

JOINT MEETING OF THE MCKINNEY CITY COUNCIL AND MCKINNEY ECONOMIC DEVELOPMENT CORPORATION

OCTOBER 28, 2025

The City Council of the City of McKinney, Texas met in regular session in the City Hall Council Chambers, 401 E. Virginia Street, McKinney, Texas, on Tuesday, October 28, 2025, at 6:00 p.m.

The meeting was broadcast live on cable television Spectrum Channel 16 and AT&T U-Verse Channel 99; and online at <https://mckinneytx.new.swagit.com/views/130>.

Council members Present: Mayor Bill Cox, Justin Beller, Patrick Cloutier, Rick Franklin, and Ernest Lynch.

Absent: Absent: Geré Feltus and Michael Jones.

MEDC Board Members Present: Chairman Brian Loughmiller, Vice Chairman Kurt Kuehn, Secretary/Treasurer Thad Helsley, Julie Williams, Mark Denissen, Scott Woodruff, Robert Hamilton, and alternate Chantelle Kadala.

These City of McKinney staff were present: Assistant City Manager Barry Shelton, City Attorney Mark Houser, City Secretary Empress Drane, Audio/Video Technician Joshua Arias, MEDC President Michael Kowski, MEDC Senior Vice President Michael Talley, MEDC Director of Business Retention & Workforce Development Madison Clark, MEDC Operations Manager Deana Smithee, MEDC Marketing & Social Media Manager Luke Gajary, MEDC Economic Development Specialist Miranda Estrada, MEDC Business Intelligence Analyst Erick Rodriguez, MEDC Project Manager Paula Date, MEDC Project Manager Troy Billett.

Mayor Cox on behalf of the McKinney City Council and Chairman Loughmiller on behalf of the McKinney Economic Development Corporation called the joint meeting to order at after determining a quorum of their respective governing bodies were present.

25-3326 Mayor Cox called for a presentation from MEDC President Michael Kowski with no action taken. MEDC President Kowski announced he would like to tell the story of what MEDC has done over the past 12 to 18 months. The presentation from agenda item #25-3326 not posted on the agenda is included in this document as *Exhibit A: City Council & MEDC Joint Meeting*.

Mayor Cox called for the Executive Session at 4:25 p.m., in Accordance with the Texas Government Code:

A. Section 551.071(2) Consultations with Attorney on any Work Session, Special Session, or Regular Session agenda item requiring confidential attorney/client advice necessitated by the deliberation or discussion of said items (as needed)

B. Section 551.072. Deliberations about Real Property

- 42.5348 Acres in the George Fitzhugh Survey, Tract 8, City of McKinney
- Strategic Real Estate Acquisitions
- 183.624 acres of land in the R.H. Locke Survey, Abstract No. 517, City of McKinney ETJ, Collin County, Texas

C. Section 551.087. Deliberation Regarding Economic Development Matters

- Project Durant
- Project Mirage
- Project Terrigen
- Project Semper Fi

The joint meeting members returned from Executive Session at 5:01 p.m., taking no action on items discussed in Executive Session.

City Council unanimously approved the motion by Council member Lynch, seconded by Council member Franklin, and MEDC Board members unanimously approved the motion by Secretary/Treasurer Helsley, seconded by Board member Hamilton, to Adjourn the meeting at 5:02 p.m.

SIGNED:
McKinney Economic Development Corporation

BRIAN S. LOUGHMILLER
MEDC Chairman
KURT KUEHN
Vice Chairman

THAD HELSLEY
Secretary/Treasurer

McKinney City Council

BILL COX
Mayor
GERÉ FELTUS
Mayor Pro Tem

EMPRESS DRANE
City Secretary
TENITRUS PARCHMAN
Deputy City Secretary

Exhibit A – 24-1875 MEDC Fiscal Year 2024-25



City Council & MEDC Joint Meeting

October 28, 2025

Michael Kowski
President & CEO

Our Vision

In McKinney, we build relationships to
make a strong and resilient community.



DFW Metro Population



McKinney - In the News

Good News: McKinney Named 2025's Most Affordable City In The U.S.

Report: McKinney Has The Best Real-Estate Market In The U.S.

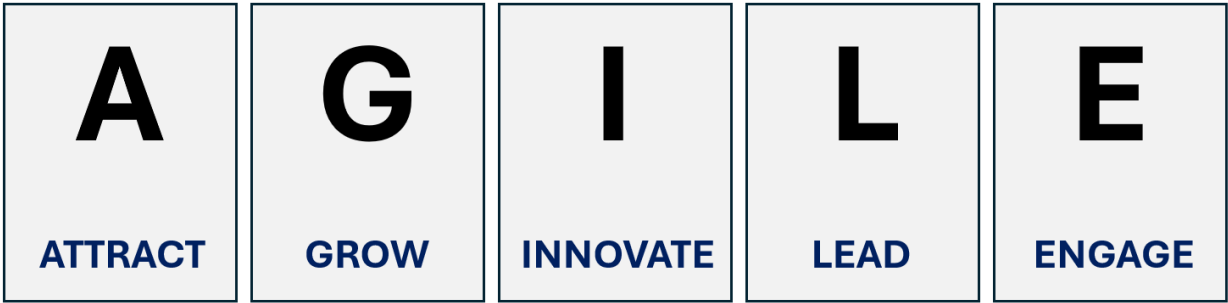
McKinney Farmers Market Ranked #1 In Texas For Third Year In a Row

Two Collin County Cities Among America's Safest Suburbs In 2025



McKinney City Hall – Opened 2025

Strategic Pillars



Strategic Pillars

ATTRACT

Business Attraction & Development

Target High-Impact Industries: Focus on attracting corporate headquarters, family entertainment venues, hotel & convention space, and mixed-use developments.

Leverage McKinney’s Quality-of-Place: Promote McKinney’s parks & recreation and open spaces and position our unique assets like the airport and historic downtown as regional and national differentiators.

Strategic Land Use and Development: Prioritize the development and utilization of MEDC-owned land, including master planning, infrastructure readiness, and new property acquisition.



Strategic Pillars

ATTRACT Business Attraction & Development



Cannon Beach



Cytracom

Strategic Pillars

ATTRACT Business Attraction & Development

Inc. 5000
Fastest Growing Company in Texas
#16 Fastest Growing Company in the U.S.

Maverick Power

Corporate HQ Attraction
Grew revenue nearly 6,000% in 3 years



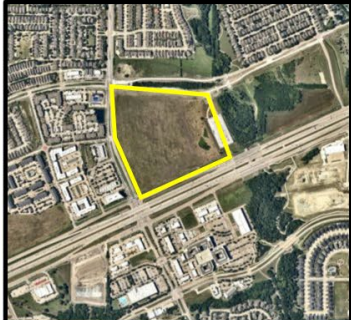
Strategic Pillars

ATTRACT

Business Attraction & Development



District 121
Future Office



Lake Forest
Future Mixed-Use

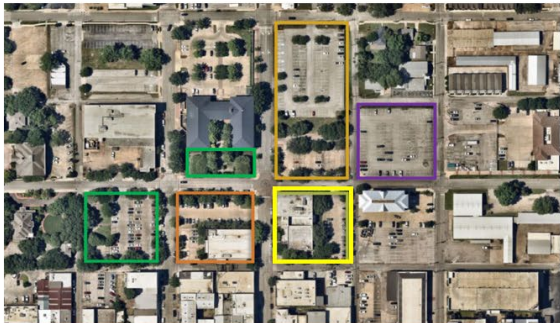


Sheraton Hotel
Master Planning

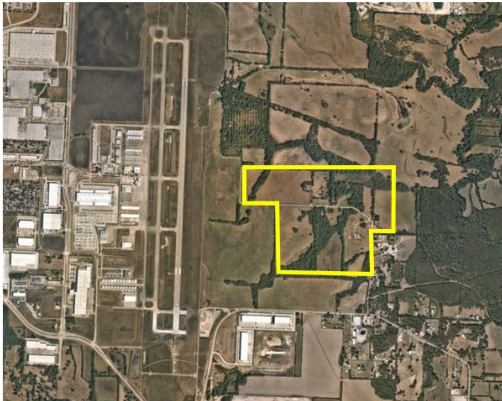
Strategic Pillars

ATTRACT

Business Attraction & Development



Downtown – Former City Hall
Future Office



Airport Land
Master Planning

Strategic Pillars

GROW

Business Retention & Expansion

Strengthen BRE Programs: Conduct regular site visits with existing businesses and provide tailored support through incentives, training programs, and resource connections.

Promote Workforce Development: Collaborate with state agencies and regional educational institutions to provide workforce training support to help businesses upscale jobs and remain competitive.

Diversify McKinney's Tax Base: Aim for a 3-to-1 residential-to-commercial tax base ratio by pursuing strategic developments contributing to long-term financial sustainability.



BRE Visits & Tours
On pace for 100+ (KPI 60)

Strategic Pillars

GROW

Business Retention & Expansion

Globe Life Sure Loves McKinney: The Company Is Moving To Larger Office In The City

I mean, who doesn't love McKinney?



#595 Fortune 1000



200,000-square-foot Class AA office building
Retain more than 2,000 jobs in McKinney

Strategic Pillars

GROW

Business Retention & Expansion

\$500 Million Encore Wire Expansion Planned For McKinney To Boost Power Grid

Prysmian broke ground on a new medium voltage plant



650,000 square-foot Expansion
\$500 Million Investment

Strategic Pillars

GROW

Business Retention & Expansion

McKinney National Airport breaks ground on terminal to launch commercial flights by late 2026



Strategic Pillars

GROW Business Retention & Expansion

Workforce Development Plan

- Grow Local Employment
- Reinforce Skills Development
- Open Career Pathways
- Widen Workforce Development

Targeted training: Collin College, workforce leaders hone in on employee skills initiatives in McKinney

By Colby Farr, Hannah Johnson | 3:00 PM Oct 27, 2025 CDT



Collin College offers a variety of programs targeted specifically for vocational skills and workforce development, including the certified Toyota and Lexus Technician Training and Education Network, or T-TEN, program, which develops manufacturer-certified automotive technicians. (Courtesy Collin College)

Recap

ATTRACT Business Attraction & Development

- Venu
- Cannon Beach
- Cytracom HQ
- Renon Power
- Maverick Power
- JW Marriott Resort

GROW Business Retention & Expansion

- Globe Life
- Encore Wire
- McKinney Airport
- G.R.O.W. Plan

<div>9</div> <div>Sample Projects</div>	<div>\$1.5 Billion</div> <div>Capital Investment</div>	<div>3,000+</div> <div>New Jobs</div>
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Looking Ahead

ATTRACT

Business Attraction & Development

GROW

Business Retention & Expansion

~ 250 Acres

MEDC Controlled Land

45

Projects

\$1.3 Billion

Potential Capital Investment

5,040

Potential Jobs

Looking Ahead



~ 250 Acres

MEDC Controlled Land

45

Projects

\$1.3 Billion

Potential Capital Investment

5,040

Potential Jobs

Strategic Pillars

INNOVATE Innovation & Entrepreneurship

Expand and Update the Innovation Fund: Increase the Innovation Fund's availability, allocation amount, and visibility to support startups.

Develop Incubator and Coworking Spaces: Create spaces and programs to attract and nurture young companies and tech startups, including incubators and coworking spaces that support innovation.

Leverage Plug & Play and Startup Ecosystem: Utilize partnerships like Plug & Play to enhance McKinney's innovation ecosystem and identify startups from across the country and around the globe to locate in McKinney.



Strategic Pillars

INNOVATE Innovation & Entrepreneurship

GROWTH GRANT

For early-stage startups building traction

- Amount: **\$50,000 - \$200,000**
- Type: Non-dilutive grant
- Disbursement: Up to 50% upfront & 50% performance-based
- Term: 3-year commitment

EXPANSION GRANT

For existing Innovation Fund companies scaling operations

Growth-stage startups may graduate after 1 year if more than 10 employees

- Amount: **Up to \$500,000**
- Type: Non-dilutive grant
- Disbursement: performance-based

RECRUITMENT GRANT

For later-stage scale-ups relocating to McKinney

For companies looking to hire 15-50 jobs

- Amount: **Up to \$500,000**
- Type: Non-dilutive grant
- Disbursement: 20% upfront & 80% performance-based
- Term: 3-year commitment

Strategic Pillars

INNOVATE

Innovation & Entrepreneurship

GROWTH GRANT

For early-stage startups
building traction

- Amount: **\$50,000 - \$200,000**
- Type: Non-dilutive grant
- Disbursement: Up to 50% upfront & 50% performance-based
- Term: 3-year commitment

49

Startups Funded

+2 Approved (51)

\$456M

Approx. Valuation

1,096

Projected
Jobs

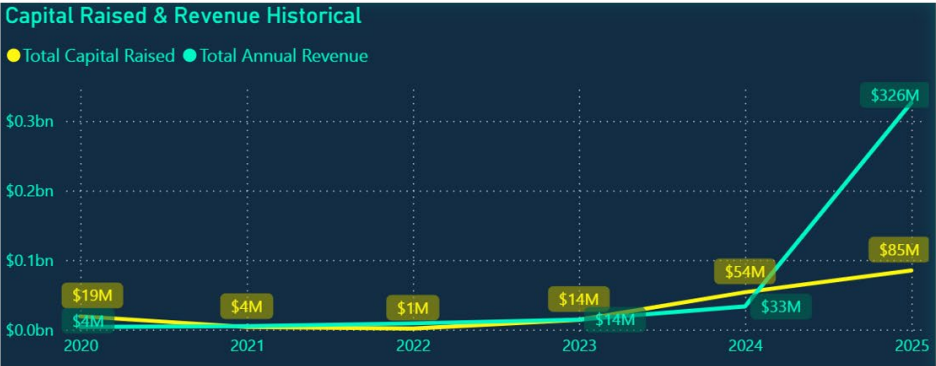
\$83k

Average Wages

Strategic Pillars

INNOVATE

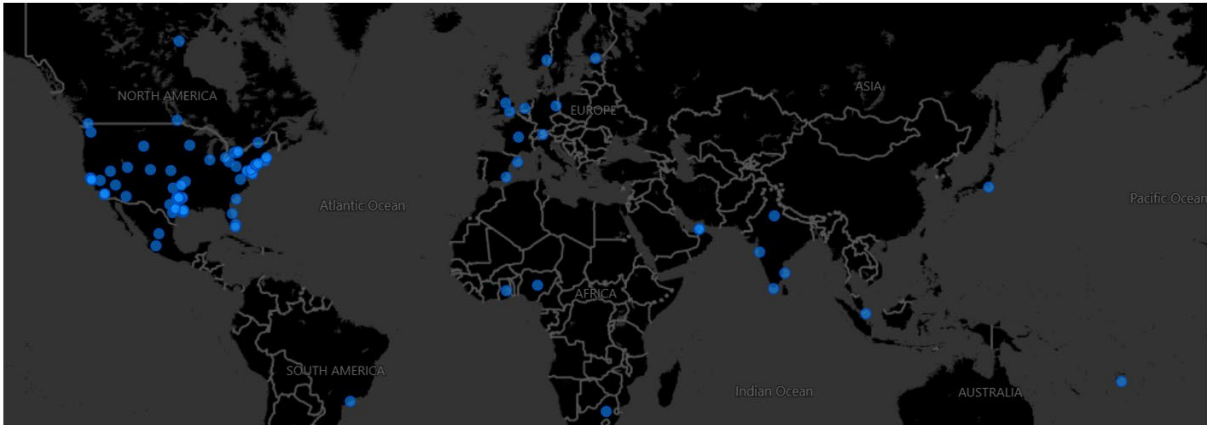
Innovation & Entrepreneurship



Strategic Pillars

INNOVATE

Innovation & Entrepreneurship



Guiding Principle

INNOVATE

Innovation & Entrepreneurship



Texas-Asia Business Mission: Taiwan, South Korea & Japan
July 9, 2024



MEDC Office
July 30, 2024

Guiding Principle

INNOVATE
Innovation & Entrepreneurship

PLUGANDPLAY

Relocation Program
7% -> 20%
4/9/25

Guiding Principle

INNOVATE
Innovation & Entrepreneurship

PLUGANDPLAY

Relocation Program
7% -> 20%
4/9/25

9 corporate intros
for McKinney startups
Skyllful – HEB, Unisys, Globe Life
Aiden – NTT Data, John Deere, IGT

60 events
for McKinney
Project Care, Coffee Connect
Private Dinners, Expos, etc

2 relocation referrals
moved to McKinney
Duke AI
Buyable

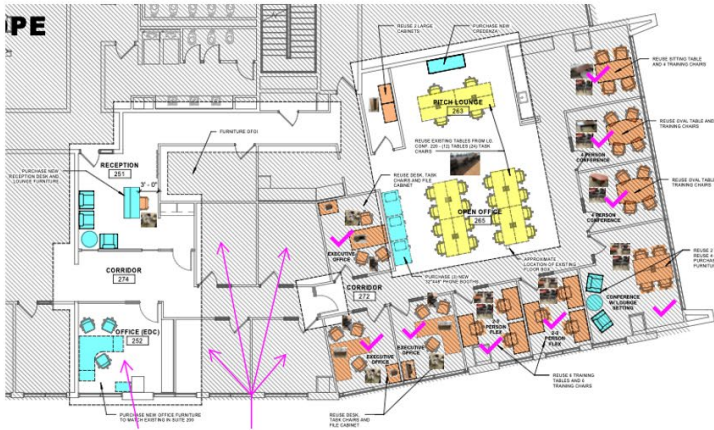
11 memberships
for communities
Chamber, DRC, DEC, NTTS,
CYC, USMC Vets, YMCA, etc

5 MEDC Pitches
relocation program
150+ founders attended

1,700 event RSVPs
for McKinney events

Strategic Pillars

INNOVATE Innovation & Entrepreneurship



SUITE 250

- 6,000 SF innovation incubator
- Next to our current office – will connect
- For our Innovation Fund companies, companies that are relocating and need a soft landing, partners, and investors
- Not a co-working space – collaboration space
- Plug & Play will operate it for us

What's Next

INNOVATE Innovation & Entrepreneurship

12 Pillars of Innovation

- Fund
Grants
- Committee
Board Members
- Exchange
Physical Space
- Pioneer
Award
- Pioneer
Award

What's Next

INNOVATE

Innovation & Entrepreneurship

McKinney Innovation Exchange

12 Pillars of Innovation

Fund
Grants

Committee
Board Members

Exchange
Physical Space

Pioneer
Award

Pioneer
Award

Strategic Pillars

LEAD

Leadership & Operational Excellence

Align Strategic Objectives: Assess organizational performance using data to ensure the delivery of strategic goals, while focusing on maintaining alignment between stakeholders.

Optimize Internal Structures and Processes: Refine governance structures, such as subcommittees, and enhance communication channels to ensure streamlined decision-making and execution.

Strong Organizational Brand: Position the MEDC as a leader among worldwide EDOs through the support, advancement, and celebration of exceptional projects, activities, and people.



ACCREDITED
ECONOMIC
DEVELOPMENT
ORGANIZATION

International Economic Development Council

Reaccredited – September 2025

The MEDC Family



Top 50
Economic Developer in North America
2024

Michael Talley
Senior Vice President


The MEDC Family



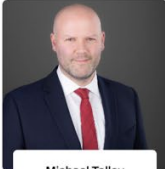
Top 50
Economic Developer in North America
2025

Madison Clark
Director
Business Retention & Workforce Development

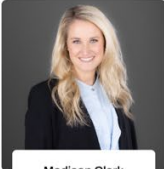
The MEDC Family




Michael Kowski
President / CEO




Michael Talley
Senior Vice President




Madison Clark
Director of Business Retention & Workforce Development




Deana Smithee
Operations Manager



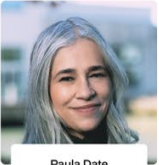
Luke Gajary
Marketing Manager




Erick Rodriguez
Business Intelligence Analyst




Troy Billett
Project Manager, Innovation




Paula Date
Project Manager



Miranda Estrada
Economic Development Specialist



Shannon Roberts
Events and Marketing Coordinator



Melanie Molina
Executive Assistant

Strategic Pillars

Bottom Line

The MEDC has achieved measurable, efficient, and high-impact growth, outperforming peers across key indicators of fiscal performance, innovation success, and organizational efficiency.

Strategic Pillars

Performance Area	Metric	MEDC Results	Peer/National Benchmark	Outcome
Fiscal Stewardship	CapEx Leverage	\$22 : \$1	\$10–15 : \$1	Superior ROI
	% of CapEx Incented	< 5 %	7–10% (20%+)	High efficiency
	Per Job Created	\$15 K	\$55–120 K	Top Quartile

Strategic Pillars

Performance Area	Metric	MEDC Results	Peer/National Benchmark	Outcome
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Pipeline Health	Conversion Rate	15 %	8–12 %	Above Avg
Project Success	Win Rate	29 % (T) / 13 % (I)	15–25 %	Competitive
Closing Efficiency	Median Lifecycle	19 Weeks	24–48 Weeks	Faster than Peers

Strategic Pillars

Performance Area	Metric	MEDC Results	Peer/National Benchmark	Outcome
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Project Success	Win Rate	29 % (T) / 13 % (I)	15–25 %	Competitive
Closing Efficiency	Median Lifecycle	19 Weeks	24–48 Weeks	Faster than Peers
Innovation Fund	Portfolio Success	73 %	<10 %	Exceptional

Guiding Principle

ENGAGE Engagement & Brand Management

Enhance Community Communication and Branding: Launch campaigns to inform residents and stakeholders about MEDC’s activities, focusing on successes and clarifying the organization’s value.

Community and Business Forums: Participate in and organize events that engage both residents and businesses, providing platforms for dialogue, networking, and collaboration.

Promote Digital Outreach and Content Creation: Expand digital presence through platforms like YouTube, newsletters, and social media, targeting both internal and external audiences.



Guiding Principle

ENGAGE
Engagement & Brand Management



Guiding Principle

ENGAGE
Engagement & Brand Management



Opportunities

- Engage a consultant to assist with our 2026 – 2030 Strategic Plan
- Workforce Development Plan (GROW)
- Corporate HQ recruitment pipeline
- Class A spec office
- Airport expansion and land east of the terminal
- Convention and event space
- McKinney Innovation Exchange
- Land opportunities
- Foreign Direct Investment
- Private sector mergers and acquisitions



Strategic Plan

3 Year Strategy 2023-2026



Thank You