

McKinney Economic Development Corporation

September 2019 Organizational Report

Peter Tokar
MEDC President

MEDC Board of Directors,

I first want to congratulate and welcome back Gere Feltus, Michael Jones, Joe Minissale and Patrick Cloutier in being reappointed to the MEDC Board of Directors by City Council. I also want to welcome William Krueger as our MEDC Board Alternate. I am pleased to be working with you all and appreciate your willingness to serve the City of McKinney and this organization.

You will see a change to these reports moving forward. Previously, the monthly report spanned two different months. Since our Board meeting is in the middle of the month, we decided to report out on the previous month for the purposes of the monthly report. So this September report is focused on activities and metrics from August. This will provide a more accurate snapshot of our organizational activity than one split between two reporting periods.

-Peter

President's Report:

A. Organizational Updates

- **High Performance Organization Training:** Peter Tokar recently completed his LEAD training at UVA as part of our overall HPO implementation program. To continue with our HPO training, Dany Chavez will be the next executive from the EDC to attend the LEDC course at UVA in November.
- **Board On-boarding:** Recently appointed MEDC board alternate, Bill Krueger, is the first to go through our new board on-boarding process. Thus far the new program has been easy to implement and we will be getting feedback from other board members as well as from Mr. Krueger on the process and areas to improve.
- **Marketing Automation Platform:** We have launched our Marketing Automation platform that is provided to us through Centipede Digital. We held an all staff training with Centipede and are currently building out our email campaigns for communication. The focus of those communications will be on reaching out to Site Selectors and Brokers both nationally and locally as well as building a development newsletter that will focus on our internal community and stakeholders.
- **MEDC Projects:** Our project pipeline remains strong. Our projects team is working hard on developing an on-line portal for project management. We have reorganized our project definitions to clean up how we are tracking projects vs. leads to better define

what actually an active project is in our system. This has allowed for better reporting and more efficient tracking of active projects.

B. Organizational Activity Report (August 2019)

- RFPs received: 10
- RFPs responded to: 8
- New Pipeline Projects: 8
- Project Visits: 3
- Project Site Visits: 2

C. Marketing / Communications (August 2019)

- **Marketing Update:**
 - Marketing Events: 3
- **Industry Specific Social Media Campaigns:**
- **Japan Trade Mission:** We are Participating in the Governor's Office International Trade Mission to Japan on September 19 – 28.
- **MEDC/ City of McKinney Collaboration:** Now that our formal marketing campaigns have been developed and launched. We re-engaged with the City of McKinney marketing department to find collaborative initiatives that we can jointly work on. We held meetings with marketing leadership to present our full marketing strategy and are scheduling a following up meeting to look into the city's marketing strategy to find areas we can assist each other.
- **Website Launch:** We have experienced a delay in fully launching our new website due to some domain hosting issues with our old URL. Those issues seem to now be resolving and we expect that our new website will be formally launched by the end of the month.
- **Social Media Campaigns:** With the launch of the website, we will be able to better launch our social media campaigns.

D. Technology Infrastructure Updates

- **Development Update:** We have had several successful meetings with developers along the 121 corridor on technology implementation. Both At&T and T-Mobile have shared their wireless infrastructure plans and we are continuing to engage with them to obtain future build out schedules and plans.
- **Communication Plan:** We have completed our wireless communications plan. The next steps involve securing a portal to relay information to the public. We are working in conjunction with the city on this communications portal.
- **5G Committee met to discuss City RFQ**
 - Review completed 09/06/2019. Selection process is on-going.

E. Business Retention & Expansion (August 2019)

- BRE Visits: 22
- Annual BRE Total: 73
- Businesses Assisted: 17

- **BRE Partner Events:** Next event is scheduled for September 5th at the TPC Craig Ranch club house. The event will be a development update on Hub 121.

F. MEDC Committee Updates

- **Real Estate Committee:** No meeting scheduled
- **Marketing Committee:** The marketing committee has a standing meeting following our monthly Board meeting. Last month's meeting focused on what our new strategy for the committee was going to be. The committee decided to continue to work on providing strategic recommendations and review on our website, social media and marketing collaboration opportunities with the City of McKinney.
- **Finance Committee:** Next meeting Scheduled for Sept 12, 2019.

G. Upcoming Events

- Wednesday, September 18th Board & Commission Meet and Greet, 5:00 pm Council Chambers
- Tuesday, September 24th KVP Groundbreaking, 10:00 am
- Monday, October 28th CoreNet Golf Tournament, 8:00 am
- Monday, November 11th Tee Up for the Troops, 10:30 am
- Thursday, December 12th MEDC's Holiday Party at Local Yocal, more details to follow.