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Traxxas to shift its HQ to McKinney

Dallas Business Journal - by [Bill Hethcock and Jeff Bounds](#) Staff writers

Radio-controlled car maker **Traxxas** plans to move its corporate headquarters and research-and-development facilities to Craig Ranch in McKinney.

Craig International CEO David Craig confirmed the move Wednesday afternoon.

A Craig Ranch spokeswoman, Carey Marin, said the company will have around 100 employees initially, with another 50 to be added by 2013. She said the company has received incentives in connection with the move, but that details about that will be announced at a Thursday press conference.

The company's campus-style office complex will be on 12 acres at the northwest corner of Sam Rayburn SH121 Tollway and Stacy Road, according to a news advisory about the press conference that did not mention Traxxas by name. With an annual estimated payroll of \$7 million, the business will build a 160,000 to 200,000 square foot complex, the advisory said.

Traxxas' CFO Milo Mattorano and CEO Mike Jenkins appeared before the **McKinney Economic Development Corp.** on April 27 to discuss the possibility of economic incentives for moving the company to the city, according to minutes of the meeting.

After the April 27 public meeting and an executive session, the EDC Board approved a \$400,000 forgivable loan to support Traxxas relocating to the city, the minutes say.

For the loan to be forgiven, the company would have to complete the facility by Dec. 31, 2011, and the structure and property in it would have to have a value of at least \$12 million, excluding land. The incentive package is expected to be presented to the McKinney City Council for final approval June 15.

Mattorano was not immediately available for comment Wednesday afternoon. Neither was David Pitstick, president and CEO of the McKinney Economic Development Corp.

Robert Winningham, executive director of the **Allen Economic Development Corp.**, said last week that Traxx has considered sites in Allen and had preliminary negotiations about incentives. He said he hasn't heard from the company in a couple of months.

"If they've decided on McKinney, then hey, congrats to McKinney," Winningham said. "That's a good company."

Traxxas' headquarters and R&D facility is at 1100 Klein Road in Plano.

David Ellis, director of Technology Marketing & Redevelopment for the **Plano Economic Development Council** said last week that group worked to develop an aggressive incentive package in an effort to keep the company. The city offered a tax abatement and a grant on a per-job basis in the unsuccessful attempt, he said.

"We're very, very disappointed that they will no longer be in Plano," Ellis said. "The City of Plano recognizes the importance of business retention to a community and we're aggressive in that area."

Founded in 1986, Traxxas creates, designs and makes hobby-class radio-controlled cars, trucks and boats. All facets of the business, from original pencil sketches to the finished product, are done in-house, the company's website says.

According to the site, Traxxas is hiring several positions, including marketing managers, a supply chain manager, mechanical designer, quality control technician, accounting clerk, warehouse order filler and customer service and technical support representatives.

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