

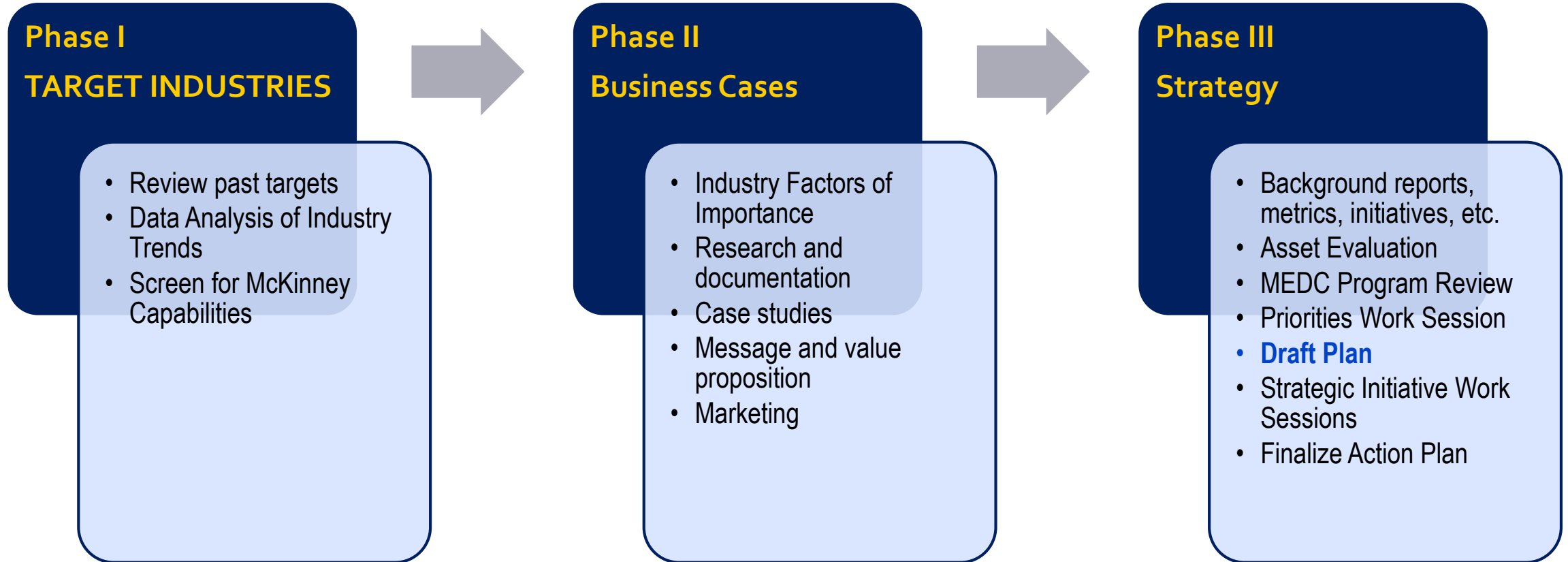


5-YEAR STRATEGIC PLAN DRAFT

April 18, 2017

MEDC Board Meeting

MEDC Project Overview



PRIORITIES WORK SESSION OUTCOMES

Why is this work important to McKinney?



BUSINESS RETENTION & EXPANSION

STRATEGY ~ 5-YEAR PLAN

Message/mkt

Targeted Messaging (medium)
Market then succeed!
Ads in Dallas Bus journal
Advertising in McKinsey 200
And his company

- Industry channels
- Local/region

Recognition

- Top Drawer

Annual Business Appreciation Event

PRIORITIZE RELATIONSHIPS

- select factors

Prioritize relationships
Determine "Star" "Good" relationships
- C level execs

Develop list of existing companies

Ambassadors Sell

Create BPE Ambassador program (volunteer group)
- 10-15 members
- 2-3 people lead
- 1-2 people support
- 1-2 people monitor
- 1-2 people follow up

- Start early
- Different name than Chamber program

Incentive Policy

Consider offering
- 10% discount on
- 10% discount on
- 10% discount on
- 10% discount on

Involve/Link

Match up with
College de San
Antonio

Outreach/Visits

Target "X" BPE visits in "X" timeframe
- 10-15 companies
- 10-15 companies
- 10-15 companies

- decision makers
- know client

Issues/Obstacles

Law no alcohol purchases

What are we trying to ACHIEVE?

- JOBS

- TAXABLE ASSETS

INVESTOR/COMPANY HELP/AMBASSADORS

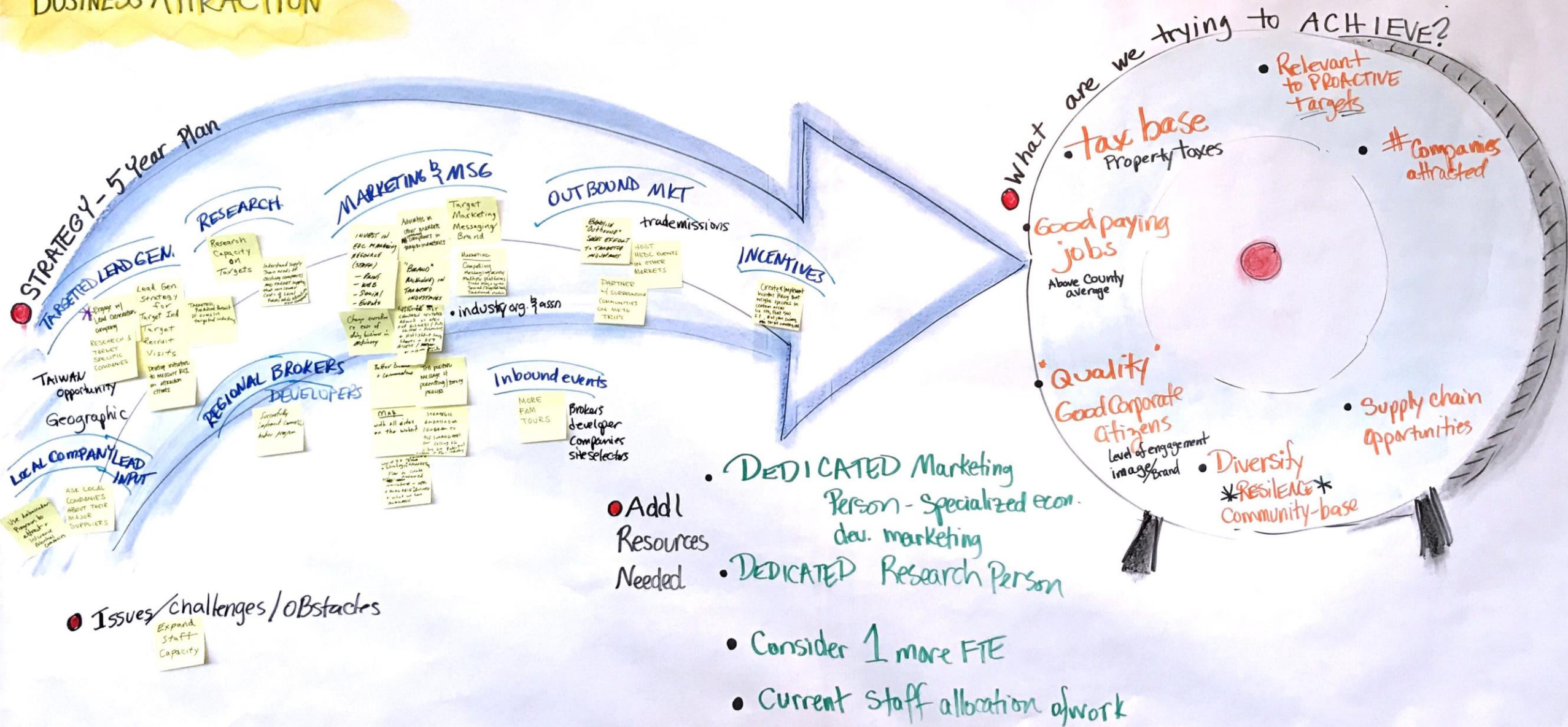
EFFECTIVE & INTIMATE RELATIONSHIPS

- RETENTION of COMPANIES
length in community

- Ability/Trust to Gather CREDIBLE INTER & FEEDBACK

Plan to
achieve

BUSINESS ATTRACTION



COMPETITIVENESS

STRATEGY - 5 YEAR PLAN

New RE Product

Community Preparedness "Product"
• Supply development of product developer to market place (Tollman)
• Toll/Buss Park Dev
• Own/partner
• More Available
• Getting into culture & into inventory
• SPEC INDUSTRIAL RFP/RFP
• Strategic link
• Access to the market
• Clear - make it more available

INFRASTRUCTURE

Infrastructure to support
• BUILD / INVEST IN
• Infrastructure
• Infrastructure to support
• Infrastructure to support
• Infrastructure to support

Improve Infrastructure
• Develop plan for working in RE/infrastructure

McKinney line owned by DRET
• Railroad served sites

ADVOCATE & COMMUNICATE COMMUNITY ASSET NEEDS

Support structure for local
• Increase Amenities (Entry & Drinking)
• Scheduled Commercial Service
• HANGARS
• Airport expansion

INCENTIVE POLICY & STRATEGY

MORE FLEXIBLE INCENTIVE OFFERINGS
• Incentivize Developers
• Also consider support
• Community development
• retail/restaurant

WHAT ARE WE TRYING TO ACHIEVE?

- inventory of available sites
- Ready sites
- INNOVATIVE INCENTIVE OFFERINGS
- SPEC Bldgs

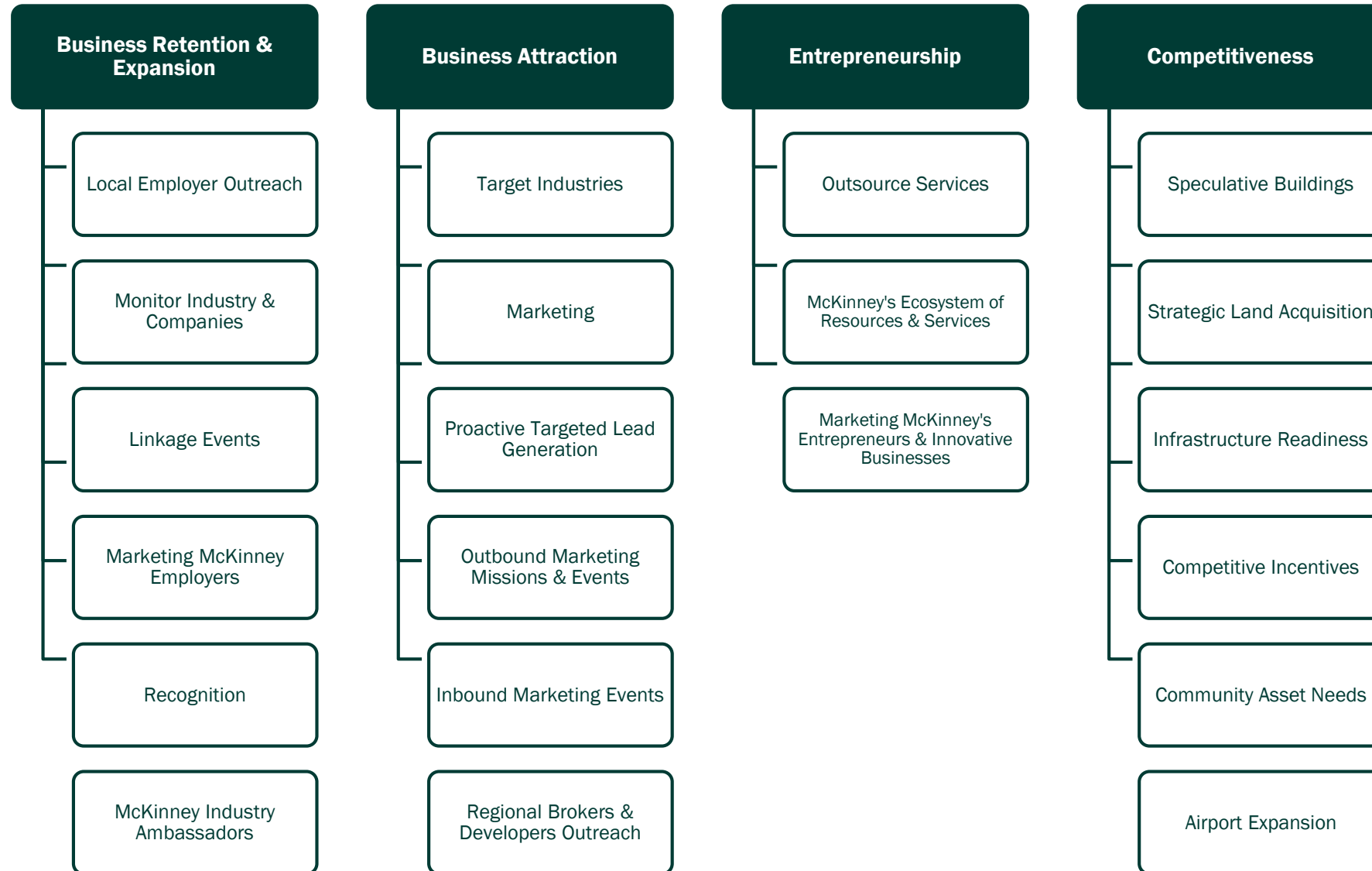
OBSTACLES/ISSUES

CLARIFY ADVOCACY

CLARIFY focus of advocacy for AIRPORT expansion

STRATEGIC PLAN OVERVIEW

MEDC Strategic Initiatives



Questions for MEDC Board

1. Are we headed in the right direction?
2. Airport Expansion role of MEDC?
3. Anything to add?
4. Anything to cut?

Next Steps

1. Board feedback at high level
2. Staff and TadZo will refine in Strategic Initiatives Work Sessions
 - Tactics
 - Draft metrics – specific factors and propose level/#s
 - Implementation Timeline
 - Budget
 - Resources needed, if any
 - Who will implement
 - Principles for successful implementation
3. TadZo will update draft plan and prepare supplemental materials for implementation (budget, timeline, metrics, etc.)
4. Board adopt final plan