

Community Growth Resulting in Retail Expansion

COMMUNITY

McKinney, Texas

THE CHALLENGE

McKinney, Texas, known for its small town feel is located about 30 miles north of downtown Dallas. It is the second largest city in Collin County.

With the growth McKinney had experienced over the years, the community had been requesting a warehouse store such as Costco for quite some time. In order for these residents to get to the nearest location, they were having to drive around 15 miles.



THE SOLUTION

The Retail Coach has had a long term relationship with the McKinney Economic Development Corporation and have been partnering with them for six years. The Retail Coach identified an opportunity to utilize its relationships and bring in Costco to this community.

All fell into place and it was built. The building takes up approximately 152,000 square feet and has a parking spot with 700 spaces. Services offered include a food court, gas station, tire service center, pharmacy, optical department and hearing aids. Costco projected they would have a positive impact on the job market in the community.

The Retail Coach values their relationship with McKinney and continues to actively recruit for them. They also jointly attend ICSC conferences together.

The Retail Coach knows that retail growth helps a community's economy. The Retail Coach believes that building relationships between retailers and clients is the fuel that powers their recruitment strategies.

