

**Cayti Stein**  
**Director of Marketing & Research**  
**February 2014**



**Projects:**

- MEDC received 72 RFP's in 2013. These leads have come from the Governor's office, Dallas Regional Chamber.
  - MEDC qualified for 48 RFPs in 2013

**Research:**

- *GIS*
  - Available on MEDC's Website- Site Selection → Available Properties → Maps
- *DCI- Location Advisors*
  - Ability to search site selectors
- *AMSTAT*
  - Provides detailed information on the worldwide fleet of corporate, business and private jets.
    - Able to search Addison & Love Field Airports. Results are sent to

**Marketing:**

- *Print Advertisements*
  - Dallas Regional Chamber Economic Development Guide
  - 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
    - McKinney Corporate Center @ CR is also advertising
  - NTX
    - Full Page Advertisement- produced annually
- *Print Marketing*
  - MEDC "Leave Behind" Marketing Material
    - Community Profile
    - 1 page sheet for trade missions
- *Social Media*
  - *E-Newsletter*

- Reach over 1,000 readers
    - Continue to send out e-newsletter periodically to update on projects in McKinney
  - Facebook, Twitter & LinkedIn
    - Reach 700 “friends” on Facebook, 140 on Twitter & 20 on LinkedIn (created in January 2014)
- *Public Relations*
  - Margulies Group
    - Coverage Report (attached)
  - Press (attached)
    - [Boss Fight Entertainment Launches](#)
    - [McKinney One of the Best Places for Homeownership- Nerdwallet](#)
    - [Texas Ranger rename home Globe Life Park in Arlington](#)
    - [These are the 10 Happiest Mid-Sized Cities in America according to Motovo](#)
  - Dallas Regional Chamber
    - 1.29.14- Attended Quarterly Luncheon with Jim Watts, Tax Principal of Deloitte as keynote speaker
    - 2.12.14- Attended DRC’s meet and greet of Texas Secretary of State Nadita Berry
- *Videos*
  - Jason Gray, City Manager, updates on Gateway Project (website)
  - MEDC Marketing video is finished & on MEDC’s website (homepage)
  - Testimonials are on our website
- *Airport Marketing*
  - NBAA
    - Schedulers & Dispatchers January 14-17 in New Orleans
    - Good advertising for the FBO—also good to get McKinney National Airport’s new name out there
    - 2 Booths- one for McKinney National Airport & one for McKinney Air Center
  - Print Ads
    - Relocation Guide- McKinney Chamber
    - DFW 40<sup>th</sup> Anniversary Ad
    - Considering a billboard
  - Print Material
    - McKinney National Airport “Leave Behind”
  - Promotional Items

- Intended to get McKinney National Airport's name recognized
  - Car Chargers
  - Button-down shirts
  - Pens
  - Lanyards

# Boss Fight Entertainment Launches

## *Bonfire Studios Founders Reunite to Form New Studio Focused on Free-to-Play Games for Mobile Devices*

McKinney, TX - February 3, 2014 – [Boss Fight Entertainment](#), a new 25-person company focused on creating breakthrough, original **free-to-play games for mobile** devices, was announced today. Led by the senior management and creative talent of former **Bonfire Studios**, and later acquired becoming **Zynga Dallas**, Boss Fight's core team was behind the hugely-successful **CastleVille**, **Age of Empires**, and **Halo Wars** franchises. The studio is led by a veteran management team anchored by President and CEO, David Rippy, Chief Creative Officer, Bill Jackson, and Chief Operating Officer, Scott Winsett.

"Boss Fight is made up of an incredible group of people who have worked together for over a decade, dating back to Ensemble Studios," said Rippy. "Our shared history of making successful games across console, mobile, PC, and social networks is uncommon in the industry and is one of the things that makes Boss Fight uniquely positioned in mobile gaming."

"We learned quite a bit about designing and operating free-to-play games over the last five years," commented Jackson. "Boss Fight's next game will combine everything we know about free-to-play and mobile with the high production quality of our biggest franchise titles. We're already working on an original IP that we'll start talking about in the coming months."

"The future is mobile and tablet gaming; playing anytime, anywhere, with anyone," added Winsett. "That freedom of choice, combined with free-to-play, makes this the biggest shift we've seen in the industry in years. We know we have the right strategy at the right time and are ready to focus on the opportunities of the future."

Boss Fight's first game is expected to be announced in the coming months with the team fully focused on development of the title. With deep experience and knowledge in building fun, successful free-to-play games, Boss Fight has a strong advantage over other mobile developers due to its team's history of high quality games and smart monetization systems. This enables Boss Fight the ability to offer players extremely compelling gameplay for free, while letting those who want to enhance the experience to do so if they choose.

### **About Boss Fight Entertainment**

Boss Fight Entertainment is a privately funded, independent game development studio based in McKinney, Texas. Founded in late 2013, Boss Fight's veteran team has produced some of the industry's best-selling and most critically acclaimed games for

mobile, social, PC and console platforms. These titles include Adventure Bay, We Farm, and the Age of Empires and Halo Wars franchises. Most recently, Boss Fight's team developed the free-to-play mega-hit, CastleVille. The studio's continuing mission is to bring simple, beautiful and fun game experiences to players wherever they want to play. For more information, please visit: [www.bossfightentertainment.com](http://www.bossfightentertainment.com)

# # #

## CONTACT

International Digital Entertainment Agency (IDEA)

Sean Kauppinen

+1-415-299-2156

[sean@ide-agency.com](mailto:sean@ide-agency.com)



## **A New Study by NerdWallet finds the City of McKinney One of the Best Places for Homeownership in Texas**

McKINNEY, TEXAS (February 5, 2014) – NerdWallet, a consumer advocacy website, recently conducted a study to find the best places for homeownership in Texas – and McKinney made the list.

The study based its rankings on the following criteria:

- Homeownership rate
- Selected monthly homeowner costs
- Monthly household income
- Population growth

“When people are looking for a home, they are looking in McKinney,” said Mayor Brian Loughmiller. “We’ve worked hard to build a community that offers exemplary schools, affordable and diverse housing, and employment opportunities. The city of McKinney offers residents beautiful tree-lined streets, a charming historic downtown and a strong sense of community as well as a robust business environment.”

NerdWallet ranked McKinney as the 12th best place in Texas for homeownership. The area has a homeownership rate of 71.7 percent, and median monthly homeowner costs are \$1,839. McKinney grew by 11.2 percent between 2010 and 2012.

“Affordability and a growing population make McKinney an excellent choice for homeowners,” said NerdWallet analyst Jaime Ortiz. “Residents spend only 26.9 percent of their household income on homeowner costs.”

McKinney’s proximity to both DFW International Airport and the corporate McKinney National Airport make it an ideal location for business and executives.

The City of McKinney has also been recognized by Realtor.com as the second most-searched-for places to live. In addition, CNN Money named the city the second best place to live in the nation, citing plenty of housing options; low taxes; abundant job opportunities in technology, energy and medicine; as well as a new conference center and hotel complex in the works. Realtor site Movoto.com also named McKinney the second best place to live in the country among mid-sized cities.

[View the entire NerdWallet article.](#)

For more information about the city of McKinney visit the city’s website at <http://www.mckinneytexas.org/>.

**About McKinney**

McKinney, Texas, is unique by nature. As one of the fastest-growing cities in the U.S., McKinney has a current population of more than 149,082. Incorporated in 1848, the city is located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers rolling hills, lush trees, a historic downtown square and unique neighborhoods and developments. The city ranks No. 2 on the Money Magazine Best Places to Live in America list. Visit the city's website at [www.mckinneytexas.org](http://www.mckinneytexas.org).

**Media contact:**

Coco Good, Director of Communications and Marketing  
City of McKinney  
[cgood@mckinneytexas.org](mailto:cgood@mckinneytexas.org)  
(972) 547-7508

Source: City of McKinney



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## Texas Rangers rename home Globe Life Park in Arlington





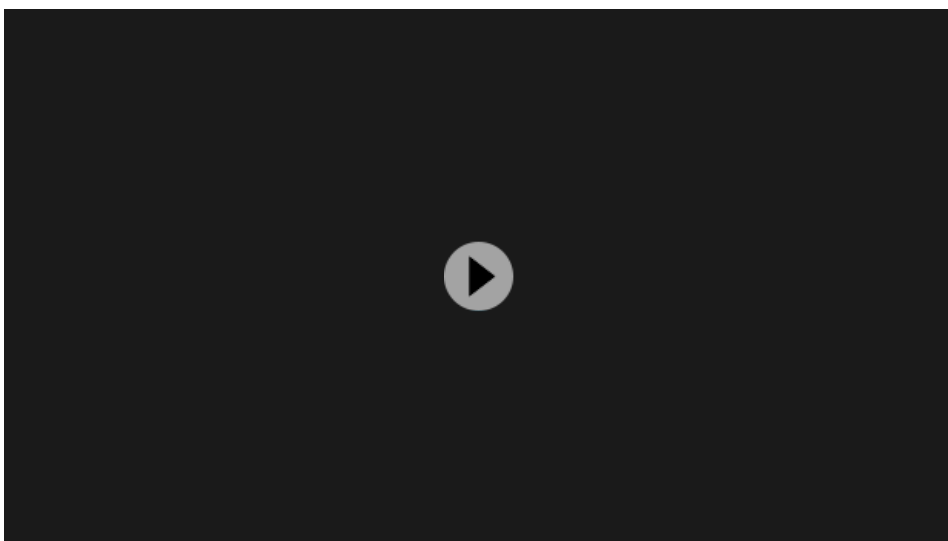
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**JEFF MOSIER**  
 Staff Writer  
[jmosier@dallasnews.com](mailto:jmosier@dallasnews.com)  
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ARLINGTON — The Texas Rangers have agreed to a 10-year deal believed to be worth \$50 million to rename their stadium Globe Life Park in Arlington.

The deal with Oklahoma City-based Globe Life and Accident Insurance Co. is shorter than the more common 20- or 30-year agreements. But the annual payout is believed to be one of the largest in Major League Baseball.

Only a handful of naming rights deals — led by the approximately \$20 million the New York Mets receive annually for Citi Field — are larger than this one. A majority of baseball stadium naming agreements pay the teams between \$2 million and \$3.5 million annually.

"The agreement makes us a stronger organization on and off the field," said Ray Davis, the Rangers' co-

**Related**

[Tell us: Do you like the name Globe Life Park in Arlington?](#)

 [Photos: Globe Life puts its stamp on Rangers with new park name](#)

[Video: Texas Rangers announce Globe Life Park in Arlington name](#)

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RANGERS STORIES >



chairman. "It will increase our flexibility to help us remain competitive both short term and long term."

The Rangers went over budget in the offseason with the trade for first baseman Prince Fielder and the signing of free agent outfielder Shin-Soo Choo.

Globe Life, which markets insurance by direct mail and the Internet, will also help support the charitable work of the Texas Rangers Foundation.

Globe Life president Bill Leavell said the company hadn't previously considered stadium naming rights. That changed after an employee asked the Rangers about stadium advertising and learned the team was seeking a new name for Rangers Ballpark in Arlington.

At the same time, Global Life wanted a higher profile in Texas, its fastest-growing market. Its parent company, Torchmark, is based in McKinney.

"We've been around a long time," Leavell said about the 63-year-old company. "We're just not really well-known."

It's been a common strategy for large financial services and insurance companies, such as Sun Life Financial, Edward Jones and Lincoln Financial, to use these kinds of deals to boost name recognition.

### Sign changes

Team officials declined to confirm the terms of the deal. Joe Januszewski, a Rangers executive vice president who led the sponsorship search, would only say it's comparable to any of the other top-tier naming rights deals in baseball.

The deal comes about half a year after the neighboring Dallas Cowboys struck a naming rights deal with AT&T. That's reportedly a \$17 million to \$19 million a year deal.

The city of Arlington will get about 5 percent of the Cowboys deal. The city's contract with the Rangers does not provide for sharing of naming rights revenue.

The team expects to have all signs in the park changed in time for the Rangers' March 31 home opener against the Philadelphia Phillies. The team has been pursuing a naming rights deal for about six months.

The Rangers have been without a naming rights deal since canceling their agreement with the financially troubled Ameriquest Mortgage in 2007. That was only about three years into a 30-year, \$75 million deal.

At the time, Ameriquest, a major subprime lender, had fired thousands of employees and paid \$325 million in settlements over claims of deceptive lending practices. The Rangers ended the deal about six months before Ameriquest shut down.

Rangers officials said they did take into account the financial stability and values of the companies they considered for naming rights.

### Mutual benefit

Steven B. Smith, partner in the Colorado Springs office of Bryan Cave LLP, a firm that negotiates naming rights deals, said this shorter deal is probably good for both sides.

With some uncertainty still in the U.S. economy, Globe Life might not want to commit too long, he said. For the Rangers, Smith said, they might expect the naming rights market to improve by the time this deal is completed.

"They [the Rangers] have a chance to get back into the market in 10 years, when, presumably, the market will be up some," Smith said.

The Rangers' stadium would also be 30 years old when the deal runs out. If the Rangers started looking to build a new stadium, a new long-term naming rights deal could be a key component in the financing of a new home.

Januszewski said the effort to find a naming rights sponsor was a "slow rollout" that heated up in the summer. In part, he said the owners were waiting on the economy to improve.

"I don't doubt our team's ability to potentially get a naming rights deal two years ago; I'm not necessarily sure it would have been with the right company," he said.



Sherrington: Profar will never match Kinsler's offense, but he makes up for it in other areas



Analyst: One Ranger, a handful of former ones have MLB's worst contracts



Nolan Ryan: My message to Rangers fans

## RANGERS BLOG >

[Daniels: Ryan brings experience to Astros job](#)

[Texas Rangers hope to settle with Moreland](#)

[Texas Rangers to clear roster spot for Hanson](#)

[Profar to be slowed early in Texas Rangers spring training](#)

[Texas Rangers likely to face Cliff Lee in opener](#)

## VIDEO >

## PHOTOS >



Photos: Globe Life puts its stamp on Rangers with new park name



Bargain buys: Recently acquired players who could help Texas

In a tough economy, there are risks to signing too early and too late, Smith said.

"Each year you wait you lose money," he said. "You have to realistically look at it and ask if the market is going to be enough to make up that \$5 million I forgo in 2014. Given where the economy is and given where you see sponsorship and naming rights deals going, they probably picked about the right time."

### Fan reaction

Rangers fans weren't exactly thrilled with the new name, taking to Twitter and other social media to comment. But they were happy about the Rangers having more money to build a team.

Longtime Rangers fan Jim Nugent and his friends having lunch at BoomerJack's Grill in Arlington weren't impressed with the new name or logo.

"It doesn't have much pizzazz," he said.

John Morgan, a Rangers fan since moving to Arlington in the mid-1990s, agreed. He said this won't be a change for him.

"I'll still call it Rangers Ballpark," he said. "But I'll be happy if they use the money for a starting pitcher."

Staff writer Evan Grant contributed to this report.

### AT A GLANCE: About Globe Life

Founded in 1951.

3.9 million policyholders nationwide.

330,000 policyholders in Texas.

Texas is the company's fastest-growing state for new business.

Most of its new customers are recruited through direct mail and the Internet.

Mails about 280 million pieces of direct mail annually.

Distributes 1.5 billion pieces of insert media in catalogs, billing statements and other ways.

Owns an Oklahoma City printing plant with 200 employees.

Is the largest volume mailer in Oklahoma.

SOURCE: Bill Leavell, president of Globe Life and Accident Insurance

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### CORRECTIONS AND CLARIFICATIONS >

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### MORE FROM DALLASNEWS.COM

[Elvis Andrus says Rangers' clubhouse chemistry took a step back the last two seasons Sports](#)

[Texas Rangers agree to deal for naming rights to Rangers Ballpark in Arlington Rangers Blog](#)

[Russell Wilson's agent clarifies quarterback's role with the Rangers this spring training Sports](#)

### NEXT GAME >

**Thu, Feb 27**

**2:05 PM CT**

Texas  
Kansas City

### SCHEDULE/RESULTS >

Next Games		
Date	Opp	Time
2/27	@ KC (p)	2:05 CT
2/28	vs. KC (p)	2:05 CT
3/1	@ Oak (p)	2:05 CT
3/2	vs. CWS (p)	2:05 CT
3/3	vs. Cle (p)	2:05 CT

[Full Schedule](#)

### INDIVIDUAL LEADERS >

Leaders		
<b>AVG:</b>	A. Beltre	.315
<b>HR:</b>	A. Beltre	30
<b>RBI:</b>	A. Beltre	92
<b>SB:</b>	E. Andrus	42
<b>W:</b>	Y. Darvish	13
<b>ERA:</b>	Y. Darvish	2.83
<b>Saves:</b>	J. Nathan	43
<b>K:</b>	Y. Darvish	277

### TEXAS RANGERS STATS >

#### NEXT RANGERS GAME

**Thu, Feb 27**

Texas  
Kansas City

2:05 CT

**Texas Rangers Stats**

[View All Players](#) | Last updated Oct. 2, 1:28 A.M. ET

Batting									
Player	G	AB	R	H	2B	3B	HR	RBI	AVG
Adrian Beltre	161	631	88	199	32	0	30	92	.315
Alex Rios	156	616	83	171	33	4	18	81	.278
Ian Kinsler	136	545	85	151	31	2	13	72	.277
A.J. Pierzynski	134	503	48	137	24	1	17	70	.272
Elvis Andrus	156	620	91	168	17	4	4	67	.271
Leony's Martin	147	457	66	119	21	6	8	49	.260

Pitching									
Pitcher	W	L	Pct	G	GS	S	IP	K	ERA
Neftali Feliz	0	0	-	6	0	0	4.2	4	0.00
Wilmer Font	0	0	-	2	0	0	1.1	0	0.00
David Murphy	0	0	-	1	0	0	1.0	1	0.00
Neal Cotts	8	3	.727	58	0	1	57.0	65	1.11
Joe Nathan	6	2	.750	67	0	43	64.2	73	1.39
Tanner Scheppers	6	2	.750	76	0	1	76.2	59	1.88

for convenience, with a walk score of 32 out of 100.

## 10. McKinney, TX



Source: Flickr user USDAgov

We end our tour of America's happiest mid-sized cities in the Lone Star State, where smiles certainly aren't an endangered species—especially not in McKinney. Maybe it has something to do with all that wedded bliss in the air? That wouldn't be surprising considering more people in McKinney are married than in any other place on our top 10 list: 63 percent, resulting in an eighth place overall rank for marriage.

When it comes to our other happiness factors, McKinney did well overall. It placed 15th for income with 10 percent of its households making below \$25,000 annually. It was 21st for home ownership (66 percent of its houses are owner-occupied), 24th for education (46 percent of its people have at least a bachelor's degree), and 32nd for safety.

Where did McKinney falter? It placed 60th for stress factors, a number we attribute largely to its 30-minute average commute and cost of living just six percent below the national average. Finally, McKinney residents aren't getting around on foot. The city has a WalkScore of 23, giving it a rank of 187 for this criterion.

## Shiny Happy People

We can't blame you for wearing a grin if you live in any of these places; just don't let it turn to a smug one when we tell you about the places where there are plenty of frowns to go around. Based on our research and criteria, it turns out that [Hartford, CT](#) is the unhappiest mid-sized city in the nation, placing dead last for marriage and home ownership.

If you're looking for suggestions on what to do better, Hartford, there's no one better to ask than the people of Rochester, MN—their town might have just what you need to turn your frown upside-down.

[\(click to enlarge table\)](#)

### Movoto Real Estate's Happiest Mid-Sized Cities

CITY	POPULATION	RANK	STRESS FACTORS RANK	SAFETY RANK	INCOME RANK	MARRIAGE RANK	HOME OWNERSHIP RANK	EDUCATION RANK	WALKABILITY RANK	BIG DEAL SCORE
Rochester, MN	108,992	1	13	22	56	29	19	31	25	27.86
Arvada, CO	109,745	2	99	18	31	37	10	53	5	36.14
Naperville, IL	143,684	3	125	1	2	11	4	5	120	38.29
Cary, NC	145,693	4	54	1	4	13	30	7	177	40.86
Richardson, TX	103,297	5	49	28	26	40	50	19	88	42.86
Olathe, KS	130,045	6	37	30	11	17	14	25	172	43.71
Overland Park, KS	178,919	7	34	25	8	66	41	12	131	45.29
Bellevue, WA	126,439	8	82	10	21	36	81	6	101	48.14
Thousand Oaks, CA	128,412	9	133	8	6	27	9	20	140	49
McKinney, TX	143,223	10	60	32	15	8	21	24	187	49.57
Broken Arrow, OK	102,019	11	32	16	30	12	2	72	193	51
Carrollton, TX	125,409	12	65	26	9	48	44	49	120	51.57
Centennial, CO	103,743	13	137	21	1	72	1	15	120	52.43
Torrance, CA	147,027	14	119	12	40	78	77	26	25	53.86
Simi Valley, CA	125,793	15	137	3	7	49	7	69	108	54.29
Elk Grove, CA	159,038	16	154	77	5	87	8	58	9	56.86
Westminster, CO	109,169	17	94	48	12	43	37	55	117	58
Roseville, CA	124,519	18	130	42	24	32	39	54	111	61.71
San Mateo, CA	99,670	19	117	50	28	80	115	28	22	62.86
West Jordan, UT	108,383	20	56	41	14	20	3	126	182	63.14
Fort Collins, CO	148,612	20	41	62	80	19	84	16	140	63.14
Orange, CA	139,419	22	141	11	37	86	54	58	61	64
Sioux Falls, SD	159,908	22	7	60	62	73	56	70	120	64
Sunnyvale, CA	146,197	24	112	7	16	76	141	11	88	64.43
Santa Clara, CA	119,311	25	115	18	22	98	152	18	34	65.29
Huntington Beach, CA	194,708	26	161	44	27	85	60	35	46	65.43
Midland, TX	119,385	27	4	64	83	39	40	120	111	65.86
Santa Clarita, CA	179,013	27	169	17	13	44	16	71	131	65.86
Cedar Rapids, IA	128,119	29	6	60	71	75	33	77	140	66
Carlsbad, CA	109,318	30	145	39	10	45	46	17	170	67.43
Frisco, TX	128,176	31	102	6	3	160	5	9	192	68.14
McAllen, TX	134,719	31	8	35	157	55	69	98	55	68.14
Fullerton, CA	138,574	33	159	47	55	24	102	44	48	68.43
Fargo, ND	109,779	34	5	86	89	26	161	38	78	69
Temecula, CA	105,208	35	173	4	17	30	29	77	165	70.71
Sterling Heights, MI	130,410	36	121	23	52	45	6	102	154	71.86
Coral Springs, FL	125,287	37	154	37	43	64	45	52	111	72.29
Eugene, OR	157,986	38	42	63	148	10	132	36	78	72.71
Peoria, AZ	159,789	39	90	38	39	34	23	105	182	73
Aurora, IL	199,932	40	101	100	49	60	27	75	101	73.29
Billings, MT	106,954	41	11	66	119	78	42	77	131	74.86
Alexandria, VA	146,294	42	128	30	18	165	175	8	1	75
Surprise, AZ	121,287	43	121	9	67	16	28	94	193	75.43
Daly City, CA	103,690	44	186	32	34	114	78	65	25	76.29
Rancho Cucamonga, CA	170,746	45	173	29	20	84	38	83	108	76.43
Murrieta, CA	106,810	46	183	5	33	23	22	93	177	76.57
Ann Arbor, MI	116,121	46	38	49	108	171	165	3	2	76.57
Clovis, CA	98,632	48	107	45	63	71	51	85	120	77.43
Elgin, IL	109,927	48	111	54	45	77	26	128	101	77.43
Pembroke Pines, FL	160,306	50	150	40	60	56	11	67	159	77.57