

# McKinney Economic Development Corporation

## December 2019 Organizational Report

Peter Tokar  
MEDC President

### President's Report:

Board,

As we close out a record development year for 2019, I want to thank all of you for the support and guidance you have all provided to myself and this organization. It has been an exciting year and I believe even though it has been a transitional year for the organization, our collective partnership has yielded notable success for this community. As momentous as this year has been, I truly believe 2020 will be even more prosperous as we will see even more amazing development happen in McKinney.

I wish you all the Happiest of Holidays and a Happy New Year!

Peter

#### A. Organizational Updates

- We will be posting for the Director of Business Intelligence position in January 2020. The position was changed in title from VP to Director at the direction of Human Resources to remain consistent with job function. We hope to get some great candidates to take our research and data reporting to the next level.
- Gazelle AI software: We are negotiating a subscription for the use of the Gazelle AI software. This is a very powerful software that we want to utilize for business lead generation and corporate prospecting. ROI Analytics, the parent company is a global firm that specializes in sourcing every major business database to provide a portal for sourcing business leads. The software is multi-functional. In addition to leads generation, the software will provide business insight on conferences and events, VC valuations and funding as well as market intelligence to enhance our search efforts for qualified projects. More specifics will be presented during the board meeting.
- MEDC Annual KPI Report: We will be presenting the 2019 year end KPI report at the January board meeting.

#### B. Organizational Activity Report (November 2019)

- RFPs received: 2
- RFPs responded to: 1
- Total Pipeline Projects: 12
- New Pipeline Projects: 1
- Project Visits: 2

### C. Marketing / Communications (November 2019)

- **Marketing Update:**
  - Marketing Trips: 3
  - Marketing Events: 3
- **Marketing Automation:** We are gearing up for our next quarterly Brokers & Site Selectors newsletter for release in early January. We have developed a new template for the newsletter and have spent the last few months digging into our broker and site selector distribution list to better engage those audiences.
- **Website:** See social media/website report on page 3
- **Community Forums:** In Partnership with the City of McKinney Neighborhood Services Department, we are participating in their December community event to launch our first community forum for economic development. This is part of our social awareness initiative to better communicate and educate McKinney residents on the mission and purpose of the MEDC. We hope to do many more of these in 2020.
- **Social Media Campaigns:** Centipede has completed a layout of our 2020 Social Media campaign programs we will be launching in the new year. We will go into further detail of these targets with the Marketing Subcommittee in January prior to launch
- **Recent Marketing Trips:**
  - **Smart Cities World Congress:** The McKinney team that attended the SCWC in Barcelona included; Mayor Fuller, Paul Grimes, Gary Graham, Sid Hudson and Peter Tokar. While at the conference, we sat through presentations about solutions, software and best practices for implementing smart city solutions in McKinney. We are in the process of finalizing the after action report from all participants and will distribute to the board in January.
  - **ESports Summit:** Peter Tokar was invited to be a panelist at the ESports Summit in Atlanta. The panel focused on public and private investment in the ESports industry as a catalyst for economic development activity. The summit was well attended by over 500 participants and was in conjunction with Dreamhack, one of the largest Esports events in the country.

### D. Business Retention & Expansion (November 2019)

- BRE Visits: 2
- Annual BRE Total: 86
- Businesses Assisted: 4
- BRE Partner Events: 0

### E. MEDC Committee Updates

- **Real Estate Committee:** Next meeting - Wednesday, December 18<sup>th</sup>, 4:00 pm, MEDC office
- **Marketing Committee:** Regularly scheduled meeting following the board meeting
- **Finance Committee:** No meeting scheduled at this time

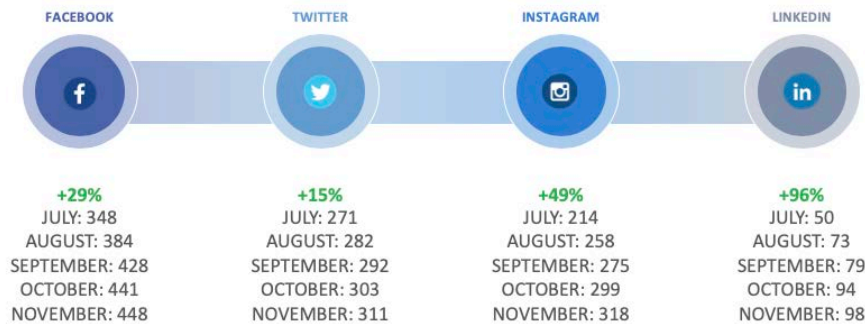
### F. Upcoming Events

- Economix, Wednesday, December 4<sup>th</sup>, Charleston, SC
- Consultants Forum, December 8<sup>th</sup> – 10<sup>th</sup>, 2019, Houston, TX
- MEDC Holiday Party, Thursday, December 12<sup>th</sup>, Local Yocal

## Social Media/Website Report November 1-30

### Social Media:

Overall each social platform is increasing in both fans/followers and also engagement! The content being placed on each platform has a call to action, which is resulting in an increase web traffic and increase in total website page views. During November, it is normal to see a drop in engagement in our industry due to holidays, people taking time off of work and family time taking a lead. We expect to see a similar result in December with January picking back up.



### Website:

Overall the website is experiencing an increase in visits on a daily basis, along with increasing ranking on Google. The unique visitors count is rising, along with the amount of time spent on the website; we can see that social is aiding in the unique visitors, along with the focused blog content.

610 Total Visitors   621 Total Visits   1,248 Total Page Impressions   2.0 Avg Page Views   8.3 Avg Minutes On Site

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

- City of McKinney Website
- Community Development Corporation (CDC) Website
- McKinney Chamber of Commerce
- Esports Summit (due to Peter's participation)
- Facebook

### Top Pages Visited in November:

- Homepage
- Board & Agendas
- Leadership Team
- McKinney National Airport
- History of McKinney