

# McKinney Economic Development Corporation

## August 2019 Organizational Report

Peter Tokar  
MEDC President

MEDC Board of Directors,

The “What is Happening on 121” BISNOW event held at the Delta Hotel and Convention center in Allen was a great event. We showcased our new MEDC trade show booth which was a big hit at the event. Our new logo and image was well received as well. Our efforts with rebranding is starting to be noticed out in the market, which is exactly the result we are looking for. As we continue to improve organization wide, we will continue to see an increased impact McKinney will have in the region and nationwide.

-Peter

### President’s Report:

#### A. Organizational Updates

- **Technology Infrastructure Update:** Michael DePaola will be presenting his strategic plan of action at the August meeting. Please reference his presentation in the backup information. In addition, Mike is working in conjunction with the City of McKinney 5G committee to review the submissions for a City 5G consultant.
- **High Performance Organization Training:** I am attending the LEAD program at the University of Virginia as part of our city wide High Performance Organization initiative at the end of the month. All city executive leadership is completing this course as part of the HPO initiative set in place by City Manager Paul Grimes.
- **Taiwan Trade Mission:** Staff attended Taiwan Business Mission on July 23-25. MEDC has worked with US Commercial Services staff at America Institute in Taiwan (the official US State/Commerce Department agency in Taiwan) to structure the new business attraction prospects in this mission.
- **Marketing Automation Training:** The entire staff completed training on our new marketing automation platform with Centipede Digital. The new platform will host all of our outbound marketing campaigns, email campaigns and lead tracking for the organization.

#### B. Organizational Activity Report

- RFPs received: 8
- RFPs responded to: 5
- New Pipeline Projects: 2

- New Project Leads: 6
- Planed Site Visits: 2

### C. Marketing / Communications

- **Marketing Update:**
  - Marketing Events: 2
- **Industry Specific Social Media Campaigns:** We have developed our targeted social media campaigns. I will be holding a marketing committee meeting to go over the Social Media strategic plan in the first part of September.

### D. Business Retention & Expansion

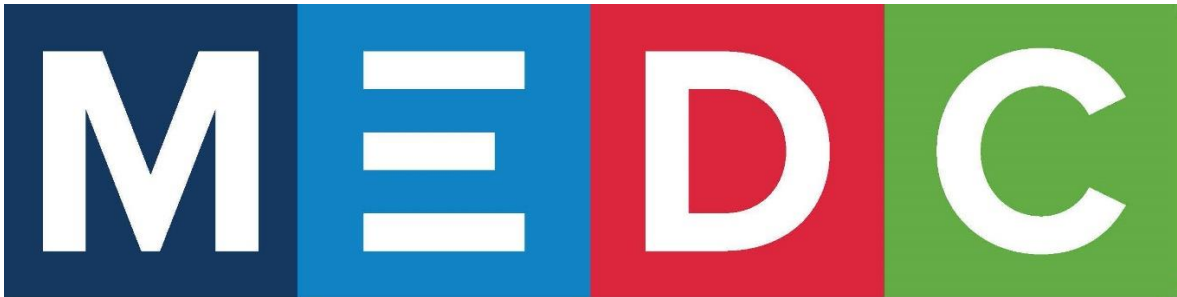
- BRE Visits: 22
- Annual BRE Total: 73
- Businesses Assisted: 17
- **New BRE Program Presentation:** The new BRE program was presented at the July meeting and is currently in implementation.
- **BRE Roundtable:** Hub 121 Development Update – Scheduled for September 5, 2019 at 7:30am at TPC Craig Ranch
- **Taiwan Trade Mission:** While in Taiwan, we visited to existing McKinney corporations, Wistron Global Headquarters and Tong Yang Group Headquarters.
- **Community Partnership:** Our first event was held July 22<sup>nd</sup>. The Manufacturers/Industrial Roundtable hosted by Emerson was well attended and received great feedback for future events. Next event date to be set in September.

### E. MEDC Committee Updates

- **Real Estate Committee:** Next meeting planned for September.
- **Marketing Committee:** Next meeting planned for September.
- **Finance Committee:** Currently, no scheduled meeting.
- **SouthGate Developer Meeting:** Staff met with KDC on the current progress of the SouthGate development on July 18, 2019.

### F. Upcoming Events

- **HUB 121 Development Update:** September 5, 2019 at 7:30am at TPC Craig Ranch
- **2019 Legislative Update:** Tuesday, August 27<sup>th</sup> at Eldorado Country Club 7:30 am – 9:00 am
- **NTCAR Commercial Real Estate Expo (Dallas):** Thursday, September 5<sup>th</sup> at Gilley's 3:00 pm – 7:00 pm. MEDC is a Platinum Sponsor and will have our booth displayed at the event.
  - **"NTCAR"** North Texas Commercial Association of Realtors



McKinney Economic Development Corporation

## Social Media Report

July 1, 2019 – July 31, 2019

**Overview:**

We have launched our campaign which we are very excited about. It went into effect July 12, 2019.

Make sure to look for an email from us soon. We would love to have you join us with our new campaign.

The Board Members have been completed on the website.

We attended the July Chamber Luncheon where we displayed our new booth for events and showed our new branding and logo to the community. We received a lot of wonderful comments.

Our Social Platforms love seeing the updates on HUB121.

**Past Event:**

Bisnow in Allen on August 8, 2019.



























































































**Upcoming Events:**

NTCAR in Dallas on September 5, 2019. We are looking forward to this event.

## Facebook

### Total Number of Likes – 366

Our top post for the month of July was solve the puzzle video. This was a video revealing our new logo. The MEDC team put together the mystery puzzle I created.

07/30/2019 4:36 PM		Fastest Growing Mid-Sized Metros. #6 for McKinney.			134		4 14		<a href="#">Boost Post</a>
07/29/2019 11:53 AM		The work at HUB 121 keeps moving forward. HUB 121 will be a			180		35 21		<a href="#">Boost Post</a>
07/26/2019 3:54 PM		Japan-owned developer plans McKinney Industrial Park.			153		27 25		<a href="#">Boost Post</a>
07/25/2019 11:48 AM		McKinney is #6 Fastest Growing Mid-Sized Metros. #GoTexas			124		8 13		<a href="#">Boost Post</a>
07/19/2019 4:47 PM		Teamwork Makes the Dream Work! #UniqueMEDC #Unlimited			134		18 20		<a href="#">Boost Post</a>
07/18/2019 11:15 AM		Let us know if Walkability is important to you? #McKinney			88		12 7		<a href="#">Boost Post</a>
07/16/2019 10:26 AM		Did you get to try the cookies with our new brand look?			103		5 5		<a href="#">Boost Post</a>
07/15/2019 2:06 PM		Behind the scenes look! Last week we spent some time doing video			89		5 2		<a href="#">Boost Post</a>
07/15/2019 11:07 AM		I spy 3 McKinney Companies! - Independent Financial -Legacy			127		6 6		<a href="#">Boost Post</a>
07/12/2019 8:56 AM		Do you like puzzles? We asked some brave participants to solve			316		12 11		<a href="#">Boost Post</a>
07/11/2019 7:30 AM		Best Large Cities to Start a Business according to a recent			93		6 6		<a href="#">Boost Post</a>
07/10/2019 11:14 AM		McKinney is in action. #GetStarted #EconDev #Innovation			78		2 6		<a href="#">Boost Post</a>
07/09/2019 4:10 PM		Have you seen the latest July edition of Community Impact? Our			145		25 14		<a href="#">Boost Post</a>
07/09/2019 11:00 AM		Together we are UNSTOPPABLE. Stay tuned for more details...			85		9 6		<a href="#">Boost Post</a>
07/07/2019 12:30 PM		The largest employer in McKinney, Texas. jobs.raytheon.com #Career			301		29 11		<a href="#">Boost Post</a>
07/04/2019 6:15 AM		Independence Day! The Declaration of Independence of the			96		1 4		<a href="#">Boost Post</a>
07/03/2019 4:15 PM		Ground work is happening at HUB 121. #LiveWorkPlay #UniqueMEDC			281		17 25		<a href="#">Boost Post</a>
07/01/2019 2:50 PM		Something exciting is coming! #Somethingiscoming			117		27 20		<a href="#">Boost Post</a>

## Twitter

Total number of Followers: 272

Our top Tweet, Follower, Mention are below.

### Top Follower followed by 116K people



#### Daniel Peter

@danieljpeter FOLLOWS YOU

Salesforce Practice Lead, @robotsNpencils | @salesforce MVP | Bay Area #Salesforce Developer Group Leader | @Dreamforce | TrailheaDX | #DF19 | He/His/Him

[View profile](#)

[View followers dashboard](#)

### Top media Tweet earned 1,491 impressions

Welcome Michael DePaola to the team at McKinney Economic Development Corporation. Michael is MEDC 5G Technology Specialist.

#UniqueMEDC #Welcome #NewTeamMember #Unstoppable #EconDev #5G #Tech #Technology  
[pic.twitter.com/IDfDG9OHur](http://pic.twitter.com/IDfDG9OHur)



🔄 1 ❤️ 5

[View Tweet activity](#)

[View all Tweet activity](#)

### TWEET HIGHLIGHTS

#### Top Tweet earned 1,815 impressions

Ground work happening at HUB 121.

#UniqueMEDC #Unique\_McKinney #McKinneyTX #Relocation #HUB121 #EconomicDevelopment #EconDev #Development #Investment #Broker #RealEstate #mixedusedevelopment  
[pic.twitter.com/RMuTLi60ZB](http://pic.twitter.com/RMuTLi60ZB)



🔄 2 ❤️ 6

[View Tweet activity](#)

[View all Tweet activity](#)

#### Top mention earned 47 engagements



#### Danny Chavez

@DannyChavezTX · Jul 31

Ready for all these new challenges and opportunities. @McKinneyTxEDC

#executive #dallas #mckinney #suits #dapperfam #dapper #professionalism #headshots #texas #ready #lets go #challenges  
[pic.twitter.com/athiLakSIu](http://pic.twitter.com/athiLakSIu)



🔄 1 ❤️ 3

[View Tweet](#)

### JUL 2019 SUMMARY

Tweets

22

Tweet impressions

15.4K

Profile visits

155

Mentions

11

New followers

10

## Instagram

Total Number of Followers: 216

Top post on Instagram was welcome Michael to the MEDC team.

 **unique\_mckinney**  
McKinney, Texas

...



[View Insights](#) [Promote](#)

♡ 💬 📌 🏷

Liked by  **kathy\_blank** and 21 others

**unique\_mckinney** Everyone please welcome Michael DePaola to the team at McKinney Economic Development Corporation... [more](#)

[View all 4 comments](#)

**kathy\_blank** Looking forward to meeting Mike! ❤

| **unique\_mckinney** @kathy\_blank 😊 🏷

July 18

## LinkedIn

Total number of LinkedIn Followers: 53



McKinney Economic Development Corporation

57 followers  
3w



McKinney's Independent Financial Headquarters. @dallasnews

<https://lnkd.in/eeZsVMY>

#McKinney #DFW #IndependentFinancial  
#Headquarters #Texas #EconDev #Growth



McKinney's Independent Bank opens new Craig Ranch headquarters

dallasnews.com

