



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



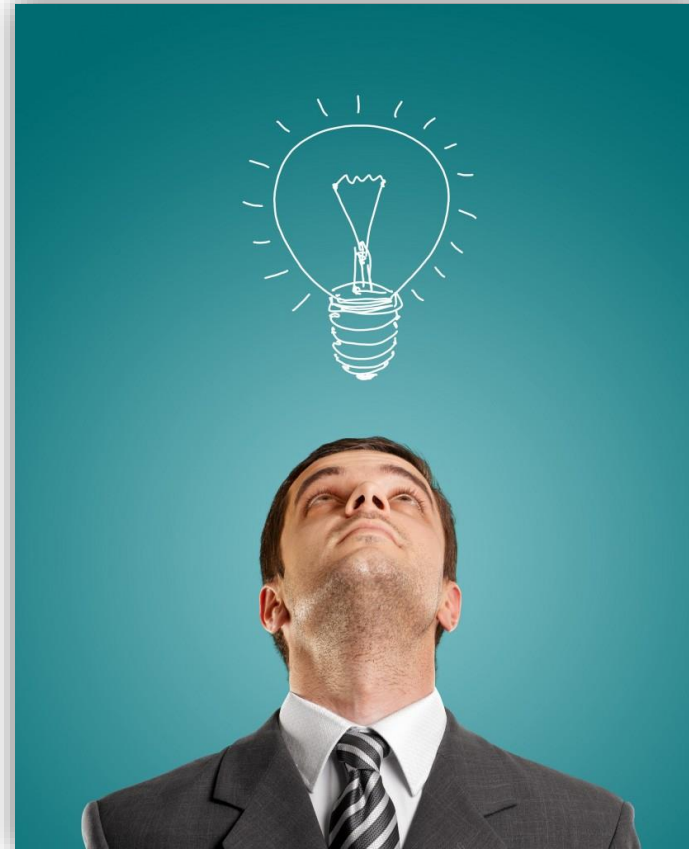
BUSINESS ATTRACTION

- 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



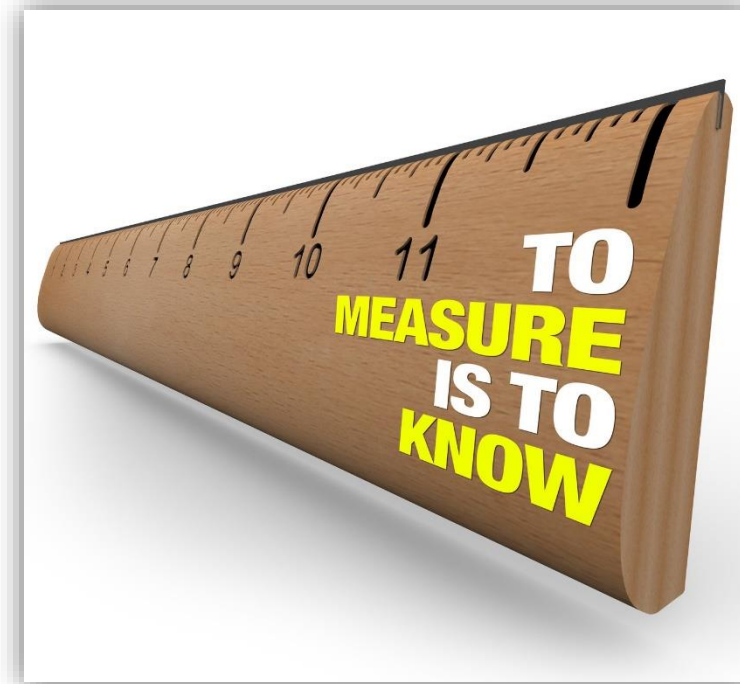
COMPETITIVENESS

- 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
