



Economic Development Highlights

President Auterson

March 2017

Prospect Activities:

- **Project Red River's latest incentive offer letter is still being evaluated by company leadership. Staff continues to maintain close communication with the site consultant to insure McKinney remains responsive.**
- **A draft of the Gateway MOU has been shared with the KDC team & it is our desire to keep this vital project on a continued fast track. The MOU was crafted with three phases (design, master development agreement & initial development phase, subsequent development phase) to facilitate prompt design/marketing implementation steps while the master development agreement is being negotiated. If KDC responds to the MOU the week of 3/13, we could seek MEDC Board action on 3/21.**
- **McKinney has recently been added to the shortlist for several sizeable development projects. Consideration for these projects reaffirms the strong development interest in our area & also reinforces some of the industry targets we have identified preliminarily in our strategic planning process.**
- **Participated in Aramark's ribbon cutting ceremony in February for their clean room facility. The first class facility will employ up to 120 people.**
- **Providing backup support to the City airport staff as they explore the viability of some airport expansion activities to accommodate a potential user of the facility.**

Business Retention/Expansion Program (BREP) Activities:

- **Visited recently with Medical City McKinney, Baylor Medical Center McKinney, Prosperity Bank, Hisun & Popular Ink.**
- **Received good company participation at our February strategic planning roundtable discussions.**

Entrepreneurial Activities:

- **Continue to monitor the progress of the McKinney Innovation Center & McKinney Technology Center initiatives. These two groups have**

been in discussions to insure their business models are complementary.

Marketing/Promotion/Connections Activities:

- Have gotten some very positive media coverage in recent weeks due to the announcements surrounding our Gateway developer selection process & other related project activities. To read the article in the Community Impact Newsletter, click here: <http://impactne.ws/cin/225329>
- In February, staff participated in several events including the Greater Taiwanese Chamber Chinese New Year's Gala, the Governor's pre-Super Bowl reception in Houston, the McKinney Chamber's Community Awards, a "Connect" Conference in Dallas & a BisNow event in the Harwood neighborhood of Uptown Dallas.
- Coordinating our domestic & international marketing program activities with the Dallas Regional Chamber, TexasOne & Team Texas. Target markets include major cities on the east & west coasts & the Midwest. International target markets include North America, Europe & Asia at this time.
- Attending a Collin County Days information session on 3/15, hosted by the McKinney Chamber at the Collin College Education Center. Collin County Days are scheduled in Austin March 28-29th.

Research Activities:

- The strategic planning roundtable discussions in February were well attended & we received valuable feedback to assist with the asset evaluation process. The process continues to move forward with the board strategic prioritization work session scheduled for 3/17. This five hour session will flesh out those priority activities that will help define & create the goals & objectives that will become the foundation for our 5 year strategic plan.
- We have secured a subscription to CoStar to enhance our property research/analysis capabilities when working with developers & prospects.
- Met with City finance department staff to discuss development of a 10 year project funding plan. Future funding needs will become better defined through the strategic planning process.
- Working with a small ad hoc group from the MEDC Board to ascertain the appropriate level of due diligence to perform on companies seeking incentives. Protocols will be developed for board consideration.
- Attended a McKinney National Airport Open House to learn more about the master plan process.

CITY & COUNTY | DEVELOPMENT | NEWS

MEDC works to build McKinney business

City manager: Gateway project is part of 'new era' of development

By **Marthe Rennels** | Posted March 4, 2017 at 7:39 am

The city of McKinney and the McKinney Economic Development Corp. on Feb. 22 agreed to enter into exclusive negotiations with development company KDC for the development of the Gateway site at SH 121 and US 75.

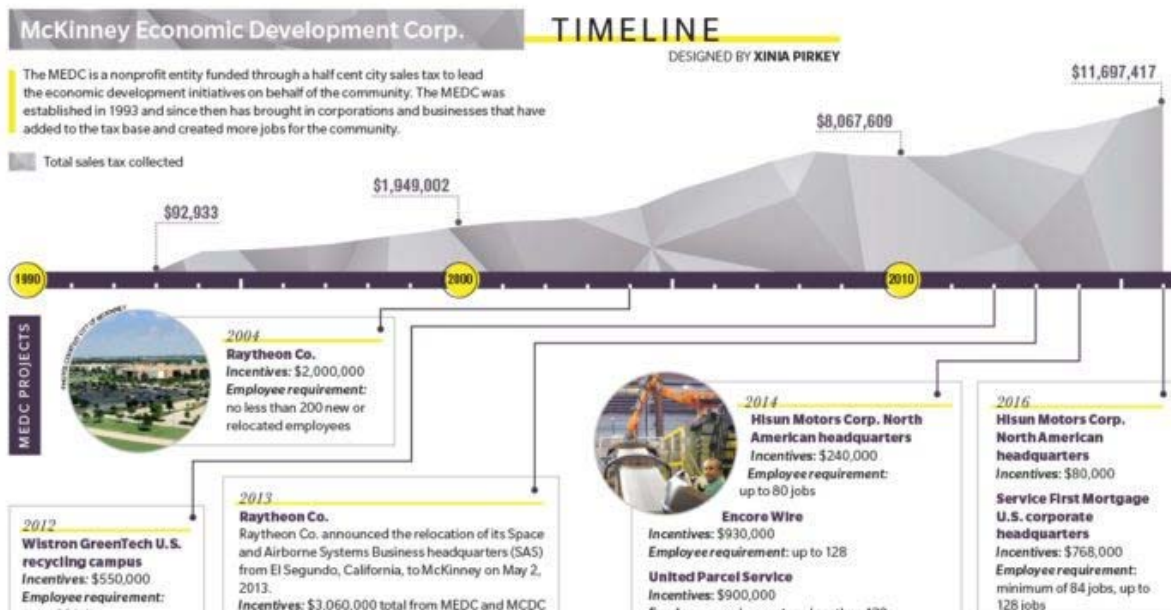


The commercial real estate development and investment firm is responsible for developing the Plano office campuses for JPMorgan Chase and Liberty Mutual as well as Toyota's North American headquarters complex. KDC also developed the Raytheon and State Farm Insurance campuses at City Line in Richardson.



"KDC has a great reputation for doing incredible work in North Texas, and we couldn't be more excited to work with them as they will help bring our vision and guiding principles for the Gateway development to fruition," McKinney EDC President Darrell Auterson said.

KDC will work with the city and MEDC to determine what the development will include, and Auterson said he hopes to see Class A office space become a part of Gateway to fill the growing office space demand in the region.



up to 80 jobs

employee requirement: no less than 120

MEDC momentum

Since Auterson took the helm of the EDC in July, city officials have been looking at the Gateway project as just the start of growing momentum for the MEDC and the city of McKinney.

“Darrell and his staff are highly regarded in the field of economic development and among the business community,” City Manager Paul Grimes said. “This is truly a new era for economic development in the city of McKinney, and we are excited for the future of McKinney economic development.”

The MEDC, established in 1993, is a nonprofit entity funded through a half cent McKinney sales tax. The organization’s role is to bring in corporations and businesses to add jobs and add to the tax base.

The organization has facilitated dozens of incentives to bring companies to the area since its inception, and it is now working to revamp the MEDC strategic plan. The process to update the plan began in February, and it includes roundtable discussions with developers, landowners, utility companies and builders.

“When our strategic plan is complete, it will be our manual for success,” Auterson said. “We are going to commit ourselves to accomplishing as much as is defined in that plan, and if we need to adjust as development trends or demands change, then we will.”

Auterson said the MEDC has hired a specialist to help teach the staff how to better understand what the business community is looking for.

“[The knowledge] will make it a lot better for us when we are sitting in front of an executive to have deep, meaningful conversations about their business,” he said. “We will be the ones who have done all of the homework and have learned how to do the proper business case analysis, so when that CEO is talking about the complexities of their business, we are better-equipped to tell them why McKinney is the right fit for them.”

Road to development

McKinney Mayor Brian Loughmiller said most of the development taking place in surrounding cities occurred once infrastructure was in place, adding that he expects McKinney to follow that trend.

“Compared to how long the Dallas North Tollway has existed, McKinney and Allen will just be beginning to look to development opportunities on SH 121 as the projects move east from the DNT,” he said.