



## 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

- Staff continued to work with Project Tahiti to encourage them to pursue the relocation of this company's headquarters and manufacturing operations from Southern California to McKinney. This included working with them and their local developer to facilitate their submittal of a complete application defining the site and other project specifics. The full application was subsequently submitted. Business Development staff met with the company during the MEDC Business Mission to Southern California.
- Staff continued to work with the prospective developer of Project Eagle. The site (located on the west side of McDonald, south of Bloomdale) recently received rezoning approval from P&Z. Business Development staff helped to connect the developer to various utility providers.
- Staff worked with a Taiwan technology company to assist them to consider opportunities to locate their US facility in McKinney. Staff has been advised that they have leased some space in McKinney as a first step effort. Staff met with the company during the Select USA Dallas event.
- Business Development and Business Retention staff worked to arrange for a full-day Familiarization (FAM) Tour of McKinney for the principals of McKinney Advisory and Capital, a site selection firm based in San Diego. The company indicated that they are working with an industrial company seeking a site for their operations. The day's events including meetings with Workforce Solutions, the McKinney National Airport, a local manufacturing company, the MCDC President to discuss quality of life, and other familization activities. Staff had previously met with this firm at



the Industrial Asset Management Council (IAMC) meeting in Georgia last Spring.

- Re-contacted corporate aviation firm from Southern California to seek meeting with them and the City/MEDC leadership to encourage them to consider McKinney National Airport for their operations. Business Development staff met with this company during this past spring's MEDC Business Mission to Southern California to discuss their plans to relocate their headquarters from Irvine to Dallas. They asked for me to re-contact them again in a month once they are more settled in Dallas.
- Re-contacted developers of HUB 121 to determine the status of the project and to obtain the latest marketing materials.
- Assisted MEDC intern with regard to Project Radio Tower RFP. Worked closely with Planning. The company was seeking a 100 acre site for heavy industrial purposes. McKinney did not have a site that met their requirements.
- Re-contacted Director of Real Estate of a large Connecticut-based company seeking to locate a manufacturing facility in the DFW Metroplex. Made a number of calls to over 14 commercial broker/tenant rep contacts in Dallas to locate their local commercial broker/tenant rep. Through this effort, it was learned that this company is not seeking a location in this area of the DFW region and has selected a site in the Ft. Worth area.
- Re-Contacted a C-Suite executive at an area technology company to encourage them to consider McKinney in any expansion plans.
- Based on an article about a leading technology company looking to grow in North Texas, located and called Director of Real Estate for the corporation to discuss opportunities in McKinney. Have not yet connected with this individual.

#### C. Entrepreneurship

#### D. Competitiveness

- At the request of the developer of Project Trafalgar, Staff arranged for a meeting with Sentinel Capital and their prospective investors from Singapore and Kuala Lumpur to assist them with their plans for speculative industrial development near McKinney National Airport.
- Bruce Coleman and John Valencia held a conference call with a company to discuss fiber optics and data center opportunities in McKinney.



- Staff provided the incentive agreement prepared by the City Attorney to Project West, a new speculative industrial development currently being constructed by Haggard Development on Industrial Boulevard, immediately west of the McKinney National Airport.
- Reconnected with Nickson Development, the Houston developer who has recently developed two industrial buildings on Bray Central to discuss their leasing activity. One of the two buildings has been leased.
- Provided a tour to a commercial brokerage firm looking for office and industrial opportunities near the McKinney National Airport or in the Wilmeth area east of 75/Central Expressway. Made follow up connections with the City regarding a property of interest.
- Contacted office developer which focuses on attracting corporate headquarters to present McKinney and the 121 High Tech Corridor.

### Marketing/Promotion/Connection Activities:

- Made over 200 additional Cold Calls and Follow-Up Calls during the reporting period (this included outreach meetings in McKinney and Dallas and tours) with Dallas Metroplex area commercial brokers, office/industrial tenant rep brokers, site selectors, office/industrial/mixed use developers, development engineering/architectural/construction firms, investment capital firms/banks, and other business “connectors”. This included a regular review of articles in the *Dallas Business Journal*, *Dallas Morning News*, and *Bisnow News* to determine business contacts for office/industrial projects in the DFW Metroplex area and to introduce McKinney to these contacts.
- Participated in the Dallas Regional Chamber local site selector/commercial broker meetings in Dallas to represent and present McKinney. This included meetings with site selectors from JLL, Site Selection Group and Colliers. Arranged follow-up individual meetings on McKinney opportunities with JLL site selectors for late September.
- Staff worked to connect various technical resource providers to Sentinel Capital to assist them to develop their spec industrial project on the west side of the McKinney National Airport. They recently closed escrow on the 37 acre site.
- Staff participated at the Bisnow 121 Road to Riches event held at the Sheraton in McKinney. Worked with team to help organize bus tour. Followed up with emails to participants to present opportunities in McKinney.
- Staff participated at the North Texas Commercial Association of Realtors (NTCAR) exhibition and networking event in Downtown Dallas.



- Attended NAIOP networking event in Dallas to market McKinney to office and industrial companies, brokers, and developers.
- Met with two co-working firms to present McKinney's 121 Corridor including Southgate McKinney.
- Invited development capital firm from Dallas to attend McKinney Chamber event at which Craig Ranch was presented. Made various introductions to developers working on projects in McKinney.
- Staff provided information on office and industrial development opportunities to a Dallas-based "family office" real estate developer.
- Made presentation on McKinney to hotel developer looking for opportunities in McKinney. Connected the group to various property owners for exploratory purposes.
- Contacted head of Colliers Commercial Real Estate industrial tenant team to arrange for a presentation on McKinney to the industrial brokers in Uptown Dallas in October. Provided them with information on industrial sites in McKinney. Staff worked on PPT presentation including working with City GIS to develop Interactive Sites map.
- Provided follow up information on McKinney to a site selector interested in learning more about opportunities in the community. She requested the information in preparation for her panel presentation at the Bisnow McKinney event.
- Arranged a meeting with Executive Managing Director (Office/Corporate Headquarters Occupier Services) of Cushman and Wakefield in Uptown Dallas and made a presentation on office space opportunities along 121 High Tech Corridor in McKinney.
- Met with developers of HoneyCreek master planned project to understand the status of the project, including the proposed corporate park/urban center component.
- Held discussion with brokers for property at 121 and Hardin to understand status of plans for the site.
- Had discussion with JLL regarding plans for the 48 acre property located at the entrance to McKinney National Airport for an update on their marketing.
- Initiated telephone conversation with Cushman and Wakefield broker in Canada's "Silicon Valley" (Waterloo, Ontario) who focuses on working with high technology end-user companies and helps bring companies to the DFW region and elsewhere in the US. He was familiar with McKinney's location and I provided him with more specific information on McKinney's 121 High Tech Corridor and other locations.
- Contacted major office development group regarding McKinney's future 121 High Tech Corridor.



- Connected with a major Dallas developer working in McKinney regarding reports of a 120,000 SF data center company which might be seeking a site in the DFW area.
- Held follow-up conference call with site selection group based in Ireland to further present McKinney.
- Contacted a national food manufacturing company broker based in Dallas to present McKinney as a site for additional such companies. (Lucy Durbin)
- Provided tour of McKinney to a leading Dallas area office tower developer.
- Provided follow-up information on industrial sites near McKinney National Airport to Dallas development group based on NTCAR contacts.
- Staff met with Planning to learn more about City's proposed new Comprehensive Plan and sites for future economic development opportunities.
- Staff met with McGough regarding status of Craig Ranch Resort Hotel project and other potential opportunities in McKinney.
- Met with Moss Associates business developer to discuss opportunities for their clients to locate in McKinney.
- Made presentation to head of CBRE/Dallas "occupier"/tenant rep services.
- Met with appraiser doing work on Craig Ranch/McKinney Corporate Park to provide information on McKinney.

Other: