



McKinney Economic Development Corporation

Marketing and Research Activity

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July 2018

Highlights:

MEDC marketing and research projects in June 2018:

- MEDC staff and city marketing staff continue to update collateral marketing materials, promotional items and RFP templates.
- MEDC staff along with city marketing staff have been working on upcoming events including BizNow, NTCAR and CoreNet Golf Tournament.
- MEDC staff participated in the McKinney Chamber Golf Classic on June 4 and made connections and continued outreach with local employers.
- MEDC staff and city marketing staff continue to evaluate print and digital advertising opportunities.
- Staff created an overview of MEDC incentives awarded from 2011 to 2017 to be used as reference in response to RFIs seeking information on incentives available. Staff worked with legal counsel to create the document in a way which does not disclose company names, yet shows business type, capital investment, maximum eligible amount of the MEDC incentive, employee count, and square feet added or consumed.

Upcoming Events:

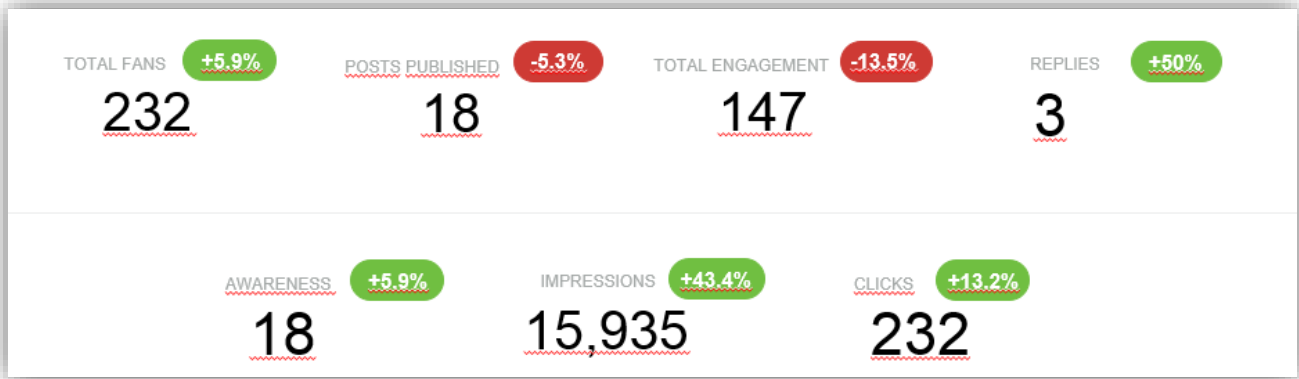
- Bisnow 121 Corridor Event: MEDC is the “Raw Space Sponsor” and the event will be held at the Sheraton McKinney Hotel on August 23, 2018 at 7:30 AM.
- NTCAR Commercial Real Estate Expo: MEDC is a “Platinum Booth Sponsor” and the event will be on August 29, 2018 at the Sheraton Dallas Hotel at 3:00 PM.
- Corenet Golf Tournament: MEDC will be a hole sponsor and have a foursome spot at the tournament on October 29, 2018.

Facebook Insights:

Facebook and Twitter screenname: McKinneyTxEDC.

Reporting Period: June 1, 2018- June 30, 2018

The dashboard below represents key metrics month-over-month.



Top Facebook post by reach and engagement:

Get More Likes, Comments and Shares
Boost this post for \$5 to reach up to 3,300 people.

2,538 people reached Boost Post

Ron Galvan, Melissa Dixon and Kris Martin Wells 1 Comment 4 Shares

Performance for Your Post

2,538 People Reached

24 Reactions, Comments & Shares

11 Like	3 On Post	8 On Shares
1 Wow	0 On Post	1 On Shares
8 Comments	1 On Post	7 On Shares
4 Shares	4 On Post	0 On Shares

391 Post Clicks

16 Photo Views	0 Link Clicks	375 Other Clicks
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NEGATIVE FEEDBACK

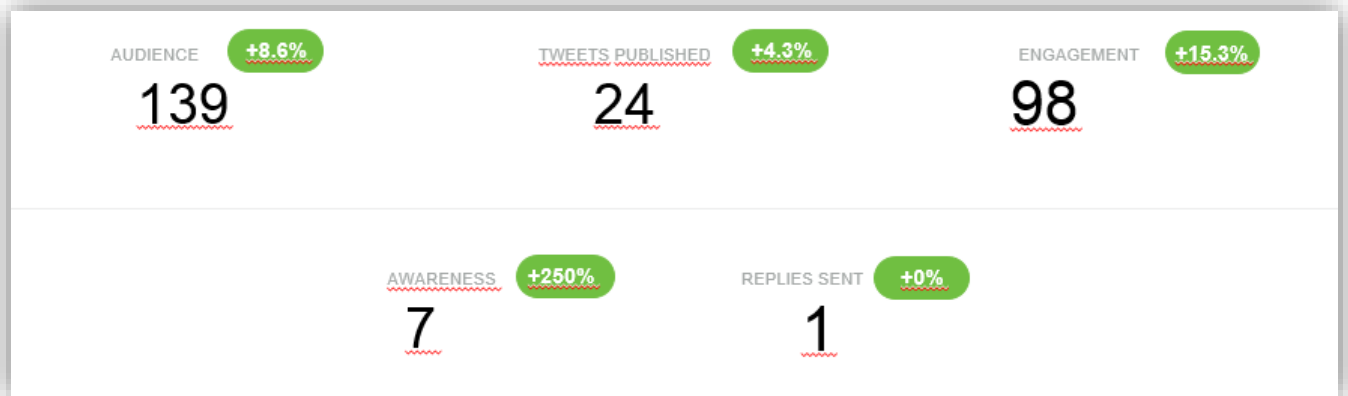
0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



Twitter:

The dashboard below represents key metrics month-over-month.



Top Tweet earned 1,755 impressions

Check out [#DowntownMcKinney](#) from the 3rd floor in the new [@PlayfulLucky](#) building! [#McKinneyTX](#)
pic.twitter.com/7NJ9MSXf4




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Top media Tweet earned 1,717 impressions

[#Youth](#) are the [#future](#). That is why [@CityOfMcKinney](#) & [@mckinneyisd](#) are working with [@Toyota](#) & [@GiveWisely](#) at events such as the 2018 Cause-Minded Conversation: Putting Stem to Work to introduce programs like our "STEM is for Girls" program.

Read more: mckinneyisd.net/news-events/ar... pic.twitter.com/ilnyymCKpi



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