



McKinney Economic Development Corporation

Abby Liu, Executive Vice President

October, 2017

Strategic Plan Management & Communicating Results:

A. Business Retention & Expansion

- Staff met with Wistron GreenTech executives for a company update and continued to explore the concept of Wistron McKinney Technology Campus on September 25.

B. Business Attraction

- Staff has been working intensively with City Manager's Office, Legal Counsel, Communications and MEDC staff as a team on the request for proposal from Dallas Regional Chamber for Project River. The McKinney proposal was submitted including a customized video on October 11.
- PACCAR Groundbreaking was a big success on October 12. Mayor George Fuller and Dynacraft General Manager Anthony Levi delivered a brief speech respectively. Former Mayor Brian Loughmiller joined the event to demonstrate the continuity of the city leadership and to celebrate the nearly two-year journey to attract PACCAR to McKinney among competitions. The "Coming Soon" sign was unveiled with the excitement during the event. Mayors/City Council, MEDC Chairman/Board Members, City Manager, Assistant City Managers, Legal Counsel, MEDC President and Staff all attended to welcome the third Fortune 500 company to McKinney. PACCAR is ranked 164 on 2017 Fortune 500 List. The Groundbreaking marks a beautiful beginning of a positive long-term public-private partnership between McKinney and PACCAR.
- Staff worked with Project Hammer executive for a potential new corporate relocation to McKinney.

Marketing/Promotion/Connection Activities:

- Staff was asked to be the speaker at the Dealmakers Breakfast Club on September 20. The speaking engagement is a unique opportunity for MEDC to present McKinney with the focus of the ongoing developments to commercial real estate professionals in an intimate business setting. Director of Marketing Geneva Aragon assisted at the event and networked with the real estate community. (Photo attached)
- Staff attended North Texas Commission's 46th Annual Members Luncheon at Irving Convention Center on September 21.
- Staff attended NAIOP Commercial Real Estate Development Association Quarterly Meeting featured Keynote Speaker Congressman Pete Sessions at Dallas Country Club on September 22.
- Staff attended the Dallas Asian American Bar Association's 10th Annual Awards Celebration at the Hyatt Regency Dallas on September 29.
- Staff attended the Disney Training with city employees at Collin College Preston Ridge Campus on October 10.

Other:

- Executive Session Agenda Items:
 - Wistron McKinney Technology Campus
 - Project Hammer
 - Project River

DEALMAKERS BREAKFAST CLUB

Dallas, TX | September 20, 2017



Executive Vice President Abby Liu was asked to present to the Dealmakers Breakfast Club this September. The speaking engagement for real estate brokers was a unique opportunity for MEDC as it was for less than 20 participants, all who were very qualified commercial brokers. They were mostly mixed-use/retail with some focus on office/industrial. With such an intimate setting, and being the sole presenter; McKinney was the center of attention and a lengthy Q & A timeframe meant that focused detail could be shared.

