

ORGANIZATIONAL REPORT

—
2022 - October



McKinney Economic Development Corporation



MEDC Board,

It is bittersweet when we say goodbye to an MEDC Employee. Michael DePaola, our Director of Infrastructure & Technology, has taken a new position in California. While he was here, Michael was instrumental in leading our tech infrastructure deployments and Innovation Fund. Michael was a valued part of the MEDC team, and we wish him well in his new endeavors.

We are one month away from moving into our new office at District 121. Excitement is growing as we visit the new building weekly and oversee the completion in progress. Our official move in date is November 7th.

October 1st is the start of our new fiscal year, and we are already starting to compile our year end KPI report. 2022 has turned out to be a re-building year with just under a billion dollars of development launched over the past 4 years. Our project pipeline is full of opportunity, and we are looking to 2023 for major announcements.

Finally, we welcome Mark Denissen to the MEDC Board as our newest appointment by City Council. Welcome, Mark!

Organizational Activity Report

- New Organic Leads: 16
- RFPs received: 10
- RFPs responded to: 2
- Total Pipeline Projects: 24 (closed 3 Innovation Fund projects as “closed won”)
- New Pipeline Projects: 3

Business Retention and Expansion

- BRE Visits: 4
- Annual BRE Total: 67

The second Tech & Trucks Event was held on September 6, 2022, at Serendipity Labs. The event continues to incite buzz about the Innovation Fund and opportunities available for startups in McKinney.

The [Business Retention and Expansion landing page](#) on the MEDC website has been updated with a video explaining resources available to local companies.

Workforce Development Initiatives

The topic of workforce has historically led many conversations as we recruit companies to McKinney and assist existing companies in growth and expansion efforts. With the national “war for talent,” companies are having to get even more creative in their approach to recruitment and retention of employees, and our local companies are following suit. MEDC has had a small role in these efforts that will eventually have a large impact with employers, MISD students, Collin College students, and beyond. MEDC has been a proud partner and advocate for several major companies in recent workforce initiatives in connection with McKinney Independent School District and Collin College. Official announcements will be made in the coming weeks.

On September 8, 2022, MEDC staff attended the Skills Development Fund Grant Award Announcement at Collin College as the Commissioner Representing Labor, Julian Alvarez of the Texas Workforce Commission, presented to five McKinney-based companies, Falkon Technologies, Watson & Chalin Suspensions, Natural Polymer International Corporation (NPIC), TYG Products, Blount Fine Foods, and

Deanan Gourmet Popcorn based in Wylie. A total of 115 new jobs and 253 upgraded jobs in the City of McKinney and the City of Wylie will directly benefit from this program. The proposed training hours are in the business technical category with a focus on manufacturing and IT training.

Marketing/Communications

Website Visits

We continued to see consistent web traffic and sustained, frequent web visits in September. Our top visits continue to be our home page and our Innovation Fund page. The spikes you see below are:

- Sept 6th – Tech and Trucks Event post and Recap Video
- Sept 12th – Confer, Inc Press Release and Relocation Announcement
- Sept 30th – Mark Denissen Board Announcement Press Release



McKinney Mentions

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

[McKinney selects firm for next affordable housing public-private partnership | McKinney Courier-Gazette | starlocalmedia.com](#)

[Developer Billingsley heads to McKinney for new project \(dallasnews.com\)](#)

[Booming Dallas neighbor unlocks honor as one of America's best places to live - CultureMap Dallas](#)

[Sales tax solution to fund McKinney road projects, spur economic development | Community Impact](#)

[Texas Economic Development Corporation To Lead International Mission To Europe \(yahoo.com\)](#)

[Future-Proofing The Boom: As Collin County Development Soars, So Does Need For Long-Term Planning \(bisnow.com\)](#)

Social Media: Instagram and Facebook

Our reach on Instagram and Facebook is growing, with posts performing well all through September. This graph illustrates our organic (unpaid) reach with posts. We continue to see far better performance on Facebook versus on Instagram.



Our top-performing posts in September:

- Post about the TWC grants for 3 McKinney Businesses (September 8)
- Tech and Trucks Promotion (September 6)
- Ken Sipiora Departure post (September 20)
-

Content ⓘ Sort by: Reach

 <p>Thu Sep 8, 1:36pm "Because of this, I have..." Post Reach 3,595</p>	 <p>Tue Sep 6, 6:21am "Our next Tech and Tr..." Post Reach 1,284</p>	 <p>Tue Sep 20, 9:45am "Today we honor Ken ..." Post Reach 822</p>
 <p>Wed Sep 7, 2:41pm "Another great Tech and..." Post Reach 466</p>	 <p>Wed Sep 7, 2:43pm "Tech and Trucks Sept 6" Post Reach 299</p>	 <p>Thu Sep 29, 8:00am "McKinney Economic De..." Post Reach 267</p>

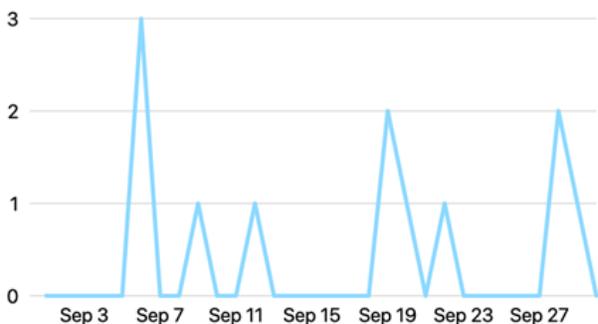
We added 12 new followers to Facebook and 14 new followers to Instagram. Again, unpaid organic reach.

New likes and follows

Export

Facebook Page new likes (i)

12 ↑ 9.1%



Instagram new followers (i)

14 ↑ 100%



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

Audience

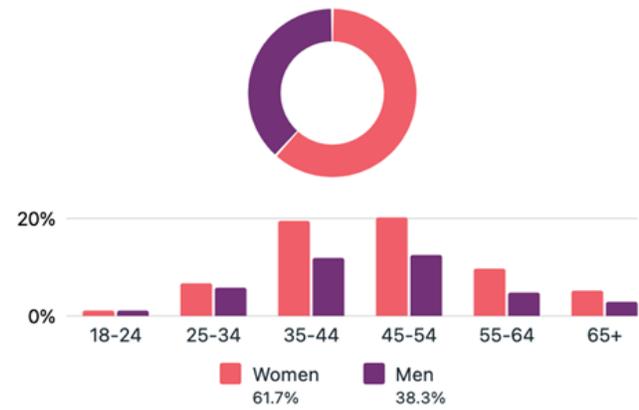
Export

Current audience Potential audience

Facebook Page followers ⓘ

950

Age & gender ⓘ



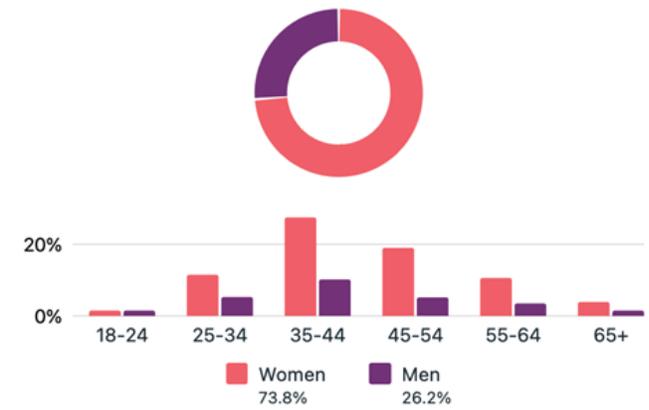
Top cities



Instagram followers ⓘ

1,083

Age & gender ⓘ



Top cities



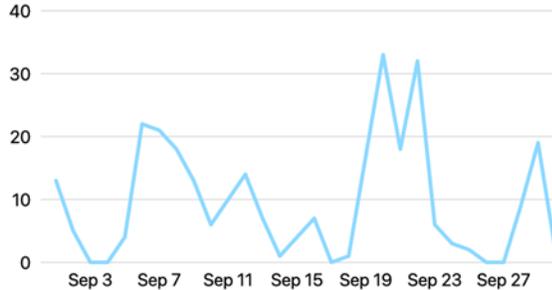
We had 287 unique visits to our Facebook page, and 38 unique visits to our Instagram page in September. Traffic increased on Facebook by almost 100% over August. The spikes you see here mirror the ones mentioned in the website analytics on the first page.

Page and profile visits

Export

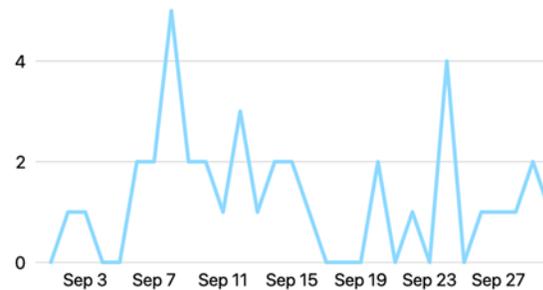
Facebook Page visits ⓘ

287 ↑ 79.4%



Instagram profile visits ⓘ

38 ↑ 40.7%



Social Media: LinkedIn

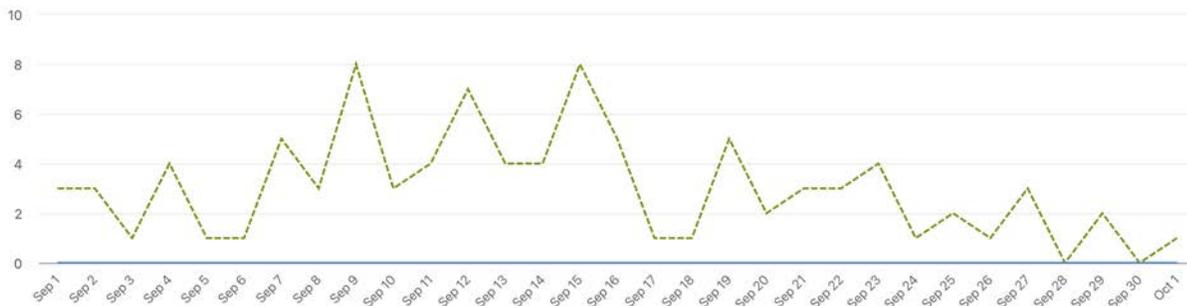
Our LinkedIn Audience has grown through the month of September, and we have focused on new content, consistent posting, and connecting with our audience. The content our visitors resonate with the most reflects in our Facebook content, as shown by the analogous traffic spikes. We have grown by 93 followers in September alone – slightly higher than how we grew over the summer, so it seems our following is steady and consistent.

Follower highlights ⓘ

1,310
Total followers

93
New followers in the last 30 days
▲ 32.9%

Follower metrics ⓘ



We are seeing a focus in DFW area, while also receiving traction from areas we have targeted, including LA, Chicago, and New York. We are pushing to see more growth in our social media following from these regions. We have a variety of company sizes in our following, as well as a variety of industries with a heavy leaning towards Real Estate.

Follower demographics

Job function ▾

Business Development · 248 (26%)



Sales · 92 (10%)



Operations · 79 (8%)



Finance · 64 (7%)



Community and Social Services · 55 (6%)



Real Estate · 35 (4%)



Marketing · 35 (4%)



Information Technology · 26 (3%)



Program and Project Management · 23 (2%)



Human Resources · 21 (2%)



Follower demographics

Company size ▾

11-50 employees · 155 (16%)



1-10 employees · 122 (13%)



51-200 employees · 120 (13%)



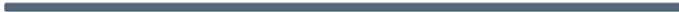
1001-5000 employees · 114 (12%)



10,001+ employees · 99 (10%)



501-1000 employees · 89 (9%)



201-500 employees · 70 (7%)



5001-10,000 employees · 31 (3%)



Others · 159 (17%)



Follower demographics

Location ▾

Dallas/Fort Worth Area · 627 (65%)

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%)

Operations

Our new offices are nearly done! We are scheduled to move Monday, November 7th. In a joint marketing effort with the CDC, City, and the Chamber, we will distribute a press release and social media campaign.

In January, we will partner with the Chamber in coordinating an Open House.

Attended Trade Shows and Missions

- September 19-21- Site Selectors Guild Fall Forum- Richmond, VA (Madison Clark)
- September 26-October 1- TxEDC International Mission: Europe (Peter Tokar)

Upcoming Trade Shows and Missions

- October 17-19- Women in Economic Development Forum, Chicago, IL (Madison Clark)
- October 17-21- Adobe Max Conference, Los Angeles, CA (Luke Gajary)
- October 24-27 Honduras (Peter Tokar & Michael Talley)
- November 13-17- Smart City Expo World Congress, Barcelona, Spain (Peter Tokar)
- December 4-8- Economix, Columbus, OH (Peter Tokar)
- December 4-6- Area Development Consultants Forum, St. Petersburg, FL (Michael Talley)

Attended Events

- September 13- NTCAR 2022 Charity Golf Tournament at Stonebridge Ranch Country Club- This was a great tournament seeing existing contacts, as well as building new contacts. (Peter Tokar, Michael Talley, Madison Clark, Miguel Esparza, Luke Gajary, Michael DePaola)

- September 16- Tech Titans Luncheon-invited by The UTDesign Capstone Corporate Relations Team. (Miguel Esparza & Madison Clark)
- September 22- Bisnow “Collin County State of the Market”- held at the Sheraton McKinney Hotel. MEDC was the “space sponsor”. (Peter Tokar, Michael Talley, Madison Clark, Miguel Esparza, Luke Gajary, Michael DePaola)
- September 22-23 – 2022 iC3 Life Science Summit – Bio North Texas (Michael Talley)
- September 26- CoreNet Golf Tournament- to network with professionals in the construction and development industries. (Michael Talley & Madison Clark)
- September 29- HOA & Neighborhood Leaders Meeting- hosted by the City of McKinney Housing & Community Development Department- Speaking (Madison Clark)

Upcoming Events

- November 2-3 – Venture Dallas – Dallas, TX (All Staff)
- November 3-NTCAR’s Commercial Real Estate & Developer Expo-Dallas, TX (Staff)
- November 15-Bisnow: DFW Industrial Real Estate Insights-Dallas (Staff)
- December 14 – MEDC Holiday Party – Local Yocal (All Staff)

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