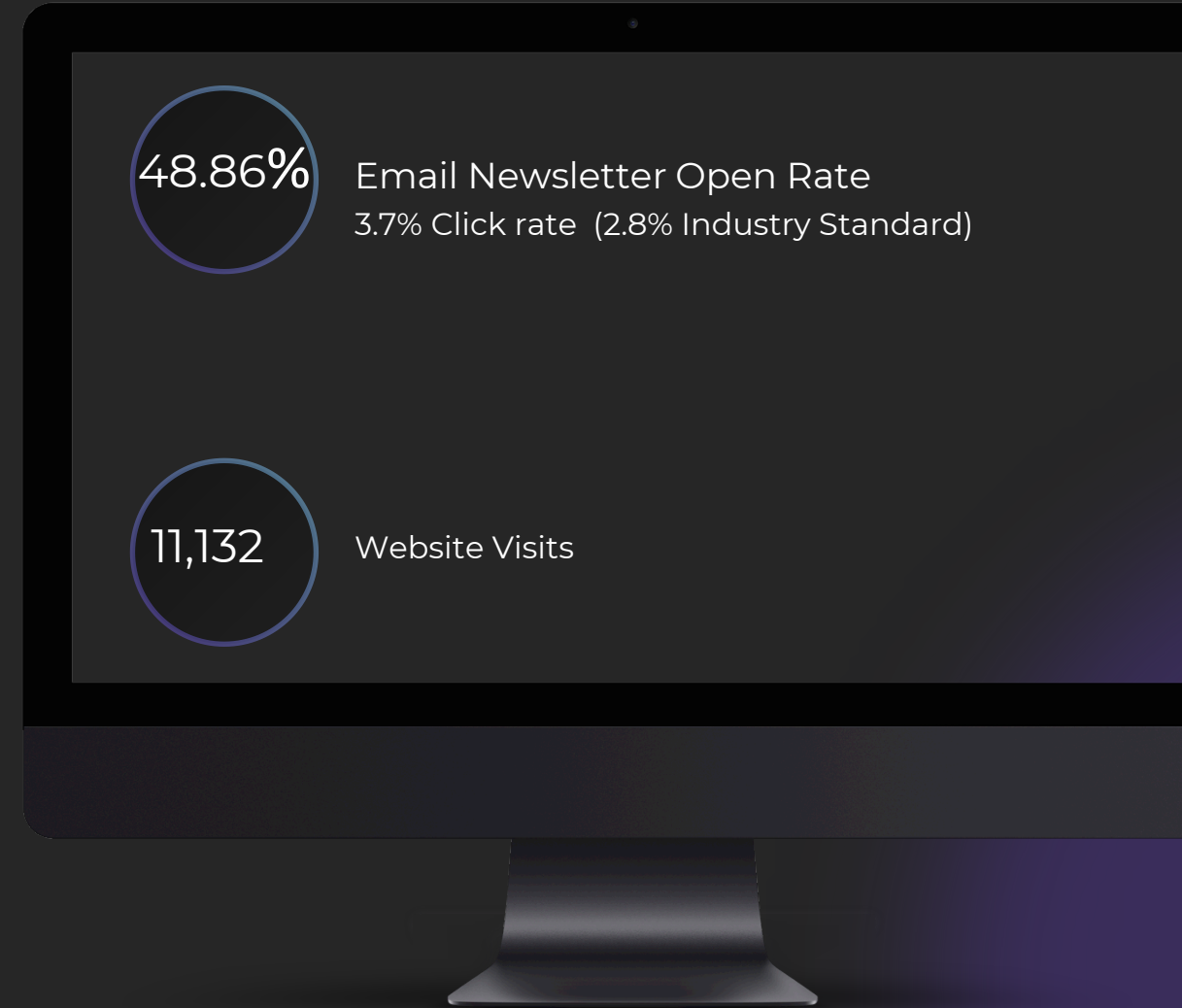


April 2026

# Marketing and Community Engagement

2026 BRE Visits, Tours, and Presentations

FAM TOURS	Community & Industry Presentations
YTD: 1	April: 2
	YTD: 10
BRE Visits	Trade Shows and Missions
April: 9	April: 2
YTD: 37	YTD: 4



April 2026

# Byron Nelson Update Newsletter Update



APRIL 2026

## MOMENTUM IN MOTION

Where innovation, growth, and partnership meet, the stories shaping McKinney this month.

### A NOTE FROM OUR PRESIDENT

April showed what McKinney does best: convening the people who build the future. We hosted the region's first Affordable Housing Summit, celebrated a cardiac survival rate most cities only dream of, and watched three signature projects move closer to delivery. Our story isn't about any single announcement. It's about what happens when a city commits to doing the work together.

**Michael Kowski**

*President & CEO, McKinney Economic Development Corporation*

NOW AVAILABLE

### 2025 ANNUAL REPORT

From new business recruitment to startup investment, infrastructure wins to workforce growth, the 2025 MEDC Annual Report tells the full story of a city building with purpose. Take a look at the milestones, the partnerships, and the momentum that carried us into 2026.

[READ THE FULL REPORT](#)

### THIS MONTH'S HEADLINE

## MCKINNEY LEADS THE REGION ON AFFORDABLE HOUSING

On April 13, roughly 300 developers, employers, nonprofit leaders, and public officials gathered at the MISD Community Event Center for the first-ever **McKinney Affordable Housing Summit**, a convening that positions our city as a regional leader on one of the most important economic questions of the decade.

Hosted by McKinney Front Porch alongside the City of McKinney, the McKinney Chamber of Commerce, the McKinney Economic Development Corporation, and the McKinney Housing Authority, the summit advanced a shared agenda: build strategic partnerships that expand housing options at every income level, strengthen workforce attraction, and sustain the quality of life that defines McKinney.

Margaret Li, Director of Housing and Community Development, is leading the development of a formal affordable housing strategy informed by recent Root Policy