



## **Economic Development Highlights President Auterson January 2017**

### **Prospect Activities:**

- **Project Red River's site search has been further complicated by infrastructure & timing issues. A meeting is scheduled with company representatives for 1/24/17 to continue efforts to address these challenges.**
- **Gateway's RFQ process has stimulated a great deal of discussion amongst the developers on the target list. A number of them have indicated that they plan to team up in some manner to bring forth what promises to be some very strong proposals. The submittal deadline has been extended to 1/17/17 to accommodate the MLK holiday. A discussion will occur at the January board meeting regarding the response assessment criteria & process.**
- **Due to some complications regarding potential utility relocations in connection with Hwy. 546 reconstruction, it appears Mario Sinacola is no longer planning on using MEDC's property at the intersection of Hwy. 546/Hwy. 5 as a staging area. They have indicated that logistically it now makes more sense for their staging area to be further east. If something changes, we will revisit this conversation.**

### **Business Retention/Expansion Program (BREP) Activities:**

- **Gearing up a more formal BREP calling program for 2017.**

### **Entrepreneurial Activities:**

- **Have met with representatives of the WERX to learn more about their strategic vision for the future. A presentation regarding their proposed new business model & vision for creating a "McKinney Tech Center" will be given at the January Board meeting.**
- **The City of McKinney has been approached by an investment group seeking a letter of support for the creation of a regional investment center to facilitate use of the federal government's EB-5 visa program. Creation of the center could enhance some of MEDC's international business initiatives as it would create another potential financing tool for attracting foreign investment. MEDC staff will coordinate any potential involvement with the City Manager's office.**

**Marketing/Promotion/Connections Activities:**

- **MEDC staff met with City marketing staff to discuss effective strategies for utilizing social media. As we begin developing marketing strategies as elements of our strategic plan, we will work closely with the City's marketing staff to integrate/align our plans with the City's broader community marketing.**
- **I am expanding my network of commercial real estate brokers. Have toured major commercial development areas in Collin County to identify prevalent brokers & their projects. Maintaining strong relationships with brokers & developers will always be a top priority.**
- **I continue providing weekly email updates to MEDC stakeholders**

**Research Activities:**

- **The TadZo research project (target industry/strategic plan) is progressing & we held our first work session on 1/5/17. In analyzing the available data we have identified seven (7) preliminary target sectors for further assessment & business case analysis. Our next work sessions are scheduled for early February & I will continue to keep the board apprised of progress & timing for a formal presentation at an upcoming board meeting. As we advance through our strategic planning process, we will gain greater clarity on our goals/objectives/strategies relative to product development, marketing, metrics, innovation, etc.**
- **Staff is continuing its work to prepare some recommendations for new guidelines for incentive calculations. We will present our recommendations sometime in the first quarter.**