

McKinney Economic Development Corporation

August 2020 Organizational Report

Peter Tokar
MEDC President

Organizational Report:

MEDC Board,

We continue to have a remarkable year at the MEDC. With sales tax continuing to see positive double digit increases month over month, McKinney is consistently out performing the norm during this pandemic. I personally see this as a badge of strength and opportunity that McKinney has to offer in spite of challenging times. Our project pipeline remains full and our staff has rapidly adapted to the new challenges we face by continuing to generate activity and project wins. This month we announced two new innovation fund projects and we continue to see increasingly more applications from innovative companies that now have McKinney on their radar. 2020 may be the year that flipped us all upside down, but it will also serve as the year the MEDC made the sweetest lemonade out of lemons.

Organizational Updates

- **CARES Act Tri-City Small Business Grant update:** The first round of funds has been approved for payment to those businesses that qualified for the federal grant funds. In total we had more than 250 applicants that applied for the grant and with the addition by the McKinney City Council of an additional \$600K in funding, it looks like we will be able to fund 100% of applicants that met the grant program criteria. The grant is capped at \$25,000 per business.
- **Strategic Planning Session:** The 2021 KPI strategic session is set to be held on August 7. We will provide a full report on the outcomes in the next board report.
- **MEDC Office Limited Availability:** In supporting the efforts to stop the spread of COVID-19, MEDC staff continues to work remotely with a rotation of no more than 2 staff members in the office per day. Masks are mandatory and are to be worn for any person to person interaction in and out of office.

A. Organizational Activity Report (July 2020)

- RFPs received: 9
- RFPs responded to: 3
- Total Pipeline Projects: 29
- New Pipeline Projects: 2

B. Marketing / Communications (July 2020)

- **Marketing Update:**
 - Marketing Trips: 0
 - Marketing Events: 0

- **Newsletters:** The quarterly Brokers and Community newsletters are set to go out in mid-August. We are currently in the development for content and addition of new targets to add to the distribution list.
- **Social Media Campaigns:** See attached report

C. Technology & Infrastructure Update

- The small cell wireless design manual and Right of Way management ordinance were approved by City Council.
- City Council provided direction to staff to explore what a technology deployment would look like.
- The complete 5G health report was completed by the city consultants and distributed to both City Council and the MEDC Board of Directors. The report is available on the City website.

D. Business Intelligence Update

- **2020 KPIs:** With the adoption of our 2020 KPIs, we are in the process of strategic planning with the goal of defining the most meaningful metrics for McKinney and maximize the efforts of our Marketing and Projects Team.
- **McKinney “One Data”:** The McKinney “One Data” committee is a collaborative effort with the City of McKinney, MEDC and MCDC to unify the data sets and reporting of data across all city platforms. We have successfully created a catalog of datasets, to support knowledge sharing and transparency.
- **MEDC Reporting:** We are continuing to focus on internal reporting. We are continuing conversations about the best path forward for collecting and presenting comprehensive metrics from social media, website, projects, and corporate real estate.

E. Business Retention & Expansion (July 2020)

BRE visits are currently being conducted virtually. 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: 0
- Annual BRE Total: 41
- BRE Partner Events: 0
- Virtual BRE Calls: 1

F. Important Deadlines / Due Dates

- Board Member Terms Expiring
 - August 25, 2020 City Council appoints members
 - Board applicant interviews are scheduled for August 6 and 13th.

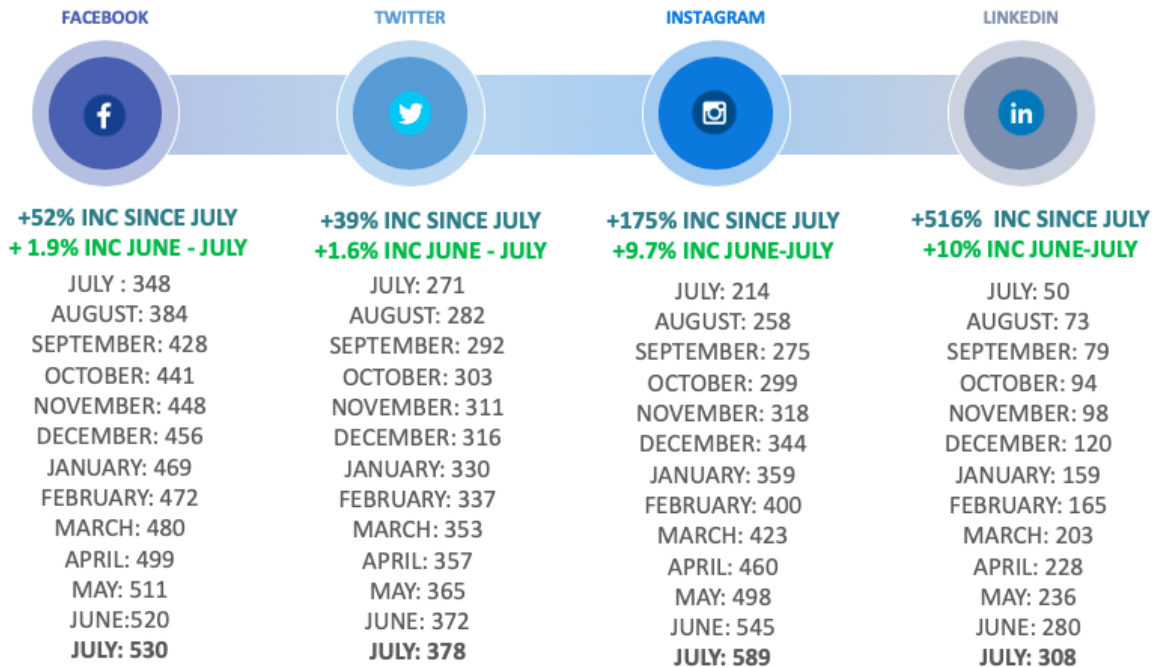
G. Upcoming Events

- August 31st, Chamber Golf Classic, 8 am / 1:30 pm, Stonebridge Ranch Country Club
- September 14th, CoreNet North Texas Golf Experience, 8 am, TPC Craig Ranch

Social Media & Website Report

July 1 -31, 2020

In July, we saw an increase in all our social media channels; Instagram still being the fastest-growing media to date, followed by Facebook. We have a 5% increase in new sessions, a 9.4% increase in organic searches due to optimized web SEO (search engine optimization), and a 66% increase in referrals from press sources thank you to our Public Relations efforts.



Facebook:

Our Content Strategy provoked an increase in source traffic to our website from Facebook, Instagram, and LinkedIn.

We have concluded that fewer relevant news has higher engagement levels in our more formal business channels such as LinkedIn and Facebook. In contrast, Instagram has a better reaction to lifestyle and imagery; we will continue this approach in the following months.

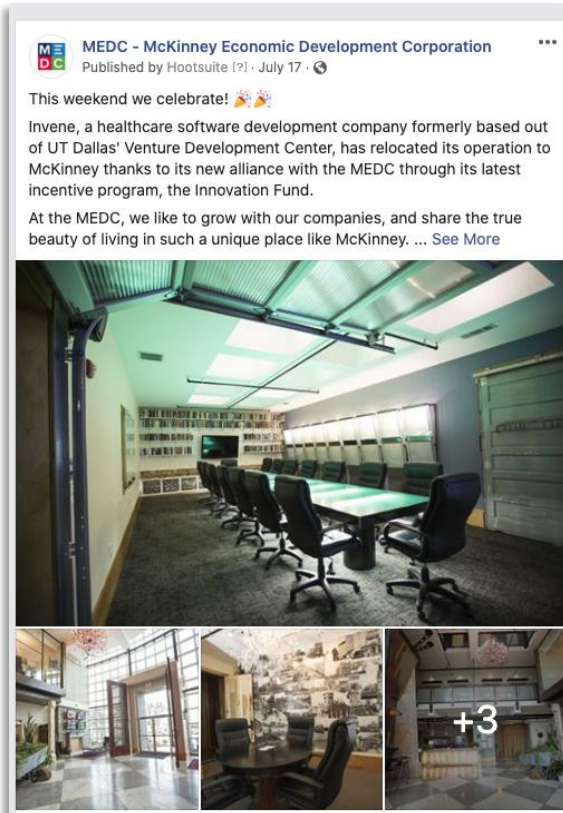
The two posts with the most engagement can be found below from Facebook:

Invene Receives Grant from the Innovation Fund

- **Reach: 322**
- **Clicks: 65**
- **Shares: 2**

EnginSoft opens US HQ in McKinney

- **Reach: 295**
- **Clicks: 43**
- **Shares: 2**



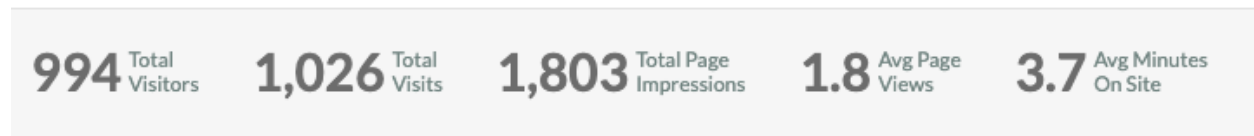
Website:

In July, we experienced a 19.6% traffic increase from the 8% growth of the prior month. With the Innovation Fund as the main product for Public Relations and Social Media Content, we achieved an 18% increase in website visits and a 14% growth on impressions, a significant increase from June. Despite being still above the average rate, the time users spent on our website saw a decrease; this could be due to the simplified navigation style of the Innovation Fund page.

JUNE



JULY



Referrals and Top Pages:

Economic incentives, site selection tools, quality of life, and demographics pages are also ranking high, aside from the Innovation Fund. That is a clear indicator that interested potential leads are researching about McKinney.

Referral Traffic:

- Google
- Facebook
- Instagram
- Dallas Innovates
- Americano
- Collin County.gov
- McKinneytexas.org
- LinkedIn

Top Pages Visited in July:

- Homepage
- Innovation Fund
- Economic Incentives
- Interactive Development Portal
- Subscribe
- Quality of Life
- Demographics
- Financials