

ORGANIZATIONAL REPORT

2021 - May



McKinney Economic Development Corporation



MEDC Board,

The MEDC family has a new addition to welcome! Congratulations to Madison Clarke on the birth of her healthy baby girl Addilyn back in March of 2021. Madison has returned to work and we wanted to share the news with everyone.

Our project pipeline is still very strong with the innovation fund continuing to be a huge success. Several DFW cities are in the process of developing similar programs for start-up companies and hiring "Innovation Managers" on staff. It is very nice to see McKinney and the MEDC leading the way in this new trend. Our commitment to building an Innovation Economy is resonating well with companies and the brokerage community. I credit the MEDC staff for creating this program and putting our organization on the leading edge of economic development programming.

We continue to press forward on several large projects and hope to have some big summer announcements!

Peter

Organizational Updates

- Staff continues to work on the requirements of the MEDC application to be an Accredited Economic Development Organization (AEDO) via International Economic Development Council (IEDC). The Application is targeted to be completed and submitted in June.
- We are currently interviewing for a new project manager and hope to have them in place by early June. We have narrowed the position down to the final candidates.

Organizational Activity Report (April /2021)

- *Total Leads: 16
- Qualified Leads: 11
- RFPs received: 9
- RFPs responded to: 4
- Total Pipeline Projects: 23
- New Pipeline Projects: 1

*Leads include RFPs, RFIs, and direct inquiries from site selectors, brokers, company representatives, etc.

Technology & Infrastructure Update

- Kick off meeting with City Staff and HR Green for city wide broadband (fiber) master planning.
- With completion of the 2020 Census, we are working on updating all outward facing material.
- Development of a more streamlined RFP response process to allow staff to provide more information in fewer staff hours to consultants and clients.

Business Retention & Expansion (April / 2021)

BRE visits are currently being conducted virtually. We are committed to reaching out to our local McKinney businesses to gauge the broader impact the COVID-19 situation is having on the business community. We are working diligently with the City of McKinney and the larger effort to provide support to our business community through all the city partners.

- BRE Visits: 3
- Annual BRE Total: 5
- BRE Partner Events: 0
- Virtual BRE Calls: 0

Marketing / Communications (April/2021)

- Marketing Trips:
 - Consultant Connect: Scottsdale, April 8-9, Danny Chavez
 - Smart Cities Conference – Virtual – April 13-14, Michael DePaola
- Marketing Events
 - Staff attended the McKinney Chamber Virtual Awards Watch Party at MPAC on April 22nd.
- Ongoing Projects:
- Staff continues event planning for the AT&T Byron Nelson and is collaborating with the City, MCDC, Chamber, and Airport. Staff has completed the final VIP list, Suite Design, VR experience, VIP Tour, Staff Coverage, Logistics and Budget for the event.
- Newsletters Published
 - Community Development – April 9th
 - Economic Development Overview – April 9th
 - Technology and Innovation – April 13th
- Social Media & Website Report: **See attached**

Upcoming Trade Shows and Missions

- Consultant Connect: Chicago, May 20-21, Danny Chavez to attend
- TEDC Mid-Year Conference, June 9-10, Abby Liu to attend
- TxEDC: Site Selectors Guild Sponsorship, June 10-12, Peter Tokar & Danny Chavez to attend
- Consultants Forum: Virginia, June 21-23, Danny Chavez to attend
- BISNOW- The Evolution of DFW Offices, July 13, Staff to attend
- Consultant Connect: Chicago, July 15-16, Danny Chavez to attend

Upcoming Events

- AT&T Byron Nelson, May 13th- May 16th
- 24th Annual Chamber Golf Classic, May 17th
- NTCAR Golf Tournament, June 28th

Committee Meetings

- Real Estate Committee met on April 14th.
 - Presentation: Tim Miller: Midwest Companies
 - MEDC Owned Property Downtown – Strategy
 - Project Updates
- Marketing Committee met on April 20th.
 - AT&T Byron Nelson Planning
- Innovation Fund Committee
 - Project Park
 - Project Language

MEDC IN THE NEWS: This new section is dedicated to showcasing all the positive press that the MEDC and MEDC Staff have generated on various media outlets and platforms.

- **Articles:**
 - Dallas Business Journal - Dallas Innovates: ["McKinney has attracted 15 tech companies in just over a year — and wants to pick up the pace."](#)
 - WFAA 8 ABC ["How McKinney has attracted 15 tech companies in just over a year." - McKinney EDC's Innovation Fund has brought, potentially, hundreds of jobs and thousands of square feet of leased office space to the city.](#)

- Business Wire ["Independent Financial Triples Footprint with Purchase of an Additional 17 Acres at McKinney Corporate Center Craig Ranch."](#)
- Fort Worth Business Press (FWBP)- ["Independent Bank parent company adds 17 acres to McKinney HQ campus."](#)
- Community Impact ["AT&T Byron Nelson tournament to tee off in McKinney."](#)
- Community Impact - ["McKinney-based Falkon Technologies to double footprint with expanded HQ."](#)
- The Dallas Morning News - ["McKinney tech firm plans to double its workforce." Falkon Technologies is expanding its headquarters with more space and new hires.](#)
- The Dallas Morning News ["How a McKinney clinic merges lessons from Texas — and Rwanda."](#)
- IN Forney ["Virtual Care Provider MyTelemedicine Receives Encore Wire Award for Business Expansion."](#) (May)
- El Paso Inc.- ["Virtual Care Provider MyTelemedicine Receives Encore Wire Award for Business Expansion."](#) (May)
- Dallas Business Journal - ["\\$250M mixed-use project in McKinney will break ground this month."](#)
- Business Wire - ["Craig International Unveils District 121 Master Plan \\$250 Million Mixed-Use Development Breaks Ground in May."](#)
- Dallas Business Journal - ["McKinney-based tech company aims to double staff as it expands its HQ."](#)
- Forth Worth Business - ["Independent Bank parent company adds 17 acres to McKinney HQ campus."](#)
- NTXE - News - ["Businesses, individuals honored at McKinney Chamber's 2021 Community Awards Celebration."](#)
- **Paid Publications**
 - McKinney Chamber 2021 -2022 Community and Relocation Guide – Full-page. (Print)
- **Speaking Engagements**
 - IEDC 2021 Economic Future Forum: Danny Chavez to moderate panel on “Tacts for Repositioning Commercial Development”. June 7-8. More information to be found [here](#)

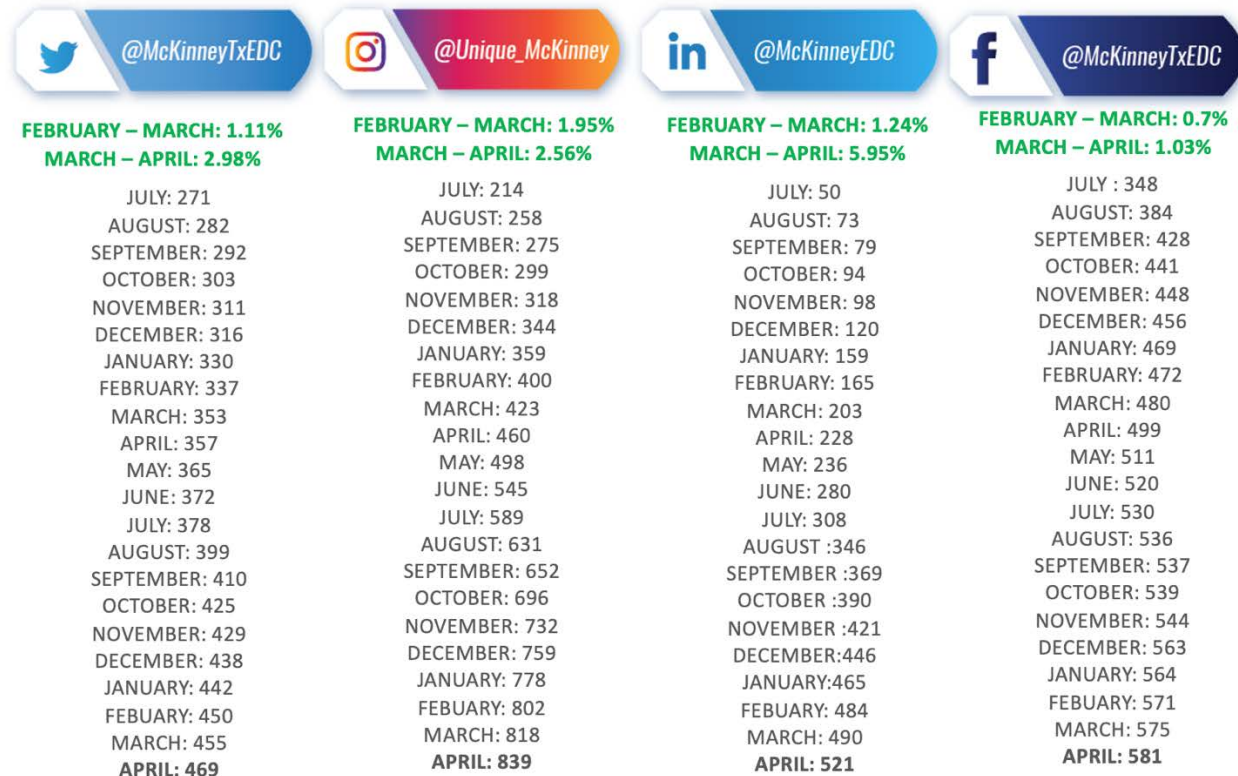
Social Media & Website Report

April 2021

Social Media

In April, we saw a tremendous increase of 5.95% of followers on our LinkedIn from the month prior, the highest since the initial launch of the platform. In addition to community growth, we also saw a 58% increase in Page Views, a 38% increase in our post's reactions, a 68% increase in Unique Visitors.

LinkedIn has become an effective Social CRM (Customer Relationship Management) tool and has straightened the relationship and communication with business partners and journalists.



Social Media Highlights:


Social Media posts across all platforms presented an increase in Reactions and Shares, supporting our content strategy of showcasing MEDC's efforts to improve the city's economy and quality of life. Marketing will be introducing video content to our channels, with a series currently in the works about MEDC's functions and its role in the community.

15 NEW TECH COMPANIES - Facebook

- Impressions: 561
- Reactions: 32

MEDC - McKinney Economic Development Corporation
April 26 · 🌐

We are so excited to share the good news! The MEDC's one-of-a-kind 🏆 #InnovationFund 🏆 was able to attract 15 new companies to McKinney in just over a year of its creation! 🏆 Those 15 deals translate to potentially creating 1,000 new jobs and improve residents' average salary, over the next three years!... See More



👍 Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

561 People Reached **49** Engagements [Boost Post](#)

👤 Jason Hernandez, Allison Monroe and 4 others 1 Comment 3 Shares

👍 Like 💬 Comment ➦ Share ⋮

Performance for Your Post

561 People Reached

32 Reactions, Comments & Shares 🏆

20 Like	5 On Post	15 On Shares
4 Love	1 On Post	3 On Shares
5 Comments	1 On Post	4 On Shares
3 Shares	3 On Post	0 On Shares

17 Post Clicks

3 Photo Views	2 Link Clicks 🏆	12 Other Clicks 🏆
---------------	-----------------	-------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

15 NEW TECH COMPANIES - LinkedIn

- Impressions: 607
- Likes: 29

McKinney Economic Development Corporation
530 followers 1w · 🌐

Our first-of-a-kind #InnovationFund was able to attract 15 tech companies in just over a year! 🏆

📍 <http://ow.ly/HoXB60EybNZ> 📍 NTX Inno

#tech #innovation #development #econdev #mckinney #Dallas #DFW #Startups



👍 29 · 1 comment

👍 Like 💬 Comment

Organic impressions: 607 Impressions [Hide stats](#) ⌵

Website:

As a result of the strong efforts in curating content of our website, updating SEOs and increasing the site's compatibility with smart devices, we see a steady increase in visitors and impressions, doubling in the month of April.

MARCH

856 Total Visitors **879** Total Visits **1,740** Total Page Impressions **2.0** Avg Page Views **7.4** Avg Minutes On Site

APRIL

933 Total Visitors **979** Total Visits **2,237** Total Page Impressions **2.3** Avg Page Views **5.8** Avg Minutes On Site

Referral Traffic:

- Google
- Dallas Business Journal
- McKinney Chamber
- City of McKinney
- Collin County
- Go Team Texas

Top Pages Visited:

- Homepage
- Innovation Fund
- Leadership
- Quality of Life
- Byron Nelson Landing Page
- History of McKinney