

# ORGANIZATIONAL REPORT

—  
2022 - April



McKinney Economic Development Corporation



MEDC Board,

We officially welcomed Luke Gajary to the MEDC team as our new Marketing & Social Media Manger. We are very happy to have him on the team and we look forward to the awesome new direction that he will be leading our marketing initiatives. Welcome Luke!

Project activity is kicking up again with several new projects this month. Our strategic realignment of criteria for qualifying projects is allowing us to better focus our targets for leads and attract a higher quality prospect. Innovation Fund activity remains strong with an average of two to three new applications per month. We will begin our initiative for building a support system for these start-ups immediately following the Byron Nelson.

On that note, the 2022 Byron Nelson is weeks away. We are finalizing our red carpet VIP tours and will host more than double the number of guests than last year. We are excited to see what a full tournament turnout will generate in economic activity for McKinney this year.

Staff continues to work with McKinney Chamber and McKinney Community Development Corporation (MCDC) leaders to plan and design the new office space at District 121. The master lease agreement is fully executed, and the sublease agreement is in the works.

### **Organizational Activity Report**

- New Organic Leads: 10
- RFPs received: 6
- RFPs responded to: 2
- Total Pipeline Projects: 27
- New Pipeline Projects: 3

### **Research and Development**

- Internal salesforce dashboard has been revamped for complete data view including a new Lead Conversion Rate metric.

### **Business Retention & Expansion**

- A meeting was held with the Texas Workforce Solutions representative and a local employer to discuss the company's intended hiring efforts, plans to automate several manufacturing processes, improve system processes, implementation of customized automation equipment, desire to upskill and train incumbent and new employees as well as explore the opportunity to build a talent pipeline for challenging positions that have been a retention concern.
- Staff learned of several companies with plans to expand during BRE visits held in March.
- Madison Clark attended a 4-part, 10-hour, virtual course with [Business Retention & Expansion International](#) which provided participants with the knowledge and skills necessary to implement a Business Retention and Expansion Visitation program and improve the economic state of their community. An official designation of BREC (Business Retention Expansion Coordinator) is forthcoming via a certificate and press release. BREI is the leading professional association for business retention and expansion, a fundamental strategy for economic sustainability and growth. BREI represents professionals in the economic development field from across the globe in order to educate, train, and promote best practices for increasing economic activity and growth in both urban and rural areas.
- BRE Visits: 6
- Annual BRE Total: 14

## **Marketing / Communications**

- Marketing / Networking Events Attended
  - On March 2-4 Peter Tokar and Michael Talley attended Site Selectors Guild Annual Conference – San Diego, CA
  - On March 3 staff attended the H-E-B Groundbreaking
  - On March 4 staff attended the Optic Gaming Event
  - On March 16 staff attended the Chamber CEO Series featuring SRS Chairman Dan Tinker
  - On March 17-18 Michael Talley attended Consultant Connect – Scottsdale, AZ
  - On March 23 Madison Clark participated as a panelist in the Collin College Diversity Career Series on the First-Generation Career Panel.
  - On March 25 Miguel Esparza attended the SMU Startup Launch Competition
  - On March 26 Michael Talley and Madison Clark presented at the North Collin County Neighborhood Conference on the topic of “Economic Development and YOU.” The conference was hosted by the City of McKinney Neighborhood Services Department.
  - On March 30 Michael Talley, Abby Liu and Michael Jones attended D CEO Commercial Real Estate Awards
- Newsletters
  - Site Selector, Community & Technology newsletters were launched in February
    - Average open rate of 47.6%
    - 1,248 Delivered
    - 10% click rate
    - 494 Unique Opens
    - Top engaged parties – Cushman & Wakefield and Quest Site Solutions
  - Digital Advertising Campaigns
    - Consultant Connect, Scottsdale - March
    - Emerge, Miami - April
    - Consultant Connect, New Orleans - April

## **Upcoming Trade Shows and Missions**

- April 11-13 MD&M West Team Texas, Anaheim CA, Madison Clark to attend
- April 18 & 19 EMerge, Miami Beach FL, Peter Tokar to attend
- April 21-22 SEDC Meet the Consultants Dallas, TX, Michael Talley to attend
- April 28-29 Consultant Connect New Orleans LA, Madison Clark to attend
- May 19-20 Consultant Connect Virginia, Michael Talley to attend
- May 30–June 2 Hannover Messe, Germany, Peter Tokar to attend
- June 10 TCMA BRE Panel Discussion, Cedar Creek TX, Madison Clark to attend
- June 20-23 Collision, Toronto Canada, Michael Talley & Mike DePaola to attend
- July 16-23 Farnborough Air Show, London England, Peter to attend
- July 21-22 Consultant Connect New York, Michael Talley to attend
- October 29-November 4 TYG Expansion, Tainan Taiwan, Peter Tokar and Abby Liu to attend
- November 15-17 Smart City Expo, Barcelona Spain, Peter Tokar or Mike DePaola to attend
- November 17 & 18 Slush, Helsinki Finland, Peter Tokar or Mike DePaola to attend
- December 5-8 Economix, Columbus Ohio, Peter Tokar to attend

## **Upcoming Events**

- April 27, Michael Talley will be a panel speaker at the North Texas Association of Government Guaranteed Lenders (NTAGGL) Luncheon
- May 2, McKinney Chamber of Commerce 25<sup>th</sup> Annual Golf Classic

- May 3, Board & Staff to attend National Travel & Tourism Week
- May 12-15, AT&T Byron Nelson Tournament

#### **Committee Meetings**

- Marketing Committee meets the first Friday of the month
- Real Estate Committee meets the second Wednesday of the month

#### **Articles**

- Released joint press release highlighting MEDC awarding [Cirrus Aircraft](#) as new Corporate Partner at McKinney Chamber of Commerce Gala.