



President

**McKinney Economic Development Corporation
(McKinney, Texas)**

Apply by April 30, 2018



The Opportunity – McKinney Economic Development Corporation

An outstanding executive career opportunity is being offered by the McKinney Economic Development Corporation (MEDC) as it conducts a national search for its next President. McKinney, Texas is a well-resourced community experiencing tremendous growth, with much more growth anticipated in the years ahead. The MEDC is governed by a Board of Directors that is harmonious, unified in vision and is taking assertive steps to secure McKinney's continued prosperity. McKinney is one of the best places to live in America. Strong and successful planning by City leaders, coupled with an involved community, have moved McKinney into prosperity. The City's population, currently at 180,000, has grown by more than 50% in the last 10 years and is expected to reach 350,000 at build-out.

It is clear that quality of life and growth are coupled in McKinney's recipe for success, and these ingredients create an ideal environment for a top-quality economic development leader.

The City of McKinney

McKinney's brand is *Unique by Nature*. Located in the northeastern quadrant of the Dallas-Fort Worth Metroplex and the county seat of Collin County, McKinney has many unique assets other cities do not, including a rolling terrain and a vibrant, historic downtown centered around the former Collin County Courthouse – now the McKinney Performing Arts Center. The McKinney National Airport is a full-service, general aviation airport with a nationally-recognized air center serving several of the DFW Metroplex's most active corporate flight departments. The airport enjoys convenient access to the entire North Texas area.

McKinney's growth has been explosive. From just over 20,000 residents in 1990, it has more than doubled every ten years, nearly reaching 56,000 in 2000 and over 132,000 in 2010. The City's current population is estimated at 180,000. With its jurisdictional boundaries set, McKinney has much open land to its northwest, and the City's population is expected to climb to 350,000 before it is built out. During this period of incredible growth and prosperity, McKinney has maintained the appeal for its residents by investing in parks, athletic centers, community pools and fitness centers, open space, and other amenities. Throughout this growth, McKinney's historic downtown remains its crown jewel, home to many community events, thriving local businesses, and restaurants. In addition to having many unique local restaurants and two micro-breweries, McKinney has become known for having numerous venues where local and regional acts perform throughout the week. The seven golf courses in McKinney include two that are rated among the best in the state.

McKinney's commercial base consists of banking, aviation, manufacturing, logistics, medical, and software development. The McKinney National Airport is a unique asset, heavily



utilized and frequently improved to leverage its maximum potential for the community. Recent upgrades include a 78-foot air traffic control tower (2011), a new 7,002 by 150-foot runway (2012), a 190-acre land acquisition for future expansion (2018), a new 40,000 sq. ft. hangar, and a new fixed-based operator (FBO) executive terminal (both to be completed in 2019).

The quality of education is superior in McKinney, with all three McKinney ISD high schools ranked in the top 5% nationally by US News and World Report and with McKinney ISD named one of the best in the nation for music education. Collin College is a nationally recognized community college district, with upper division and graduate courses offered through partner universities. Over 45% of the McKinney adult population has a Bachelor's degree or higher.

McKinney is a community of diverse residential neighborhoods. From stately homes in the Historic District to magnificent residences in Stonebridge Ranch, choices abound for homebuyers, yet this adds to the sense of community rather than detract from it. Despite its swift growth, McKinney still feels like a small town – clearly the formula for its popularity.

Conservative values are prominent in Texas, and especially so in Collin County. While fiscally conservative, diversity is valued in McKinney and reflected in the makeup of the community. Numerous community events provide opportunities for residents and visitors alike to congregate, socialize, and enjoy McKinney.

McKinney Economic Development Corporation

The McKinney Economic Development Corporation (MEDC) is a Type A, non-profit corporation operating under its bylaws and the Texas Local Government Code. Created in 1993, the MEDC is funded through a half-cent sales tax and is governed by a seven-member board. The Board of Directors is appointed by the City Council and serves two-year, staggered terms. The Board selects its Chairman, Vice Chairman, and Secretary/Treasurer. The current Board of Directors offers a great deal of talent, ambition, and cohesion upon which the next President can rely.

The MEDC directs and coordinates the broad-based expansion of the City's business tax base and promotes sustainable job growth, thereby continuously enhancing the quality of life for the citizens of



the McKinney area. The MEDC works very closely with the City of McKinney and the McKinney Community Development Corporation (MCDC), which is a Type B, non-profit corporation.

The MEDC Board appoints a President, who oversees a total staff of 9.5 FTE employees and an annual operating budget of \$13.7 million. Reporting directly to the President are an Executive Vice President, a Director of Business Development, a Director of Business Retention and Expansion, a Director of Marketing and Research, an Operations and Compliance Administrator, a Business Development Specialist, and an Administrative Assistant.

The City of McKinney and the MEDC, have taken a conservative approach to their finances, earning the City an S&P AAA bond rating and creating a fiscally sound organization. Revenues for both the City and the MEDC have grown each year since 2010.

Additional information about the MEDC, including its budget and organizational chart, is available on Ralph Andersen & Associates' website.

The Position

The MEDC President reports to the Board of Directors and works in very close coordination with the City Manager and City staff on all economic development matters. Similarly, the MEDC budget is approved annually by both the MEDC Board of Directors and the McKinney City Council. This level of coordination ensures the MEDC and the City are working in tandem to secure the best possible economic development outcomes for McKinney. The MEDC President also works collaboratively with several city and community partners, including the MCDC, Chamber of Commerce, Convention and Visitors Bureau, and Main Street.

Following the guidelines of the MEDC and the McKinney City Council, the President negotiates incentives and other economic development agreements and presents recommended projects to the MEDC for approval. The President and staff monitor all company compliance resulting from economic development agreements.

Key strategic executive leadership responsibilities of the MEDC President include:

- Plan, market and direct the business recruitment, retention, and expansion programs. Through marketing and extensive

professional relationships, the President must identify quality business prospects and work to attract them to the City.

- Develop effective working relationships with developers, brokers, and others – supporting both the recruitment and retention of businesses.
- Ensure that funds are managed and controlled according to sound business principles. This includes the preparation and administration of the MEDC budget, financial reports, and operational and/or capital improvement budgets.
- Participate in the development of goals, objectives, and priorities for MEDC activities, as well as recommend new and existing business development and expansion strategies.
- Represent the MEDC at City Council meetings, public hearings, community meetings, conferences, and other venues.
- Supervise staff, including the prioritization and assignment of work, providing professional development, coaching, and evaluation, as well as hiring, discipline, and termination.

Challenges and Opportunities

The following are the known challenges and opportunities that candidates should be prepared to address:

- As development in the Dallas-Fort Worth region continues to move northward, McKinney is poised to receive significant development opportunities that in the past have sometimes gone to its neighboring cities to the south. The MEDC must diligently and thoughtfully capitalize upon this opportunity.
- With plans, strategies, and funding in place, the MEDC staff must develop meaningful performance indicators to ensure it is exceeding expectations.
- The McKinney National Airport is an important community asset. The MEDC must partner with the City to leverage this vital City asset, one which is unique in the DFW Metroplex.
- The President will enjoy an environment where the Board of Directors is taking bold actions to secure McKinney's future opportunities, paving the way for maximum economic development opportunities.

www.mckinneyedc.com



The Ideal Candidate

In addition to being ethical, well qualified, and experienced, the next MEDC President must possess certain traits that are essential for success:

- The President should have the strength of character to utilize the many talents offered by members of the Board of Directors, while at the same time, ensuring both the Board and the President adhere to their proper roles. The President must genuinely engage with the Board and work cooperatively toward the common goal.
- A demonstrated understanding of commercial real estate, including the full development process from acquisition through construction, will be important to ensure projects are clearly communicated, coordinated, and completed.
- A President with excellent communication skills, gravitas, strategic aggressiveness, and an affinity for developing strong professional relationships will find success more readily.
- In addition to the many outward facing components of the position, the President must also be an effective leader of staff. A strong team must be developed, coached, and coordinated to maximize the abilities of the MEDC.
- A powerful work ethic will be required in this exciting period of fast growth and development and will be rewarded with the opportunity to make indescribable impacts upon the future of McKinney.

Education and Experience

Education: A Bachelor's degree in economic development, public or business administration, economics, or a closely-related field.

Experience: Eight years of experience in progressively responsible roles in economic development, commercial real estate, or a closely-related field.

Any work-related experience resulting in acceptable proficiency levels in the above Minimum Qualifications is an acceptable substitute for the above-specified education and experience requirements.

Compensation

The MEDC board will offer a highly competitive salary for this at-will, executive position dependent upon the selected candidate's qualifications. Additionally, the selected candidate will enjoy an excellent benefits package that includes participation in the Texas Municipal Retirement System. Further details on compensation and benefits may be obtained through Ralph Andersen & Associates.

The Recruitment Process

All interested candidates should **apply by Monday, April 30, 2018** to Ralph Andersen & Associates by submitting a compelling cover letter, comprehensive resume, and three professional references to apply@ralphandersen.com. Preliminary video interviews will be conducted as necessary. Top candidates will be invited for a comprehensive interview process set for early June. Additionally, a supplemental questionnaire may be required with responses to specific questions and submittal of sample work products.

Candidates should be aware that references will not be contacted until mutual interest has been established. However, candidate application materials are subject to public disclosure pursuant to the Texas Public Information Act.

For further information or questions on the recruitment process, please contact Mr. Greg Nelson at (916) 630-4900. Confidential inquiries are welcomed.

