



## McKinney Economic Development Corporation

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January 2018

### Strategic Plan Management & Communicating Results:

#### A. Business Retention & Expansion

- Project Arlo was not eligible for MEDC assistance but is going before the City Council on 1/16 for consideration for tax reimbursement. This is a significant development project as it would add nearly \$50M to McKinney's taxable base.
- Several potential expansion projects are still under discussion.
- Working on the 2018 business retention call schedule.

#### B. Business Attraction

- Southgate marketing materials were circulated prior to the holidays & MEDC staff has been giving feedback to KDC regarding format, look, content, etc. Additional revisions are being recommended prior to our targeted marketing launch on 1/15. A detailed prospect activity report has been requested.
- Walls have gone up on the Playful project & groundbreaking is scheduled for 1/17 for the Independent Bank project.

#### C. Entrepreneurship

- The City convened a culture of innovation meeting on 12/21 that involved a number of private & public sector thought leaders to discuss the innovation ecosystem as it stands in McKinney & the region. A number of observations were shared & will be explored further in the months ahead.

#### D. Competitiveness

- Project Flip was approved for incentives by the MEDC Board in December & a tentative offer letter has been extended to the company. The project



would involve the addition of another significant spec light industrial project for McKinney.

- An extension on the Hunt Southwest land purchase agreement was granted over the holidays due to some unresolved issues with location of the floodplain boundaries on the site. A meeting is scheduled for 1/17 with City planning & engineering staff to evaluate the best options for resolution.
- The spec developer exploring site development near the airport is making progress with their proposed project & still has intentions to close on the property by the end of January.

### Marketing/Promotion/Connection Activities:

- Business development/marketing staff have been working very well together preparing tailored powerpoints for presentations to developers, brokers, site consultants, etc.
- Met with a representative of Lone Star Pace at the request of a Collin County Commissioner to learn more about the Property Assessed Clean Energy financing program. Reviewing materials as a potential financing vehicle for energy upgrades.

### Other:

- Melissa Dixon, our new Operations & Compliance Administrator joined the MEDC staff on 1/3 & is becoming totally integrated into MEDC's operations & compliance activities. She will be a great addition to the team.
- Telephone interviews are underway to fill the research analyst position & we hope to have a selection yet this month.