

McKinney Economic Development Corporation

April 2019 Organizational Report

Peter Tokar
MEDC President

Board of Directors,

We have 21 active projects in our project pipeline and getting more requests every day. IT was an exciting day last month when we were finally able to announce the SRS headquarters to be built in McKinney on Hub 121. This is a great start to the year and we hope to have more projects to announce!

We are also welcoming in Kristen Ridout to the MEDC team as our new Social Media and Marketing Manager! She brings a wealth of experience with her and we are excited to have her on the team. She will be an integral part of the new branding and marketing rollout we hope to have ready to launch in the next month.

We are making great progress on all fronts and have had a great start to the first quarter of 2019!

-Peter

President's Report:

A. Organizational Updates

- KPI's are being finalized for adoption at the next board meeting. We held a workshop on April 10 where we were able to finalize the last few details of the plan and hope to have them ready to present in May.
- The Marketing committee met on Wednesday April 10th as well and saw the demo of our new website and branding campaign. We had nothing but positive feedback and we are now moving aggressively towards a May launch.
- Development activity is at an all-time high as we have hosted more meetings with developers in the last month than anticipated. The investment we have made in land is proving to be a significant attractor for development projects.
- It's Budget Season. We have had preliminary meetings with the finance department to start prepping the 2019-2020 budget. We will be planning a finance committee meeting to start planning out the budget.

B. New Business Attraction – Projects

- RFPs received: 10
- RFPs responded to: 6

- Project Twin Cities – Planned and hosted Project Twin Cities’ President first visit to McKinney from China on March 15. McKinney is one of the finalists for the company headquarters relocation.
- Project Garden – This is a project collaborated among the City of McKinney, MCDC and MEDC.
- Project Iris– We hosted a site visit with the DRC and Consultants to the company on April 2nd. Project Iris was represented by two site selection consultants, one company representative and one Dallas Regional Chamber staff. It was a productive site visit.
- Project Tahiti – In the lease negotiation phase currently.

C. Marketing / Communications

- The Bisnow North 121 Corridor & 380 Boom Event was successful in bringing over 330+ real estate professionals, service providers, and community partners to the Sheraton McKinney Hotel. MEDC was the “Raw Space Sponsor” and had a significant presence at the event including “neighborhood news” releases on McKinney prior to and following the event.
- Attended and assisted in planning the McKinney National Business Park Ground Breaking. The ground breaking marks the beginning of the phase one construction on two 75,250 SF buildings. The total projected size of the development is 550,000 SF.
- Worked with Centipede on MEDC website updates, social media and a STEAM marketing piece.

D. Business Retention & Expansion

- BRE Visits March: 3
- BRE Program
 - Presented a Revived, Renewed and Relevant BRE Program on March 29th.
 - Final draft of the program will be presented in May of 2019
- StatLab
 - Last month we hosted 2 tours of StatLab with MEDC staff and City Council representatives.
- Tech Culture McKinney
 - Lance Black and team continue to promote the space. They have seven resident tenants.
 - The Chamber held an Investor Partner VIP Event which showcased the space.
- PACCAR/Dynacraft – Hosted a lunch meeting with PACCAR/Dynacraft executives for updates and expansion opportunity. Discussed the potential Governor’s visit.
- Toyoshima GreenTech – Hosted a meeting at MEDC with Toyoshima GreenTech executives for the Agreement compliance on March 26.
- Moss – Hosted a lunch meeting with Moss Vice President.

E. Emerging Technology / Tech Ecosystem

- Working with some small tech companies we may invite into the Emerging Tech Program. Both looking at Tech Culture & Cotton Mill
- Continue to work on Project Switch

F. Development Updates

- Flour Mill
 - The city has as their #1 street improvement project after the bond election
- Cotton Mill
 - Terry Casey is working with a new “startup” enterprise, Millhouse McKinney, a non-profit designed to connect women, build community, share resources, and create social and economic impact by fostering FEMpreneurship
 - Terry assisted in planning a San Antonio Development Tour of “The Emma” hotel and “The Pearl” brewery for development connections of the Cotton Mill.

G. Networking / Business Development

- Attended a few Dallas Startup Week sessions. We have some great opportunities in our near future and need to take advantage of them!
- Represented McKinney at IAMC (Industrial Asset Management Council) Dallas/Plano meeting with corporate real estate directors, industrial brokers and others to market McKinney.
- Conducted tour of Craig Ranch McKinney Corporate Park area with office brokers.
- Made presentation to New York-based financial investment/commercial development group during their visit to McKinney.
- Participated at Design/Manufacturing Trade Show in DFW to market McKinney to industrial companies. Made over 140 cold call visits to company/exhibitors by walking the trade show.
- Participated at NTCAR (North Texas Commercial Association of Realtors) breakfast networking event at Frontiers of Flight/Dallas Love Field Airport.
- Represented McKinney as sole area EDC member of TREC Events Committee. TREC is The Real Estate Council whose members include major commercial real estate groups in Metroplex.
- Made presentation on McKinney at CREW luncheon at Park Cities Club in Dallas. CREW is Commercial Real Estate Women’s association. Other presentations made at the meeting by Allen EDC, The Colony and Richardson.
- Represented McKinney EDC at CCIM (office/industrial brokers’ organization) networking meeting in Dallas.
- Participated at BISNOW networking breakfast meeting in Dallas.
- Participated at groundbreaking for Project Trafalgar/McKinney National Business Park first phase development.
- Re-contacted Israel-Texas chamber of commerce to seek a meeting to present McKinney to Israeli technology companies.
- Assisted with site tour of McKinney by Project Pyrex, a company seeking industrial space in DFW.
- Arranged and participated at various Dallas “leads group” meetings to learn about new potential business opportunities for McKinney. This included meetings with brokers, architects, engineers and financing groups.
- Made 70 new and follow-up calls to end-user companies/business leads during the reporting period.
- Contacted and re-contacted 29 office/industrial developers, site selectors/multipliers to present McKinney during reporting period.
- Met with Southgate McKinney developers to discuss business leads (office).

- Met with out-of-state developer regarding office development opportunities in McKinney.
- Continued to contact European-based Tech Company to encourage them to consider McKinney sites.
- Represented McKinney at CORENET (Corporate Real Estate Network) evening meeting in Dallas.
- Responded to Team Texas inquiry regarding sites in McKinney for 300,000 SF industrial user. (lead from trade show in Anaheim)
- Met with DBNO Railroad to discuss McKinney's rail-served sites.
- Responded to inquiry from Government of Quebec/Houston office regarding June visit by delegation of Quebec companies to DFW.

Upcoming Events:

- McKinney Chamber Quarterly Luncheon, April 18
- DFW Airport Industrial Tour, April 25
- President Tokar to attend HKS Emerging Leaders Program. May 6-10
- President Tokar to attend Advanced Economic Development Leadership Program. May 19-23
- Independent Bank Grand Opening, VIP Reception/Invitation Only, May 30