

Cayti Stein
Director of Marketing & Research
December 2013



Projects:

- MEDC has received 68 RFP's in 2013. These leads have come from the Governor's office, Dallas Regional Chamber.
- Work with Planning and Development Department to complete these RFPs

Research:

- *GIS*
 - Working with David Desmond, City IT Department, to learn the ArcMap software
 - Ability to research McKinney properties/owners, etc.
 - iPad Application and in Oct./ Nov. will have an interactive map on MEDC's website under "Available Properties"
 - Demonstration of mapping tool
- *North Central Texas Workforce Commission*
 - Have been in close contact with TWC for reports and information.
 - Met with 3 staff in September at North Central Texas Workforce Commission to go over research tools available to MEDC and tools available to TWC.
 - TWC is eager to get more involved in McKinney and is happy to meet with MEDC & prospects when prospect has specific questions on employment.
- *DCI- Location Advisors*
 - Ability to search site selectors
- *AMSTAT*
 - Provides detailed information on the worldwide fleet of corporate, business and private jets.
- *Sites on Texas 2.0*
 - Continuing to research demographic information in McKinney.
 - Have been contacted by brokers for specific demographic information

Marketing:

- *Print Advertisements*

- Dallas Regional Chamber Economic Development Guide
 - Inside cover, full page
 - Only produced once per year, will be used throughout 2014
- DFW Real Estate
 - 3 page spread in DFW Real Estate Summer/Fall and Winter/Spring issues
- DCEO- Real Estate Issue
 - January 2014 1/3 page ad next to Editor's Note
- NTX
 - Full Page Advertisement- produced annually
- *E-Newsletter*
 - Continue to send out e-newsletter periodically to update on projects in McKinney.
- *Public Relations*
 - MEDC is utilizing David Margulies of Margulies Group to represent MEDC. We will continue to work collaboratively with the McKinney Marketing Department & Margulies Group on press releases.
 - Encore Wire wins Blue Print Award
 - MEDC nominated Encore Wire for workforce development
 - Awards ceremony will follow board meeting (November 19th)
 - Press (attached)
 - Encore Wire wins Workforce Development Award from Dallas Regional Chamber
- *Video*
 - MEDC Marketing video is finished and will be shown at the 20th Anniversary event.
 - Testimonials are already on our website.
- *20th Anniversary*
 - Report
 - 20th Anniversary Annual Report will be distributed at event
 - The report will celebrate our past and promote our future with the emphasis on TEAMWORK between City and MEDC.
 - Event
 - MEDC is planning to have an event to celebrate 20th Anniversary on **December 12, 2013**
 - Event Details:
 - What: Event to celebrate 20 years of success and show appreciation for businesses & leadership within McKinney.
 - Time: 5:30 pm – 8:00 pm

If you did not receive an invitation, please notify me ASAP!

- McKinney Magazine business issue will be distributed