



McKinney Economic Development Corporation

Abby Liu, Executive Vice President

September, 2017

Strategic Plan Management & Communicating Results:

A. Business Retention & Expansion

- Staff visited Hisun with city video production technician to shoot President Sun's video testimonial and discuss the future expansion plan of Hisun on August 17. (Photo attached)

B. Business Attraction

- Staff hosted the second meeting with Project Soft representatives on August 6. Assistant City Manager Shelton and Development Services staff joined the Pre-development meeting. Project Soft representative commented on the speedy response from Development Service staff after the meeting.
- Staff hosted the first meeting with a new prospect from Taiwan on August 11. The prospect is interested in establishing its first office in the US and considering McKinney as one of the finalist cities. This prospect is a result of Staff's participation in Select USA Taiwan Mission in 2016.
- Staff hosted the first meeting with a new prospect from China on August 12. The prospect is interested in investing in real estate development in McKinney.
- Assistant City Manager Barry Shelton and Staff have been working intensively on Project River.

Marketing/Promotion/Connection Activities:

- President Auterson and Staff attended Collin Corporate College Open House in Plano on August 16. (Photo attached)



- President Darrell Auterson and Staff attended a meeting with the staff from Texas Manufacturing Assistance Center (TMAC) to discuss the collaboration opportunity to offer services to McKinney manufacturing community.
- President Darrell Auterson and Staff hosted a meeting with Dallas Regional Chamber staff to discuss DRC's 2017/2018 calendar of events and the coming Europe Mission.
- President Darrell Auterson, Staff and Team attended Playful Groundbreaking at the company new site on August 28. Mayor Fuller and Founder/CEO Bettner delivered a brief speech. It was a successful Groundbreaking.
- MEDC was a Platinum Sponsor of the 2017 NTCAR Commercial Real Estate & Developer Expo. BREP Director Valencia, Marketing Director Aragon and Staff attended the well-attended event. A new tradeshow booth was debuted and received positive feedback. (Photo Array attached)

Other:

- Executive Session Agenda Items:
 - Paccar, Inc.
 - Project Cubby
 - Project River

HISUN BUSINESS RETENTION

McKinney, TX | August 17, 2017

Staff visited Hisun with the City of McKinney's video production technicians to shoot the President of Hisun, Jason Sun. President Sun provided a video testimonial in Chinese regarding McKinney and MEDC. Additionally, Abby Liu met with President Sun to discuss the future expansion plan for Hisun.



Abby Liu on set with President Sun for the video testimonial.

COLLIN CORPORATE COLLEGE OPEN HOUSE

McKinney, TX | August 16, 2017

Collin Corporate College hosted an Open House for a mingling of business leaders and educational leaders of the area. Collin Corporate College services Collin and Rockwall county businesses through customized training solutions and career and human capital recruitment support. Speakers also spoke at the event detailing specifics of the college and upcoming events.



D. Auterson and A. Liu met with Dr. Neil Matkin, District President at Collin College and Jennifer Blalock, Ed. D, Vice President, Workforce & Economic Development at Collin College, who both spoke at the event.



Abby Liu and Darrell Auterson met with attendees throughout the event.

NTCAR COMMERCIAL REAL ESTATE & DEVELOPER EXPO

Dallas, TX | September 7, 2017

NTCAR's Annual Commercial Real Estate and Developer Expo was a great opportunity to network with the real estate and development community while showcasing some of McKinney's recent projects and discussing upcoming development.



MEDC was a Platinum Sponsor for the 2017 NTCAR Commercial Real Estate & Developer Expo. A new tradeshow booth was debuted at the event.



CBRE Group brokers visited with our team, as did representatives of McKinney Village, including, Dillon Cook, Abby Liu, Geneva Aragon, John Valencia, and Chad Walker. Abby Liu and the MEDC team was able to spend time with multiple brokers throughout the event.