

McKinney Economic Development Corporation

January 2020 Organizational Report

Peter Tokar
MEDC President

President's Report:

Board,

Happy New Year! I am excited to get started on our 2020 development projects and move some McKinney dirt! This is going to be an amazing year for the MEDC and the City of McKinney and I look forward to working with each of you in the coming year.

Peter

A. Organizational Updates

- We have posted for the Director of Business Intelligence position. We hope to have interviews scheduled in the next few weeks for the new position.
- Gazelle AI software: We are up and running with our new business intelligence software. We have additional staff training scheduled on January 23rd with ROI Analytics.
- MEDC KPI Report is attached to the org report. All in all we achieved the majority of our KPI's for the year. Year one of new KPI's are best estimates of actual performance. Since there is little to no benchmark data, these numbers are our best estimate of performance based on general industry trends and knowledge. We will be scheduling a KPI and strategic outlook retreat with the board in the next few weeks to look at year one KPI results in greater detail in order to better forecast our new KPI's for the current year.
- 2019 MEDC Holiday Reception: We want to recognize and thank Local Yocal and Board member Tracy Rath for helping organize our spectacular holiday reception.

B. Organizational Activity Report (December 2019)

- RFPs received: 3
- RFPs responded to: 1
- Total Pipeline Projects: 15
- New Pipeline Projects: 3
- Project Visits: 1

C. Marketing / Communications (December 2019)

- **Marketing Update:**
 - Marketing Trips: 2
 - Marketing Events: 0

- **Marketing Automation:** Our Quarterly newsletter for both site selectors and general community is scheduled to go out on January 23rd.
- **Community Forums:** In Partnership with the City of McKinney Neighborhood Services Department, we participated in their December community event to launch our first community forum for economic development. This is part of our social awareness initiative to better communicate and educate McKinney residents on the mission and purpose of the MEDC. We hope to do many more of these in 2020.
- **Social Media Campaigns:** See the attached report.
- **Recent Marketing Trips:**
 - **Economix:** The MEDC participated in the annual Economix Site Consultants Forum in Charleston, SC. This site selector conference is one of the main events we participate in to foster relationships with the brokerage community and market the City for corporate recruitment.

D. Technology & Infrastructure Update

- Wireless Committee held kick off meeting with HR Green to discuss deliverables and Wireless Community Town Hall. Town Hall Date pending confirmation with City Management Staff.

E. Business Retention & Expansion (December 2019)

- BRE Visits: 4
- Annual BRE Total: 90
- Businesses Assisted: 8
- BRE Partner Events: 0

F. MEDC Committee Updates

- **Real Estate Committee:** Next meeting slated for February
- **Marketing Committee:** Regularly scheduled meeting following the board meeting
- **Finance Committee:** We will begin budget prep next month and hold a finance committee meeting.

G. Upcoming Events

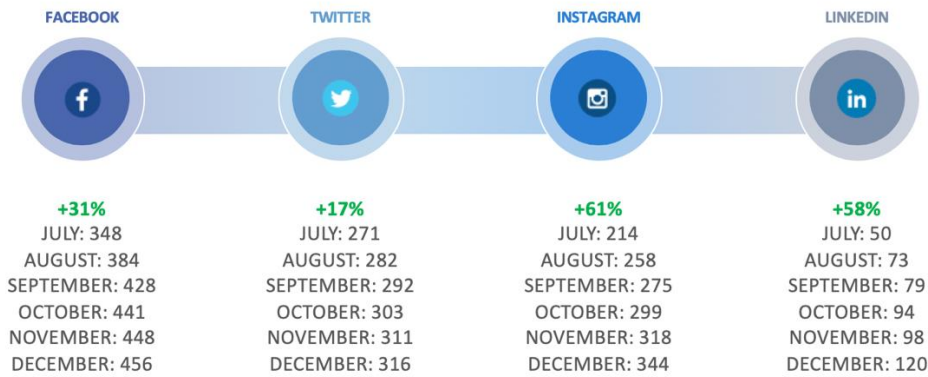
- Chamber Annual Business Mtg/Luncheon, Tuesday, January 28th
- Chamber Community Awards, Friday, February 21st
- Bisnow 121 Corridor Event, Thursday, March 26th

SOCIAL MEDIA/WEBSITE REPORT

December 1-31

Social Media:

Overall each social platform is increasing in both fans/followers and also engagement! The content being placed on each platform has a call to action, which is resulting in an increase web traffic and increase in total website page views. During November, it was normal to see a drop in engagement in our industry due to holidays, people taking time off of work and family time taking a lead. However, in December we saw an uptake in engagement and follower/fan count. We saw that as the holidays ended, people returned back to work and business news. Overall, we have a 5% increase in engagement over 30 days, which is higher than the competitors with one week's engagement reaching 647% higher than Frisco EDC.



The post with the most engagement can be found below from Facebook, with 909 people reached, 256 reactions, 23 shares.

Performance for Your Post

909 People Reached

256 Reactions, Comments & Shares

159 Like	16 On Post	143 On Shares
5 Love	0 On Post	5 On Shares
6 Wow	0 On Post	6 On Shares
2 Sad	0 On Post	2 On Shares
1 Angry	0 On Post	1 On Shares
60 Comments	0 On Post	60 On Shares
23 Shares	23 On Post	0 On Shares

83 Post Clicks

0 Photo Views	52 Link Clicks	31 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

Website:

Overall the website is experiencing an increase in visits on a daily basis, along with increasing ranking on Google. The unique visitors count is rising, along with the amount of time spent on the website; with the average time increase to 8.1 minutes. We are on track to see a large increase in January as the holidays somewhat maintained November's visitor count.

581 Total
Visitors

598 Total
Visits

1,229 Total Page
Impressions

2.1 Avg Page
Views

8.1 Avg Minutes
On Site

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

- Google
- LinkedIn
- Dallas Culture Map
- Instagram
- Facebook

Top Pages Visited in December:

- Homepage
- Meet Paul Bettner
- Demographics
- Leadership
- Board and Agendas
- History of McKinney
- Economic Incentives