

# McKinney Economic Development Corporation

## April 2020 Organizational Report

Peter Tokar

MEDC President

### Organizational Report:

Board,

In light of the COVID-19 situation, we are all having to pivot from our normal day-to-day operation to maintain a healthy and safe work environment. All MEDC employees are working remotely with a rotating one-day in the office per week. We are still maintaining the same level of service on all platforms. The priority of the MEDC is in concert with the City of McKinney in putting citizens and employees first during this pandemic and maintaining city services while protecting the health and well-being of employees. We look forward to the resolve of this virus and the return to a healthy and safe environment for all. We encourage everyone to be safe, take precaution and keep informed.

#### A. Organizational Updates

- **STAFFING:** Director of Business Intelligence position: We are excited to welcome Holly Immler to the MEDC Team. Holly starts on April 15<sup>th</sup>.
- **Salesforce Software:** We have implemented our new project management software through the Salesforce platform. This is a huge step forward for our organizational management. We have been working towards an online tracking platform for our project pipeline to better manage the deal flow through the organization. We are still fine tuning the platform, but we now have an online platform for tracking and reporting our projects. This will also help generate better and more responsive reporting on projects and project tracking.
- **MEDC Strategic Priorities and Goal setting Session:** We are still delaying our facilitator coming down until the all-clear from this COVID-19 situation.
- **AEDO Certification:** AEDO stands for “Accredited Economic Development Organization.” We are starting the accreditation process to get our AEDO designation. The process is quite extensive but will help validate the MEDC as a top tier economic development organization. I anticipate the process will take 18-24 months for completion.

#### B. Annual Budget Planning: FY 2020/2021

- We are about half way through our budget prep for the FY21 operation year. Due to the COVID-19 impact on local business, we are projecting a decrease in the projected sales tax revenue collections. This is due to the unknown effect this situation will have on retail operations in the City. Sadly, we do expect some businesses will not survive this pandemic, primarily within the small business community.
- Initial budget shortfall projections show a \$2.2M decrease in the MEDC budget. We will be presenting a balanced budget to the board that reflects reductions to meet this new forecast.

### C. Organizational Activity Report (March 2020)

- RFPs received: 3
- RFPs responded to: 3
- Total Pipeline Projects: 24
- New Pipeline Projects: 4
- Project Visits: 0

### D. Marketing / Communications (March 2020)

- **Marketing Update:**
  - Marketing Trips: 0
  - Marketing Events: 0
- **Newsletters:** Our Q2 newsletters will launch late April, early May. We anticipate an open rate of over 50%. We are also diversifying our newsletter to some special audiences, monthly industry based, to gain even more market penetration.
- **Marketing Campaign:** We are launching our first targeted marketing campaign focused on healthcare. With 30-40 PE/VC firms, site selectors, and consultants that specialize in healthcare/healthtech.
- **Social Media Campaigns:** See attached report

### E. Technology & Infrastructure Update

- No updates currently.

### F. Business Retention & Expansion (March 2020)

BRE visits are currently being conducted virtually. In times of crisis like this, 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: 2
- Annual BRE Total: 9
- Businesses Assisted: 4
- BRE Partner Events: 0
- Virtual BRE Calls: 28

### G. MEDC Committee Updates

- **Real Estate Committee:** Update will be given at April Board Meeting.
- **Marketing Committee:** Update will be given at April Board Meeting.
- **Finance Committee:** Update will be given at April Board Meeting.

### H. Upcoming Events

- Due to the COVID-19 outbreak, events have been cancelled or postponed.

## Social Media/Website Report

March 1-31

### Social Media:

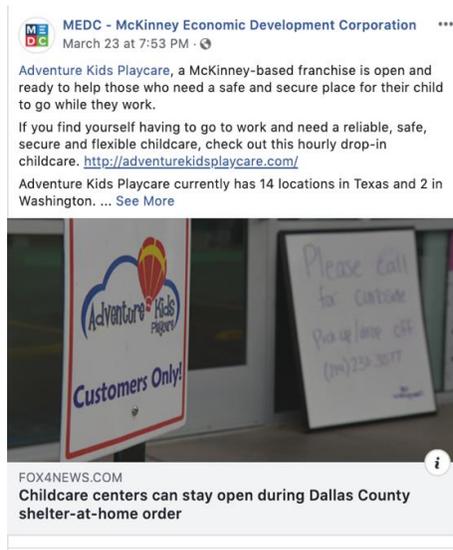
Overall each social platform is increasing in both fans/followers and in engagement! March was a strange month for reporting purposes and cannot be used to make concrete conclusions as the “norm” was disrupted due to COVID-19. In March, MEDC took the position to provide credible information to their audience by generating original content to educate, share information from credible sources including local, state, and national organization, and to highlight what local businesses are doing during this unprecedented time.



### The two posts with the most engagement can be found below from Facebook:



**Reach: 355**  
**Reactions: 21**  
**Clicks: 34**



**Reach: 650**  
**Reactions: 10**  
**Clicks: 30**

**Website:**

March visitor traffic was down a bit from the prior month; however, this is not overly shocking as the attention and focus of our audience was altered due to the COVID-19 situation. We were also sending many visitors from our channels to other sources such as SBA, CDC, and City communications. We are building a resource page on the website specific to COVID-19 that has a one-stop shop for information for businesses.

<b>1,189</b> Total Visitors	<b>1,242</b> Total Visits	<b>2,270</b> Total Page Impressions	<b>1.8</b> Avg Page Views	<b>7.0</b> Avg Minutes On Site	<b>FEB</b>
<b>1,025</b> Total Visitors	<b>1,067</b> Total Visits	<b>1,688</b> Total Page Impressions	<b>1.6</b> Avg Page Views	<b>3.3</b> Avg Minutes On Site	<b>MAR</b>

**Referral Traffic:** In March, we saw an increase in referral traffic from the sources listed below:

- LinkedIn
- Facebook
- City of McKinney website
- Facebook
- Community Impact
- Dallas Innovates
- Matterport (which is where the virtual tours are hosted on the “Cool” tab on [uniquemckinney.com](http://uniquemckinney.com))

**Top Pages Visited in March:**

- Homepage
- Blog “McKinney EDC Announces Winners of Annual Business Awards”
- Subscribe
- Innovation Page
- Leadership Page