

Cayti Stein
Director of Marketing & Research
November 2013



Marketing:

- *Quarterly E-Newsletter*
 - July
 - Sent 208/ Reached 90 People
 - November
 - Will send out to include new board members, project grants, multi-sport facility and aquatic facility updates
- *Events:*
 - State of the Community-
 - November 7
 - MCD C had a booth with give away
 - Emerson Process Management
 - MCD C will participate in the grand opening on November 8. Will be a large event, but not open to the public
 - Home for the Holidays
 - November 29-30 on the Square
 - MCD C purchased a 1 page ad in the McKinney Courier insert advertising Home for the Holidays
 - Believe! 2013
 - November 30 @ 7:00 am
 - Run will be in historic downtown. MCD C provided hot chocolate giveaways.
 - MEDC 20th Anniversary Reception
 - Event will be held on December 12, 2013.
 - Where: McKinney National Airport- Aerospace Hangar
 - When: December 12 5:30 pm – 8:00 pm
 - What: Celebrate 20 years of success and show appreciation for businesses and leadership

- *MCDC Brochure*
 - Tri-fold general information about McKinney Community Development Corp. and how funds are allocated
 - Will create to keep in theme with our website

- *Social Media*
 - Working to grow presence on Facebook
 - Utilize Facebook for upcoming events & CDC news

- Attending Joint Marketing meetings with the City, Chamber, MCVB, Main Street and all partners

Research:

- GIS- ArcMap
 - Working with City's IT department, David Desmond, to create a iPad & website application that will display all of MCDC's past and current projects
 - Tool will be useful for McKinney citizens to see where MCDC has funded projects
 - Expect to have complete and have demonstration by next board meeting.