



## McKinney Economic Development Corporation

Bruce Coleman – Director of Business Development

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### Strategic Plan Management & Communicating Results:

#### A. Business Retention & Expansion

#### B. Business Attraction

- Worked with leading Dallas brokerage firm to provide information on potential sites in Downtown McKinney for possible 25,000 office user. Met with broker at event in Uptown Dallas.
- Worked to assist Denver business on inquiry regarding small office space availability in McKinney for their company. Company decided to select Ft. Worth.
- Re-contacted industrial developer working with Southern California firm on possible relocation of their manufacturing operation to this area.
- Contacted and provided follow up information to Dallas commercial broker/tenant representative about opportunities for unnamed manufacturing/industrial company to consider area near McKinney National Airport.
- Re-contacted major developer regarding possible interest by 30,000 SF office user in McKinney's 121 Corridor.
- Met with large developer regarding their efforts to recruit large office user to McKinney.
- Bruce and Madison met and followed up with developer/broker working to attract 15,000 SF end user/office to 121 corridor.
- Bruce and Madison contacted large West Coast-based financial company on multiple occasions to encourage them to consider McKinney in their location decision-making process.

#### C. Entrepreneurship

#### D. Competitiveness

- Interim President and Bruce followed up with Project Flip. Developer has started construction on this new 115,000 SF speculative industrial project. Contacted leasing broker again to connect regarding end user opportunities.
- Followed up with Project Trafalgar on Board action in support of Interim President and City Attorney. Contacted developer of this speculative industrial development again and project appears to be moving forward.



- Followed up with Project West on Board action in support of Interim President and City Attorney.

### Marketing/Promotion/Connection Activities:

- Conducted 107 Cold Calls and Follow-Up Contacts to Dallas area commercial brokerage firms/brokers, commercial developers, tenant representative brokers, engineering/architectural firms, banks/investment capital firms, construction firms and other business/real estate service providers to ensure that they are aware of opportunities in McKinney.
- Held 39 in-person meetings primarily in Downtown Dallas, Uptown Dallas, Dallas Galleria corporate centers with commercial brokers, developers, tenant representatives, real estate capital, development engineering firms and others to keep McKinney “front and center” as a location for office, industrial and other commercial growth.
- Conducted one tour of McKinney to real estate industrial broker/developer as a follow up on presentation made at their firm in a previous month.
- Participated at the Site Selector Guild event in Cincinnati. Met with 37 of the 42 national site selectors in attendance to describe opportunities in McKinney.
- Participated at Chinese business delegation visit in Addison.
- Hosted lunch meeting and made presentation on McKinney to tenant representative brokers at Holt Lunsford Commercial Real Estate in Dallas Galleria area.
- Hosted breakfast meeting and made presentation to large group of JLL tenant representative brokers in Preston Center area.
- Met with locally-based site selector in Dallas to present McKinney.
- Participated at BISNOW networking event in Dallas.
- Attended The Real Estate Council data center networking event in Richardson. Made subsequent presentation on data center opportunities in McKinney to CBRE Data Center Solutions managing partner in Uptown Dallas. Worked with JLL to encourage consideration of McKinney for data centers. Bruce and Madison met with representative of large data center development firm.
- Participated at CCIM Park Cities meeting to network with Dallas brokers.
- Provided information on office development sites to key Dallas broker.
- Followed up with Dallas industrial broker regarding potential interest in hangar opportunities.

### Other: