



# McKinney Economic Development Corporation

## December 2018 Organizational Report

Peter Tokar  
MEDC President

MEDC Board of Directors,

I want to take a moment to say Happy Holidays to the board. Regardless of the holiday that you celebrate, I wish you all a time of laughter, fun and togetherness with family and friends throughout the entire holiday season and into the New Year!

We are BUSY! Like I mentioned last month, the end of the year has always held twists and surprises for me in my economic development career. The end of 2018 is proving to be no different. We have some interesting projects that have come our way and it is a reality that we will be announcing at least two projects in Q1 of 2019. I have my board lunched scheduled with most of you before the end of the year, but I will be scheduling the remainder of them for January, so if you have not heard from me yet, stay tuned.

As always, please feel free to reach out to me at any time.

-Peter

### President's Report

#### A. Annual KPI's and Performance Scorecard

- Staff completed our Annual KPI's (attached to board documents) and performance scorecard. While what we submitted met the requirement for reporting. We are redefining our KPI's for the new year to be consistent with traditional KPI's and not just metrics. The way the metrics were determined previously does not reflect actual organizational performance and does not give an accurate representation of the work the MEDC has done. The new KPI's will be more clear and measurable.

#### B. Staffing

- I plan to have a new staffing chart completed by year's end to start looking at filling some positions we need. I have completed the final interviews for the Social Media and Marketing Manager position that will be provided to us in our Marketing contract and



am deliberating on the final selection. The new marketing individual will start the first of the year.

### **C. Events**

- Have We had a very successful meet and greet with the new MEDC President at the Sheraton hotel on Nov 28. Roughly 50-60 citizens came out to meet the new MEDC President, Chairman Buress gave remarks and the event was a success.
- 50 + people attended the MEDC Annual Holiday celebration was held on December 6 at the Guitar Sanctuary. A special THANK YOU to Mayor Fuller for letting us use the facility and to City Attorney Mark Houser for his sponsorship of the event as well.

### **D. New Business Attraction – Projects (RFP Received: 1, Responded to: 1)**

- Project Elsa – New project focused on Southgate as a potential site.
- Project Cyber – Corporate relocation project lead that came in that is looking at McKinney as a potential destination to relocate their HQ to.
- Project Sunny – Host a meeting with Assistant City Manager Barry Shelton on November 27 to discuss the drainage issues with Project Sunny’s engineering team and broker to facilitate the potential challenges. The sale of MEDC three-acre land to Project Sunny was successfully closed on December 6.
- Project Empire – Worked with GIS staff to prepare the competitor city’s map and analysis for Project Empire. Will join Project Empire Internal Meeting on December 13.
- Project Todd – Followed up with KDC for Project Todd current status on December 12.
- Project Cloud – Continue working with President Tokar and prepared the Executive Session agenda item to be presented at MEDC Board Meeting on December 18.
- Project Switzerland – Set a meeting with Project Switzerland executives to introduce President Tokar and explore Project Switzerland’s development current interests in McKinney. Project Switzerland’s McKinney visit is scheduled in January.

### **E. Marketing / Communications**

- The 2019 BISNOW event is slated to be in the last two weeks of March 2019. The MEDC will be the main sponsor of the event again and we hope to showcase our new marketing initiative and strategy at the event. We will also be features in 2 BISNOW publications called the “Neighborhood Reports” that will focus on the development that is happening in McKinney.
- We are underway with our new marketing campaign with Centipede Digital. We met with CEO Tom Morganelli to discuss layout for the new website which will be under the



URL [www.uniquemckinney.com](http://www.uniquemckinney.com). We are excited at the new direction and the new website will be a great tool for aiding in business recruitment and community exposure.

## **F. Business Retention & Expansion**

- Tong Yang Group (TYG) – Worked with TYG President and set a private TYG Tour and Lunch to meet/welcome City Council Member and MEDC Board members on January 31.
- Hisun – Attended a meeting with President Sun and Finance Manager You to discuss the November Board decision on Hisun Loan Agreement compliance and assisted the executives for the clarification of the Agreement and Compliance on November 30.

## **D. Emerging Technology / Tech Ecosystem**

- Following the trip to the Smart Cities World Congress, we are engaging with telecommunications infrastructure companies to get a roadmap for the 5G infrastructure started.
- McKinney Technology Center – Center is Open for business.

## **E. Development Updates**

- Cotton Mill – We hosted a team from Atlanta consisting of Executive Chef and Restaurateur, Chris Sedgwick and CEO and Founder of Jekyll Brewery, Michael Lundmark. They are both interested in the cotton mill as a potential site for development.
- Hub 121 – Utility work for the Multi-Family portion of the development has started. There are construction vehicles on site and construction is underway.

## **F. Networking / Business Development**

- Met with a company who has a location north of McKinney and needs a “hub” for being closer to the Dallas Metroplex. Currently working with the company to identify real estate needs and options in McKinney.
- Staff continued to provide tours to various managers and their spouses from Project Tahiti during the reporting period. The company is located in Southern California and is proposing a relocation of their corporate headquarters, research and development, manufacturing and distribution operations to McKinney or a city in Tennessee. The local developer for Project Tahiti provided a detailed presentation package in early December to the Project Tahiti CEO for their Board’s decision. This package included information from the MEDC about McKinney as well as the MEDC financial incentive proposal). The local developer requested that the company make their decision in December.



- Invited to participate at Dallas Business Leads Group meeting and followed up with a large number of prospect companies from that meeting.
- Met with developer and broker for proposed office project at Hardin/380.
- Met with broker representing co-working company and introduced this opportunity to various office developers working on projects in McKinney.
- Re-contacted Southern California tech company about their plans to relocate their headquarters to this area. Could not obtain an update at this time. Since staff had also referred the project to various office developers working on projects in McKinney, I also contacted those office developers to see the status of their efforts with this company. No new update.
- Met with leading Dallas commercial broker regarding reports that a major Southern California corporation plans to relocate to DFW. Introduced McKinney as an ideal location for this headquarters project.
- Worked with two prospective developers to help them to connect on an opportunity for a medical office building in McKinney.
- Contacted Swedish tech company about potential opportunities in McKinney for their business.
- Assisted biotech company to locate interim space in Flour Mill and connected this company to two industrial spec building developers in McKinney for their permanent location.
- Connected potential outlet mall project to two property owners/developers in McKinney.
- Worked with a large Italian-based tech company to explore opportunities for them to locate their North America headquarters in McKinney. There are reports that the company will grow in Las Colinas instead.
- Contacted developer of HUB 121 – which has now begun construction of first phase.
- Contacted resort hotel developer and determined status of project and construction timeframe.
- Arranged meeting with med-tech innovation group and McKinney Technology Center to discuss office and wet lab opportunities.
- Met with sports tech company and introduced them to various office project developers in McKinney.
- Made contact with Perot Jain, venture capital firm, to introduce McKinney.
- Attended City Council meeting with Sentinel Capital for hearing on rezoning of land along new FM 546 from Agriculture to Industrial zone for future development of large planned business park near McKinney National Airport. Council approved re-zoning. Attended meeting with City/MEDC and Sentinel to discuss resolution of drainage issue for this project.
- Met with Abby and developer of proposed 4 to 5 story office building planned for Craig Ranch.

## Upcoming Events



- Capitol Days in Austin Texas – We are partnered with the McKinney Chamber of Commerce to be a lead sponsor for Capitol Days. We will be sharing more on this trip later in the new year.
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