

# McKinney Economic Development Corporation

## February 2020 Organizational Report

Peter Tokar

MEDC President

### President's Report:

Board,

We have had lots of activity in January that has set us up for a busy first quarter. We are really focusing on development activity to bring new product to the McKinney market. Our project activity is still strong, but without places to put these companies interested in the city, we will continue to struggle with large scale recruitment. Thankfully, we have a lot of activity on the development front proposed that we will continue to work to see buildings come out of the ground.

Peter

#### A. Organizational Updates

- Director of Business Intelligence position: We've narrowed the pool of candidates down to 8 people and interviews are scheduled to begin the week of February 10<sup>th</sup>.
- Gazelle AI software: Training is complete and we are utilizing this software for a host of new initiatives. If any board members would like to come to the office to see a demo of the software, please let us know and we will be happy to show you how it works.
- MEDC Strategic Priorities and Goal setting Session is set for March 27<sup>th</sup>, 2020. Thomas Cole with Devcore Strategic Advisors will be facilitating the session and we will be diving into what we want to see out of 2020.
- L.E.A.D Course at University of Virginia. Our EVP, Abby Liu completed her week-long training course on our city wide High Performance Organization initiative. Her completion of the course represents all of our executive staff having gone through this program. We are committed to the HPO philosophy and are already seeing the benefits of the philosophy on our organization.

#### B. Organizational Activity Report (January 2020)

- RFPs received: 4
- RFPs responded to: 3
- Total Pipeline Projects: 17
- New Pipeline Projects: 2
- Project Visits: 1

#### C. Marketing / Communications (January 2020)

- **Marketing Update:**
  - Marketing Trips: 0
  - Marketing Events: 0
- **Marketing Automation:** Our Q1 Site Selectors and Brokers newsletter as well as our community newsletter have been launched. We are happy to report we have a 30% open

rate for the broker's letter and over 41% open rate for our community letter. This is a vast improvement over our Q4 initial launch. We hope to keep this trend going.

- **Community Forums:** In Partnership with the City of McKinney Neighborhood Services Department, we are scheduled to present at their Annual Neighborhood Summit. We are looking forward to sharing what the MEDC does with the community and appreciate the inclusion of the MEDC in this event.
- **Social Media Campaigns:** See attached Report

#### **D. Technology & Infrastructure Update**

- A Wireless Technology Infrastructure Community Forum will be held on February 12<sup>th</sup> from 6:00 pm - 7:00 pm at the Senior Recreation Center.

#### **E. Business Retention & Expansion (January 2020)**

- BRE Visits: 4
- Annual BRE Total: 4
- Businesses Assisted: 8
- BRE Partner Events: 0

#### **F. MEDC Committee Updates**

- **Real Estate Committee:** Meets the second Thursday of the month at the MEDC offices.
- **Marketing Committee:** Meets as needed.
- **Finance Committee:** There is a meeting scheduled for February 17<sup>th</sup> at 3:30 pm.

#### **G. Upcoming Events**

##### ***February***

- Government and Legislative Issues Committee Meeting: February 7<sup>th</sup>, 8:15 am – 9:30 am at the Chamber Offices
- Wireless Technology Infrastructure Community Forum: February 12<sup>th</sup>, 6:00 – 7:00 pm at the Senior Recreation Center
- CoreNet New Member Breakfast: February 12<sup>th</sup>, 7:00 am-9:00 am in Dallas
- McKinney Pacesetters: February 13<sup>th</sup>, 9:00 am – 10:00 am at Stonebridge Country Club
- North Texas Innovation Alliance: February 17<sup>th</sup>, 11:30 am- 1:00 pm in Addison
- ESports: Studios to Stadiums: February 18<sup>th</sup>, 6:00 pm – 8:00 pm in Dallas
- Dallas Regional Chamber: Critical Community Conversations: February 19<sup>th</sup>, 5:30 pm- 7:30 pm in Dallas
- BISNOW: The future of Downtown Dallas: February 20<sup>th</sup>, 8:00 am – 11:30 am in Dallas
- Certified Commercial Investment Member's Luncheon: February 20<sup>th</sup>, 11:30 am – 1:00 pm in Dallas
- 2020 McKinney Community Awards Celebration: February 21<sup>st</sup>, 6:00 pm – 9:00 pm at the Sheraton McKinney
- The Real Estate Council Speaker Series: 380 Corridor: February 26<sup>th</sup>, 11:30 am – 1:00 pm
- Collin College Stetson & Stiletto Scholarship Fundraiser: February 29<sup>th</sup>, 6:00 pm – 9:00 pm Frisco Campus

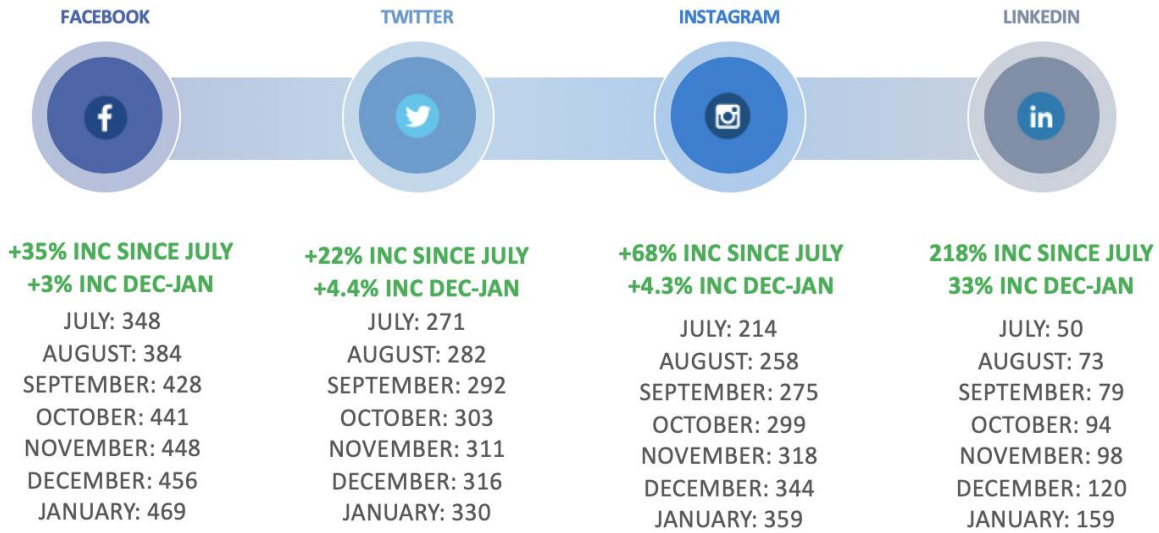
##### ***March***

- Bisnow: 121 Corridor Event (MEDC is the Raw Space Sponsor): March 26<sup>th</sup>, 8:00 am - 12:00 pm at the Sheraton McKinney
- MEDC Strategic Goals Session: March 27<sup>th</sup>, 8:00 am – 1:00 pm location TBD
- McKinney Neighborhood Conference: March 28<sup>th</sup>, 8:00 am – 12:30 pm at Community Ave & Taylor Burk Dr.

## Social Media/Website Report January 1-31, 2020

### Social Media:

Overall each social platform is increasing in both fans/followers and also in engagement! The content being placed on each platform has a call to action, which is resulting in an increase in web traffic, total website page views and the duration of people staying on the website. During January we saw an uptake in engagement and follower/fan count, along with a wider reach to people *outside of Texas*. We plan on increasing the traffic to outsiders in key cities with targeted content in Q2.



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

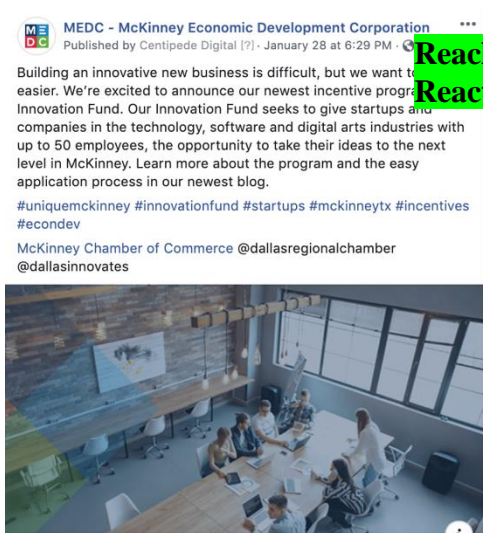


**Reach: 750**  
**Reactions: 54**

**317 New Members in  
McKinney Chamber of Commerce  
2019**

**MEDC - McKinney Economic Development Corporation: 2019 Annual Review by McKinney Chamber of Commerce...**

It was great to hear that McKinney Chamber of Commerce welcomed 317 new members in 2019 and has 1383 members. The chamber was ranked 3rd largest Chamber in DFW by Dallas Business Journal. It does not matter what your indust...



**MEDC - McKinney Economic Development Corporation**  
Published by Centipede Digital [?] · January 28 at 6:29 PM · G

**Reach: 573**  
**Reactions: 41**

Building an innovative new business is difficult, but we want it easier. We're excited to announce our newest incentive program, the Innovation Fund. Our Innovation Fund seeks to give startups and companies in the technology, software and digital arts industries with up to 50 employees, the opportunity to take their ideas to the next level in McKinney. Learn more about the program and the easy application process in our newest blog.

#uniquemckinney #innovationfund #startups #mckinneytx #incentives #econdev

McKinney Chamber of Commerce @dallasregionalchamber @dallasinnovates

UNIQUEMCKINNEY.COM

**McKinney EDC Launches First-of-a-Kind Innovation Fund, Bringing Economic Development into "The New Decade" |...**

**Website:**

Overall the website is experiencing an increase in visits on a daily basis, along with increasing ranking on Google. The **total visitors count is rising with a 76% increase** from December to January, along with the amount of time spent on the website **increasing by 5.2 minutes**.

<b>581</b> Total Visitors	<b>598</b> Total Visits	<b>1,229</b> Total Page Impressions	<b>2.1</b> Avg Page Views	<b>8.1</b> Avg Minutes On Site	<b>DEC</b>
<b>1,014</b> Total Visitors	<b>1,050</b> Total Visits	<b>2,264</b> Total Page Impressions	<b>2.2</b> Avg Page Views	<b>13.3</b> Avg Minutes On Site	<b>JAN</b>

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

- Google
- LinkedIn (we also saw an increase in fans of nearly 33% increase in one month!)
- Dallas Innovates (we received coverage on our launch of the Innovation Fund)
- McKinney Chamber of Commerce
- Facebook
- Bisnow

**Top Pages Visited in January:**

- Homepage
- Innovation Fund Blog
- Innovation Page
- Leadership
- Board and Agendas
- Demographics
- Economic Incentives

## Email Marketing:

### Development Newsletter

- Open Rate: 29.85%

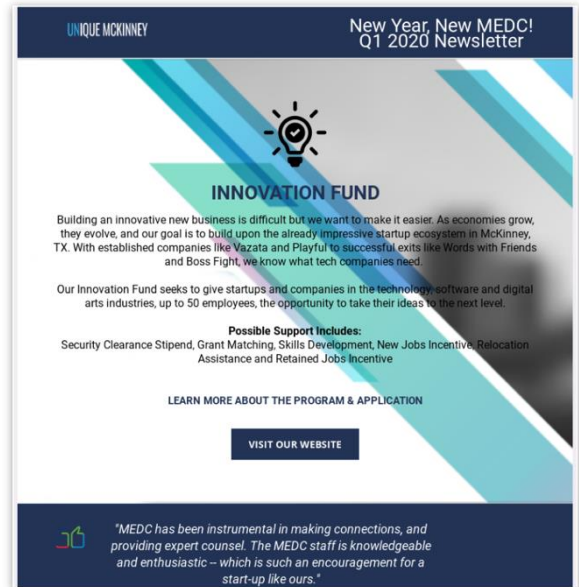
*Note: This is above the Average Benchmark of 21.3%*

#### Top Clickers:

- McCallum Sweeney Consulting
- David Craig
- Dougherty Mortgage LLC
- Dallas Regional Chamber

#### Top Links Clicked On:

- Innovation Fund Blog
- Raytheon Article on *Dallas Business Journal*
- Independent Financial Article *Dallas Morning News*



### Community Newsletter

- Open Rate: 41.43%

*Note: This is way above the Average Benchmark of 21.3%*

#### Top Clickers:

- KVP
- Venture Commercial
- McKinney Chamber of Commerce

#### Top Links Clicked On:

- Innovation Fund Blog
- McKinney Chamber Awards

