



## McKinney Economic Development Corporation

Bruce Coleman – Director of Business Development

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### Strategic Plan Management & Communicating Results:

#### A. Business Retention & Expansion

#### B. Business Attraction

- Worked with DFW area developer pursuing new 70,000 SF spec industrial project near McKinney National Airport to encourage them to purchase a gateway property on Industrial Blvd.
- Met with prospective developer of a proposed mixed use/live-work-play project for Downtown McKinney area.
- Worked with key Metroplex industrial brokers regarding plans for attracting businesses for a proposed Airport area industrial project.
- Met with California-based supplier to large existing tech company located in McKinney to encourage them to consider opportunities for growth in McKinney.
- Met with area commercial broker to discuss strategy for marketing a new industrial project underway in McKinney.

#### C. Entrepreneurship

#### D. Competitiveness

### Marketing/Promotion/Connection Activities:

- Conducted over 100 Cold Calls and Follow-Up Contacts to Dallas commercial brokerage firms, developers and real estate service providers to encourage them to meet and discuss business/development growth opportunities in McKinney.
- Held 16 meetings primarily in Downtown Dallas/Uptown Dallas to present McKinney to commercial developers/brokers/tenant representatives/site selectors/real estate capital providers/service providers.



- Held conference meeting with national site selector for international CPA firm.
- Made presentation to large number of brokers at Uptown Dallas commercial brokerage firm.
- Met with Chair of North Texas District Export Council which represents large number of international manufacturers/businesses.
- Made presentation to two large architectural/development engineering firms regarding McKinney.
- Met with City Director of Planning to better understand zoning of key industrial/office/mixed use sites in McKinney.

**Other:**