

# McKinney Economic Development Corporation

## October 2020 Organizational Report

Peter Tokar

MEDC President

### Organizational Report:

MEDC Board,

October is a special Month for the MEDC. Not only are we beginning our new fiscal year, we are welcoming in our new MEDC Board members. Welcome new Board member Kurt Kuehn and alternate Board member Kimberly Ball! I am looking forward to working with you both. Congratulations to all of the reappointed Board members, including Brian Loughmiller and Ken Sipiora.

October also marks the 10 year Anniversary of Abby Liu with the MEDC. Through her 10 years of service with the MEDC, Abby has served in both leadership and support roles within the organization. We appreciate her dedication to the MEDC and wish her a heartfelt congratulations.

Our newly created Innovation Fund still continues to be one of our best performing programs this year. We continue to announce more and more start-up companies relocating to McKinney. As we move forward, we will continue to refine and grow this program. It has proven to be a successful tool-kit program to bring companies to McKinney.

### Organizational Updates

- The SRS Grand Opening will be postponed until spring due to precautions around COVID-19. We will virtually congratulate SRS in the completion of their headquarters until we can all celebrate safely in person. We will continue to update the board when a new date has been decided for the Ribbon Cutting.
- AEDO Certification –Staff continues working with the team on the requirements of the MEDC application to be an Accredited Economic Development Organization (AEDO) via International Economic Development Council (IEDC). The AEDO Team conducted a fourth meeting on September 18.
- We are getting the stage set for the 2021 PGA Byron Nelson Golf Tournament! We have met with the salesmanship club to review our sponsorship package and start planning the details of our hospitality space. This will be a premier recruitment and attraction event for the MEDC and we are excited for the launch of the program and upcoming tournament.

#### **A. Organizational Activity Report (September 2020)**

- \*Total Leads: 19
  - Qualified Leads: 8
  - RFPs received: 16
  - RFPs responded to: 5
  - Total Pipeline Projects: 32
  - New Pipeline Projects: 2
- \*Leads include RFPs, RFIs, and direct inquiries from site selectors, brokers, company representatives, etc.

#### **B. Marketing / Communications (September 2020)**

- FDI Alliance International article on the Innovation Fund launched and we are starting to see the metrics of how the article performed.
- **Marketing Update**
  - Marketing Trips: 0
  - Marketing Events: 0
- **Newsletters:**
  - Q3 Community Development Newsletter- Sent October 1, 2020
  - Q3 Development Newsletter- Sent September 23, 2020
- **Social Media Campaigns:** See attached report

#### **C. Technology & Infrastructure Update**

- MEDC, Engineering, IT, and CMO are working to add additional fiber capacity to Downtown McKinney via East Louisiana St renovation.
- Staff working with a neutral host fiber provider for expanded North/South fiber capacity between Wilmeth/ HWY 5 and SH 121/ HWY 5.
- Ongoing work with technology infrastructure surrounding TPC Craig Ranch golf course and Craig Ranch Corporate Center. Both sponsored AT&T fiber, as well as proactive deployment.
- Ongoing work with technology infrastructure along 121 Corridor.

#### **D. Business Intelligence Update**

- Provided research support to the Projects team on multiple projects. This information contributed toward a complete list of corporate occupiers and commercial real estate in McKinney.
- A first edition data catalog has been completed to meet the needs the team identified in the internal discovery process.
- We shifted into a regional focus to explore and report on eSports for the upcoming IEDC conference. We recognized a void in research about the local economic impact of multi-purpose venues, built to accommodate both traditional and new-age Spectator Sports and Entertainment.

**E. Business Retention & Expansion (September 2020)**

BRE visits are currently being conducted virtually. 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: 0
- Annual BRE Total: 41
- BRE Partner Events: 0
- Virtual BRE Calls: 0

**F. Important Board Dates**

- November 17<sup>th</sup>, Board Meeting: Type A Sales Tax Training with Jeff Moore

**G. Upcoming Events**

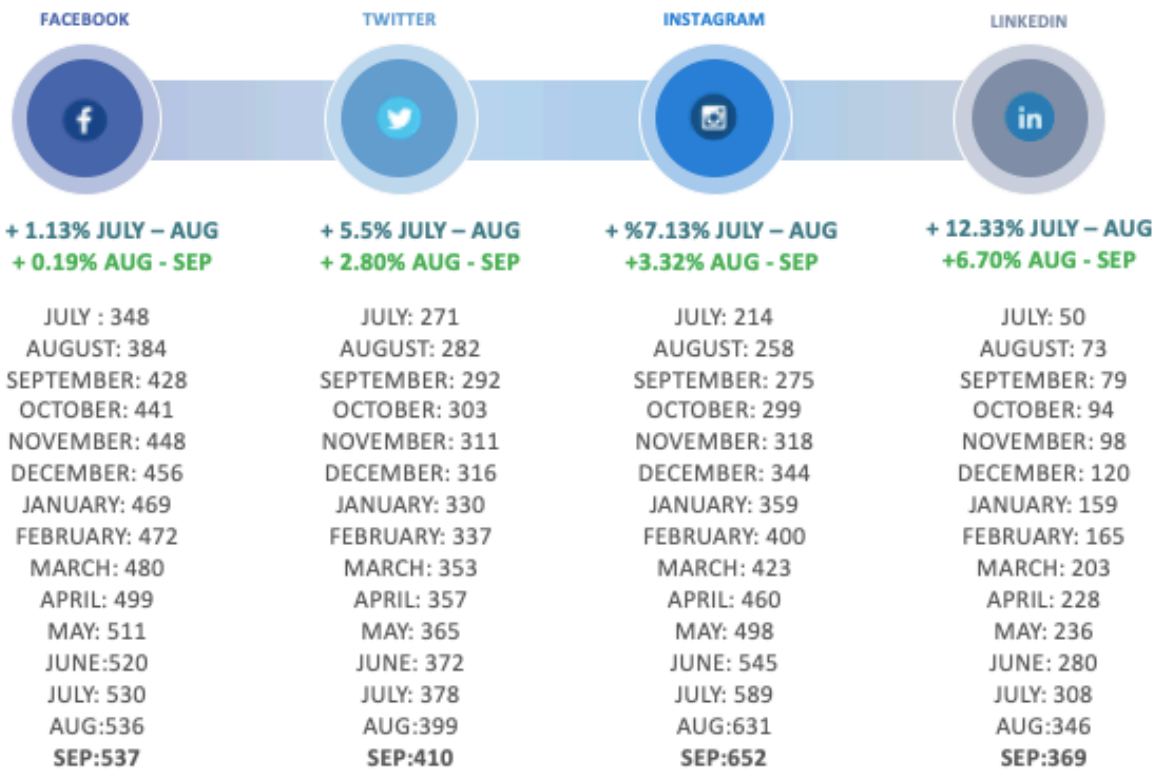
- October 22<sup>nd</sup>, Collin County Economic Opportunity Assessment, 9:00 am, Zoom
- October 23<sup>rd</sup>, KVP Ribbon Cutting Ceremony, 8:00 am, KVP Building
- November 5<sup>th</sup>, State of the City, 11:30 am, Zoom

## Social Media and Website Report

September 1 – 30, 2020

### Social Media:

In September, Twitter and LinkedIn continued to be our central channels and fastest-growing social platforms. By polishing our content, we are capturing the attention of a better quality of audience. A great example is our LinkedIn, where 45% of our audience work in Business Development. According to Sprout Social, the hours in which people engage with a post has changed dramatically. In the next 30 days, we will apply these schedule changes to increase our reach.



**LinkedIn:**

Press release efforts remain to show positive results in social media channels, namely LinkedIn. The integration of more relevant #hashtags and @mentions has also bolstered our posts.

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

**Dallas Innovate Exclusive**

- Impressions: 891
- Likes: 42

**RPM XConstruction Complete Project**

- Impressions: 2,095
- Likes: 38

McKinney Economic Development Corporation  
369 followers  
2w •

The McKinney Economic Development Corporation's Innovation Fund continues to generate hundreds of new high-tech jobs at incredible speed despite being in a global recession.

Since launching in January, the Innovation Fund has received applications from around the United States, mainly New York and California, and across the Dallas Region.

The MEDC's team invested in the fund's online platform to host a simple online application focused on attracting specific high-growth startups in health tech, fintech, cybersecurity, artificial intelligence, SaaS, gaming, electronic, and digital arts industries.

The Innovation Fund has achieved:

- ✓ 11 Tech Startup Relocations and Expansions
- ✓ 230 Total New and Existing Jobs Created
- ✓ 461 New Jobs to Be Created
- ✓ 638 Total Qualified New and Existing Jobs
- ✓ \$86,000 Average Annual Salary

Read more at [Dallas Innovates](http://ow.ly/Aqtz50BtAzl)  
<http://ow.ly/Aqtz50BtAzl>

#development #startups #tech #innovation #venturecapital #startupgrind #startupbusiness #entrepreneursmindset #happyfounders #femaleentrepreneur #womenintech #businessstartups #entrepreneur #kickstarter #mckinneyrising #uniquemckinney

DANNY CHAVEZ  
SENIOR VICE PRESIDENT  
UNIQUE MCKINNEY  
www.UNIQUEMCKINNEY.com

42 • 3 Comments

Like Comment

Organic impressions: 891 Impressions Show stats

McKinney Economic Development Corporation  
369 followers  
3w •

RPM xConstruction announced last week their plans to construct their headquarters, a 90,000-square-foot office building within McKinney's Craig Ranch. The new office will house more than 750 employees. The company said accessibility, walkability, and proximity to restaurants and retail were the top reasons for choosing the area.

Read more: <http://ow.ly/BG3R50BqqXZ>

#mckinneyrising #uniquemckinney #commercialrealestate #realestate #cre #realtor #headquarters #siteselection

38 • 5 Comments

Like Comment

Organic impressions: 2,100 Impressions Show stats

## Website:

In September, we have increased our total visitors and impressions. More people are being exposed to our content. Our top-ranking pages continue to show signs people are doing specific research on our website.

### JULY



### AUGUST



### SEPTEMBER



## Referrals and Top Pages:

Naturally, most of our traffic has been through our press collaboration. It is good to point out the MEDC's Innovation Fund has been getting continuous media recognition.

### Referral Traffic:

- Google
- Dallas Innovates
- McKinney Chamber of Commerce
- Instagram
- Business In Texas
- Dallas Business Journal
- Dallas Morning news

### Top Pages Visited in August:

- Homepage
- Leadership
- Innovation Fund
- Economic Incentives
- Property Information
- Quality of Life
- Demographics