this project. We understand the significant impacts to your business. The City of McKinney has worked with numerous businesses to mitigate these impacts, to the degree possible. If you believe the city can assist you with a unique challenge imposed by the construction, please do not hesitate to call Gary Graham, Transportation Engineering Manager at (972) 547-7438.

Sincerely,

A handwritten signature in black ink, appearing to read "Brian S. Loughmiller". The signature is fluid and cursive, with a large initial "B" and "L".

Brian S. Loughmiller, Mayor
City of McKinney