



McKinney Economic Development Corporation

Darrell Auterson – President/CEO

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Strategic Plan Management & Communicating Results:

A. Business Retention & Expansion

- We now have fully executed incentive agreements for the Independent Bank project.
- Project Sweet has been divided into two phases of development for timing purposes & we will structure incentive proposals accordingly.
- Project Edith Ann declined MEDC's recent incentive offer over lease commitment language.

B. Business Attraction

- Participated in a community video for Project River. The MEDC & City staff have worked very diligently & collaboratively in providing a very thorough response to the RFP process. Regardless of the ultimate outcome, these kind of exercises are excellent for honing a community's skills for responding effectively to significant economic development inquiries.
- Met with some local commercial real estate brokers to discuss MEDC's competitiveness strategy component of our strategic plan. They have offered some very good advice to date on how to improve our competitiveness in the market & we may engage some of their professional services to assist our efforts moving forward.

C. Entrepreneurship

- The WERX is seeking to engage with the Dallas Entrepreneur Center (DEC). The DEC has created a regional model for success that appears to be gaining traction & this model will be shared with the MEDC Board at its October meeting.

D. Competitiveness



- Brokered a meeting with KDC & Collin College to discuss integrating the college's presence at Southgate into the business marketing message. The Southgate MDA is now in final draft form & will be considered for action by the MEDC Board at the October meeting. A new one page marketing piece has been developed & circulated. The MDA calls for bi-monthly updates on marketing/prospect activity.
- The Hunt Southwest (HSW) development project is moving along nicely. All agreements have been executed & the company is completing their due diligence investigation on the MEDC land as stipulated in the purchase agreement. I have recently steered a couple of prospects toward HSW.

Marketing/Promotion/Connection Activities:

- Participated in a multi-faceted trade mission to London & Paris September 6-16th. The first part of the mission was organized by the London Co-Investment Fund & London and Partners & involved a McKinney/DFW presentation to a group of companies aspiring to establish operations in the US. Since that time, our partners at the co-investment fund have shared our community PowerPoint with over 100 other companies & communications have been initiated. Discussions are underway for potentially hosting a UK delegation in McKinney next year.

The second part of the mission involved a collaborative effort with the Dallas Regional Chamber (DRC) & other communities from the DFW region to call upon a number of companies/prospects with connections/potential interest in DFW. The focus was on projecting a positive business image of the DFW region & improving brand recognition as well as strengthening established relationships & cultivating new relationships with prospective business & site decision influencers. A total of 17 appointments were conducted over a five day period. The trip also included participation in the CoreNet Global Forum taking place in London that week. The UK & Europe are important global regions in our international investment strategy.

- Attended the IEDC Annual Conference in Toronto September 17-20th where MEDC received an innovation award in recognition of our community activities organized during National Economic Development Week in May of this year. While at the conference, I was also honored to receive the designation of "Fellow Member" by IEDC.
- Attended the Industrial Asset Management Council (IAMC) Forum in Richmond, VA 10/7-11th. The Texas delegation hosted a dinner for a group of companies &



site consultants to promote the attractiveness of Texas as a business-friendly state.

- Recently presented MEDC's strategic vision to three groups, Chamber Ambassadors, the ROMEOS & Leadership McKinney.

Other:

- Held get acquainted meetings with MEDC's two new board members. Discussed a number of initiatives & projects & their current status. Anticipate full engagement from these new members.
- The new Director of Business Development will commence employment with MEDC on 10/16. Actively recruiting to fill an administrative position.