



Program of Work Summary

Developed for McKinney EDC

December 10, 2014

Prepared by
Development Counsellors International (DCI)

Program of Work Summary

April 2014 – March 2015



Contract Summary

Total Contract Value:	\$72,700	\$63,600 Retainer; \$9,100 Expenses
Key Deliverables:	2 Domestic Marketing Missions, 6-8 Meetings Each	Focus: Face-to-Face Meetings with Corporate Decision-Makers, SSCs in Key Geographic Markets
	1 International Mission, 8+ Meetings	Focus: Meetings at Farnborough Air Show
	1 SSC Familiarization Tour, 4-5 Attendees	Focus: Two-Day Visit to McKinney
	Access to LocationAdvisors.net	Focus: Database of 250+ Top Site Selection Consultants

Activity Dashboard

Activity	Proposed Date	Target	Results
NY-NJ Mission (Abby & Chad)	May 5-7 (<i>Weather-related carry-over from previous year</i>)	Domestic Corporate Executives & Site Selection Consultants	Orion Systems Integrators, Aequor, Checkpoint Systems, Dupont, Genesis 10, Ernst & Young, ADP, WDG Consulting, Ryan Inc.
Farnborough Air Show (Jim)	July 14-20 (<i>Limited participation due to unforeseen circumstances</i>)	Domestic & International Corporate Executives	Mitsubishi, GKN Aerospace (<i>11 other meetings were originally scheduled; meetings cancelled due to accident</i>)

Midwest Mission	October 13-17 <i>(Rescheduled for Mid-Atlantic)</i>	Domestic Corporate Executives & Site Selection Consultants	Rescheduled for Mid-Atlantic mission due to low response. However, resulted in Medline interest & conference call with Caterpillar .
SSC FAM Tour	November 12-13	5-8 consultants to visit and tour McKinney	NCS Int'l, Bruce Facility Planning, Hickey & Associates, CH2M Hill, Location Advisory Services
Mid-Atlantic Mission <i>(DC-Balt area)</i>	February 2015	Domestic Corporate Executives & Site Selection Consultants	Outreach to begin Jan. 5.
Southern CA Mission <i>(LA-SD area)</i>	March 2015	Domestic Corporate Executives & Site Selection Consultants	Outreach to begin Jan. 19.

Program of Work Summary

April 2013 – March 2014



Contract Summary

Total Contract Value:	\$69,500	\$62,400 Retainer; \$7,100 Expenses
Key Deliverables:	2 Domestic Marketing Missions, 6-8 Meetings Each	Focus: Face-to-Face Meetings with Corporate Decision-Makers, SSCs in Key Geographic Markets
	1 International Mission, 6-8 Meetings	Focus: Meetings at international trade show <i>(replaced with TexasOne mission support)</i>
	Access to LocationAdvisors.net	Focus: Database of 250+ Top Site Selection Consultants

Activity Dashboard

Activity	Proposed Date	Target	Results
TexasOne CT Mission Support	June 19-20 <i>(Replaced Int'l Trade Show Outreach)</i>	Domestic Corporate Executives & Site Selection Consultants	Park Electrochemical Corporation, Hickey & Associates, Oxford Analytica, Deloitte, Grant Thornton
California Mission	September 9-12	Domestic Corporate Executives & Site Selection Consultants	Del Monte Corporation, AeroVironment, Panasonic Aviation, VXI Global Solutions, Golden Island Gourmet Jerky, CBRE, Cresa, Ernst & Young, Spectrum Location Solutions, Deloitte
NY-NJ Mission	March 3-6 <i>(Weather-related reschedule for May 5-7)</i>	<i>Domestic Corporate Executives & Site Selection Consultants</i>	<i>Orion Systems Integrators, Aequor, Checkpoint Systems, Dupont, Genesis 10, Ernst & Young, ADP, WDG Consulting, Ryan Inc.</i>