



Economic Development Highlights Executive Vice President Liu July 2014

Economic Development

Participated Economic Development/ Marketing Event/Mission

- Toyota's Visit to Collin County/Dallas for the relocations of 4,000 employees in 2015-2017

Date: August 10-15, 2015
Size: 30-35 Toyota Representatives
Where From: California, Kentucky and New York
Theme: **Diversity & Quality of Life**
Local Point of Contact: Asian Chamber of Commerce Collin County Chapter

Planning Meetings

1st Meeting - Staff Participated at Asian Chamber office on June 12.
2nd Meeting – Director of Marketing Stein and Staff Participated at Asian Chamber office on July 7.
3rd Meeting - Director of Marketing Stein and Staff Participated at MEDC office on July 14.

Toyota Diversity Employee Representatives Visit to McKinney

1st Visit, July 9 –
Four Toyota representatives and three Asian Chamber executives had a 3-hour visit to MPACT, downtown McKinney and TPC Craig Ranch. Mayor Loughmiller, Mayor Pro Tem Ussery, Interim City Manager Muehlenbeck, Director of Marketing Stein, MPACT Director Rosenthal and Staff joined the welcome tour.

Collectively, McKinney presented a strongly favorable impression on Toyota Representatives. (See attached pictures)

2nd Visit, August 13 – McKinney/Allen Day
Theme of the Day is "Community Services". Staff is working on the multiple encounters with Toyota for the week of August 10. Sill finalizing the Agenda.

Prospective New Business

- Will discuss in Executive Session
 - Project Coin

Toyota Visiting McKinney July 9, 2014

