



McKinney Economic Development Corporation

October 2018 Organizational Report

Peter Tokar, President

MEDC Board of Directors,

This month we are trying out a new format for the Board report. Based on some feedback I received regarding our monthly reporting, we have consolidated all the individual staff reports as well as the Presidents report into a single "Organizational Report." As always, I welcome your input on this format and which you prefer moving on. We will also be looking into an online newsletter format for monthly reporting as well.

President's Report

A. First 100 Days Report

- I will be completing this in next month's report as we have not reached the 100 day marker yet.

B. Marketing Report - Peter Tokar / Madison Clark

- We held a meeting of the MEDC Marketing Committee to consider a proposal from Centipede Digital for a full re-branding and marketing campaign for the MEDC. The proposal was well received and we are moving towards executing a contract.
- Over 200 letters were mailed to technology companies in the Los Angeles, CA market with the intent to increase awareness of McKinney and solicit expansions from companies.
- RFP Received: 5 | RFP responded to: 4
- Staff continues to work closely with McKinney National Airport staff on additional requests for information for Project Redwood, an aeronautical company interested in McKinney National Airport.



- Discussion continues with Project Anabasis, the gaming company interested in bringing their regional headquarters consisting of 100 new jobs to McKinney.

C. Business Retention & Expansion - John Valencia

- We are in the process of expanding our current BRE program. We are looking at best practices around the country and other award winning BRE programs to model the new initiative after.
- We have held meeting with Terry Casey regarding the future development of the Cotton Mill property and looking at opportunities to bring in developers to tour the property. We have engaged three of the existing companies located in the cotton mill about future expansions.
- Playful received its TCO and is nearing, pending no more bad weather, getting the CO before years end. This is a huge milestone for our local grown business.
- New BRE projects: Project West Coast - Expansion

D. Emerging Technology / Tech Ecosystem - John Valencia

- We are continuing research on building our support system for tech companies in McKinney. We are sourcing regional assets that we can engage to foster mentorship and influence to our start-up community.
- McKinney Tech Center: Progress continues to move forward with the buildout of the MTC. We have initiated our financial support of the center and the funds are already being implemented in the buildout of the expansion of the space. We will bring Lance Black to next month's meeting for status update.
- WERX: Continued development of the maker space in in progress and will be located at the McKinney Tech Center.

E. Executive VP Report - Abby Liu

- Project Sunny: Working towards PSA Agreement and Loan Agreement
- Project Todd: We have a signed agreement, we are working on a joint press release to make the official announcement.



- Project UV: We are still searching for viable sites with help from ACM Barry Shelton. The current proposal for UV is an expansion which we met with the Company President on Sept 20.
- Project Cloud: We have been in discussion with the company who is looking at the McKinney National Airport for location. President Tokar will be doing a site visit with ACM Jose Madrigal and Ken Carley in late October.
- Project Eagle: We are continuing discussion with project eagle for a BTS industrial facility.
- We recently hosted a welcome lunch with Wistron Green Tech new general manager and invited Tong Yang Group President to join.
- Following the success of Project Tahiti, we have met with the developer to discuss speculative office development in McKinney.

F. End of Year Annual Reviews: Peter Tokar / Abby Liu

- We completed all performance annual reviews for the fiscal year. The majority of the reviews were annual reviews, two employee received their 6 month annual reviews.

G. Networking: Abby Liu

- President Tokar and I attended the North Texas Commission 47th Annual Members Luncheon at the Irving Convention Center on Sept 18th.
- President Tokar and I had lunch with Craig Ranch Master Developer, David Craig, on October 8 and followed by attending prospect team with Mr. David Craig at TPC Clubhouse.

Administrative Objectives:

Peter Tokar, MEDC President

- Following last month's Board Meeting, we have eliminated the Operations and Compliance Administrator position within the organization and will move forward with outsourcing the function of Compliance to a 3rd party entity.



- We met with local architects to talk about master planning developments on the recently acquired properties that the MEDC has purchased. The opportunity to develop site plans of what we anticipate development to be on the sites we have purchased could be a competitive advantage for future development. We also have engaged civil engineers to estimate the cost of 5G technology on the sites.
- As mentioned above, we are close to launching our new marketing and branding campaign for the MEDC.
- While attending the IEDC Annual Conference in Atlanta, I had the opportunity to meet with developers in the area to spur interest in the developable areas of McKinney.