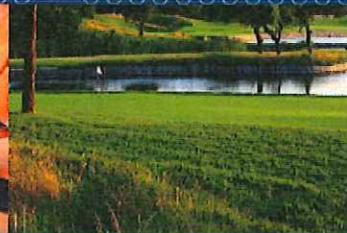
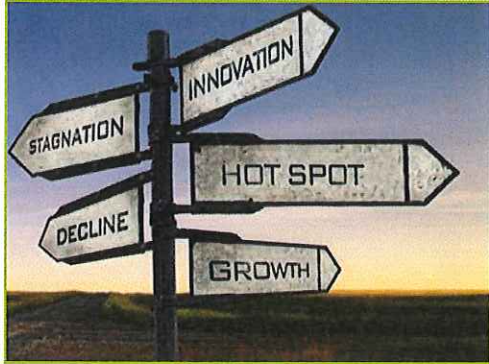


# BUILDING MCKINNEY'S PIPELINE: A Lead Generation Program To Generate Investment



**Prepared for the McKinney Economic Development Corporation**  
(October 1, 2012)



## Where is McKinney Texas headed?

DCI can help tell your business opportunity story to a broader number of decision makers.

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*"The results are in, and only one Texas City cracked the top 10 of Money Magazine's newest 'Best Places to Live in America' ranking.*

***The magazine named McKinney as the second best city in the nation..."***

CBS News Affiliate Reporting on the Release of CNN/Money's 2012 "Best Places to Live" Survey

## The Right Time to Build McKinney's Pipeline

Let's start with the obvious: McKinney, Texas has an impressive story to tell. Key points that caught our attention in our brief but intensive study of your community include:

- McKinney's rapid population growth, a key indicator of a dynamic place to work and live; M
- location in a thriving metropolitan area in a state that is generally considered to be the best business climate in America; A
- diverse mix of growing companies that make up McKinney's corporate community; A
- superb quality of life (as best evidenced by CNN/Money Magazine's recent ranking of the city among America's "best places" to live). A

But with over 19,000 municipal governments in the United States, it is a challenge for any midsize community to catch the attention of Corporate America and senior executives. And equally challenging is reaching and communicating McKinney's advantages to companies that are actually in an expansion mode and considering new location options.

The program recommendations which follow detail how DCI and our Prospect Development/Qualification (PDQ) Division can help tell McKinney's opportunity story to the right decision makers. We would be honored to partner with the McKinney Economic Development Corporation and the City of McKinney to raise the region's profile among key target audiences in the United States and overseas.

In crafting a results-oriented lead generation campaign for the McKinney Economic Development Corporation, DCI has been driven by the following elements:

<b>OBJECTIVES:</b>	<ul style="list-style-type: none"> <li>• Generate investment inquires through conference calls and face-to-face meetings during conferences and planned investment missions.</li> <li>• Advance the MMEDC as a well-connected partner for expanding companies.</li> </ul>
<b>TARGET AUDIENCES:</b>	<ul style="list-style-type: none"> <li>• Senior corporate executives with site selection responsibilities within companies that are exhibiting changes which forecast a site location need.</li> <li>• Location advisors, consultants, real estate brokers and other "influencers".</li> </ul>
<b>STRATEGY:</b>	<ul style="list-style-type: none"> <li>• Conduct in-depth review/immersion tour to review McKinney's assets, resources, and advantages.</li> <li>• Utilize DCI's predictive research model to identify companies in selected industries that are most likely to be considering qualified projects within the next 24 months.</li> <li>• Capitalize on McKinney's unique value proposition to facilitate conversations with senior decision-makers regarding potential projects within the target sectors.</li> <li>• Coordinate a series of investment missions such as trade shows, one-on-one meetings, conference calls and/or special events with qualified prospects.</li> <li>• Facilitate discussions with existing investors in the city to promote business retention and expansion.</li> </ul>
<b>MEASUREMENT:</b>	<ul style="list-style-type: none"> <li>• Quantity and quality of appointments through precise feedback and follow up.</li> <li>• Secure LeadTracker access will be available online 24/7/365 and monthly reports will contain information on the previous month's activity and upcoming work plan.</li> </ul>



## Bringing the MEDC Team in Direct Contact with Key Decision Makers

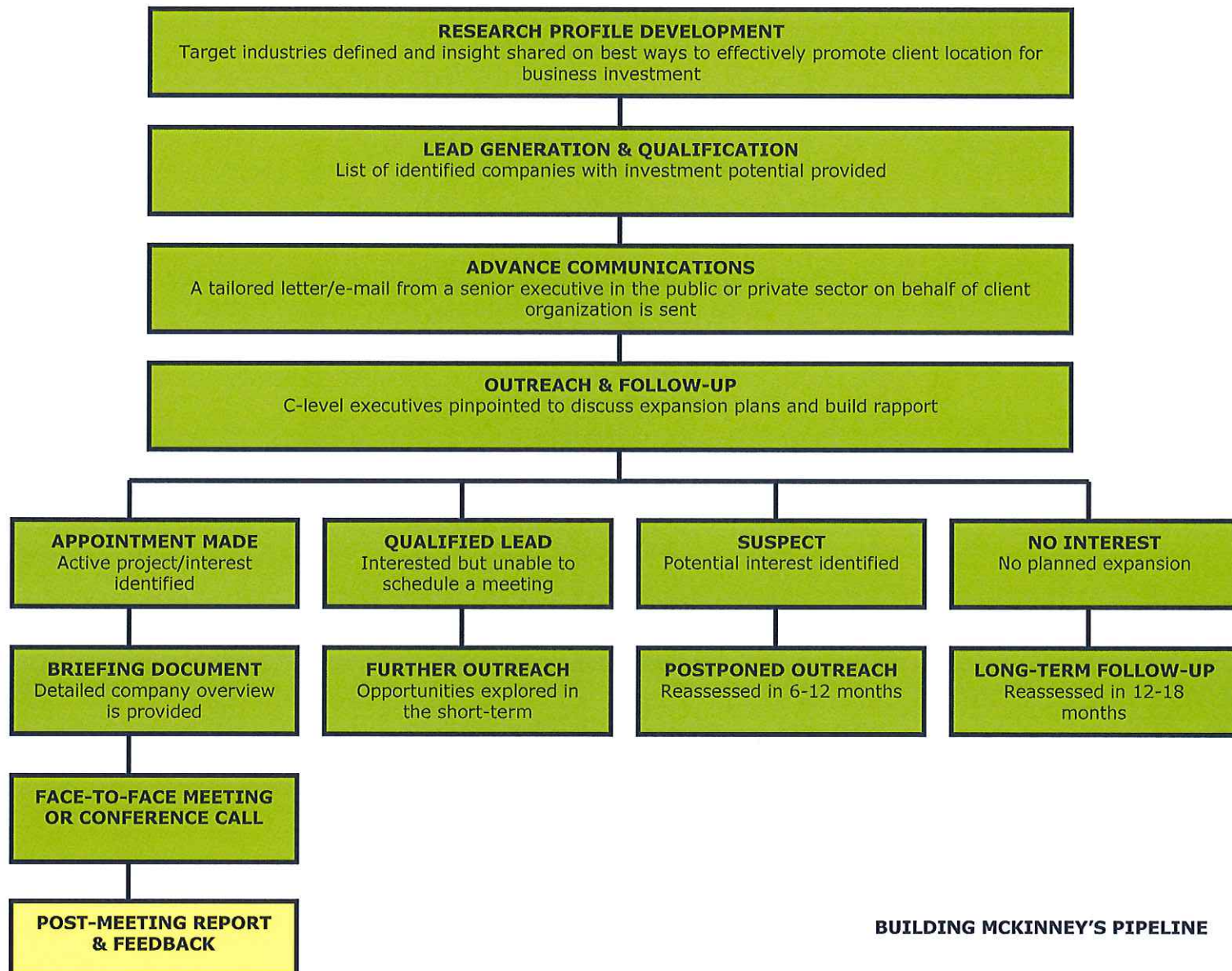
At the heart of our proposed program is a proven process for bringing our client communities “face-to-face” with prospective investors:

- 1) **Perform market research on the target sectors** to ensure the parameters for identification are in line with the goals of the overall program; deliver “target research profile” outlining key subsectors of focus for the program.
- 2) **Conduct research** on companies in the target industries using DCI’s predictive model which forecasts potential activity based on certain factors such as revenue/employee growth, change of leadership, M&A activity, expansion history, etc.
- 3) **Provide the list of prospective companies for review and approval** by the MEDC team to avoid any potential conflict or overlap. **Upload approved companies to proprietary “LeadTracker” system**, which allows clients online access for information regarding DCI’s communication efforts.
- 4) **Direct outreach to the corporate decision makers** responsible for corporate strategy and development to gauge interest in McKinney.
- 5) **Schedule one-on-one meetings & conference calls** between the prospective companies and the MEDC team to discuss the potential project opportunities.
- 6) **Host pre-meeting/post-meeting discussions** to brief your team and answer any questions ahead of time; allows for DCI to obtain feedback following the appointment.



DCI’s PDQ team utilizes LeadTracker, a proprietary tracking database that offers clients 24/7 access to campaign progress.

The Process is visually illustrated on the following page.





**In October 2011, DCI launched [www.LocationAdvisors.net](http://www.LocationAdvisors.net), the most comprehensive database of site selection consultants, key real estate brokers and incentive advisors firms in North America.**

## **Influencing the Influencers: Enhancing MEDC’s Relationships with North America’s Top Location Advisors**

Location Advisors – individuals who assist corporations in identifying and selecting the best locations to advance their client’s growth – are an increasingly important component of the site selection landscape. Some high-performance, economic development organizations report up to 70% of their new business leads coming from these consultants.

DCI can play an active role in identifying site consultants that are “new” to the MEDC, facilitating introductions to these influencers, and overall helping the MEDC maintain a strong network of relationships within the site selection community.

At the center of the program is LocationAdvisors.net, a database created by Development Counsellors International (DCI) to track the most influential professionals in this niche industry. Encompassing site selection consultants, top real estate brokers and executives from incentive advisory firms, this database would provide all relevant MEDC staff with 24/7 access to this vital information.

At the start of the engagement, MEDC/DCI would compare LocationAdvisors.net with McKinney’s internal list of location advisors. From this exercise, we would target specific companies and individuals that are a match with MEDC’s target industries. DCI would then be responsible for bringing the MEDC team “face-to-face” with new influencers during the course of marketing missions and trade how attendance.

A specific timeline will be developed jointly with the MEDC Team based upon an analysis of the geographic concentrations of “best bet” companies, upcoming travel schedules of your staff (including participation in Texas One Missions) and other major work activities of the MEDC team.

We propose the following major program elements:

- **Two Domestic Marketing Missions**...DCI will direct marketing missions to two target regions and arrange a projected 3-5 “face-to-face” company appointments in each market. Additional appointments with location advisors will also be pursued as part of these missions. An itinerary and detailed briefing on each company will be provided by DCI.
- **One International Marketing Mission**...In similar fashion, DCI will direct one international mission also with a projected 3-5 company meetings. This could be coordinated with a Texas One mission.
- **Outreach to Companies with Current Operations in McKinney (but Headquartered Elsewhere)**...We anticipate identifying 25-50 “best bet” companies that have existing operations in McKinney and appear positioned for growth. We would explore expansion opportunities with key decision makers and arrange an expected 2-4 additional meetings/conference calls for MEDC staff.
- **Additional Location Advisor Meetings Arranged**...Coordinated with the travel schedules of MEDC staff, we would anticipate bringing our organization face-to-face with 6-8 location advisors who are new to the MEDC.



*"DCI was instrumental in the launch of the state's Business Development Corps. Over the course of the program's first year, we've landed 50+ face-to-face meetings with senior corporate executives to discuss their growth plans...."*

**-Teri MacBride**  
**Executive Director, Economic Development Marketing Center, Pennsylvania Department of Community and Economic Development**



### **Projected Overall Deliverables**

Target industries defined and insight shared on best ways to effectively promote client location for business investment

"Best Bet" Prospects Identified (via predictive model research)	<b>400</b>
"Decisions" (meaningful telephone dialogues with senior executives)	<b>230</b>
One-on-One Meetings with senior corporate executives with site selection responsibilities	<b>12-18</b>
"Influencer" Meetings with key location advisors via one-one-one and luncheon event	<b>6-8</b>



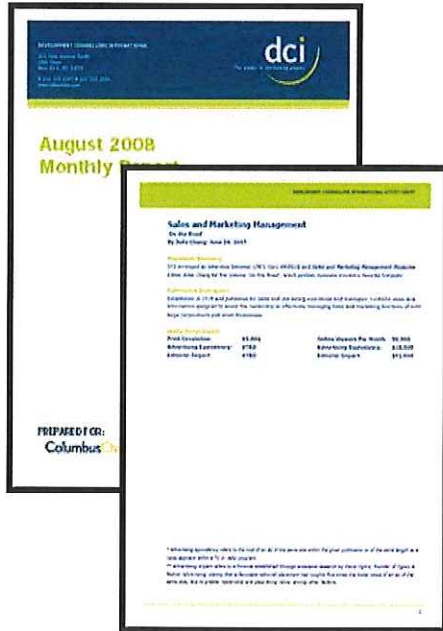
## The Right Team for McKinney

We believe in a team who knows the key players well, understands the objectives, and has the experience and expertise to execute the proposed program for McKinney. Here are the central players of the proposed service team:

- **Deborah Tempio, PDQ Division Director:** Deborah has supported investment promotion programs for locations including Lincoln, NE, Brownsville, TX, Ontario, Canada and others. She has a strong track record of success in developing long term partnerships with clients that create measurable results for their communities.
- **Robyn Domber, Research Director:** With over 15 years of Economic Development experience, Robyn brings a detailed understanding of factors which drive investment activity across a broad range of industry sectors. She has co- authored several articles focused on site selection and economic development and is responsible for overseeing the research and list building strategy for all client accounts.
- **Victoria Lee, Account Executive:** Prior to joining DCI, Victoria worked with economic development organizations in San Diego, Atlanta, and Athens, Ga. She has a diverse background in both public and private sectors with a focus on researching and developing industry clusters, incentives-based zoning and talent attraction.



## Reporting and Measurement of Success



Reporting for the proposed PDQ program will be provided both online via LeadTracker (a results-database that is available to the MEDC on a 24/7 basis) as well as in monthly progress reports.

Mid-Year and Annual Program Analysis: Delivered at the 6 and 12 month milestones, these reports include a summary of program deliverables and results; analysis by sector, geography and response type; an overview of key themes; and suggestions for next steps.

Monthly Reports: To be delivered by the 5th of each month, these reports provide a comprehensive overview of all activity to-date, relevant leads and next steps.

Company Briefing Reports: Company briefing reports will be provided ahead of all meetings and include all relevant background information, notes and profiles.

Prospect Lists: All initial call lists will be provided to the client in advance of any outreach for your review and approval. Reporting for the PDQ program is also available online via LeadTracker which is available 24/7/365 and allows clients to access details such as:

- Organization Name, Address, Website, Phone and Fax Number
- Company Description (Industry, Product(s), Location Details, News)
- Relevant Data (Net Worth; Sales; Sales Growth %; Net Income; Net Income Growth; Year Inc; Square Footage; Duns No; Immediate Parent; Ultimate Parent; Org. Type; Total Employment; Employment at Location; Employment Growth %)
- Executive Contact Names & Titles
- Direct Contact Information (Phone, Email, Executive Assistant)
- Record of all Outreach (Calls, Emails, etc) and all Corresponding Notes

# The DCI Difference



## Development Counsellors International is the Leader in Marketing Places

We hope at this point you've gathered that we not only want to work with and for you, but that we have both the expertise and experience to make the proposed program a great success for McKinney.

We also believe the following points to be important:

- **DCI is the only firm in the world to specialize exclusively in economic development marketing.** This niche position has given us a unique equity with many of the corporate executives that MEDC seeks to influence.
- **Since 1960, we have worked with over 400 economic development groups.** A list of current clients is provided in the appendix. Our complete list of all client organizations served over the past 50+ years is available on our website at [www.aboutdci.com](http://www.aboutdci.com).
- **DCI's PDQ team has an exceptional track record in bringing our client communities "face-to-face" with decision making executives and securing genuine investments.**

# The Next Step



## We're Ready to Hit the Ground Running for McKinney

It would be an honor to assist the McKinney Economic Development Corporation in a strategic program to communicate your opportunity story to targeted investors. We are experts in this field and by utilizing our knowledge of your target sectors and your city's competitive offerings I'm very confident that this program would be a success.

Your feedback will be a vital component of our continued relationship and we are happy to make any revisions to this proposal you deem necessary.

Thank you for the opportunity to present our ideas; we would love to be a part of the MEDC team and prove the value of a higher quality approach to economic development marketing!

Sincerely,

A handwritten signature in black ink that reads "Andy Levine". The signature is written in a cursive, flowing style.

Andy Levine  
President

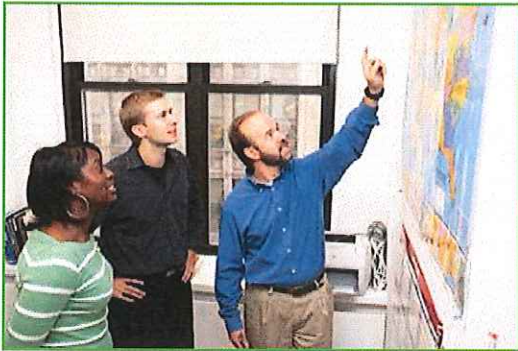
Accepted for the McKinney Economic Development Corporation:

\_\_\_\_\_

Name

\_\_\_\_\_

Date



## Appendices

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# Current Clients



Since 1960, DCI has been the leader in marketing places – working with a broad range of economic development and tourism marketing organizations. The following list details current DCI client communities. For a complete list of all 400+ clients over the past 52 years, we would encourage you to visit our website ([www.aboutdci.com](http://www.aboutdci.com)).

## **Cities and Regions**

Aurora, Colorado  
Benton Harbor, Michigan  
Birmingham, Alabama  
Brownsville, Texas  
Charleston, South Carolina  
Charlotte, North Carolina  
Chattanooga, Tennessee  
Columbus, Ohio  
Corpus Christi, Texas  
Denver, Colorado  
El Paso, Texas  
Finger Lakes Wine Country, New York  
Houston, Texas  
Huntsville/Madison County, Alabama  
Long Beach, California  
Loudoun County, Virginia  
Louisville, Kentucky  
Nassau County, New York  
Northwest Ohio  
Park City, Utah  
Portland, Oregon  
Port of Long Beach, California  
Salinas, California  
Sioux Falls, South Dakota  
Southwest Michigan  
Sunny Isles Beach, Florida  
Tampa Bay & Company  
Wake County, North Carolina  
Williamsburg, Virginia  
Wichita Falls, Texas

## **Other**

CityPass  
Indiana Michigan Power  
Qualpro  
U.S. Travel Association

## **International**

Bavaria  
Copenhagen  
Dubai  
Japan  
Manitoba  
Melbourne  
Milan  
Monte-Carlo  
Namibia  
Peru  
Romania  
Scotland  
Tasmania  
Thailand  
Toronto

## **States/Territories**

California  
Delaware  
Indiana  
Michigan  
New Jersey  
North Carolina  
Oklahoma  
Puerto Rico  
Utah



# Brownsville Economic Development Council



*"DCI has enabled our team to communicate with key decision makers at companies even the best economic developers may find difficult to approach. DCI's investment attraction professionals are true industry experts and having them involved allows our team to focus on turning the projects into wins."*

**- Gilberto Salinas Vice President, Brownsville Economic Development Council**



## **The Challenge**

With globalization influencing many companies to focus their manufacturing efforts offshore, Brownsville needed to leverage and highlight their competitive advantages and strategic location. The selection of Brownsville by fDi North American Cities of the Future also provided an opportunity to raise the region's profile through editorial placement in key media outlets and highlight its cost effectiveness, economic potential, infrastructure and quality of life.

## **The DCI Roadmap**

- Work with the Brownsville MEDC team to identify and define several unique value and business propositions for companies interested in locating or expanding in the region. Use a predictive model to identify companies exhibiting changes that forecast a site location need
- Turn to DCI's Prospect Development/Qualification (PDQ) team for a proactive outreach program which would involve direct communication with C-level executives to discuss their corporate development strategies and expansion plans.
- Schedule in-person appointments and teleconferencing opportunities with prospective investors to discuss the benefits and advantages of locating a business in the region.
- Raise the region's profile through executing media tours to major media markets such as New York City, coordinating inbound press trips with key trade and international journalists, and proactively pitching the region to top-tier and trade media.

## **The Results**

- DCI's PDQ team arranged over 50 face-to-face meetings and scheduled teleconferences with qualified companies in the region's key target industries, many with leading Fortune 500 companies that have concrete business expansion projects in place.
- To date, the Brownsville region is now involved in active location discussions with several companies identified through DCI's PDQ program.
- The region has appeared in outlets such as the *Wall Street Journal*, Associated Press, Bloomberg News, Reuters, *Journal of Commerce*, among others.

# Nassau County Industrial Development Agency



*"We are so happy with the results from PDQ and look forward to continuing the program. All have been very beneficial appointments worthy of everyone's time that was involved. "*

**- Mary Dolan Grippo**  
**Chief Marketing**  
**Director, Nassau County**  
**Industrial**  
**Development Agency**



## The Challenge

Nassau County is often overlooked because of its close proximity to NYC and many executives are unfamiliar with the business advantages the county as to offer. As a new economic development organization, the Nassau County IDA selected DCI to help promote its competitive advantages to increase capital investment projects, as well as retain its existing company base. Understanding the county's unique value proposition and increasing communication with existing businesses was the first step to making this a highly successful lead generation campaign.

## The DCI Roadmap

- Identify the key industry sectors that would benefit from Nassau County's business proposition.
- Assist in creating a new website to rebrand Nassau County's image and share the stories of recent expansions and leading companies based in Nassau County with potential investors.
- Build the county's profile by communicating its key messages; focus on a BRE campaign to continue to promote the services provided by the Nassau County IDA team.

## The Results

- In 2011, DCI's PDQ team arranged over 20 retention meetings including several companies that have expressed interest in further expanding their business in the county.
- Through proactive marketing outreach DCI substantially increased traffic to the new website while continuing to provide maintenance and create collateral materials for the Nassau County IDA team.
- As a result of PDQ's outreach, the Nassau County IDA team is now involved in active location discussions with numerous companies identified through the BRE campaign.

## Deborah Tempio Director of PDQ



### Deborah's Passion for Places:

*Deborah's participation in gymnastics while she was growing up led her to competitions throughout the country, which is where her passion for travel began. Now she takes every chance she can to visit new places, often extending business trips to explore different cultures and, of course, to test out the local cuisine.*

### Background

Deborah got her first taste of economic development at the University of Maryland, where her senior project focused on attracting top talent to Midland, MI. Upon graduation, she found a role with a business development consultancy in Washington, D.C., and there she had the opportunity to work on behalf of the InvestChile-CORFO program from 2006-2009. In that position, she supported CORFO's investment promotion efforts in the US market and travelled throughout the country meeting with senior-level executives to promote Chile as a destination for IT and shared services. After working for a year in a more commercially focused sales role, Debby joined DCI's PDQ team in 2011.

### Notable Results

- As the day-to-day Account Manager for DCI's partnership with Lincoln, Nebraska, Deborah coordinated the Chamber's first marketing mission, setting meetings throughout the New York/New Jersey corridor. In addition to making valuable introductions to corporate executives and site selectors, the Chamber team returned to Lincoln with three newly identified projects.
- In preparation for the annual INTERPHEX Conference, Deborah led a team in coordinating a successful trade mission on behalf of Puerto Rico's economic development agency, securing 22 company meetings and identifying several qualified investment leads.
- While working on a targeted research and outreach program on behalf of InvestChile-CORFO, Deborah facilitated and/or conducted meetings with dozens of leading US corporations including Oracle, UPS, Pfizer, Marriott, and Merrill Lynch. Her work led to successful projects including one from Equifax, which established an R&D center in Santiago, creating over 100 jobs and millions of dollars in investment.



## Robyn Domber Research Director

### Background

Robyn has over 15 years of Economic Development experience with a strong background in site selection consultancy as well as a concrete familiarity with public and private data sources across a range of industries. She is well-versed in original research techniques including interviews and surveys of senior-level executives, government and other public sector representatives.

In addition to her previously held position, Robyn's economic development experience includes a research position with the University of Wisconsin-Madison and as an economic development specialist with Madison Gas and Electric Company.

### Notable Results

- Robyn uses her knowledge of a wide variety of industry through the development of target profiles specific to each client region. The document serves as a starting point to launch PDQ campaigns and ensures that DCI are targeting the right companies for our clients.
- She has co-authored several articles focused on site selection and economic and workforce development in Economic Development Now, Solutions and Business Development Outlook, 2003.
- Robyn's portfolio of corporate clients have included such industry leaders as CIGNA, Home Depot, MET Life and Target.

### Robyn's Passion for Places:

*Robyn is a graduate of Hobart and William Smith Colleges, where she earned a B.A. in Economics, and the University of Wisconsin-Madison, where she earned an M.S. in Urban and Regional Planning.*

*She is a Member of the New Jersey Economic Developers Association and the Northeast Economic Developers Association. Robyn's passion for places is demonstrated through her accreditation as a licensed New Jersey real estate agent.*



## Victoria Lee Account Executive

### Background

Prior to joining DCI in 2012, Victoria worked with economic development organizations in San Diego, Atlanta, and Athens, Ga. She has a diverse background in both public and private sectors with a focus on researching and developing industry clusters, incentives-based zoning and talent attraction.

Victoria holds bachelor's degrees in Public Relations and Sociology from the University of Georgia and a master's degree in City and Regional Planning from the Georgia Institute of Technology. She focused her graduate studies on economic development and environmental planning and management.

### Victoria's Passion for Places:

*Victoria's passion for places has taken her across the world from the Whistler Blackcomb peaks in Vancouver to the Angkor Wat in Siem Reap, Cambodia. Her love for travel has manifested itself not only in her vacations, but her work as well. She enjoys learning about new cultures and tasting authentic local cuisine whenever possible.*

### Notable Results

- Victoria worked with two regional Chambers of Commerce to assist in developing clean tech clusters in Georgia and California. Her marketing and research efforts resulted in the development of industry recruitment marketing campaigns and targeted cluster growth plans.
- With an academic specialization in economic development, Victoria has experience studying and inventorying policies for innovation growth in several geographic regions, including San Francisco, Denver and New York City.
- Victoria knows what makes attractive business communities. She has experience pooling and assessing regional assets for business attraction and retention of Financial Technology, Mobile Apps and Services, Software Development and Engineering, Clean Tech, Internet and Network Security, and Digital Media industries.

## Practice Groups



- **Economic Development**
- **Tourism Marketing**

## Economic Development



- Editorial Placement / Media Relations
- Prospect Development/ Qualification (PDQ)
- Talent Attraction Programs
- Special Events
- Media and Corporate Executive Surveys
- Marketing Blueprints
- Themeline Development
- Media Training
- Community Branding

## Tourism Marketing



- Editorial Placement / Media Relations
- Special Events
- Travel Trade Marketing
- Meetings and Convention Sales
- Media and Meeting Planner Surveys
- Social Media Marketing
- Consumer Promotions
- Community Branding
- Crisis Communications
- PR 101 Workshops