

# ORGANIZATIONAL REPORT

—  
2023 - January



McKinney Economic Development Corporation



MEDC Board,

Happy New Year! We are starting off 2023 with very high hopes for some amazing project announcements this year. The momentum has been building for some time, and we all believe that this is the year we will see McKinney sprint off the starting blocks. We will be reviewing the year-end KPIs next month alongside our new KPIs following the board retreat at the end of the month.

We are officially fully moved into our new office space and will be holding a grand opening with the McKinney Community Development Corporation and the McKinney Chamber of Commerce next month. The new office space is a symbolic renewal of our organization as we continue to progress into an EDC of the future. As an organization, we are operating more efficiently than ever. The upcoming addition of two new MEDC staff members will round out our team to put us in an optimal position for success.

I look forward to working with you all again this year and appreciate the leadership and dedication you provide to our organization.

LET'S GO!!

### **Organizational Activity Report**

- New Organic Leads: 6
- RFPs received: 9
- RFPs responded to:
- Total Pipeline Projects: 23
- New Pipeline Projects: 1

### **Business Retention & Expansion**

The BRE Program finished strong in 2022 with a total of 87 visits and 64 unique visits, meaning 23 companies were visited more than once. Several companies expanded without utilizing MEDC financial assistance. Others utilized their relationship with MEDC to explore workforce development initiatives, such as Raytheon who launched a Registered Apprenticeship in 2022. The MEDC marketing department assisted numerous companies with cross-promoting company "wins" and media blasts throughout 2022.

We look forward to a successful 2023 and continuing to expand the database of company contacts, working alongside companies to explore available workforce initiatives, and ultimately seeing several companies expand. There are a couple promising expansion leads, and the MEDC team will work diligently to remain first in mind for these companies.

- BRE Visits:9
- Annual BRE Total: 87

### **Marketing/Communications**

- MEDC is planning to partner with Allen and Frisco EDCs to host a NTCAR event in Collin County. Each year the "host city" rotates, and this year Allen will be hosting. McKinney was the 2022 host city. A planning meeting was held in December, and more event details will be forthcoming.
- MEDC is partnering with Visit McKinney to facilitate a McKinney Hospitality Showcase for Independent Financial employees such as office staff and executive assistants. The purpose is

to bring all local event vendors (food & beverage, event planners, event spaces, etc.) under one roof to showcase the vibrant hospitality industry in McKinney. The company has requested this event, and we look forward to successfully executing this on January 26.

### Website Visits:

We have continued to see consistent web traffic and sustained frequent web visits. December was slightly lower traffic than the previous months. Our top visits continue to be our home page and our Innovation Fund page. We should see sustained momentum early in 2023 as we invest time and money into strategic digital outbound campaigns.

### McKinney Mentions:

In this portion of the report, we will highlight some recent press McKinney has received locally and nationally during the month of December.

[Carrollton, McKinney Name New Police Chiefs With Longtime Ties to North Texas](#)

[This North Texas city is addressing housing unaffordability - The Dallas Morning News](#)

[JPI Plans \\$70 Million Apartment Project In McKinney - The Real Deal](#)

[McKinney, Frisco, Allen and other North Texas cities are booming economically, study finds](#)

[McKinney ISD plans for 2023-24 shift in attendance zones ahead of new school opening](#)

[4 things to know about future plans at the McKinney National Airport | | checkoudfw.com](#)

### Social Media: Instagram and Facebook

Similar to other networks in our industry, December was a down month in organic reach, particularly on Facebook.

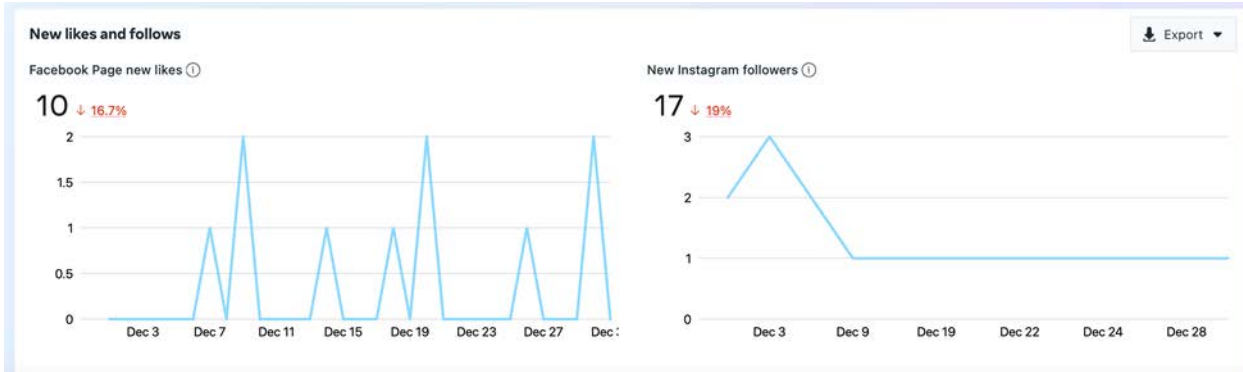


Our top performing posts in December:

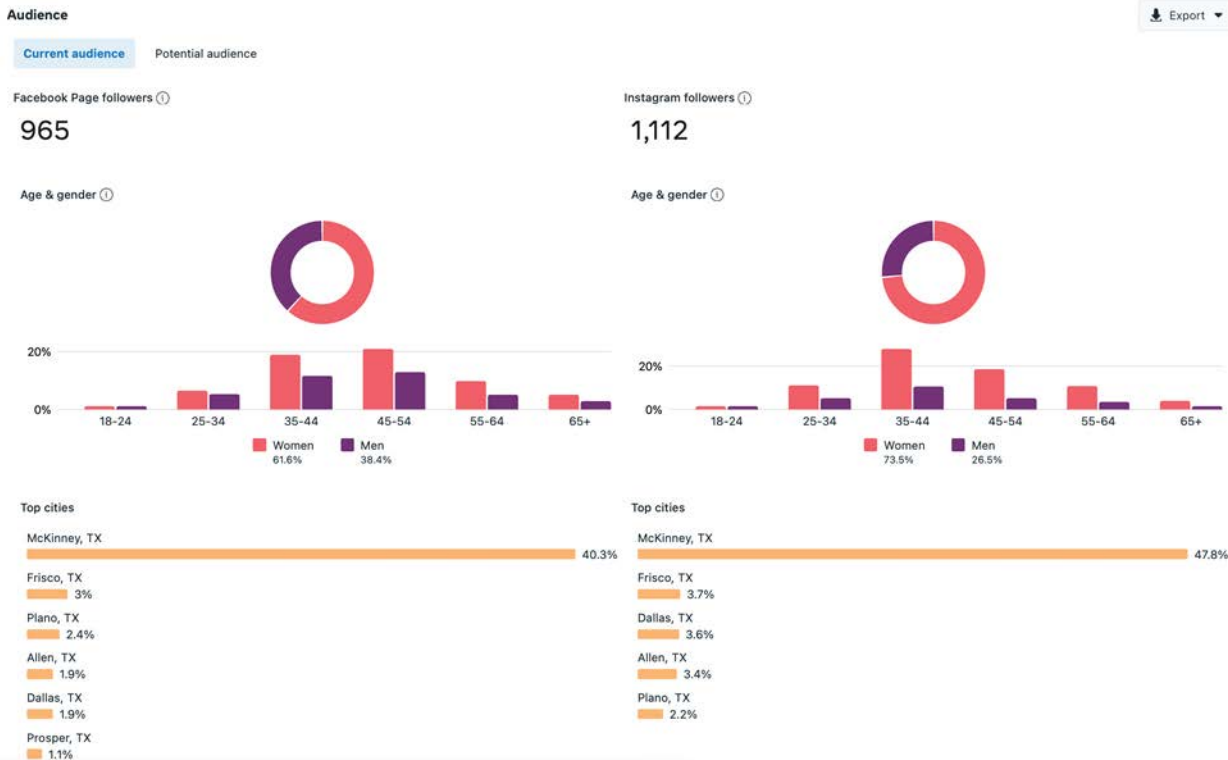
- Robin Autopilot Demo Day Recap Video

- 2022 Recap Reel on Instagram

We added 10 new followers to Facebook and 17 new followers to Instagram. Again, unpaid organic reach. This is very on par with our usual monthly growth.



Our Audience Demographics for Facebook and Instagram are primarily located in McKinney, and we have a predominantly female audience.

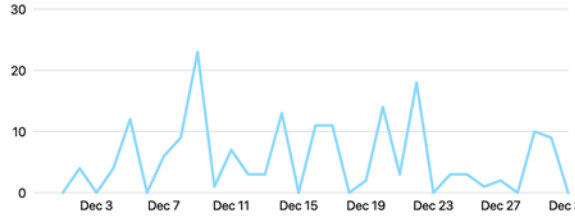


We had 172 unique visits to our Facebook page, and 96 unique visits to our Instagram page in December 2022.

Page and profile visits

Facebook Page visits ⓘ

172 ↓ 38.6%



Instagram profile visits ⓘ

96 ↓ 15%



Social Media: LinkedIn

Our LinkedIn Audience has grown through the month of December, and we have focused on new content, consistent posting, and connecting with our audience. The content our visitors resonate with the most reflects in our Facebook, as shown by the similarly timed spikes. We have grown by 69 followers in December alone – on pace with how we have grown in past months.

Follower highlights ⓘ

1,511  
Total followers

55  
New followers in the last 31 days  
▼ 31.3%

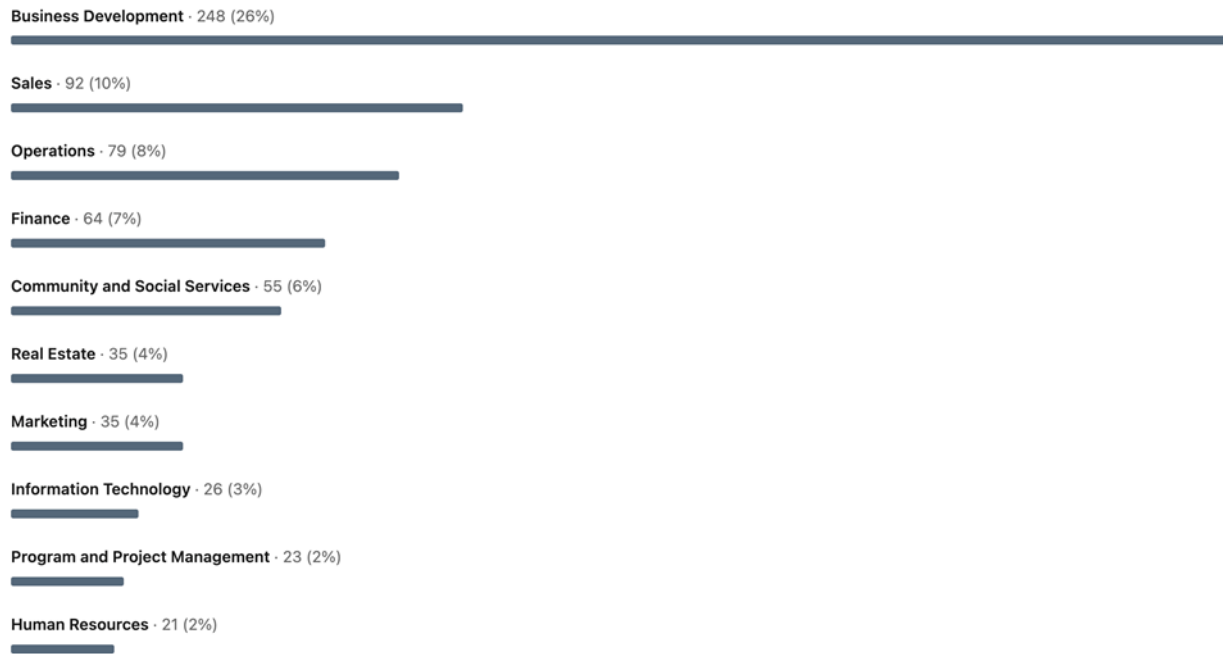
Follower metrics ⓘ



We are seeing a focus in DFW area, while also having some traction from areas we have targeted, such as LA, Chicago, New York. We are pushing to see more growth in our following from these areas. We have a variety of company sizes in our following, as well as a variety of industry with a heavy leaning toward Real Estate.

### Follower demographics

Job function ▾



### Follower demographics

Company size ▾



### Follower demographics

Location ▾

Dallas/Fort Worth Area · 627 (65%)

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San Antonio, Texas Area · 29 (3%)

Houston, Texas Area · 18 (2%)

Austin, Texas Area · 18 (2%)

Sherman/Denison, Texas Area · 14 (1%)

Greater New York City Area · 9 (1%)

Washington D.C. Metro Area · 7 (1%)

Greater Chicago Area · 7 (1%)

Greater Boston Area · 4 (< 1%)

Greater Los Angeles Area · 4 (< 1%)

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**Attended Trade Shows and Missions**

- December 4-6 – Area Development Consultants Forum, St. Petersburg, FL (Talley)
- December 4-8 – Economix, Columbus, OH (Tokar)
- December 11-12 – Project Site Visit – (Tokar/Talley)

**Upcoming Trade Shows and Missions**

- January 29-31 – IEDC – Leadership Summit – Tucson, AZ – (Tokar)
- February 7-9 – MD&M West – Team Texas – Anaheim, CA (Esparza)
- February 22-24 – TEDC – 2023 Legislative Conference – Austin, TX (Talley)
- March 9 – TXEDC Investor Summit – Austin, TX (Tokar or Talley)
- March 22-23 – Team Texas – Road Show – Southern CA (Talley)
- March 23-24 – Consultant Connect – In-Market Summit – Dallas, TX (Tokar)
- March 29-30 – Site Selectors Guild – Annual Conference – San Antonio, TX (Tokar/Talley)
- March 30 – TXEDC – Site Selectors Guild Dinner – San Antonio, TX (Tokar/Talley)

**Attended Events**

- December 7 – Staff attended the E.J. Wills Gastropub Event Space Sneak Peek (Clark)
- December 14 – MEDC Holiday Party (All Staff)

**Upcoming Events**

- January 12 – Innovation Fund Appreciation Luncheon (Tokar/Clark/Gajary/Esparza)
- January 18 – Workforce Solutions McKinney – Roundtable (Clark)
- January 19 – NTAN January 2023 Pitch Event (Clark)
- January 24 – JPMorgan Invite: Happy Hour and Capital Connect Demo (Clark/Talley)
- January 25 – Workforce Solutions for North Central Texas 2023 Annual Awards Luncheon (Clark)
- January 26 – McKinney Hospitality Showcase, *closed event* (Clark)
- January 27 – Greater 75 Corridor Lunch (Clark/Esparza)
- January 31 – McKinney Chamber of Commerce Annual Business Meeting (Tokar/Talley/Clark)
- February 9 – MEDC/CDC/Chamber – Kaizen – Open House (All Staff)
- February 15 – REDNews – Industrial Summit – Dallas, TX (Sponsor/Speaker – Tokar/Clark/Talley/Esparza)

**Committee Meetings**

- Finance Committee & Innovation Fund Committees meet on an as needed basis
- Marketing Committee meets the first Friday of the month
- Real Estate Committee meets the second Wednesday of the month