



# UNIQUE MCKINNEY

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MEDC, Director of Business Intelligence

Monthly Board Meeting

# Research Focus



Maximize productivity and reporting, and showcase success and opportunity from our partnership.



Create data tools with combined marketing and project value:

- (1) Derive **marketable insights**, easy-to-understand and **port into social media campaigns** and project responses
- (2) Facilitate **quick project responses** that are **highly competitive**.



**Achievements & Progress:**

Website updates

CRE statistics and dashboard

Quick reference materials for projects team labor supply, commercial real estate and baseline demographics

# Website Updates

Phase 1 | Offer Downloadable Fact Sheets\*

## “Fast Facts”

- [2010 Census Profile](#)
- [Community Profile](#)
- [Housing Profile](#)
- [Age/Sex/Race](#)
- [Demographic & Income Profile](#)
- [Housing Summary](#)
- [Age/Sex By Profile](#)
- [Detailed Age Profile](#)
- [Net Worth Profile](#)
- [Business Summary](#)
- [Household Income Profile](#)
- [Population Summary](#)


**Next Steps** | re-organize & add CRE one-pagers

\*SOURCE: Esri Business Analyst Online

## DOWNLOADABLE FACT SHEETS

Click To Download A Fact Sheet

2010 Census Profile	Age/Sex/Race	Age/Sex By Profile	Business Summary
Community Profile	Demographic & Income Profile	Detailed Age Profile	Household Income Profile
Housing Profile	Housing Summary	Net Worth Profile	Population Summary



### 2010 Census Profile

McKinney City, TX 3  
McKinney City, TX (4845744)  
Geography: Place

Prepared by McKinney EDC, [www.mckinneyedc.com](http://www.mckinneyedc.com)

	2000	2010	2000-2010 Annual Rate
Population	55,258	131,454	9.05%
Households	18,486	44,468	9.17%
Housing Units	19,787	48,046	9.28%
<b>Population by Race</b>		<b>Number</b>	<b>Percent</b>
Total		131,454	100.0%
Population Reporting One Race			
White		98,354	74.8%
Black		13,760	10.5%
American Indian		931	0.7%
Asian		5,327	4.1%
Pacific Islander		95	0.1%
Some Other Race		8,906	6.8%
Population Reporting Two or More Races			
		4,081	3.1%
Total Hispanic Population		24,482	18.6%
<b>Population by Sex</b>			
Male		64,611	49.2%
Female		66,843	50.8%

# CRE Stats Dashboard

## Phase 1 | Inventory & Product Breakdown

### City of McKinney

What type of commercial real estate do we have?

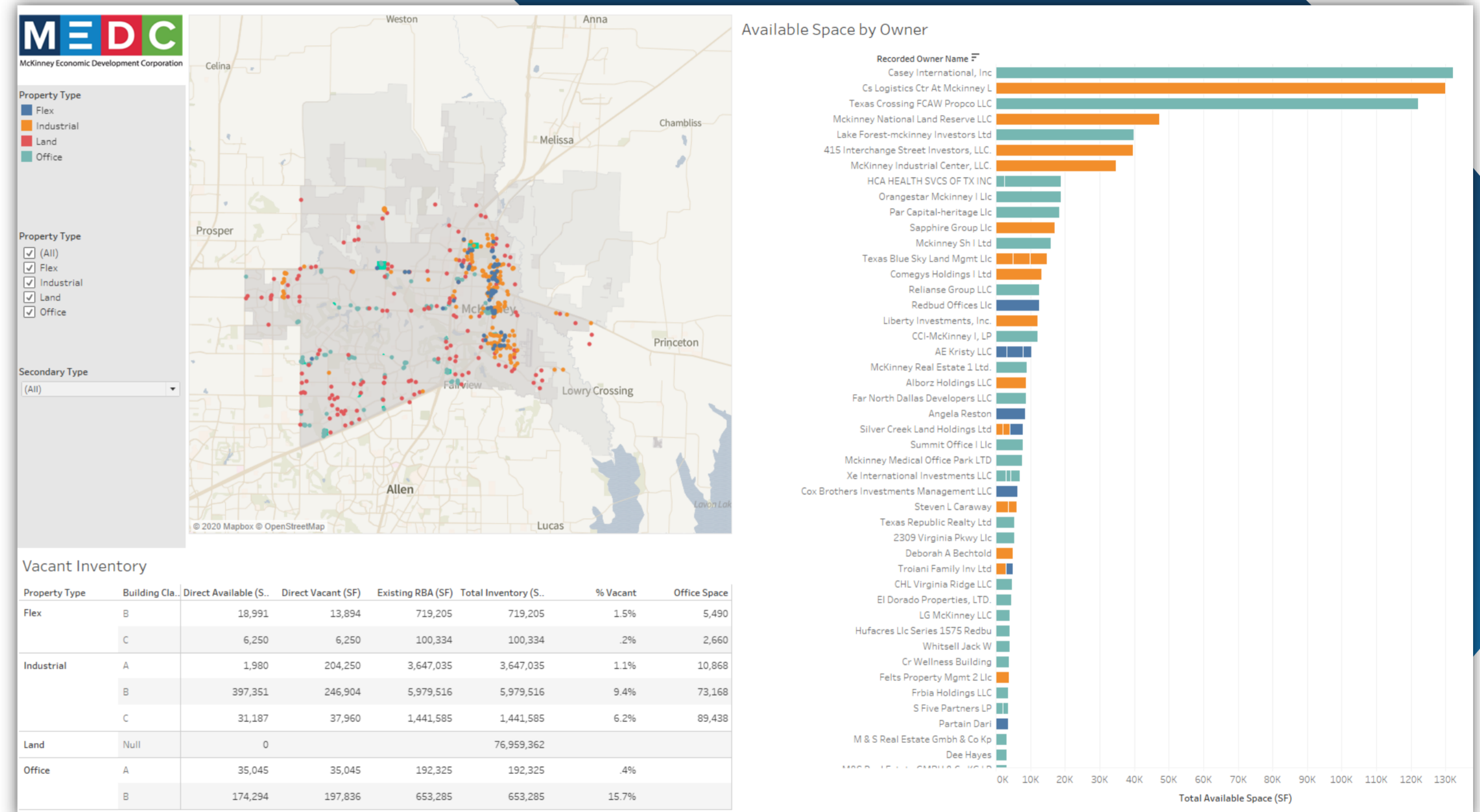
How much of our total inventory is vacant?

**Next step | Why?**

Who owns the building with the most vacant space?

Which landlords own multiple buildings?

How much SF of <secondary type> is available?



# Workforce & Demographics

Phase 1 | Cross City Data Platform

## Goal:

Unify and upkeep datasets, working with the ELT Data Team

## Progress:

Quick reference for projects team

- Wage validation by SOC code
- Labor supply by NAICS/SIC code
- Baseline demographics

Met with CCDP committee on Monday, kick-off

MSA	Occupation Title	Level	Employment	Employment RSE	Employment per 1,000 jobs	Location Quotient	Median Hourly Wage	Mean Hourly Wage	Annual Mean Wage	Mean Wage RSE
NTRNM	Surgeons, Except Ophthalmologists					0.77		\$127.97	\$26,190	16.40%
NTRNM	Family Medicine Physicians					0.74		\$123.26	\$25,390	13.50%
NTRNM	Physicians, All Other, and Ophthalmologists, Except Pediatric					0.16	\$64.00	\$86.38	\$179,680	14.90%
NTRNM	Architectural and Engineering Managers					0.51	\$72.89	\$77.08	\$160,320	6.70%
NTRNM	Sales Managers					0.4	\$57.7	\$64.68	\$134,530	6.50%
NTRNM	Pediatricians, General					.8	\$58.2	\$64.57	\$134,300	16.70%
NTRNM	Dentists, General					0.81	\$30.7	\$62.98	\$131,000	25.90%
NTRNM	Pharmacists					0.95	\$63.4	\$62.43	\$129,860	5.90%
NTRNM	Chief Executives					0.28	\$53.7	\$60.23	\$125,270	5.90%
NTRNM	Physician Assistants					0.38	\$58.7	\$56.37	\$117,250	9.90%
NTRNM	Nurse Practitioners					0.73	\$56.7	\$55.85	\$116,160	4.60%
NTRNM	Computer and Information Systems Managers					0.19	\$48.8	\$55.55	\$115,540	4.00%
NTRNM	Geoscientists, Except Hydrologists and Geographers					1.83	\$50.7	\$55.36	\$115,140	17.10%
NTRNM	Marketing Managers					0.27	\$49.1	\$55.10	\$114,600	7.00%
NTRNM	Materials Engineers					0.72	\$51.8	\$54.71	\$113,800	8.90%
NTRNM	Electronics Engineers, Except Computer					0.22	\$41.8	\$52.90	\$110,030	14.00%
NTRNM	Computer Network Architects					0.15	\$54.9	\$52.70	\$109,620	4.60%
NTRNM	Financial Managers					0.6	\$49.4	\$52.56	\$109,330	4.10%
NTRNM	Sales Engineers					0.46	\$48.2	\$52.41	\$109,010	8.30%
NTRNM	Industrial Production Managers					1.59	\$47.2	\$52.39	\$108,970	3.80%
NTRNM	Lawyers					0.25	\$44.9	\$51.74	\$107,620	13.20%
NTRNM	General and Operations Managers					1.04	\$35.9	\$50.71	\$105,470	3.70%
NTRNM	Veterinarians					0.97	\$38.1	\$49.16	\$102,250	23.70%
NTRNM	Engineers, All Other					0.46	\$48.4	\$48.46	\$100,800	4.80%
NTRNM	Transportation, Storage, and Distribution Managers					0.82	\$42.7	\$48.22	\$100,310	4.50%



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## Contact Information

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