

Cayti Stein
Director of Marketing & Research
August 2014



- *Events:*
 - Past/Upcoming
 - National Night Out- August 5
 - Second Saturdays- August 9
 - Toyota Tour in McKinney- August 10-14
 - MCD C played a big role in this tour- showcasing McKinney's outstanding quality of life. Every day of their tour, McKinney had an opportunity to interact with Toyota.
 - August 13th was the "McKinney Day" which we showcased 11 nonprofit organizations, the community, quality of life, parks and had lunch at MPAC
 - August 2014- September 2015—Visits from Toyota
 - 200 people will visit Collin County twice per week for roughly 8 months
 - Total of 11,000 people (includes families)
 - McKinney will have a booth that we will need to have presence at every Thursday/Saturday for 2 hours for the 8 months
 - MCD C month is November—please consider helping us "man" the booth.
 - Clint Black- August 27
 - Oktoberfest- September 26-28
- *MCD C Brochure*
 - Recently met with "My McKinney" committee with board for finalization of marketing material & logo (see attached)
 - Very close to ordering with new "My McKinney" panel
 - Additionally, will have a marketing kit for My McKinney & MCD C Collateral
- *Advertising*
 - Stonebridge HOA Newsletter (July/ August/September)
 - Advertise Oktoberfest/ Fall events
 - McKinney Magazine
 - September issue that will advertise Oktoberfest

- Press
 - *Best City for Newlyweds*
 - *Encore Wire Expands*
 - *McKinney National Airport receives state funding*
 - *National Night Out*

- *Social Media/Website*
 - Aerial Video
 - Please see here:
<https://www.youtube.com/watch?v=gXaOVZj1zB0&list=UUJwpwNycBw24-d7bOgf7GcA>

 - Facebook
 - Total 379 “likes”- reach 50-75 on average with each post.
 - Up from 250 in March 2014

 - Twitter
 - Total 178 “followers” on Twitter

 - Website
 - Roughly 1,600 site visits (up from 1,100 in May) with average time on website of 2:38 minutes
 - McKinney’s IT, GIS Department has been developing a webpage for us to showcase MCDC Project funding. This is the first draft. This will be updated to have the same messaging as the “My McKinney” media kit.
http://maps.mckinneytexas.org/MCDC_StoryMap/



City of McKinney News Release

FOR IMMEDIATE RELEASE

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McKinney named best city for newlyweds

Designation is one of many accolades the city has received

McKINNEY, Texas (July 22, 2014) – McKinney has been named the best city for newlyweds among the 200 most populous cities in the U.S., leading McKinney couples to know that after a dream wedding and honeymoon, wedded bliss really does exist.

MyLife.com took into account home prices, annual income, demographics, public school rankings and cost of living to figure rankings.

This designation is one of many accolades the city has received in recent months. In 2014, Texas Highway readers voted McKinney the No. 17 top travel destination in the state. Movoto ranked McKinney No. 10 on its list of America's happiest mid-sized cities. Also, U.S. News & World Report released its annual ranking of the best high schools in Texas, and all three McKinney ISD high school campuses landed high on the list (McKinney High School: No. 47, McKinney Boyd High School: No. 53, McKinney North High School: No. 55).

For more information on the accolades the city has received, visit the [city's website](#).

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About McKinney

McKinney, Texas, is unique by nature. As one of the fastest-growing cities in the U.S., McKinney has a current population of more than 149,000. Established in 1848, the city is located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers rolling hills, lush trees, a historic downtown square and unique neighborhoods and developments. The city ranks No. 2 on the *Money* Magazine Best Places to Live in America list. Visit the city's website at mckinneytexas.org.



Encore Wire Corp. Celebrates 25th Anniversary with major expansion in McKinney
Company plans to expand with help from city

McKinney, Texas (July 29, 2014) – Encore Wire Corporation announced their plans for a major expansion at the McKinney City Council work session on July 28, 2014. This year, one of McKinney’s largest employers, is celebrating its 25th anniversary by growing. Encore Wire, the one-stop source for residential and commercial wire, plans to celebrate by investing more than \$30 million to expand its manufacturing facilities and provide more than 125 new jobs in McKinney.



*Left to Right:
President – CEO of MEDC, Jim Wehmeier; Board Member of MEDC, Chuck Branch;
President & CEO of Encore Wire Corp., Daniel Jones; Vice President & CFO of Encore
Wire Corp., Frank Bilban; EVP of MEDC, Abby Liu*

“Encore Wire has been a staple in our community for 25 years and is respected locally, nationally and even globally, as seen by their recent award as one of ‘America’s 100 Most Trustworthy Companies,’” said McKinney Mayor Brian Loughmiller. “The City of McKinney and MEDC are committed to supporting existing McKinney businesses, and we are privileged to have an outstanding company like Encore Wire headquartered in our city.”

Encore was formed in 1989 with only 12 employees in a 68,000 square foot facility. The company now employs over 1,180 and is the largest taxpayer in McKinney, according to the Collin County CAD. Encore has expanded numerous times throughout its history, and this marks the 10th expansion the McKinney Economic Development Corporation (MEDC) has supported. This 125- percent expansion of the existing aluminum wire plant will add 128 new jobs and increase the size of one of their plants from 200,000 square feet to 450,000 square feet.

“We are excited to be a part of a growing community and we are very thankful that the McKinney Economic Development Corporation is committed to helping us,” said Daniel Jones, President & CEO of Encore Wire Corporation. “The partnership we have with the city has made us one of the top employers in McKinney, and we are thrilled to be able to provide more jobs for the community.”

“Encore Wire and the city of McKinney go hand-in-hand,” Jones said. “As the city continues to grow and expand so does Encore Wire, and we cannot wait to see what the future holds for both of us.”

The expansion is expected to be complete in December.

About Encore Wire Corporation

Encore Wire offers one-stop sourcing for all your residential, commercial and industrial copper and aluminum wire needs. Backed by a select family of loyal distributors, Encore is driven by old-fashioned values and strives to always exceed expectations. Their expansive, state-of-the-art warehouse facilities and highly acclaimed color-coding system, allows them to keep inventory levels broad and deep, while continuing to maintain a goal of a 100% fill-rate. Encore Wire is publicly traded on NASDAQ under the symbol WIRE. For more information visit the company’s website, www.encorewire.com/.

About the McKinney Economic Development Corporation

The McKinney Economic Development Corporation (MEDC) was created in 1993 to support the development, expansion and relocation of new and existing companies. The MEDC is an organization with a mission to work to create an environment in which community-oriented businesses can thrive. The MEDC is actively pursuing investments in Aeronautics /Aviation, corporate headquarters, emerging technology, healthcare and medical device manufacturing, professional services and renewable energy. For more information, visit www.mckinneyedc.com.

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Source: City of McKinney



City of McKinney News Release

FOR IMMEDIATE RELEASE

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McKinney National Airport receives state funding

McKINNEY, TEXAS (Aug. 1, 2014) – During its July meeting, the Texas Transportation Commission approved the granting of \$1,756,202 in federal funds to reimburse McKinney National Airport for the cost of land it acquired in 2010 as part of the \$45 million project to replace the old runway.

Project costs will be funded through the City of McKinney and the Texas Department of Transportation (TxDOT) Aviation Facilities Grant Program, which preserves and improves the state's general aviation airport system.

“Federal and state grants administered by TxDOT provide the kind of financial assistance our airport needs to continue to grow and provide top-quality service to our business aviation customers. McKinney National Airport has been fortunate to receive outstanding support from FAA and TxDOT over the past 12 years,” said Airport Executive Director Ken Wiegand.

The runway was constructed at 7,002 feet long and 150 feet wide with a weight-bearing capacity of 450,000 pounds. It was the largest in single development project in TxDOT Aviation history. The width and weight-bearing capacity can accommodate larger, heavier aircraft.

This year, TxDOT expects to provide approximately \$60 million in funding for planning, constructing and maintaining community airports. Approximately 275 community airports in Texas are eligible for funding.

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McKinney hosts community National Night Out party at Finch Park

Gathering aimed at neighborhoods without a homeowner's association

McKINNEY, Texas (July 23, 2014) – McKinney will host National Night Out on Tuesday, Aug. 5. National Night Out serves to heighten crime and drug prevention awareness, generate support and participation in local anti-crime efforts, strengthen police-community relations and send a message to criminals that neighborhoods are organized and fighting back.

The Housing and Community Development Department will host a National Night Out party in Finch Park, 301 W. Standifer St. for McKinney residents who do not have a homeowner association or organized block party in their neighborhood. The event will be held from 7–8:30 p.m.

The event will include activities and a live remote broadcast from 97.5 KLAK-FM. Free transportation shuttle provided by TAPS will service attendees from Old Settlers Park to Finch Park at 6:45 p.m. with a return to Old Settlers Park at 8:45 p.m.

For more information about the National Night Out party at Finch Park, please contact the Housing and Community Development Department at 972-547-7572. To learn more about McKinney National Night Out visit mckinneytexas.org/NNO.

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MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

“MY MCKINNEY” COLLATERAL

STICKER, RACK CARDS, BANNER, TRI-FOLD, SALES KIT, & PREMIUM LEAVE BEHIND
06/19/14



MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

“MY MCKINNEY” COLLATERAL

Purpose & Goal

The purpose of this campaign is to educate McKinney residents on the substantial impact local tax dollars have on their community. It will highlight key McKinney Community Development Corporation projects that were a direct result of local tax dollars.

The goal of the campaign is to encourage local residents to spend more of their money locally, thereby increasing funds for future McKinney Community Development Corporation projects

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

“MY MCKINNEY” COLLATERAL

Guiding Principles

The clear, concise, & succesful messaging will:

PROMOTE past projects of the MCDC.

ENLIGHTEN residents with a simple & straightforward “Did You Know” approach.

INSPIRE them to make more purchases locally.

**MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION**
“MY MCKINNEY” COLLATERAL

Tag line:

“Local Dining & Shopping Supports My McKinney”

**MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION**
“MY MCKINNEY” COLLATERAL



with "underline"



without

MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

“MY MCKINNEY” COLLATERAL

Rack Cards

4 x 9” cards designed for any MCDC
Project for display at various pre-determined
locations or for inclusion in the Sales Kit.



Did You Know...

Local Dining & Shopping helped fund

AVIATOR PARK

MCDC Funds: \$75,000
Location: 1201 Monticello Drive
Details: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec id imperdiet libero.

In 1996 McKinney voters approved a half-cent sales tax to support quality of life projects. Since then, the McKinney Community Development Corporation has approved investments totaling more than \$70 million.

Any project designated with the “My McKinney” icon, let’s you know your local dining & shopping helped make it a reality



McKinneyCDC.org

**MCKINNEY COMMUNITY
DEVELOPMENT CORPORATION**
“MY MCKINNEY” COLLATERAL

Banner

Large 8 x 10' exterior signs for display at recently completed or under construction MCDC projects.



Did You Know...
Local Dining & Shopping Helped Fund this Project?

PSA ARENA Opening Dec. 2014

Spending money in McKinney helps build projects like this that improve our Quality of Life. McKinneyCDC.org



TOYOTA ASSOCIATES' RECEPTION EXPO SCHEDULE

Wave #	Start Day	Start Date	City Representatives	Names of Expo Worker #1	Name of Expo Worker #2
19	Sat	1-Nov-14	MCDC	Cayti Stein	
20	Thurs	6-Nov-14	MCDC		
21	Sat	8-Nov-14	MCDC		
22	Thurs	13-Nov-14	MCDC		
23	Sat	14-Nov-14	MCDC		
24	Thurs	20-Nov-14	MCDC		
25	Sat	22-Nov-14	MCDC		