

McKinney Economic Development Corporation

October 2019 Organizational Report

Peter Tokar
MEDC President

MEDC Board of Directors,

I had the pleasure this past month to participate in the Governor Abbott's Trade Mission to Japan. During the trip we spent one week in Japan visiting Japanese companies that have either made a recent investment in Texas or those companies looking for investment opportunities in Texas. In addition to business prospecting, the trip provided a great introduction to the Governor himself, his executive staff and the Texas Economic Development Corporation led by Robert Allen. Only a limited number of delegates are afforded the opportunity and I am fortunate McKinney was able to participate.

September 30th marks the close of our 2018-2019 Fiscal Year. I believe the MEDC had an exceptional year for being a year in transition. Our pipeline looks strong to close out the calendar year and we stand to mark 2019 as our most successful capital investment year to date. We have a new bar set for our 2020 goals and I believe we will only see record numbers in the future.

-Peter

President's Report:

A. Organizational Updates

- **New Staff Position:** The search will soon be underway for a new MEDC VP of Business Intelligence. This role will replace the former Data & Research Specialist and bring the position to a more prominent standing within the organization. With such a heavy importance on data, analytics and research, we need a seasoned professional for this position that can innovate new ways in which we collect, report and distribute data through the organization.
- **Japan Trade Mission:** Peter Tokar participated in the Governor's Office International Trade Mission to Japan on September 19th – 28th. The delegation included EDC's and Partners from around the state. Our mission was to engage those Japanese companies that have recently made an investment in Texas as well as meet companies that are interested in Texas as an investment opportunity.

B. Organizational Activity Report (September 2019)

- RFPs received: 4
- RFPs responded to: 2

- Total Pipeline Projects: 12
- New Pipeline Projects: 1
- Project Visits: 1

C. Marketing / Communications (September 2019)

- **Marketing Update:**
 - Marketing Trips: 4
 - Marketing Events: 5
- **MEDC Marketing Executive:** We will soon be on the hunt for a new MEDC Marketing Executive. Our Social Media Manager is no longer with us and we are developing the position to take a more active role in overall organizational marketing rather than just focusing on Social Media.
- **MEDC/City of McKinney Collaboration:** We are in the planning phase with the Chamber of Commerce on our next roundtable series and TECH TALK events.
- **Marketing Automation:** Launched a targeted quarterly development update newsletter to the professional site selector network. Staff is working on developing a broker newsletter as well. The next launch is scheduled for January 2020.
- **Marketing Video:** <https://drive.google.com/open?id=1mJlaOOtH1WW2ULclgKtdgYfFXyX9Xiyh>
- **Website Launch:** We are officially launched as uniquemckinney.com. Thanks to the City Marketing Department for helping finalize the transition of our old URL to our new servers so we can properly optimize the new site.
- **Social Media Campaigns:** Centipede has reorganized our Social Media Campaign calendar and will be continuing our social media presence in absence of the Social Media Manager. We should experience no lapse in content release.

D. Technology Infrastructure Updates

- **Communication Plan:**
 - The Wireless Technology FAQ has been completed and published. This is the first step in establishing outward facing communication with the community in a partnership with the City. <https://www.mckinneytexas.org/2209/Wireless-Technology-5G>
 - The timeline for community forums focused on wireless technology has shifted due to the selection of the consulting firm being delayed until late October.
- **5G Committee:** Interviews were completed on Sept 27. The committee selected an external wireless consulting firm. The task is with the City Manager's Office & Purchasing to negotiate contract details. A report is expected to go before council in late October.

E. Business Retention & Expansion (September 2019)

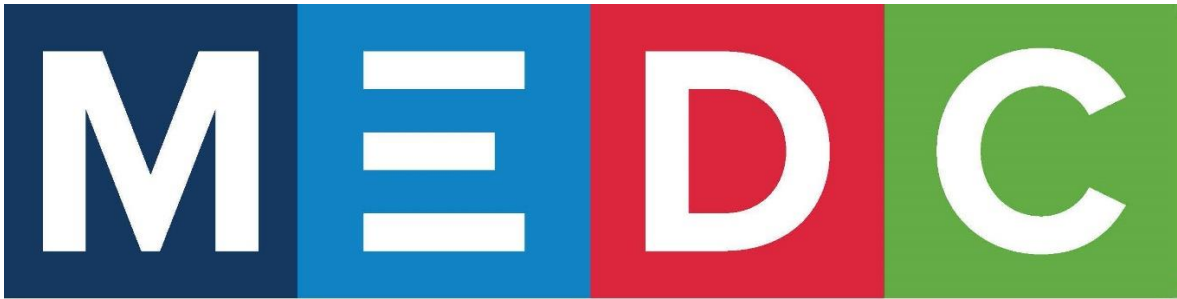
- BRE Visits: 6
- Annual BRE Total: 79
- Businesses Assisted: 1
- **BRE Partner Events:** The next scheduled event is Tech Talks-Risky Business on October 22nd at Tech Culture.

F. MEDC Committee Updates

- **Real Estate Committee:** The real estate committee met on September 18th at McKinney City Hall. The committee viewed a presentation from a mixed-use developer that is interested in starting a project in McKinney. The committee heard the presentation and directed staff to follow-up with them on formulating a formal proposal.
- **Marketing Committee:** The marketing committee held a meeting on September 17th. We reviewed the new website before the official launch, engaged in discussion about social media strategy and discussed the launch of our targeted email campaigns through our marketing automation software.
- **Finance Committee:** Next meeting to be scheduled in November.

G. Upcoming Events

- Monday, October 21st SRS Topping Out
- Tuesday, October 22nd BRE Tech Talk
- Monday, October 28th CoreNet Golf Tournament
- Thursday, December 12th MEDC Holiday Party at Local Yocal, more details to follow



McKinney Economic Development Corporation

Social Media Report

September 1, 2019 –September 30, 2019

Overview:

We would love to have all board members follow and like our Social platforms.

- Twitter, LinkedIn, Facebook and Instagram.

All social platforms are organic followers/likes. No paid Ads.

Our Social Media Campaign has launched and is thriving.

We are seeing a lot of interest and activity happening on social media. We are reaching more viewers and people daily. We connect and tag others that are within the post. Knowledge that our platforms are live is important for growing our following.

Events:

- HUB 121 Development Update September 5, 2019. Kenneth Sipiora Chairman spoke on behalf of Peter Tokar. Thank you again Ken.
 - o HUB 121 development update had a great turn out. It was a packed event. All updates for the community and
- NTCAR at Gilley's in Dallas.
 - o We had 42 form submissions on our Website for NTCAR. All emails are in the system for our email campaigns.
- Peter Tokar trip to Japan for Greg Abbott's Trade Mission.
- Danny Chavez trip to Long Beach, CA for Team Texas West EC.
 - o MEDC social platform are showing interest in the trips are team members have been on.
- Our Executives and Cars in McKinney project has begun.
 - o We have tested the vehicle Audi agreed to sponsor. We tested the equipment for the day of. All equipment works well. We are scheduling our first couple of executives for the Executives and Cars in McKinney. We are excited to launch this part of our campaign.

Upcoming Events:

TxEDC – Regional Business Summit














































Tech Talk McKinney – October 22 at 11:30AM

McKinney Chamber Quarterly Luncheon

Facebook

Total Number of Likes – 384

Our top post for the month of September was the Playful Corporation.

09/30/2019 9:41 AM	 Update on the McKinney National Airport. Follow link to view a status			80		4 8		Boost Post
09/25/2019 6:30 PM	 MEDC - McKinney Economic Development Corporation and			101		20 8		Boost Post
09/25/2019 4:18 PM	 Our President of McKinney EDC, Peter Tokar at the Governor Greg			126		12 7		Boost Post
09/24/2019 12:05 PM	 Executive Terminal at McKinney National Airport Goes Vertical.			110		5 50		Boost Post
09/23/2019 12:10 PM	 2019 CFO of the Year Awards! Congratulations to Shawn Mural			135		11 11		Boost Post
09/19/2019 12:52 PM	 A member of our executive team will be joining the governor's office			78		1 8		Boost Post
09/19/2019 6:55 AM	 An exciting time for the McKinney Air Center. The construction at the			147		8 25		Boost Post
09/17/2019 12:15 PM	 How can we help your business grow in #McKinney, Texas?			98		5 9		Boost Post
09/13/2019 12:05 PM	 The UNT Social Economic Research Group found that			91		3 19		Boost Post
09/11/2019 12:30 PM	 #McKinney-based Playful Corp. recently raised \$23 million from			144		20 237		Boost Post
09/11/2019 10:28 AM	 Never forget. #911			82		7 7		Boost Post
09/10/2019 5:30 AM	 McKinney, Texas ranking Top 10 for "best" housing markets & Top			65		2 2		Boost Post
09/09/2019 6:10 AM	 Tech Culture McKinney offers 25,000 square feet of co-working			338		29 14		Boost Post
09/05/2019 12:19 PM	 A packed house this morning at TPC Craig Ranch for the HUB 121			144		48 10		Boost Post
09/02/2019 7:45 AM	 Happy Labor Day from McKinney Economic Development			84		0 5		Boost Post

Twitter

Total number of Followers: 282

Our top Tweet, Follower, Mention are below.

Sep 2019 · 30 days

TWEET HIGHLIGHTS

Top Tweet earned 2,784 impressions

2019 **#CFO** of the Year Awards!

#Congratulations to Shawn Mural Vice President of Finance and CFO, **#Raytheon** Space and Airborne Systems.

bizjournals.com/dallas/news/20...

#UniqueMcKinney #McKinney #Texas #Raytheon #Headquarters #NorthTexas #DFW #EconDev

♥ 5

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 4,422 people



CS Europe ✓

@Export2Europe FOLLOWS YOU

We help US exporters compete and win in global markets. Located in 78 markets and 100 US cities. Part of @TradeGov and an official @CommerceGov account.

[View profile](#)

[View followers dashboard](#)

Top mention earned 28 engagements



Danny Chavez

@DannyChavezTX · Sep 11

Growth is happening everywhere in **#McKinney** especially in our **#tech** sector **#development #GameDeveloper #gamedev #Dallas #DFW #texas @PlayfulStudios @McKinneyTxEDC @dallasnews** dallasnews.com/business/techn...

↩ 1 ♥ 7

[View Tweet](#)

SEP 2019 SUMMARY

Tweets **19** Tweet impressions **10.3K**

Profile visits **86** Mentions **18**

New followers
Currently unavailable

Top media Tweet earned 533 impressions

The new SRS Distribution at northwest corner of SH 121 and Alma Road.

@SRSDistribution @gensler_design @KDC_Development

#UniqueMcKinney #EconDev #Growth #Headquarters #RealEstate #HUB121 #McKinney #Texas #DFW #NorthTexas #EconomicDevelopment pic.twitter.com/bNeoBnWemu



↻ 2 ♥ 6

[View Tweet activity](#)

[View all Tweet activity](#)

Instagram

Total Number of Followers: 258

Our top post for Instagram was the HUB 121 Development event.



 **unique_mckinney**
McKinney, Texas

 **unique_mckinney** HUB 121 Development Update this morning. Thank you @mckinneychamber for putting the event together.

#Development #LandDevelopment #EconDev #RealEstate #Music #McKinney #UniqueMcKinney #Hotel #Restaurants #Classaoffice #CoWorking #HUB121

 Liked by centipededigital and 19 others

SEPTEMBER 5

LinkedIn

Total number of LinkedIn Followers: 79

Our top post for LinkedIn was Danny Chavez Team Texas event.



McKinney Economic Development Corporation

83 followers

6d • Edited • Anyone

McKinney Economic Development Corporation SVP **Danny Chavez** representing Team Texas at **#WESTEC2019** in Long Beach, CA this week.

#Jobs #EconDev #Texas #McKinney #DFW #Dallas #Relo #NorthTexas



39

Like Comment

Be the first to comment on this

Organic impressions: 922 Impressions

Hide stats

Organic stats

Targeted to: All followers

922	39	2.6%	0
Impressions	Reactions	Click-through rate	Comments
0	24	6.83%	
Shares	Clicks	Engagement rate	