



CITY OF MCKINNEY, TEXAS

Agenda

City Council Special Meeting

Monday, June 5, 2017

5:30 PM

Council Chambers
222 N. Tennessee Street
McKinney, Texas 75069

CALL TO ORDER

- 17-561 [Presentation of House Resolution 1540](#)
Attachments: [House Resolution 1540](#)
- 17-555 [Comments from Outgoing Mayor Loughmiller](#)
- 17-556 [City Council and City Manager Comments](#)
- 17-557 [Presentation to Mayor Brian Loughmiller](#)
- 17-558 [Certificate of Election and Oath of Office for Incoming Mayor George C. Fuller](#)
- 17-559 [Comments from Incoming Mayor and Council members](#)

DISCUSS REGULAR MEETING AGENDA ITEMS

WORK SESSION ITEMS

- 17-560 [McKinney Economic Development Corporation 5 Year Strategic Plan Presentation](#)
Attachments: [Strategic Plan Executive Summary](#)
 [MEDC Strategic Plan](#)
 [Presentaiton](#)

COUNCIL LIAISON UPDATES

EXECUTIVE SESSION

In Accordance with the Texas Government Code:

A. Section 551.071 (2). Consultation with City Attorney on any Work Session, Special or Regular Session agenda item requiring confidential, attorney/client advice necessitated by the deliberation or discussion of said items (as needed) and legal consultation on the following item(s), if any:

B. Section 551.071 (A) Pending or contemplated litigation

- Collin County, Texas v. The City of McKinney, Texas and Custer Storage Center, LLC, Case No. 05-17-00546-CV, Fifth Court of Appeals
- Formal Complaint of ADC West Ridge, L.P. and Center for Housing Resources, Inc. Against the City of Frisco
- Arch Resorts, LLC v. the City of McKinney, Texas, and Rick Herzberger, Chief Building Official of the City of McKinney, Texas, v. Collin County, Texas, No. 219-01855-2015, 219th District Court of Collin County, Texas
- City of McKinney, Texas v. Jimmy David Brazile, d/b/a Western Contracting, and SureTec Insurance Company; Cause No. 416-03459-2016; 416th District Court, Collin County, Texas

C. Section 551.072. Deliberations about Real Property

D. Section 551.074. Personnel Matters

E. Section 551.087 – Discuss Economic Development Matters

- Project A146 – Project Frost

ACTION ON EXECUTIVE SESSION ITEMS**ADJOURN**

Posted in accordance with the Texas Government Code, Chapter 551, on the 2nd day of June, 2017 at or before 5:00 p.m.

Sandy Hart, TRMC, MMC
City Secretary

Accommodations and modifications for people with disabilities are available upon request. Requests should be made as far in advance as possible, but no less than 48 hours prior to the meeting. Call 972-547-2694 or email contact-adacompliance@mckinneytexas.org with questions or for accommodations.



17-561

TITLE: Presentation of House Resolution 1540

SUPPORTING MATERIALS:

[House Resolution 1540](#)



The State of Texas House of Representatives

H.R. No. 1540

RESOLUTION

WHEREAS, The City of McKinney has earned great distinction by becoming the first city in Texas to receive five stars from the Texas Comptroller's office for its financial transparency efforts; and

WHEREAS, In 2016, the Texas Comptroller of Public Accounts initiated the Transparency Stars program, which recognizes local governments that provide taxpayers with easy access to financial data and the tools to analyze it; McKinney has earned stars in all five areas: traditional finances, contracts and procurement, economic development, public pensions, and debt obligations; and

WHEREAS, The City of McKinney's website offers detailed information about revenues, expenditures, and taxes, including easy-to-read graphs detailing the city's finances and financial responsibilities over time; the city has also created a transparency page that provides area residents with a wide range of information about their government beyond fiscal data; and

WHEREAS, The county seat of Collin County, McKinney is one of the fastest-growing cities in the nation, and in 2014 it was rated the best place to live in America by *Money* magazine; this dynamic community boasts award-winning schools, a lively historic downtown, a thriving economy, and great natural beauty; and

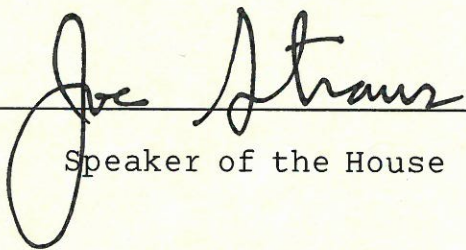
WHEREAS, The citizens of our state and nation benefit greatly from open government, and the City of McKinney may indeed take great pride in its outstanding efforts to provide its taxpayers with the information they need to participate in the decisions that affect them and their families; now, therefore, be it

RESOLVED, That the House of Representatives of the 85th Texas Legislature hereby congratulate the City of McKinney for receiving five stars from the Texas Comptroller of Public Accounts for its transparency program and extend to the city's elected officials and employees sincere best wishes for continued success in their important work; and, be it further

RESOLVED, That an official copy of this resolution be prepared for the City of McKinney as an expression of high regard by the Texas House of Representatives.

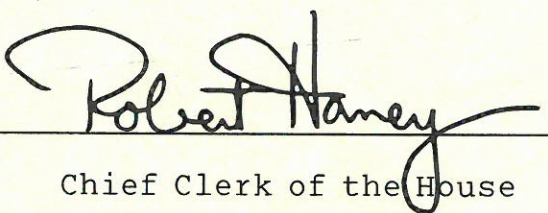
Sanford

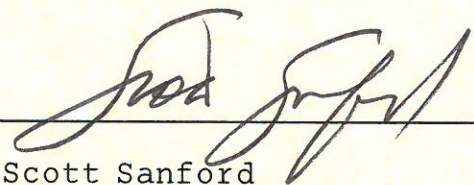
H.R. No. 1540


Speaker of the House

I certify that H.R. No. 1540 was adopted by the House on May 4, 2017, by a non-record vote.




Chief Clerk of the House


Scott Sanford
State Representative
District 70

17-555



TITLE: Comments from Outgoing Mayor Loughmiller

SUPPORTING MATERIALS:

17-556



TITLE: City Council and City Manager Comments

SUPPORTING MATERIALS:

17-557



TITLE: Presentation to Mayor Brian Loughmiller

SUPPORTING MATERIALS:

17-558



TITLE: Certificate of Election and Oath of Office for Incoming Mayor George C. Fuller

SUPPORTING MATERIALS:



17-559

TITLE: Comments from Incoming Mayor and Council members

SUPPORTING MATERIALS:



17-560

TITLE: McKinney Economic Development Corporation 5 Year Strategic Plan Presentation

COUNCIL GOAL: Direction for Strategic & Economic Growth

MEETING DATE: June 6, 2017

DEPARTMENT: McKinney Economic Development Corporation

CONTACT: Darrell W. Auterson, President-CEO

RECOMMENDED CITY COUNCIL ACTION: Receive Presentation

ITEM SUMMARY:

- On May 16, 2017, the Board of Directors of MEDC approved a 5 Year Strategic Plan for the organization.
- The plan aligns with the City of McKinney's Strategic Plan and Comprehensive Plan and provides a vision and roadmap for guiding MEDC's economic development priorities to achieve short-term and long-term economic success. MEDC is seeking City Council approval of the 5 Year Strategic Plan.

BACKGROUND INFORMATION:

- The MEDC Board of Directors approved a professional services agreement with TadZo Consulting in October 2016 and pre-planning for the initiative launched in November. Data collection and analysis provided for a strong foundation of knowledge.
- The strategic planning process was constructed in a coaching methodology to insure proper engagement and ownership by MEDC staff and board. Phase I involved review and refinement of targeted industry data, Phase II involved asset evaluation to build strong business cases for business retention/attraction and Phase III involved the planning process for assembling the final strategy document.
- During the strategy development process, the City's Strategic Plan and

Comprehensive Plan documents served as reference points to insure alignment. Focus group and roundtable discussions were conducted to collect community input and MEDC programs were reviewed and assessed. The MEDC Board and staff conducted strategy priorities work sessions that resulted in four strategy focus areas that include Business Retention and Expansion, Business Attraction, Entrepreneurship and Competitiveness.

- Strategic initiative work sessions were held to develop the tactical elements to support each of the key strategies. Numerous new initiatives will be launched as part of the strategic plan with a heavy emphasis on more proactive marketing activities and development of our product to be more competitive.

FINANCIAL SUMMARY:

- To achieve effective implementation of the strategic plan, MEDC is moving with all deliberate speed to fill current position vacancies in business development and marketing. Financial support will be sought for additional administrative/research personnel as part of the 2017-18 Budget process.

BOARD OR COMMISSION RECOMMENDATION:

- On May 16, 2017, the Board of Directors of MEDC approved a 5 Year Strategic Plan for the organization.

SUPPORTING MATERIALS:

[Strategic Plan Executive Summary](#)
[MEDC Strategic Plan](#)
[Presentaiton](#)



McKINNEY - ADVANCING OUR VISION 2022 5-YEAR STRATEGIC PLAN

EXECUTIVE SUMMARY

2017 - 2022

McKinney Economic Development Corporation
McKinney, Texas

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OUR PURPOSE AND DIRECTION

The “McKinney - Advancing Our Vision 2022” plan aligns to MEDC’s vision and mission.

VISION

To make McKinney the most desirable location in North Texas for business by attracting and retaining companies committed to growing and investing in McKinney.

MISSION

The MEDC will work to create an environment in which community-oriented businesses can thrive. We will do this by identifying, coordinating and realizing high-impact opportunities that promote job and wage growth as well as a diversified and expanding tax base.

WHY THIS WORK IS IMPORTANT TO MCKINNEY

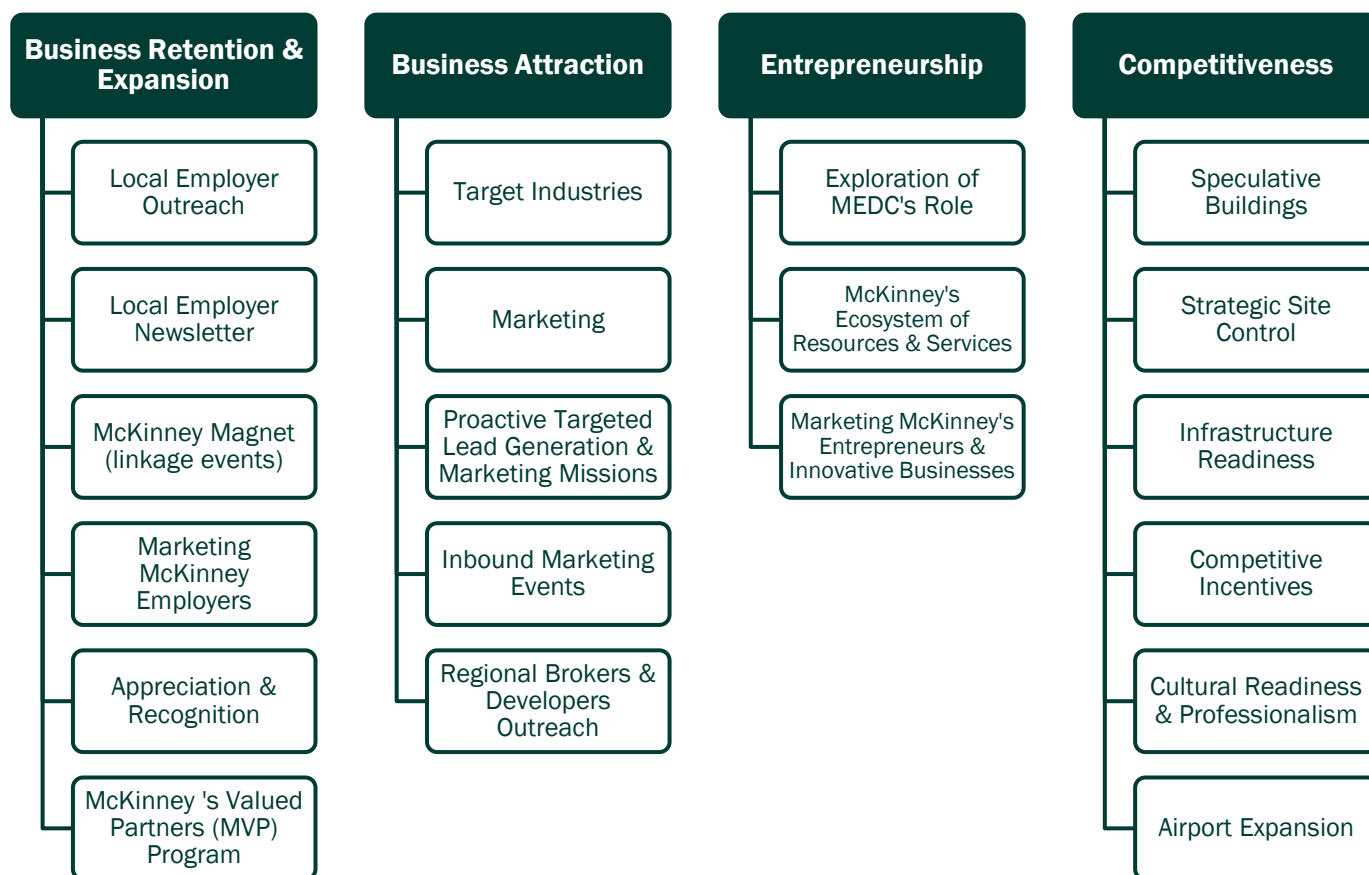
We have the opportunity to positively impact the future of McKinney. By implementing this thoughtful and strategic economic development plan, we make a COMMUNITY – a place beyond just work, but one to truly live satisfying lives. Our work will contribute to a community that every resident, business and visitor can find what they need.

Those of us who work on the implementation of this plan will have the satisfaction of making a difference for our community – a LEGACY for which we can be proud.

STRATEGIC PLAN OVERVIEW

“McKinney - Advancing Our Vision 2022” covers four fundamental areas of economic development with emphasis on business retention, expansion and attraction. Entrepreneurship efforts are in exploratory mode at time of plan development and adoption. The Competitiveness Strategic Initiative contributes to MEDC being more effective in winning recruitment and expansion projects.

Under each major heading are key tactics for achieving key performance indicators.



KEY PERFORMANCE INDICATORS

BUSINESS RETENTION & EXPANSION

By 2022, the 5-year outcome of MEDC's work in Business Retentions and Expansion will yield:

- 25 businesses expanded
- 1,000 jobs created
- \$100M capital investment

BUSINESS ATTRACTION

By 2022, the 5-year outcome of MEDC's work in Business Attraction will yield:

- 70 business locations
- 5,000 jobs created
- \$300M capital investment

ENTREPRENEURSHIP

Key performance indicators for Entrepreneurship will be defined after the exploration of MEDC's role is completed to determine specific entrepreneurship activities to be carried out by MEDC.

COMPETITIVENESS

By 2022, the 5-year outcome of MEDC's work in Competitiveness will yield:

- 1M s.f. Class A office space built
- 400,000 s.f. light industrial/flex building space built

PRINCIPLES FOR SUCCESS

Success will be achieved through shared responsibilities. As such, implementation of this plan requires our commitment to the following principles:

- 🍌 Focus on end goal – We will communicate to have a shared understanding of end goal forefront in our minds as we implement the plan.
- 🍌 Be accountable – We will measure and publish the outcomes of our work.
- 🍌 Habitually record our business interactions – We will exercise a habit of recording business interactions in Salesforce (our CRM).
- 🍌 Adequate Resources – We will fund and hire staff sufficiently to support the plan to achieve Key Performance Indicators.
- 🍌 Celebrate success – We will take time to celebrate our accomplishments.

ACKNOWLEDGMENTS

Many people shared input and ideas to help the MEDC lay out this important work through 2022. We are eager to engage these partners in plan implementation.

MEDC Board of Directors

Jason Burress	Chairman
Paul Merritt	Vice Chairman
Walter Chen	Secretary/Treasurer
Robbie Clark	
Ken Sipiora	
Sharon Denny	
Randy Page	

MEDC & City of McKinney Staff

Darrell Auterson	MEDC President/CEO
Abby Liu	MEDC Executive Vice President
John Valencia	MEDC Director of BREP
Madison Clark	MEDC Business Dev Spec
Paul Grimes	City Manager
Barry Shelton	Asst. City Manager
Paul Sparkman	Asst. Director of Public Works
Michael Quint	Executive Dir/Development Svcs.
Cindy Schneible	MCDC President

McKinney Employers

Atmos Energy	Aston, Trey	Marketing Development Specialist
Atmos Energy	Coker, David	Sr. Project Specialist
Atmos Energy	Duease, John	Marketing Development Specialist
Baylor Scott White	Armstrong, Kyle	President/CEO
Blount Fine Foods	Patterson, Gary	HR Director
Boss Fight Entertainment	Daniel, Pam	CPO/HR Director
Emerson	Irvin, Kami	HR Director
Emerson	Jones, Denise	HR Director
Encore Wire	Jones, Daniel	President/CEO
Encore Wire	Skidmore, Troy	Dir. of Tech Operations
Hisun	Sun, Jason	President
Methodist McKinney Hospital	Minissale, Joe	President
Oncor Electric	Cain, Mike	Dir of Economic Dev
Oncor Electric	Hernandez, Paul	Area Manager
Peeyr, Inc.	Bhargava, Gautam	Founder
Popular Ink	Reiss, Dru	CEO
Popular Ink	Salinas, Ray	COO
Raytheon	Almeida, Andrea	Head of Talent Acquisition
Tupps Brewery	Lewis, Keith	President/Founder
Vazata	Black, Lance	CEO/Founder
Vector Systems	Ovens, James	President
Wistron GreenTech	Hsu, Joseph	General Manager

Community Leaders & Partners

Appian Commercial	Eckenrode, Ray	Principle
Carey Cox Co.	Cox, Bill	Vice President
Collin College	Blalock, Jennifer	Vice President/Workforce & Econ Dev
Collin College	Matkin, Dr. Neil	District President
Craig Ranch	Craig, David	Master Developer/Principle
Craig Ranch	Prestemon, Miles	COO
Express Employment	Hamilton, Julie	Client Services Manager
High Profile Staffing	Allen, Bronwyn	CEO
High Profile Staffing	Angelen, Kjersten	Relationship Manager
McKinney ISD	Cowlishaw, Nancy	MISD Partners in Education Coordinator
McKinney ISD	Young, Todd	Senior Director/Career & Tech Edu
McKinney Workforce	Williams, Greg	Employment Services Supervisor
RMCN Credit Services	Delaney, Jeff	HR Director
Sanchez Group	Sanchez, J. Martin	CEO
Staff Force	Cochrane, Tamra	Area Manager
The WERX	Miller, John	Senior Consultant
The WERX	Smeenck, Harry	Executive Director
Workforce Solutions	Castillo-Soto, Anabel	Business Dev Supervisor



The Intersection of Site Selection & Economic Development

The "McKinney Advancing Our Vision 2022" Plan for McKinney Economic Development Corporation was developed with the assistance and facilitation of TadZo.

TadZo is an economic development and site selection consulting firm led by Allison Larsen. Businesses and communities want essentially the same things: economic vitality, wealth creation, quality place and environment. TadZo works with communities to achieve these outcomes. TadZo also assist companies to identify communities with these attributes that support business strategy and competitive advantage.



Allison Larsen, CEcD
Principal
TadZo
www.TadZoConsulting.com
509.972.0833
allison@TadzoConsulting.com



McKINNEY - ADVANCING OUR VISION 2022 5-YEAR STRATEGIC PLAN

2017 - 2022

McKinney Economic Development Corporation
McKinney, Texas

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INTRODUCTION

This plan, “McKinney - Advancing Our Vision 2022”, defines the McKinney Economic Development Corporation’s (MEDC’s) priority work and direction through 2022. Clear tactics outline an action plan for each strategic initiative. Most importantly, specific key performance indicators establish accountability for success.

OUR PURPOSE AND DIRECTION

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VISION

To make McKinney the most desirable location in North Texas for business by attracting and retaining companies committed to growing and investing in McKinney.

MISSION

The MEDC will work to create an environment in which community-oriented businesses can thrive. We will do this by identifying, coordinating and realizing high-impact opportunities that promote job and wage growth as well as a diversified and expanding tax base.

PLANNING PROCESS

This plan was built through a team effort of MEDC Board Members and staff, in partnership with City Liaisons, City staff and a wide array of economic development partners and service providers.

The planning process involved a comprehensive evaluation of McKinney’s assets, including focus groups with primary¹ industry employers, utilities, permitting staff and other economic development service providers. MEDC staff, with the help of TadZo, conducted a critical program review. Gleaned information laid the foundation for a Board and City Liaison work session to establish plan priorities. Follow-on work sessions for each Strategic Initiative further flushed out implementation details. All in all, over 56 people were involved in the development of this plan. A complete list of participants is presented in the Acknowledgments section.

A key theme that emerged from this planning process is recognition that there is **one team** throughout the entire city working together for economic development.

WHY THIS WORK IS IMPORTANT TO MCKINNEY

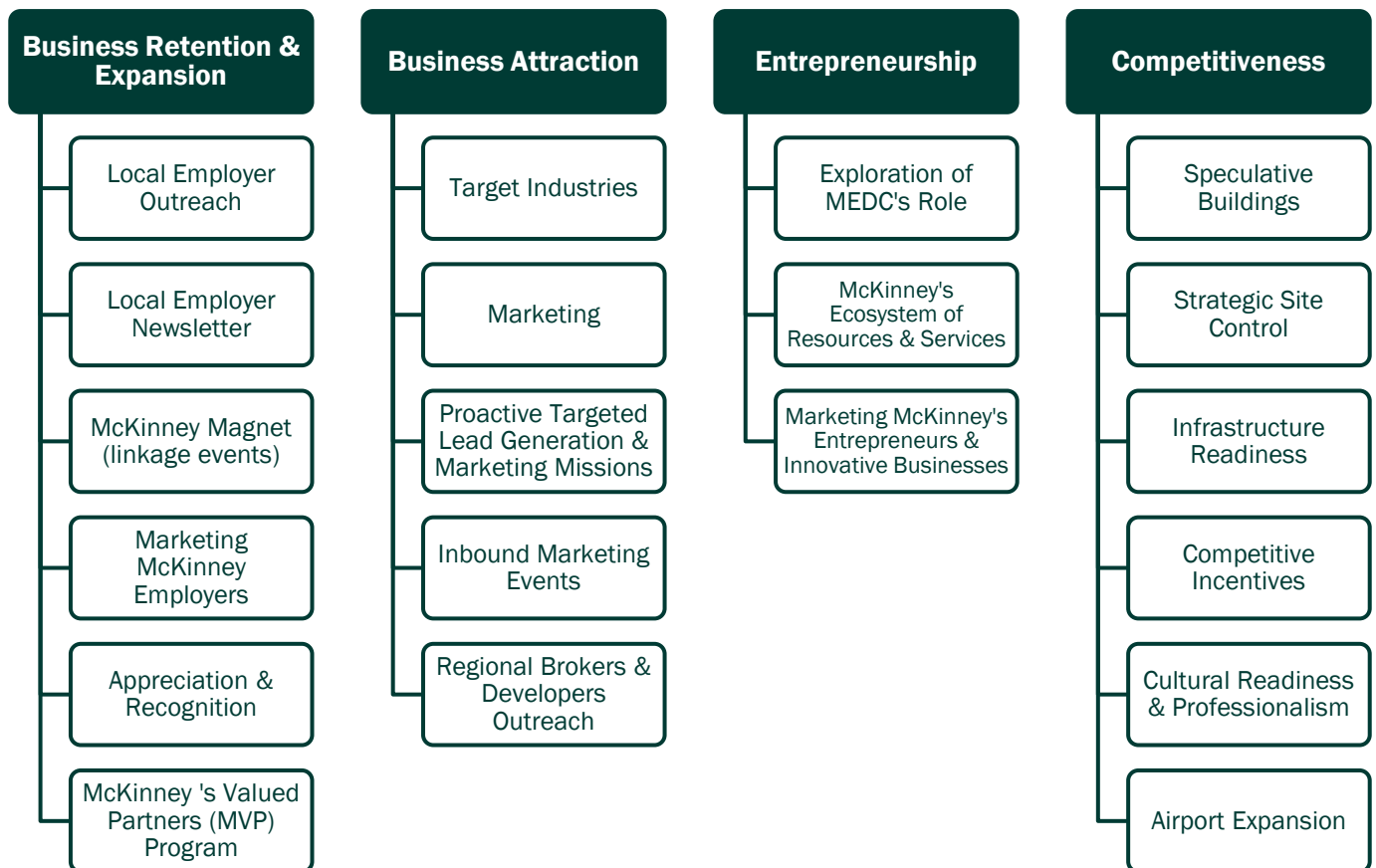
We have the opportunity to positively impact the future of McKinney. By implementing this thoughtful and strategic economic development plan, we make a COMMUNITY – a place beyond just work, but one to truly live satisfying lives. Our work will contribute to a community that every resident, business and visitor can find what they need.

¹ Primary industries generate new wealth into the local economy (in the form of investment, jobs, payroll and local purchasing) because they serve markets outside of McKinney, thus bringing new money into the local economy. Secondary industries circulate money within the local economy, such as retail and restaurants, and are not the focus of the MEDC.

Those of us who work on the implementation of this plan will have the satisfaction of making a difference for our community – a LEGACY for which we can be proud.

STRATEGIC PLAN OVERVIEW

“McKinney - Advancing Our Vision 2022” covers four fundamental areas of economic development with emphasis on business retention, expansion and attraction. Entrepreneurship efforts are in exploratory mode at time of plan development and adoption. The Competitiveness Strategic Initiative contributes to MEDC being more effective in winning recruitment and expansion projects.



STRATEGIC INITIATIVES

BUSINESS RETENTION & EXPANSION

OBJECTIVE

In addition to the obvious benefits for growth of jobs and tax base, the MEDC aims to cultivate high-value relationships and trust with local primary industry employers. The objectives of these relationships help the MEDC gather credible intelligence and feedback; retain companies for the long-term in McKinney; and foster satisfied local companies as advocates who will help MEDC recruit more companies to McKinney.

WHY IMPORTANT

Existing businesses have already “selected” McKinney as their preferred business location, but that is not a reason to ignore them. As with any business strategy, it is most important to take care of your existing customers. Adding employees or capital investment also occurs more frequently with local employers than siting a new business attraction project. Typically, across the USA, existing businesses account for more than 70% of local employment growth in a community. Decisions for expansion, relocation or downsizing are often made outside of McKinney if the local operation is a branch location and not a headquarters location, so it is important to build relationships at corporate and key business unit levels as well.

Like any business selling a product or providing a service, satisfied customers are invaluable for bringing in new customers. As such, taking care of existing businesses is the number one approach for effective business recruitment efforts by successful economic development organizations.

KEY TACTICS - BUSINESS RETENTION & EXPANSION

1. Local Employer Outreach	<p>Document factors of priority for all primary industry McKinney employers, including:</p> <ul style="list-style-type: none"> ▪ Tax value ▪ Employment ▪ Brand/company recognition ▪ Innovation <p>Prioritize outreach based on factors of greatest importance to MEDC.</p> <p>Research company contacts</p> <ul style="list-style-type: none"> ▪ Document local and HQ contacts in Salesforce (CRM) ▪ Research to understand where decisions are made and by whom <p>Develop outreach schedule to meet target number of visits per year.</p> <p>Subscribe to research tools and conduct online research of industry trends for industries of local employers. Track local employers for company changes and recognition</p> <p>Revise survey instrument and approach. Align Salesforce (CRM) system to record input.</p> <p>Conduct in-person meetings at company locations. Address questions/issues; connect to applicable resources and partners to address needs; gather intelligence on current/planned company changes; feedback on business climate.</p>
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KEY TACTICS - BUSINESS RETENTION & EXPANSION

Local Employer Outreach (cont'd)	<p>Meet at least annually with headquarter or business unit management of priority companies located in McKinney but headquartered elsewhere to build relationships with decision-makers. Prioritize visits based on retention risk and expansion potential. Invite local facility manager to make introductions and participate on these visits.</p> <p>Document outreach in Salesforce (CRM).</p>
2. Local Employer Newsletter	<p>Identify key issues of local employers from outreach and survey data analyzed in CRM.</p> <p>Identify resources to help employers with these common issues. Document examples of local employers that have utilized these resources with success in overcoming common issues.</p> <p>Issue quarterly electronic newsletters for local employers on common issues, providing resources and case studies.</p>
3. McKinney Magnet (linkage events)	<p>Host quarterly events for local employers to meet in a high-value forum. These events provide an opportunity for peer discussions on key issues and networking. "Powerhouse" speakers on issues and relevant resources may serve as the draw for attendance.</p> <p>Conduct post-event surveys to gather feedback on event and ideas for speakers/topics of interest.</p>
4. Marketing McKinney Employers	<p>Getting the word out about McKinney companies' helps to raise awareness not only of the businesses but also McKinney as a good place to do business. Document and write case studies about local employers on a variety of topics, i.e. industry recognitions, innovations, resources utilized, growth, new markets, etc.</p> <p>Develop a regular schedule for communicating these stories via:</p> <ul style="list-style-type: none"> ▪ Social media ▪ Industry publications and online channels ▪ Local and regional news outlets <p>Inventory case studies by topic/key word. Organize completed case studies in CRM by company.</p>
5. Appreciation & Recognition Events	<p>Host a "top drawer" MEDC special event focused on appreciation of local primary industry employers.</p> <p>Partner with City and Chamber of Commerce on recognizing primary industry employers at awards banquet.</p>
6. McKinney's Valued Partners (MVP) Program	<p>Build a team of local representatives from primary industries to help MEDC "sell" McKinney to business attraction prospects. It is common for attraction prospects to request meetings with existing local employers. This BRE tactic formalizes and recognizes the volunteer efforts of local industry representatives to partner in the growth of McKinney's economy.</p> <p>Conduct orientation and formalize into program with lapel pins and plaques for MVP Program completers.</p> <p>Additionally, print and distribute business card-sized McKinney fact brochures for MVPs to carry with them during travel so that they may be armed with facts and MEDC contact information if they come across potential prospects or to share with their supplier and customers.</p>

KEY PERFORMANCE INDICATORS

By 2022, the 5-year outcome of MEDC's work in Business Retentions and Expansion will yield:

- 25 businesses expanded
- 1,000 jobs created
- \$100M capital investment

BUSINESS ATTRACTION

OBJECTIVE

The objective for this strategic initiative is the attraction of companies with wages above Collin County's average wage that grow McKinney's tax base and diversify the economic base to increase resiliency through economic cycles. It is desirable for these newly attracted companies to support existing McKinney businesses associated with supply chain opportunities and operate as good corporate citizens.

WHY IMPORTANT

McKinney wants and needs to be more than a bedroom community of workers for other communities of the Dallas-Ft Worth Metroplex. With good paying jobs locally, residents can minimize lengthy commutes and be more active in building a vibrant community. As well, the tax base enables the City to provide more amenities and services in McKinney for residents and businesses alike.

Strategically and proactively targeting industries that align to McKinney's assets and supply chain needs is true economic development that can contribute positively to shaping the future economic growth of McKinney. Responding to leads that contact MEDC will continue but not be the only channel for finding opportunities.

KEY TACTICS - BUSINESS ATTRACTION

1. Target Industries

Track trends of target industries to increase understanding of needs:

- Computer Technology and Services
- Wholesale Trade
- Vehicle Manufacturing/Transportation
- Finance and Insurance
- Professional Services

Sample industry research tools:

- First Research www.FirstResearch.com
- IBIS World www.ibisworld.com
- Industry associations (some are listed in First Research reports)

Research potential national policy changes that may impact recruitment opportunities.

Identify specific international geographies for target industries.

Conduct regional supply chain research (via BRE outreach) to focus on targets that may support local employers.

Validate business cases.

KEY TACTICS - BUSINESS ATTRACTION

2. Marketing	<p>Message Development</p> <ul style="list-style-type: none"> ▪ Maintain an accurate and current database of available sites and buildings ▪ Evaluate workforce data provider; subscription ▪ Document all assets for business attraction and update on regular schedule ▪ Research and write case studies on local businesses and their utilization of resources/assets ▪ News on business “wins” and expansions in McKinney ▪ Company case studies and testimonials ▪ Develop Business Cases for each target industry to prove why McKinney is the location of choice ▪ Update on happenings and progress made for asset enhancements and new resources/services <p>Marketing Channels</p> <ul style="list-style-type: none"> ▪ MEDC website – new/update ▪ Videos ▪ Social media platforms ▪ Print on-demand brochures ▪ Industry journals/blogs/publications ▪ McKinney MVPs <p>Materials/Collateral</p> <ul style="list-style-type: none"> ▪ Conduct review of all MEDC materials ▪ Prepare MEDC “Who are we” brochure ▪ Prepare Community Profile brochure ▪ Develop maps of sites, showing infrastructure, roads, etc. ▪ Foreign language testimonial/case study videos and print materials
3. Proactive Targeted Lead Generation & Marketing Missions	<p>Engage professional lead generation firm for setting face-to-face meetings with companies of target industries in target geographies who are interested in a McKinney location.</p> <ul style="list-style-type: none"> ▪ Host lead generation company’s project lead on FAM tour to provide education so they can better “sell” McKinney ▪ Share Business Cases ▪ Monitor campaign and screening of potential leads ▪ Meetings with screened leads ▪ Provide follow-up information after meeting ▪ Add to regular call schedule in CRM <p>Test VELOCITII tool (database for international lead generation).</p> <p>Solicit supply chain business leads from existing McKinney businesses and pursue strategically for recruitment.</p> <p>Asia Strategy focused on Taiwan, China, Korea and Japan</p> <ul style="list-style-type: none"> ▪ Leverage local McKinney business leaders who have Taiwanese connections for targeted recruitment efforts in Taiwan ▪ Document Taiwan/Asian assets in McKinney and region ▪ Regular marketing missions (4X/year) for face-to-face company meetings ▪ Hire international consultant; potentially scale up to in-country office ▪ Join Texas One in Asian marketing missions/tradeshows

KEY TACTICS - BUSINESS ATTRACTION

Proactive Targeted Lead Generation & Marketing Missions (cont'd)	<p>Europe Strategy focused on United Kingdom, France and Germany</p> <ul style="list-style-type: none"> ▪ Regular marketing missions (3X year) for face-to-face company meetings ▪ Industrial Asset Management Council Forum (London) ▪ Join Team Texas in European marketing missions/tradeshows (i.e. Hanover Messe) ▪ Join Dallas Regional Chamber in European marketing missions/tradeshows <p>Domestic (USA) Strategy</p> <ul style="list-style-type: none"> ▪ Regular marketing missions for face-to-face company meetings linked to conferences and tradeshows or partner activities ▪ Industrial Asset Management Council Forum (2X/year) ▪ Join Team Texas in USA marketing missions/tradeshows (i.e. Select USA) ▪ Join Dallas Regional Chamber in USA marketing missions ▪ Partner with neighboring cities (Denton, Frisco) for special marketing missions
4. Inbound Marketing Events	<p>Establish systems and materials for timely lead follow-up.</p> <p>Host companies with interest from proactive lead generation.</p> <p>Host international business development representatives from Dallas Regional Chamber and Governor's Office/Texas One to enhance their understanding of McKinney's business case for their prospects and better marketing of McKinney.</p> <p>Host priority site consultants for individual FAM tour, customized to their interests. Prepare invitation with optional meetings, tours and recreational activities.</p>
5. Regional Brokers & Developers Outreach	<p>Organize database of active brokers in McKinney and neighboring communities; also regional developers.</p> <p>Conduct regular face-to-face meetings.</p> <p>Prepare and distribute quarterly electronic newsletter of happenings, company wins/expansions, case studies, etc.</p> <p>Participate in North Texas Commercial Association of Realtors (NTCAR) events with a McKinney booth.</p> <p>Host quarterly event in McKinney to engage brokers and developers.</p>

KEY PERFORMANCE INDICATORS

By 2022, the 5-year outcome of MEDC's work in Business Attraction will yield:

- 70 business locations
- 5,000 jobs created
- \$300M capital investment

ENTREPRENEURSHIP

OBJECTIVE

Improve McKinney's culture for entrepreneurship and foster an image of entrepreneurial success. Job growth and tax base expansion from locally-owned companies are indicators to track progress.

WHY IMPORTANT

Every community wants to be the original home to the next big thing and next big company. Although entrepreneurs start companies where they want to live, these start-up and young companies only stay where they can grow because their needs are being met. While half the battle is over of winning the location choice, it is still important to cultivate an environment that nurtures entrepreneurial growth to reap the long-term economic impact of these businesses. Entrepreneurship efforts are not for the short-term; results can be great if a community has patience and continues to support a strategy for the long-term.

KEY TACTICS - ENTREPRENEURSHIP

1. Exploration of MEDC's Role	<p>Host focus group of McKinney entrepreneurs to explore what is of value to them and areas where they would like assistance to grow locally for entrepreneurs.</p> <p>Research and evaluate successful economic development entrepreneurship program approaches and models for consideration in McKinney.</p> <p>Define role and desired outcomes for MEDC in entrepreneurship for McKinney; fund sufficiently for successful outcomes.</p>
2. McKinney's Entrepreneurship Ecosystem of Resources & Services	<p>Document all available resources and services for entrepreneurs in McKinney:</p> <ul style="list-style-type: none"> ▪ Service provider ▪ Description of services ▪ How to access ▪ Associated costs, if any ▪ Case studies of McKinney entrepreneurs who have utilized resources/services <p>Market on MEDC website as a means to connect entrepreneurs to available resources.</p>
3. Marketing McKinney's Entrepreneurs & Innovative Businesses	<p>Research and write case studies on local McKinney entrepreneurs and innovative businesses – what they produce, services, innovative processes, etc.</p> <p>Publish on mediums:</p> <ul style="list-style-type: none"> ▪ MEDC website ▪ Social media platforms ▪ Industry publications ▪ Local and regional news outlets

KEY PERFORMANCE INDICATORS

Key performance indicators for Entrepreneurship will be defined after the exploration of MEDC's role is completed to determine specific entrepreneurship activities to be carried out by MEDC.

COMPETITIVENESS

OBJECTIVE

Enhance McKinney's assets in a manner that ensures business attraction and expansion wins, let alone retain existing employers. In particular, the Competitiveness Initiative focuses on innovative incentive offerings and readiness of available real estate – sites and buildings.

WHY IMPORTANT

Winning business locations and expansions is extremely competitive among communities of the DFW Metroplex. There is immense opportunity for McKinney to win more frequently if sites are ready with infrastructure and buildings are available for immediate occupancy. Greenfield sites without infrastructure are available anywhere but competitive communities understand the needs of their prospects and prepare real estate product accordingly – through private and/or public investment.

Local Texas EDCs are permitted to provide incentives that are more competitive than most states. How the incentive tool is packaged and thoughtfully awarded to projects can help McKinney achieve economic growth and economic diversification objectives.

Three critical areas of focus for the Competitiveness Strategic Initiative – available buildings, development ready sites and competitive incentives - must be improved to support other Strategic Initiatives of this plan. Recognized by MEDC Board, staff and other community leaders, we must now work on overcoming these weaknesses in order to successfully grow McKinney's economic base.

KEY TACTICS - COMPETITIVENESS

1. Speculative Buildings	<p>Develop and implement a campaign to recruit speculative developer(s) to construct office and industrial spec buildings that meet the needs of target industries.</p> <ul style="list-style-type: none"> ▪ Develop marketing packages (one for industrial market and one for office market) that documents missed opportunities for lack of available industrial and office buildings; and validates McKinney's competitive advantages for recruiting tenants. The objective of this package is to demonstrate demand for spec buildings. ▪ Develop a target list of local, regional and state-wide developers. ▪ Issue speculative building RFPs – one for industrial building, one for office building. <p>If necessary, structure partnership deal where MEDC invests as a partner and earns income from lease.</p>
2. Strategic Site Control	<p>Assess appetite and receptivity for MEDC as developer.</p> <p>Prioritize sites for strategic site control.</p> <p>Consider diverse approach and options in pursuit of strategic site control.</p> <p>Acquire real estate and develop for shovel ready sites. Fund land acquisition and/or public-private partnership structures.</p>

KEY TACTICS - COMPETITIVENESS

3. Infrastructure Readiness	<p>Document infrastructure in place; and/or planned; and/or funded. Prepare marketing piece of all priority sites.</p> <p>Assess site deficiencies. Consider sites for infrastructure investment. Prioritize MEDC-owned properties for infrastructure improvements. Conduct feasibility study of priority sites.</p> <p>Assemble financing tools/options; consider adding another TIRZ in McKinney. Work with utility partners to plan and allocate capital investments to ready sites.</p> <p>Have plans (timelines and capital investment allocation) ready for client presentations on sites lacking complete infrastructure in place.</p>
4. Competitive Incentives	<p>Develop and adopt an incentive policy that prioritizes incentive awards on priorities to help MEDC achieve objectives. Weighting factors to consider for priority projects:</p> <ul style="list-style-type: none"> ▪ Local employer expansion ▪ Target industries ▪ Employment levels ▪ Wage levels ▪ Facility size ▪ Headquarters function ▪ Speculative developers ▪ Designating “zones” as target areas of community for priority development <p>Define MEDC’s involvement in retail projects.</p> <p>Develop system and checklist, along with data tools for conducting comprehensive financial due diligence of incentive candidates.</p> <p>Document other incentive offerings:</p> <ul style="list-style-type: none"> ▪ Permitting timeline, services and deferral of fees ▪ Incentives offered by economic development partners (i.e. utilities, etc.) ▪ Document TIRZ benefits
5. Cultural Readiness & Professionalism	Conduct cultural training with MEDC staff and Board Members, City Council and MVP participants to enhance interactions with international prospects.
6. Airport Expansion	<p>Review past airport strategies. Clarify MEDC’s role.</p> <p>Conduct airpark feasibility land use model.</p> <p>Update MEDC sign regarding land development at McKinney airport.</p>

KEY PERFORMANCE INDICATORS

By 2022, the 5-year outcome of MEDC’s work in Competitiveness will yield:

- 1M s.f. Class A office space built
- 400,000 s.f. light industrial/flex building space built

STRATEGY MANAGEMENT & COMMUNICATING RESULTS

OBJECTIVE

Efficient and effective MEDC work to achieve strategic plan objectives.

WHY IMPORTANT

To achieve objectives, it is important to stay on track by measuring key performance indicators. With data in hand, MEDC can communicate results and also make informed decisions for plan adjustments. Reporting performance community-wide instills confidence and additional support for the MEDC.

PRINCIPLES FOR SUCCESS

Success will be achieved through shared responsibilities. As such, implementation of this plan requires our commitment to the following principles:

- ❶ Focus on end goal – We will communicate to have a shared understanding of end goal forefront in our minds as we implement the plan.
- ❷ Be accountable – We will measure and publish the outcomes of our work.
- ❸ Habitually record our business interactions – We will exercise a habit of recording business interactions in Salesforce (our CRM).
- ❹ Adequate Resources – We will fund and hire staff sufficiently to support the plan to achieve Key Performance Indicators.
- ❺ Celebrate success – We will take time to celebrate our accomplishments.

KEY TACTICS – STRATEGY MANAGEMENT & COMMUNICATING RESULTS

1. Manage Accountability	Utilizing the 4 Disciplines of Execution (4DX) by Franklin Covey, staff will provide regular update on implementation progress. <ul style="list-style-type: none"> ▪ Training of team on 4DX system ▪ 20-minute weekly staff meetings to be accountable to team
2. Track Metrics	Track metrics in Salesforce (CRM). Conduct a monthly review of data and adjust approach based on results, if needed.
3. Annual Work Plan	Prepare an Annual Work Plan to carry out specific strategy tactics. Define who does what by when.
4. Metrics Dashboard	Create an infographic report of metrics that shows progress and results to-date. Trend over time to illustrate changes.
5. Communicating Results	Publish Dashboard and information on accomplishments via: <ul style="list-style-type: none"> ▪ MEDC Board Reports ▪ KPI City Reporting ▪ Annual presentation to City Council ▪ Page on MEDC website ▪ MEDC Director's column in local newspaper ▪ Social media

ACKNOWLEDGMENTS

Many people shared input and ideas to help the MEDC lay out this important work through 2022. We are eager to engage these partners in plan implementation.

MEDC Board of Directors

Jason Burress	Chairman
Paul Merritt	Vice Chairman
Walter Chen	Secretary/Treasurer
Robbie Clark	
Ken Sipiora	
Sharon Denny	
Randy Page	

MEDC & City of McKinney Staff

Darrell Auterson	MEDC President/CEO
Abby Liu	MEDC Executive Vice President
John Valencia	MEDC Director of BREP
Madison Clark	MEDC Business Dev Spec
Paul Grimes	City Manager
Barry Shelton	Asst. City Manager
Paul Sparkman	Asst. Director of Public Works
Michael Quint	Executive Dir/Development Svcs.
Cindy Schneible	MCDC President

McKinney Employers

Atmos Energy	Aston, Trey	Marketing Development Specialist
Atmos Energy	Coker, David	Sr. Project Specialist
Atmos Energy	Duease, John	Marketing Development Specialist
Baylor Scott White	Armstrong, Kyle	President/CEO
Blount Fine Foods	Patterson, Gary	HR Director
Boss Fight Entertainment	Daniel, Pam	CPO/HR Director
Emerson	Irvin, Kami	HR Director
Emerson	Jones, Denise	HR Director
Encore Wire	Jones, Daniel	President/CEO
Encore Wire	Skidmore, Troy	Dir. of Tech Operations
Hisun	Sun, Jason	President
Methodist McKinney Hospital	Minissale, Joe	President
Oncor Electric	Cain, Mike	Dir of Economic Dev
Oncor Electric	Hernandez, Paul	Area Manager
Peeyr, Inc.	Bhargava, Gautam	Founder
Popular Ink	Reiss, Dru	CEO
Popular Ink	Salinas, Ray	COO
Raytheon	Almeida, Andrea	Head of Talent Acquisition
Tupps Brewery	Lewis, Keith	President/Founder
Vazata	Black, Lance	CEO/Founder
Vector Systems	Ovens, James	President
Wistron GreenTech	Hsu, Joseph	General Manager

Community Leaders & Partners

Appian Commercial	Eckenrode, Ray	Principle
Carey Cox Co.	Cox, Bill	Vice President
Collin College	Blalock, Jennifer	Vice President/Workforce & Econ Dev
Collin College	Matkin, Dr. Neil	District President
Craig Ranch	Craig, David	Master Developer/Principle
Craig Ranch	Prestemon, Miles	COO
Express Employment	Hamilton, Julie	Client Services Manager
High Profile Staffing	Allen, Bronwyn	CEO
High Profile Staffing	Angelen, Kjersten	Relationship Manager
McKinney ISD	Cowlishaw, Nancy	MISD Partners in Education Coordinator
McKinney ISD	Young, Todd	Senior Director/Career & Tech Edu
McKinney Workforce	Williams, Greg	Employment Services Supervisor
RMCN Credit Services	Delaney, Jeff	HR Director
Sanchez Group	Sanchez, J. Martin	CEO
Staff Force	Cochrane, Tamra	Area Manager
The WERX	Miller, John	Senior Consultant
The WERX	Smeenck, Harry	Executive Director
Workforce Solutions	Castillo-Soto, Anabel	Business Dev Supervisor



The Intersection of Site Selection & Economic Development

The "McKinney Advancing Our Vision 2022" Plan for McKinney Economic Development Corporation was developed with the assistance and facilitation of TadZo.

TadZo is an economic development and site selection consulting firm led by Allison Larsen. Businesses and communities want essentially the same things: economic vitality, wealth creation, quality place and environment. TadZo works with communities to achieve these outcomes. TadZo also assist companies to identify communities with these attributes that support business strategy and competitive advantage.



Allison Larsen, CEcD
Principal
TadZo
www.TadZoConsulting.com
509.972.0833
allison@TadzoConsulting.com



ADVANCING OUR VISION 2022 5-YEAR STRATEGIC PLAN

June 5, 2017

McKinney City Council Work Session

MEDC STRATEGIC INITIATIVES

- Business Retention & Expansion
- Business Attraction
- Entrepreneurship
- Competitiveness



BUSINESS RETENTION & EXPANSION

- Local Employer Outreach
- Local Employer Newsletter
- McKinney Magnet (linkage events)
- Marketing McKinney Employers
- Appreciation & Recognition Events
- “McKinney’s Valued Partners” (MVP) Program



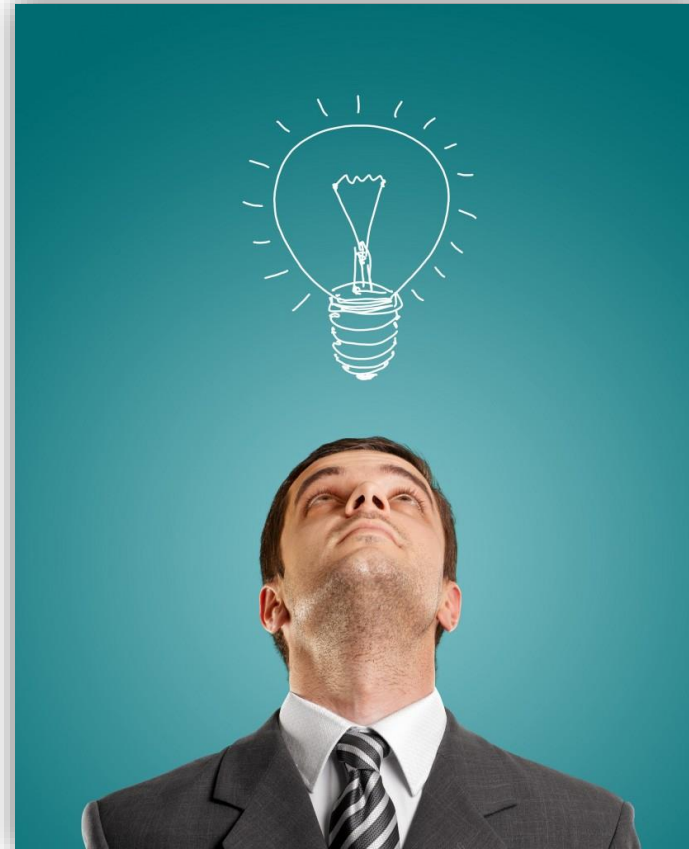
BUSINESS ATTRACTION

- Target Industries (computer technology/services, wholesale trade, vehicle manufacturing/transportation, finance & insurance, professional services)
- Marketing
- Proactive Targeted Lead Generation & Marketing Missions
- Inbound Marketing Events
- Regional Brokers & Developers Outreach



ENTREPRENEURSHIP

- Exploration of MEDC's Role
- McKinney's Entrepreneurship Ecosystem of Resources and Services
- Marketing McKinney's Entrepreneurs and Innovative Businesses



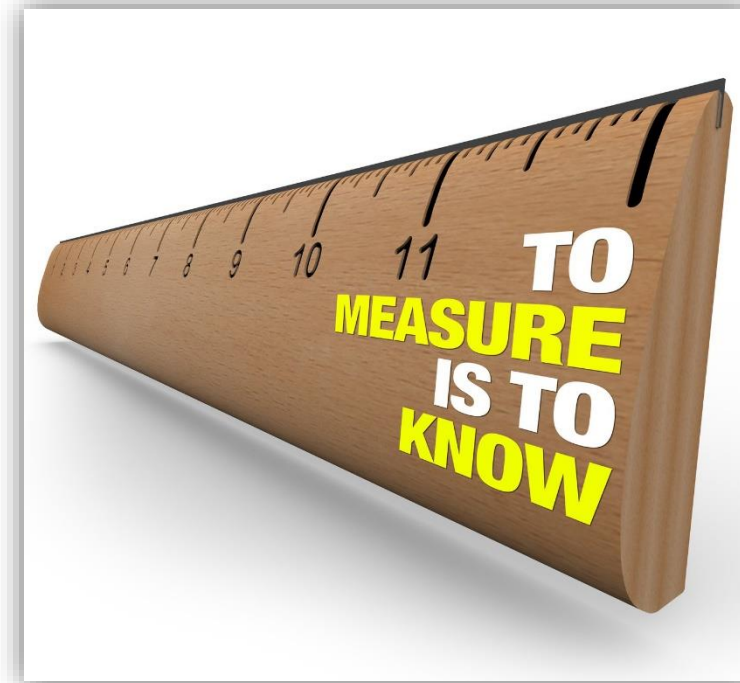
COMPETITIVENESS

- Speculative Buildings
- Strategic Site Control
- Infrastructure Readiness
- Competitive Incentives
- Cultural Readiness and Professionalism
- Airport Expansion



STRATEGY MANAGEMENT & COMMUNICATING RESULTS

- Manage Accountability
- Track Metrics
- Annual Work Plan
- Metrics Dashboard
- Communicating Results



QUESTIONS
