

# McKinney Economic Development Corporation

## June 2020 Organizational Report

Peter Tokar

MEDC President

### Organizational Report:

MEDC Board,

We are coming back into full swing. During this pandemic period, we have actually seen an increase in project activity which is a positive sign the development community is still active and interested in McKinney. I believe we will still have a strong development year despite these setbacks. We press forward and continue to seek out development opportunities and focus on supporting our existing business community to ensure McKinney continues to thrive now and in the future.

#### A. Organizational Updates

- **Emergency Business Response Program:** We have been working diligently with the City Manager's office on getting the federal CARES Act funding for business relief into action. We have partnered together with the City of Allen and the City of Frisco to launch a Tri-City initiative for the administration of these funds. The strength of a unified program is paramount to showing a unified effort in supporting business recovery efforts. We hope to have this program launched and injecting needed business recovery funds into our communities in July.
- **Marketing Position:** Dee Escobar, Marketing Manager, joined our team on May 25<sup>th</sup>. Dee has an extensive background in marketing and graphic design. She is great addition to our team.
- **MEDC Strategic Priorities and Goal Setting Session** is set for Friday, August 7<sup>th</sup>. Thomas Cole with Devcore Strategic Advisors will be facilitating the session and we will be diving into what we want to see out of 2021. For the remainder of 2020, we will be making modifications to our 2019 KPI's to close out this year due to this strategic session being delayed by the COVID-19 pandemic.

#### B. Organizational Activity Report (May 2020)

- RFPs received: 4
- RFPs responded to: 2
- Total Pipeline Projects: 29
- New Pipeline Projects: 5

#### C. Marketing / Communications (May 2020)

- **Marketing Update:**
  - Marketing Trips: 0
  - Marketing Events: 0
- **Newsletters:**
  - **Broker Newsletter:** See attached report
- **Social Media Campaigns:** See attached report

#### **D. Technology & Infrastructure Update**

- Wireless Technology Health Report, Design Manual, and Ordinance will be presented to City Council June 23<sup>rd</sup> or July 7<sup>th</sup> pending industry feedback.

#### **E. Business Intelligence Update**

- **Economic** – Released: internal Supply & Salary lookup tool, to maximize our existing databases; team is testing and providing feedback
- **KPIs** – In Progress: Industries represented in McKinney, based on total number of non-retail businesses in McKinney
- **Marketing** – Content Pipeline: publish “Industries in Business”, in collaboration with Marketing team strategy

#### **F. Business Retention & Expansion (May 2020)**

BRE visits are currently being conducted virtually. In times of crisis like this, we are committed to reaching out to our local McKinney businesses to gauge the broader impact the COVID-19 situation is having on the business community. We are working diligently with the City of McKinney and the larger effort to provide support to our business community through all the city partners.

- BRE Visits: 2
- Annual BRE Total: 38
- BRE Partner Events: 0
- Virtual BRE Calls: 27

#### **G. Important Deadlines / Due Dates**

- Board Member Terms Expiring
  - Members with terms expiring September 30 and wish to be reappointed, must submit an application no later than June 19, 2020
  - July / August MEDC Liaisons to interview candidates
  - August 25, 2020 City Council appoints members

#### **H. Upcoming Events**

- Due to the COVID-19 outbreak, events have been cancelled or postponed.

## Social Media/Website Report

May 1-30

### Social Media:

In May, we saw an overall increase in both fans/followers with Instagram having the highest increase month-over-month. We continued with inspirational signage/messages from local McKinney businesses, since it has received great engagement and companies want to participate. We've been looking at the audience we are gaining on LinkedIn and have seen an increase in the seniority level we are reaching and in the coming weeks we will look at how we can connect with more job positions that fall within the target group for MEDC.



The two posts with the most engagement can be found below from Facebook:

**Blount Fine Food**  
**Reach: 1148**  
**Clicks: 128**

MEDC - McKinney Economic Development Corporation  
Published by Centipede Digital [?] · May 15 at 7:00 AM ·

We checked in with our friends at Blount Fine Foods and they wanted to let us know that they're creating healthy food for America's grocery store's shelves while supporting local organizations with food donations and support.

Keep up the great work!  
#uniquemckinney #mckinneystrong #mckinneytx ... See More

1,148 People Reached    199 Engagements    Boost Post

**VIDEO: Phase Reopening**  
**Reach: 414**  
**Clicks: 9**

MEDC - McKinney Economic Development Corporation  
Published by Centipede Digital [?] · May 18 at 9:48 AM ·

Today, Governor Abbott announced Phase Two to our Phase II, restaurants may increase their occupancy to 50% and additional services and activities that remained closed. Some businesses may open with restricted occupancy levels and minimum personal health protocols laid out by the Texas Department of State Health Services (DSHS). Read the Executive Order: <https://bit.ly/2WJMSCH>

## Website:

May visitor traffic was up 5% from the prior month. We are expecting to see an increase in web traffic over the next few months with a focus on search engine optimization, new website updates and fresh content. We have seen more traffic come from LinkedIn and Instagram, which correlates to our increase in fans/followers. Our “average minutes on site” is still higher than the industry standard of 2-3 minutes (*source: Databox*), which means we have a captive audience who is finding the content on the webpage to be engaging enough to stay for a longer amount of time.

<b>APRIL</b>	<b>735</b> Total Visitors	<b>766</b> Total Visits	<b>1,370</b> Total Page Impressions	<b>1.8</b> Avg Page Views	<b>5.9</b> Avg Minutes On Site
<b>MAY</b>	<b>771</b> Total Visitors	<b>804</b> Total Visits	<b>1,472</b> Total Page Impressions	<b>1.8</b> Avg Page Views	<b>4.4</b> Avg Minutes On Site

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

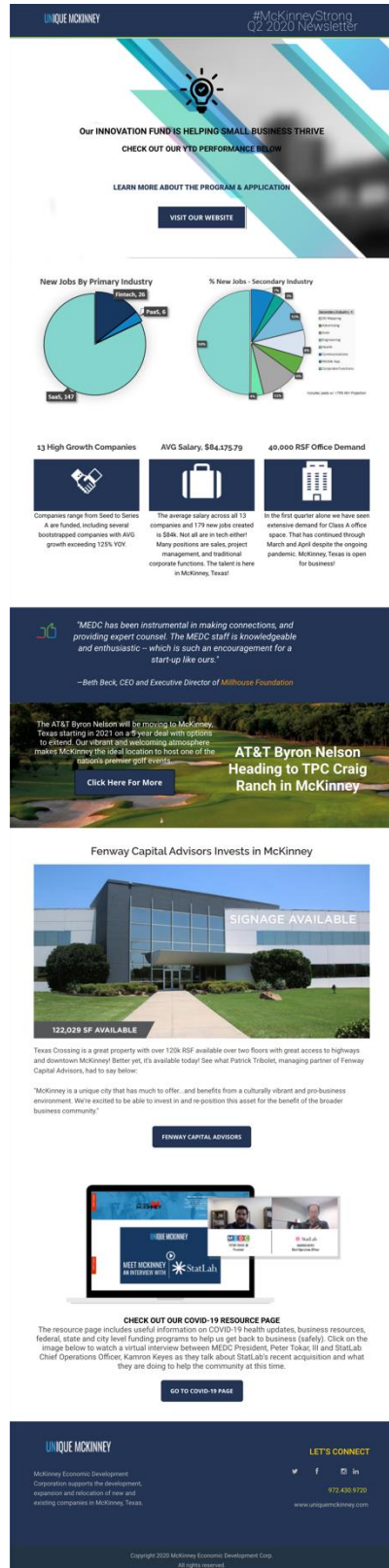
- Collin County
- LinkedIn
- Facebook
- Instagram
- Community Impact
- Dallas Innovates
- Youtube

## Top Pages Visited in May:

- Homepage
- Innovation Fund
- Financials
- Retention & Expansion
- Meet McKinney – Meet Paul Bettner
- McKinney News
- COVID-19

# Email Marketing Newsletters:

## May: Q2 Site Selector Newsletter



- Sent May 14
- Delivered To 294 Recipients
- 27.55% Open Rate (Below the average I would like to see of 35%; however, email stats are wonky during this time due to the pandemic)
- Click Through Rate of 2.04% with the click offs going to:
  - Innovation Fund
  - Texas Crossing - Fenway
- Top Clickers/Most Engaged Receivers include:
  - Carey Cox Company
  - JLG Investments Inc
  - BCI Global