ORGANIZATIONAL REPORT

2021 - November

MEDC

McKinney Economic Development Corporation

MEDC Board,

This month is a month of goodbyes. We are saying farewell Patrick Cloutier from our Board of Directors as he seeks to fill the vacant City Council seat by Councilman Fredrick Frazier. Thank you, Patrick, for your leadership and service to the MEDC. We also said farewell to our Senior Vice President, Danny Chavez. Danny is taking a new position with the Charlotte Business Alliance, and we thank him for his contributions to the MEDC and wish him well on his new endeavor.

We are entering into the final stretch of the 2021 year. We have seen another record year of investment and project activity. We currently have over $2 Billion of investment opportunity in our project pipeline and several large projects nearing the finish line. I expect an even stronger year to come.

Peter

Organizational Updates

- Staff continues to work with the McKinney Community Development Corporation (MCDC) and McKinney Chamber for the potential M-Partners office lease collaboration at the new Kaizen Office Building at District 121. MEDC/MCDC is waiting for Chamber's response before moving forward to the Master Lease Agreement with Kaizen.

Organizational Activity Report (October /2021)

- *Total Leads: 15
- Qualified Leads: 7
- RFPs received: 11
- RFPs responded to: 4
- Total Pipeline Projects: 21
- New Pipeline Projects: 0

*Leads include RFPs, RFIs, and direct inquiries from site selectors, brokers, company representatives, etc.

Business Updates

- Innovation fund recipient ShearShare was one of the seven start-ups to take home a $500,000 prize from New York accelerator 43North's pitch competition. The new funding brings ShearShare's total to around $4 million. Congratulations to Courtney Caldwell and Dr. Tye Caldwell.

  https://www.bizjournals.com/dallas/inno/stories/news/2021/11/01/october-dfw-tech-funding-roundup.html

- Staff collaborated with Collin College in the college's endeavor to obtain Build Back Better Regional Challenge (BBBRC) funding as part of the North Texas Regional Coalition. A letter of support was provided indicating, that if the funds are awarded, we will utilize the EDA grant dollars to aid in recruitment efforts to attract technology-focused innovative companies, and to train or re-train the workforce of tomorrow. The aim is to support the evolving North Texas technology and automotive industry and create good-paying jobs for the future.

Technology & Infrastructure Update

- MEDC and City staff continue to partner in ways to make significant technology infrastructure investments in McKinney. The City of McKinney's broadband master planning efforts are wrapping up and we will continue to build off of that.

Business Intelligence

- Comparative Market Studies have been completed for 10 of the 21 markets we identified. This includes cost of living information, home prices, healthcare, etc.
- We've also started pulling down workforce data from the U.S. Census
    - McKinney has a large labor pool in the following industries
        1. Financial Services
        2. Information/Technology
        3. Business Services
        4. Leisure and Hospitality

This allows us to better market ourselves to target sectors and provides insight on where we can help bolster the workforce in McKinney.

Business Retention & Expansion (October 2021)

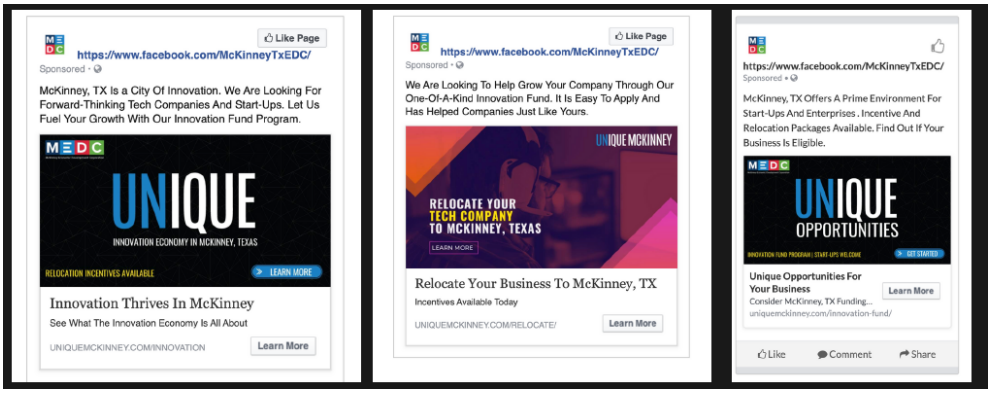
The BRE Partners met on October 22. The BRE Partners continue to partner in information sharing and collaboration as we plan and program opportunities for corporate engagement in 2022.

KVP celebrated one year in McKinney! Staff delivered a commemorative thank you gift to the KVP President, Ken Bowman.

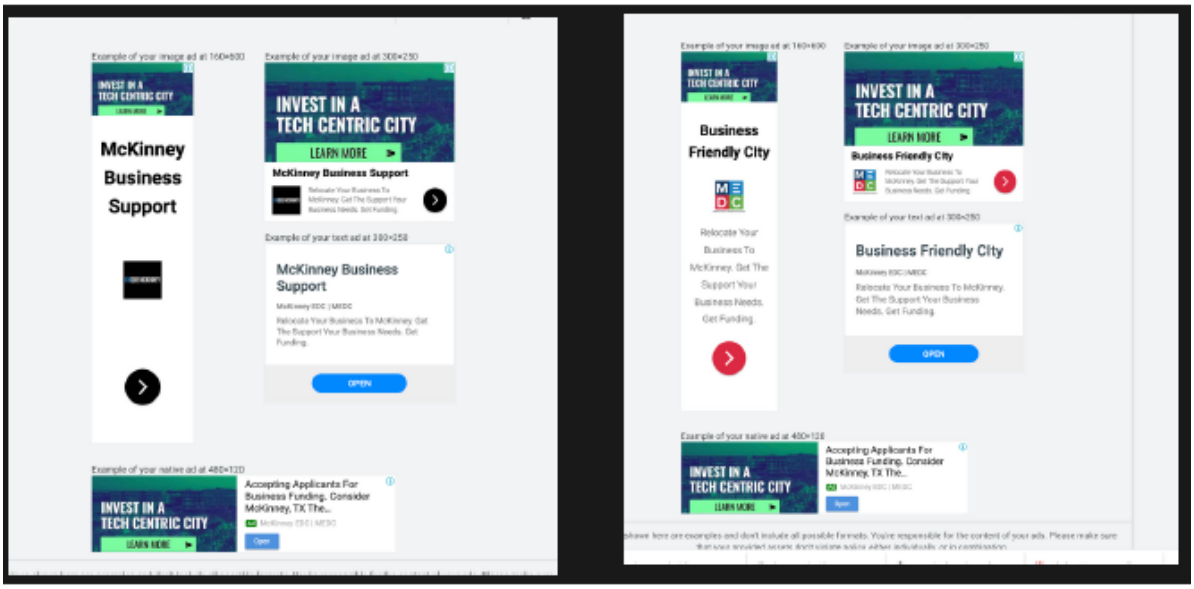
- BRE Visits: 2
- Annual BRE Total: 34
- BRE Partner Events: 0
- Virtual BRE Calls:

Marketing / Communications (October /2021)

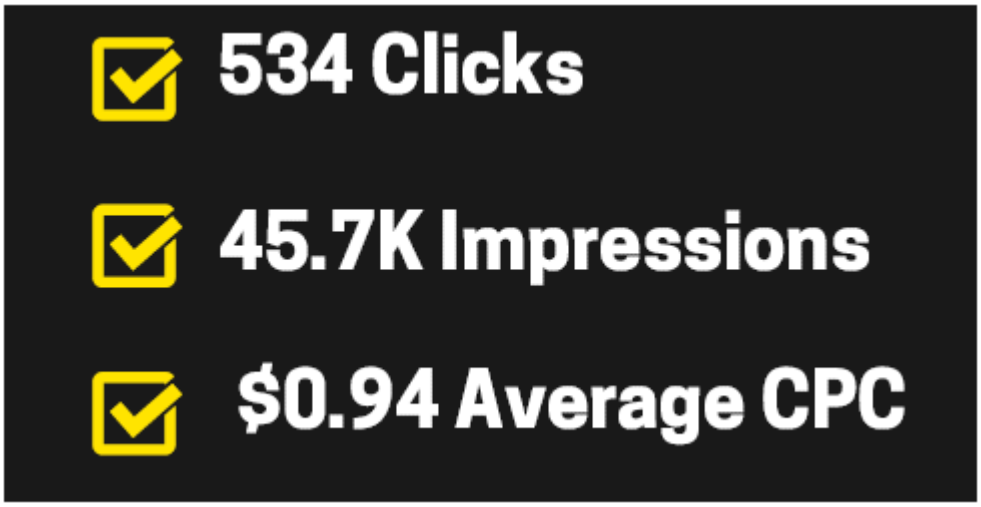
- Marketing Trips:
  - IEDC Annual Conference, October 2-4, Peter Tokar and Danny Chavez attended
  - Connect X, October 4-7, Michael DePaola attended
  - CRETECH New York, October 13-14, Danny Chavez attended
- Marketing / Networking Events Attended
  - Hack DFW with the Dallas Regional Chamber, October 1-3, Madison Clark, Michael DePaola, and Miguel Esparza attended
  - NTCAR: Hall of Fame (MEDC Table Sponsor), October 6, Abby Liu, Danny Chavez, and Miguel Esparza attended
  - TEDC Annual Conference, October 12-15, Abby Liu, Madison Clark, and Miguel Esparza attended
  - 2021 Best of Quarterly Chamber Luncheon, October 19, staff attended
  - BISNOW: 121 Corridor (MEDC Raw Space Sponsor), October 28, staff attended
  - CEO Breakfast Series: David Books, October 29, Staff attended
- Ongoing Projects:
  - McKinney Economic Development Corporation's American Economic Development Organization (AEDO) Application was submitted to International Economic Development Council (IEDC) on July 8. The next step is the feedback from AEDO Review Team and the Site Visit to McKinney. The AEDO accreditation process is generally two to three years.
- Awards
  - The McKinney Economic Development Corporation was one of the recipients for the 2021 NTX Inno Fire Awards for Community Support. The MEDC has attracted nearly 20 start-ups to relocate or expand to the city through its Innovation Fund grants.
- Community Forums
  - Madison Clark spoke to the Rotary Club and provided an update on activity in McKinney and MEDC goals and initiatives on October 8.
- Click Ad Campaigns
  - Hack DFW - October 1-3
    - Markets advertised in: DFW; Ann Arbor, Michigan; Palo Alto, California; and Austin, Texas



- Connect X - October 4-7
  - Markets advertised in: Orlando, Florida



Stats for the campaigns are combined



Committee Meetings

- Finance Committee Meeting met on October 13, 2021
  - Lease/Sublease of a portion of Lot 4, Block A, District 121 Addition, City of McKinney, Texas
  - Project Terra
- Innovation Fund Committee
  - Project Papaya
  - Project Viceroy
  - Project Ferrari
  - Project Guard Rails

Upcoming Trade Shows and Missions

- Smart Cities Barcelona, November 15-19, Mike DePaola to attend
- Consultant Forum 29, December 6-8, Madison Clark to attend
- Economix: December 5-8, Peter Tokar to attend
- Consultant Connect Scottsdale, March 17-18, Peter Tokar to attend
- EMerge Ft Lauderdale, April 18-19, Peter Tokar to attend
- Consultant Connect New Orleans, April 28-29, Madison Clark to attend
- Consultant Connect Chicago, June 23-24 Peter Tokar to attend
- Consultant Connect New York, July 21-22, Peter Tokar to attend
- Economix Columbus Ohio, Dec 5-8, Peter Tokar to attend

Upcoming Events

- 2022 Strategic Planning Session, November 30
- Monthly Realtor Networking Breakfast, December 2
- MEDC Holiday Party, December 15
- Chamber Community Awards, February 25

MEDC IN THE NEWS: This new section is dedicated to showcasing all the positive press that the MEDC and MEDC Staff have generated on various media outlets and platforms.

- **Articles:**
  "Meet the 2021 NTX Inno Fire Award winners setting the ecosystem ablaze" The Business Journals, October 1
  "Exponential growth, investment, and planning for the future were key themes at the REDnews Collin County CRE Summit" ReJournals, October 14