

**Cayti Stein**  
**Director of Marketing & Research**  
**March 2015**



**Marketing:**

- *Events and Networking*
  - CREW (Commercial Real Estate Women) Dallas
    - Attended on February 18 for an information luncheon and networking event. The topic was Nebraska Furniture Mart and development surrounding the store.
  - Collin College Stetson and Stilettoes
    - Attended on February 21 with MCDL Board members. Fundraiser for student scholarships from the Collin College Foundation
  - BizNow Event- commercial realtor networking event
    - Attended with Chad on February 25. The topic was the "Platinum Corridor"
  - Sheraton McKinney Grand Opening
    - THANK YOU for attending the event on February 26
  - NTCAR Young Professionals (North Texas Commercial Association of Realtors)
    - Event was canceled due to snow
  
- *Print Materials*
  - Community Profile has been updated
  - Working towards an international brochure that will be translated into any language we need
  
- *Print Advertisements*
  - DFW Economic Development Guide 2015
  - Texas Real Estate Business- full page ad
  - Site Selection Magazine- full page ad
  - NTX Magazine- full page ad
  
- *Public Relations*
  - [Starwood Hotels Debuts 14th Hotel in Texas with the Grand Opening of Sheraton McKinney Hotel and Conference Center](#)

- [Dallas' Catalyst gets \\$21M for new luxury McKinney Urban Village project](#)
- *Videos*
  - 6 minute video: [McKinney, TX- Building on Success](#)
    - Nearly 2,200 views
  - 3 minute video: [The Sky's the Limit](#)
    - 12,500 views
- *Website*
  - Board headshots and bios are on the MEDC website and available [here](#)
    - “Why McKinney” → “About Us” → “Board and Agendas”
    - Please send me your biography if you have not done so already.

## **Projects**

- Request for Proposals:
  - MEDC has received 17 RFPs from the Governor's Office or Dallas Regional Chamber since January 1, 2015
  - MEDC had 8 qualified properties that were appropriate for proposal submission
- Salesforce:
  - Salesforce is officially “up and running” with all of MEDC's contact input. Now we will work through inputting data from leads and projects.

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## **Starwood Hotels Debuts 14th Hotel in Texas with the Grand Opening of Sheraton McKinney Hotel and Conference Center**

*New Hotel Opens in the Heart of the Dallas-Fort Worth Metroplex*

**MCKINNEY, TX—February 26, 2015** – Starwood Hotels & Resorts Worldwide Inc. (NYSE:HOT), today announced the opening of the [Sheraton McKinney Hotel](#) and Conference Center in McKinney, Texas. Owned by Gateway Hotel One, Ltd., the hotel offers [186 guest rooms](#) and suites, ample [meeting facilities](#) and all of Sheraton's signature services and amenities. The property will celebrate its opening today with a ribbon-cutting ceremony and private reception attended by McKinney Mayor Brian Loughmiller and members of the McKinney Chamber of Commerce.

Sheraton McKinney is located 30 miles northeast of downtown Dallas and a short drive from Dallas Fort Worth International Airport. Guests will enjoy convenient access to shopping and dining in historic downtown McKinney, plus a wide assortment of recreational activities, such as world-class golf, tennis, and hike and bike trails. Nearby businesses include Emerson Process Management, Raytheon, Torchmark Corporation and Encore Wire.

"We are delighted to welcome travelers to Sheraton McKinney and to one of the fastest growing cities in the United States," said Ryan Miyamoto, General Manager, Sheraton McKinney. "We look forward to bringing the brand to life and are eager to witness the impact that this hotel will have on the community. As Sheraton embarks on another year of record-breaking growth, the opening of Sheraton McKinney will further reinforce Sheraton as the most global hotel brand."

The heart of the lobby will feature "Link@Sheraton® experienced with Microsoft®" – the brand's signature social hub. The hotel's stylish and comfortable guest rooms are each equipped with an oversized work desk, custom-designed ergonomic chair, high-speed Internet, LCD flat panel television, MP3 docking station and the all-white Sheraton Sweet Sleeper® bed, designed to meet AAA's Five Diamond Award® criteria. Sheraton Club guests will enjoy upgraded amenities, as well as complimentary breakfast, beverages and evening hors d'oeuvres in the Sheraton Club Lounge. Guests will also be able to experience Sheraton Social Hour, the brand's signature, premium wine program, sampling a selection of highly-rated wines.

"The whole city has been looking forward to the opening of this Sheraton hotel, and we're excited that the day is here," said McKinney Mayor Brian Loughmiller. "The meeting space and the hotel accommodations in this high-profile development in the city's gateway will expand our ability to market the city to new corporate clients and visitors."

Sheraton McKinney features more than 20,000 square feet of flexible [meeting space](#). The hotel features an outdoor pool, contemporary dining at Sweetwater Bar & Grill and a fully equipped fitness facility featuring the brand's revolutionary new health and fitness program, Sheraton Fitness by Core® Performance.

"The Sheraton McKinney Hotel and Conference Center was designed to provide hospitality, conference and meeting spaces that are all in demand from residents, businesses and visitors to our city," said MCDC Board Chair, Scott Elliott. "We're excited and looking forward to opening day, and the continuing expansion of the city's vision for McKinney's 'front door'."

Sheraton Hotels & Resorts, like all brands within Starwood's robust portfolio, is proud to offer the Starwood Preferred Guest® program, which made headlines when it launched in 1999 with a breakthrough policy of no blackout dates on Free Night Awards. To celebrate the grand opening, the Sheraton McKinney is offering 1,000 bonus Starpoints for SPG® members who book and stay by April 6, 2015. [Book online](#) at [Sheratonmckinney.com](http://Sheratonmckinney.com) or call 866-716-8101 and ask for rate plan OPEN. SPG offers members the ability to redeem awards at more resorts, more luxury properties, more European hotels and more golf properties than any other hotel program.

For more information on Sheraton Hotels & Resorts, please visit [www.sheraton.com](http://www.sheraton.com) or [Facebook](#). Follow Sheraton on [Twitter](#), [Instagram](#) and [Weibo](#).

#### **About Sheraton Hotels & Resorts**

Sheraton helps guests make connections at more than 400 hotels in nearly 70 countries around the world. The brand recently completed a \$6 billion global revitalization and is now in the midst of an \$8 billion global expansion over the next three years. Sheraton is owned by and is the largest and most global brand of Starwood Hotels & Resorts Worldwide, Inc., one of the leading hotel and leisure companies in the world with nearly 1,200 properties in 100 countries and over 180,000 employees at its owned and managed properties. Starwood is a fully integrated owner, operator and franchisor of hotels, resorts and residences with the following internationally renowned brands: St. Regis®, The Luxury Collection®, W®, Westin®, Le Méridien®, Sheraton®, Four Points® by Sheraton, Aloft®, and Element®. The Company boasts one of the industry's leading loyalty programs, Starwood Preferred Guest (SPG®), allowing members to earn and redeem points for room stays, room upgrades and flights, with no blackout dates. Starwood also owns Starwood Vacation Ownership, Inc., a premier provider of world-class vacation experiences through villa-style resorts and privileged access to Starwood brands. For more information, please visit [www.starwoodhotels.com](http://www.starwoodhotels.com).

From the Dallas Business Journal

<http://www.bizjournals.com/dallas/news/2015/03/09/dallas-catalyst-gets-21m-for-new-luxury-mckinney.html>

# Dallas' Catalyst gets \$21M for new luxury McKinney Urban Village project

Mar 9, 2015, 3:32pm CDT



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One of North Texas' community-oriented developers — Dallas-based Catalyst Urban Development — has secured nearly \$21 million in construction financing for the initial phase of McKinney Urban Village.

The \$30 million mixed-use and health science district in McKinney initially will feature a proposed 240-apartment luxury community adjacent to the **Medical Center of McKinney** near U.S. 75 and State Highway 121.

The community's proposed amenities include a clubhouse, fitness center, dog park, resort-style pool terrace, yoga lawn, community garden and walking trails.

JLL's [Jason Piering](#) and [Adam Mengacci](#) led the team to secure the financing from **Comerica**, which provided the five-year, floating-rate loan.

There are [a number of new luxury apartment communities](#) coming to North Texas. Last year, Catalyst Urban Development [developed the award-winning \\$30 million Lancaster Village](#), which brought more housing to southern Dallas.

Candace covers commercial and residential real estate and sports business.