



McKinney Economic Development Corporation

Marketing and Research Activity

Peter Tokar, President—Marketing

Madison Clark, Business Development Specialist—Marketing; Social Media Posting

August 21, 2018

Highlights:

- Updated MEDC overview brochure and sent to print
- Created various templates for RFIs
- Produced marketing materials and emails for FAM Tour, Bisnow and NTCARR events
- Designed and submitted 2 page advertorial for DRCs Real Estate Review publication

Upcoming Events:

- Bisnow 121 Corridor Event: MEDC is the “Raw Space Sponsor” and the event will be held at the Sheraton McKinney Hotel on August 23, 2018 at 7:30 AM.
- The FAM Tour of McKinney, following the Bisnow event will be held on August 23 for the real estate community and followed with a luncheon and a development update from MEDC President, Peter Tokar III.
- NTCAR Commercial Real Estate Expo: MEDC is a “Platinum Booth Sponsor” and the event will be on August 29, 2018 at the Sheraton Dallas Hotel at 3:00 PM.
- Corenet Golf Tournament: MEDC will be a hole sponsor and have a foursome spot at the tournament on October 29, 2018.

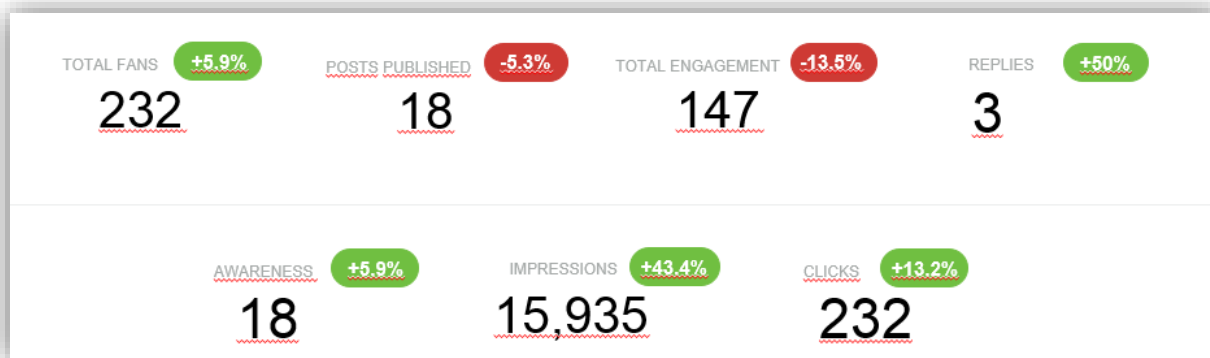
Event preparations continue.

Facebook Insights:

Facebook and Twitter screenname: McKinneyTxEDC.

Reporting Period: July 1, 2018- July 31, 2018

The dashboard below represents key metrics month-over-month.



Top Facebook post by reach and engagement:



MEDC - McKinney Economic Development Corporation
Published by [Manager](#) (?) · July 13 · 🌐

The McKinney Economic Development Corporation (MEDC) Board of Directors announced the hiring of Peter Tokar III as President and CEO. Tokar will start July 30 and will be joining us from Alpharetta, Georgia where he served as the Economic Development Director at the City of Alpharetta since 2012, and as the Managing Director of the Alpharetta Development Authority.

Help us welcome Mr. Tokar!



MCKINNEYEDC.COM
McKinney EDC, TX
McKinney Economic Development Corporation names new president

Get More Likes, Comments and Shares
Boost this post for \$5 to reach up to 2,300 people.

635 people reached

[Boost Post](#)

Cindy Schneible, Debra Hansen Fitzgerald and 6 others

3 Shares

Performance for Your Post

635 People Reached

22 Likes, Comments & Shares ⓘ

18 Likes	8 On Post	10 On Shares
0 Comments	0 On Post	0 On Shares
4 Shares	3 On Post	1 On Shares

71 Post Clicks

0 Photo Views	24 Link Clicks	47 Other Clicks ⓘ
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts



Twitter:

The dashboard below represents key metrics month-over-month.

AUDIENCE **+8.6%**
151

TWEETS PUBLISHED **-29.2%**
17

ENGAGEMENT **-32.7%**
66

AWARENESS **-100%**
0

REPLIES SENT **-100%**
0

Top Tweet earned 1,857 impressions

Help us welcome Mr. Peter Tokar III, announced as the President and CEO of MEDC starting July 30. Tokar joins McKinney from Alpharetta, GA. Check out the news release below for more information about Tokar's experience in economic development.
mckinneyedc.com/CivicAlerts.as...
pic.twitter.com/DmUuJ8y58B



↩ 2 🔄 3 ❤️ 12

Top media Tweet earned 1,220 impressions

Thanks to [#DalfenAmericanCorp](#) the [@CityOfMcKinney](#) Fulfillment Center is still on schedule to be completed by November of this year!

Located near HWY 75 and US-380 at 1581 Corporate Drive, the center will support 115k SF of [#ClassA](#) speculative industrial space.
pic.twitter.com/5fniUHBIKH



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