

# ORGANIZATIONAL REPORT

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2021 - MARCH



McKinney Economic Development Corporation



MEDC Board,

I would like to recognize Dr. Gere' Feltus for her outstanding service to the MEDC Board. Dr. Feltus will be missed. At the same time, I will welcome Thad Helsey to the MEDC board to fill our vacant seat. I look forward to working with Mr. Helsey and appreciate his service to the City of McKinney as a MEDC Board member and his years of service as a member of City Council.

Well, 2021 is proving to throw just as many curve balls as 2020. But despite whatever is happening in the world, one thing has remained constant. The MEDC is busier than ever. The projects we are working in this first quarter alone are exciting. The AT&T Byron Nelson is quickly approaching, and things are getting exciting. I hope Q2 brings some major announcements!

### **Organizational Updates**

- Welcome new Board member Thad Helsey. Thad will be completing the term of Dr. Gere' Feltus while she pursues a seat on City Council.
- Abby Liu has been invited to be a member of the International Advisory Committee at International Economic Development Council (IECDC).
- Staff continues to work on the requirements of the MEDC application to be an Accredited Economic Development Organization (AEDO) via International Economic Development Council (IEDC). The Application is targeted to be completed and submitted in March.
- Staff continues event planning for the AT&T Byron Nelson and is collaborating with the City, MCDC, Chamber and Airport. A formal AT&T Byron Nelson invitation from Mayor/Chairman to Governor Abbott and President Robert Allen is scheduled to go out in March.
- Posting of the additional Project Manager position is with HR and should be posted by the end of the month.

### **Organizational Activity Report (February / 2021)**

- \*Total Leads: 16
- Qualified Leads: 10
- RFPs received: 9
- RFPs responded to: 3
- Total Pipeline Projects: 29
- New Pipeline Projects: 2

\*Leads include RFPs, RFIs, and direct inquiries from site selectors, brokers, company representatives, etc.

### **Technology & Infrastructure Update**

No updates at this time

### **Business Retention & Expansion (February / 2021)**

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. 2020

- BRE Visits: 0
- Annual BRE Total: 0
- BRE Partner Events: 0
- Virtual BRE Calls: 0

### **Marketing / Communications (February / 2021)**

- Marketing Trips: 0
- Marketing Events: 0
- Ads & Articles: 1
  - Front cover of Dallas Regional Economic Development Guide
- Ongoing Projects:
  - New Website: Programming of the new website has started and will go live before the promotional efforts of the AT&T Byron Nelson begin.
  - Innovation Fund: Continue to work on landing page and updated material will be transferred to Centipede in April.
- Publish dates for newsletters:
  - 3/31/2021 Community Development
  - 3/31/2021 Technology
  - 4/30/2021 Economic Development Overview
- Social Media & Website Report: See attached

### **Upcoming Trade Shows and Missions**

- IEDC: 2021 Virtual Leadership Summit, March 15-16, Danny Chavez to speak
- Consultant Connect: Phoenix Summit, April 8-9, Danny Chavez to attend
- Bisnow: Transformative Developments Along 121 Corridor, April 21<sup>st</sup>, Mike DePaola to attend
- E-Merge Conference, April 26-27, Danny Chavez to attend
- TxEDC: Site Selectors Guild Sponsorship, June 10-12, Peter Tokar & Danny Chavez to attend

### **Upcoming Events**

- Collin County Days Virtual Event, March 24<sup>th</sup>, 3:00 p.m. – 5:00 p.m.
- Chamber Spring Quarterly Luncheon, March 30<sup>th</sup>, 11:30 am – 12:30 pm
- Chamber Awards Watch Party, April 22<sup>nd</sup>, 4:00 p.m.-6:00 p.m.
- CCIM Golf Tournament, May 3<sup>rd</sup>, 11:00 a.m. – 6:00 p.m.
- AT&T Byron Nelson, May 13<sup>th</sup>, May 16<sup>th</sup>
- 24<sup>th</sup> Annual Chamber Golf Classic, May 17<sup>th</sup>

### **Committee Meetings**

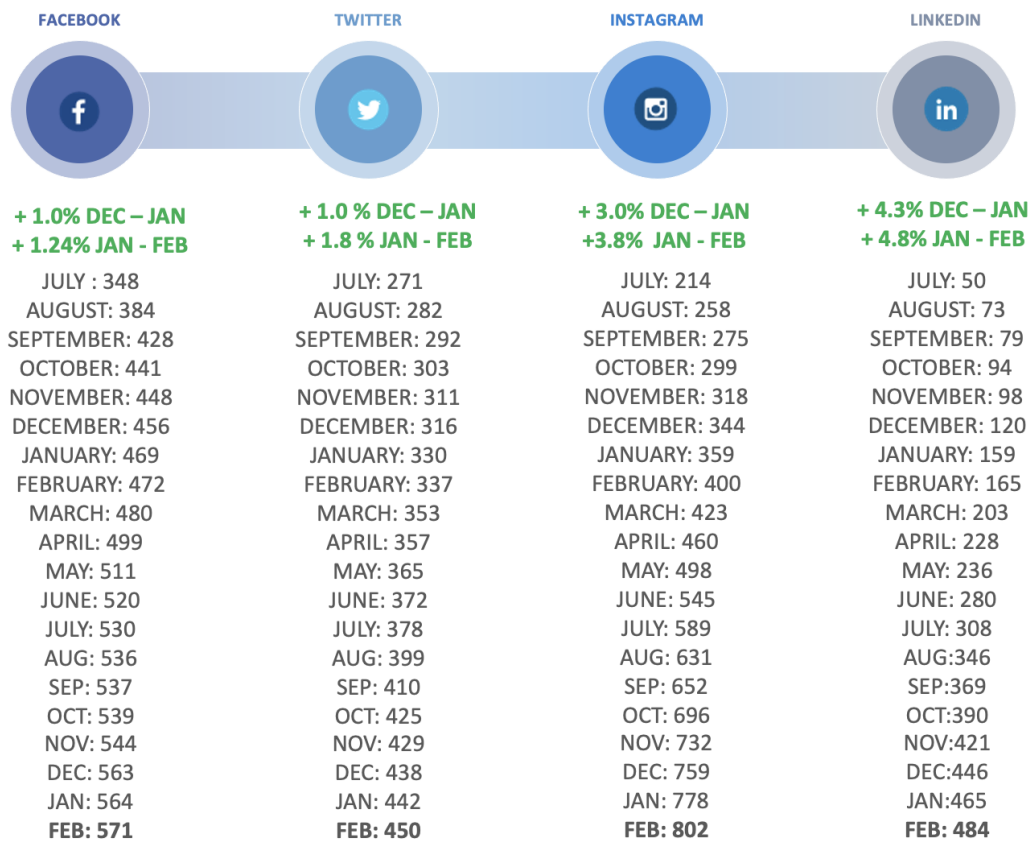
Real Estate Committee met on February 10, 2021

- Cotton Mill Update
- MEDC 58 Acre Parcel
- Project Updates

## Social Media & Website Report February 2021

### Social Media

February was certainly a challenging month for all residents. As a result, we experienced dramatic changes across all digital outlets. However, our social media channels continue to have healthy and steady organic growth.



### Social Media Highlights

The month's specific conditions caused our Instagram channel to reach the highest amount of likes and comments in our social media history.

#### Mayor Fuller help post

Impressions: 400

Likes: 65



#### Population growth post

Impressions: 136

Likes: 7



## Website

The snowstorm and its dramatic effect on utilities and the user's psyche also directly impacted our website's traffic. As a result, we can see a decrease of 8.8% in total visits than the month prior.

1. Programming and redesign of our website are currently in the works with the collaboration of Centipede Digital. The marketing department and ad agency are prioritizing this project and will be active before our promotional efforts for the AT&T Byron Nelson begin.
2. We have also created a private section RSVP landing page for our VIP Community Tour guestlist. Once it receives the MEDC and Byron Nelson marketing staff's approval, the marketing committee will provide the final approval.

### JANUARY

**778** Total Visitors    **810** Total Visits    **1,632** Total Page Impressions    **2.0** Avg Page Views    **6.5** Avg Minutes On Site

### FEBRUARY

**747** Total Visitors    **770** Total Visits    **1,454** Total Page Impressions    **1.9** Avg Page Views    **3.2** Avg Minutes On Site

## Referrals and Top Pages

In February, referral traffic and most visited pages experienced an exciting change of direction. Site selectors are now placing direct links to our site, benefiting our SEO and proving that we've enhanced our organization's credibility.

### Referral Traffic:

- Google
- Baidu (Asian equivalent of Google)
- McKinney Texas.org
- Collin County Texas.org
- Dill Investments
- LinkedIn
- Team Texas
- Dallas Business Journal

### Top Pages Visited:

- Homepage
- Innovation Fund
- History of McKinney
- Leadership
- Demographics
- Quality of Life
- McKinney National Airport