

# McKinney Economic Development Corporation

## May 2019 Organizational Report

Peter Tokar  
MEDC President

MEDC Board of Directors,

Changes are in the air this summer! We are welcoming in our new Senior Vice President of Economic Development, Danny Chavez on May 28<sup>th</sup>! We look forward to having him on the team and bringing his perspective to our development efforts.

I am approaching my one year anniversary with the MEDC in July! It does not seem like I have been here for a year already but the time has just ticked away. We have been so busy with hardening the organization, rebranding and creating a new website and developing our long term strategy that the days have passed by like nothing. I am still as excited to part of this organization as the day I started here and look forward to many years of success with the MEDC.

-Peter

### President's Report:

#### A. Organizational Updates

- Danny Chavez, Senior Vice President, starts on Tuesday, May 28<sup>th</sup>.
- Evaluated Salesforce and the possibility of moving forward with Salesforce or another project tracking program.
- Attended the All Hands Meeting hosted by Paul Grimes on April 17.
- 5G Specialist Position - We have had over 40 applicants for the 5G specialist position. We are currently in the evaluation process of the interviews to move qualified candidates to the interview stage. This will be a key position for moving forward the MEDC and City of McKinney 5G strategic plan. This position will be the lead liaison between the MEDC's efforts in deploying a 5G network in the development community as well as work with the City on city-wide deployment of smart city initiatives.

#### B. New Business Attraction – Projects

- RFPs received: 5
- RFPs responded to: 4
- Developer and MEDC have signed Purchase and Sale Agreement for industrial project on MEDC land. Worked on various follow up issues for company relocation to McKinney.
- City Attorney completed draft incentive agreement for Sentinel Capital for Phase I of McKinney National Business Park

- Planned and hosted a site selection consultant first visit to McKinney for a new project on April 10.
- Attended the second Southgate meeting with KDC and team for prospect activity at MEDC on April 11.
- Visited a new project in the area on April 15.
- Hosted a meeting with a commercial real estate broker working with a property in McKinney and a potential prospect on April 22.
- Visited a site selection consultant in the area for a new project on April 26.
- Attended Team Texas Chicago Roadshow with thirteen (13) Texas city representatives to meet site selection consultants and companies interested in expanding to Texas.
- Attended a new project meeting with MCDC and City Parks at City Hall on May 9.

### **C. Marketing / Communications**

- Social Media: See report
- The MEDC was invited to sit on a panel discussion on the Future of Collin County on May 15<sup>th</sup>. The event was a Dallas Morning News, Subscriber Event, hosted at Legacy Hall in Plano. The event was well attended.

### **D. Business Retention & Expansion**

- BRE Visits: 7
- Hosted a lunch to meet with two new GreenTech executives from Taiwan.
- BRE Program
  - New “enhanced, relevant” BRE program is almost complete. We hope to present at the June BOD meeting.
  - Met with the chamber about Partnership and how we might coordinate efforts. Next meeting is on May 17<sup>th</sup> to finalize a calendar for the next 90 to 120 days.
- StatLab
  - Continuing to work with the Executive Team. They have decided to move their admin staff only and not the fulfillment area.
  - We have located a site they are considering and the Executive Team is having a Board meeting the week of May 20<sup>th</sup>.
- Watson and Chalin
  - We are continuing to search for dates to conduct a facilities tour.
- Tech Culture McKinney
  - Lance and His team continue to promote the space. Promotion and a heavy Social Media presence is getting the word out. They now have eight resident tenants.

### **E. Emerging Technology / Tech Ecosystem**

- The emerging tech program is being re-evaluated to expand the scope of operations and offerings. Given our new SVP’s experience in the tech field, we are halting this initiative until we can have him take a look at providing insight and recommendations.

## **F. Development Updates**

- We are continuing to talk to developers about opportunities on the MEDC Owned land. There is significant interest out in the development community and we are getting more and more request about the future of those lands every month.
- You can see dirt moving on the Hub 121 mixed-use development site. We are hopeful that the recently announced SRS Headquarter building will be breaking ground by the end of the summer as well as more potential development activity.
- Held a site visit for a confidential project on April 5. Toured three sites with the prospect, and understand McKinney is still on the company's radar as a potential location for their assembly operations.
- Met with a technology company who approached MEDC with interest relocating their HQ to McKinney.
- A project who recently toured McKinney has indicated the project is on hold, yet did not indicate timing of when it would be "live" again. Staff will continue pursuing this project.
- Cotton Mill
  - Terry Casey is working with a new "startup" enterprise, Millhouse McKinney, a non-profit designed to connect women, build community, share resources, and create social and economic impact by fostering FEMpreneurship

## **G. Networking / Business Development**

- Attended Greater Dallas Asian American Chamber of Commerce (GDAACC) North Texas Economic Development Forum in Plano on April 23.
- Hosted lunch with Dallas Regional Chamber staff on April 24.
- Attended eSports Event in Allen on April 27.
- Attended McKinney Chamber Breakfast, "McKinney's 2040 Master Plan and 380 Corridor and North", at Cinemark McKinney North on May 7.
- Attended Millhouse McKinney at Cotton Mills on May 7.
- Participated at NAIOP (National Association of Industrial and Office Park Developers) meeting.
- Participated at North Texas Commission event.
- Responded to inquiry for large industrial space.
- Participated at NTCAR (North Texas Commercial Association of Realtors) industrial tour of DFW industrial market.
- Participated at ULI (Urban Land Institute) networking event.
- Contact made with developer of 13 acre industrial site.
- Discussion with broker regarding expansion of existing tech company.
- Worked with developer regarding potential end user company for MEDC site.
- Provided information on potential McKinney sites and arranged follow up meeting with broker representing tech park opportunity.
- Met with various Dallas business attorneys and capital group.
- Worked on itinerary for visit by San Francisco Bay Area tech company.
- Met Class A office developer at networking event in Dallas and followed up with information about 121 Corridor.
- Followed up with European-based technology company and their broker. Made connections with various brokers.

- Met with New York-based hotel and office development firm.
- Contacted broker representing Independent Bank's new headquarters building to obtain their brochure regarding available space for lease.
- Contacted CBRE regarding company considering lease of space at new spec industrial building developed by Hunt Southwest. Company has now located space in building.
- Participated at evening real estate networking event at TIG Commercial brokerage in Frisco.
- Attended Texas Consilium manufacturer's meeting in Irving.
- Followed up from tour of McKinney by industrial company to determine status of project.
- Provided industrial tour for representative of Korean manufacturing company. Contact made at NAIOP networking event in Dallas.
- Worked with site selector to respond initially to request for financial incentives for large company for corporate headquarters.
- Arranged follow up meeting with tech company looking at placing headquarters in McKinney. Sent materials regarding potential sites.
- Met with commercial broker regarding tech company looking for site for new headquarters.
- Made presentation and provided office site information to Dallas broker.
- Attended business breakfast networking event at Prestonwood country club in Plano
- Followed up on *Dallas Business Journal* articles regarding four companies expanding in DFW Metroplex to determine if they have suppliers who might consider McKinney.
- Attended TREC (The Real Estate Council) evening networking event in Dallas to make further contacts.
- Contacted office broker regarding available space in Valliance Bank building.
- Had discussion with broker regarding status of Northgate McKinney.
- Provided information in Japanese to broker making June business trip to Japan.
- Participated at Bisnow networking breakfast event in Victory Park, Dallas.
- Participated at commercial real estate financing networking group meeting.
- Made 52 new and follow up calls to end-user companies/business leads and their tenant rep brokers during the reporting month.
- Met with 16 corporate real estate directors, site selectors and brokers during participation at IAMC (Industrial Asset Management Council) Dallas/Plano meeting.
- Contacted and followed up via phone and email with over 50 office and industrial brokers/site selectors/multipliers.
- Participated on TREC (The Real Estate Council) committee meeting.
- Participated at Dallas Startup Week evening events to introduce McKinney to early stage tech companies.
- Connected broker with vacant industrial site for potential development of small industrial buildings.
- Worked with Pittsburgh-based site selection firm to provide info on 50 acre sites in McKinney for prospect.
- Participated at meeting with Oncor regarding data center infrastructure.

- Attended CCIM commercial real estate lunch networking meeting in Dallas.
- Met with broker regarding property at NEC of Alma and 121.
- Followed up with Dallas broker regarding larger project opportunity.
- Provided tour to Pennsylvania-based site selector.
- Prepared industrial and office site packet for Managing Director at key Dallas brokerage firm as a followup on various meetings with this tenant rep. broker.
- Attended business leads meeting with engineering firm.
- Participated at evening networking event in Frisco at invitation of engineering firm.
- Contacted broker regarding 48 acre site adjacent to McKinney National Airport to determine status of marketing. Obtained update.
- Followed up with information to brokerage inquiry about locations for co-working.
- Had meeting in Midtown Dallas with architectural firm regarding business leads.
- Presented to the McKinney Kiwanis Club on May 9<sup>th</sup> about the MEDC.

#### **H. Administration and Operations**

- We are in Budget planning mode. We have met with finance to develop our baseline projections for the coming budget year. The executive team is currently working on a draft proposal for our new budget and will be holding a meeting with the finance committee once the draft has been completed.

### **Upcoming Events:**

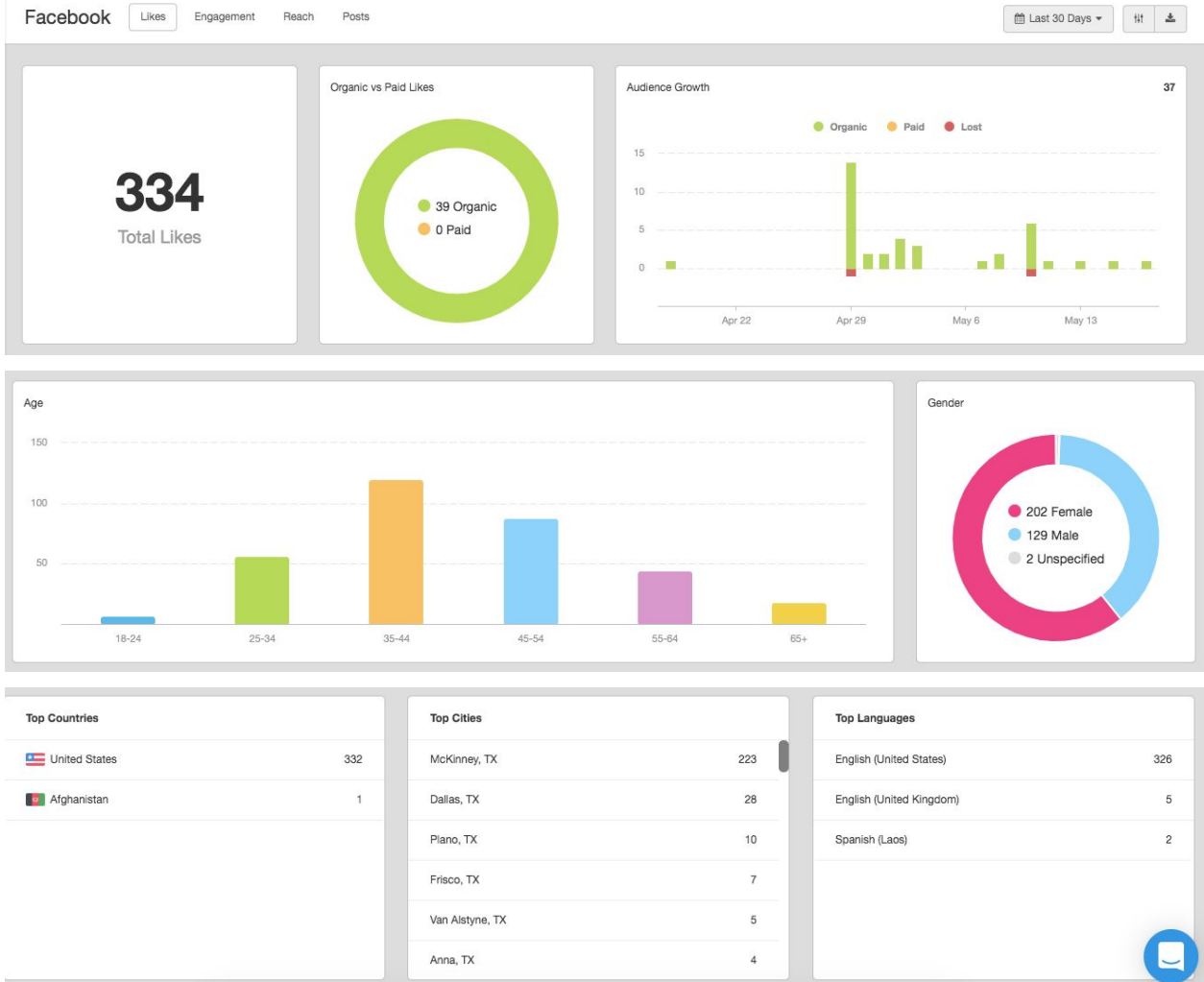
- Thursday, May 30, Independent Bank Grand Opening, VIP Reception/By Invitation Only
- Monday, June 3<sup>rd</sup>, Chamber Golf Classic (MEDC is a sponsor)
- Thursday, June 6<sup>th</sup>, Serve McKinney

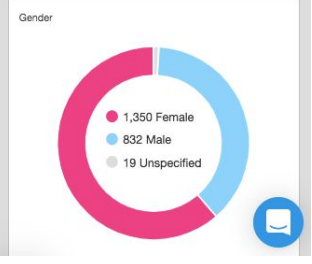
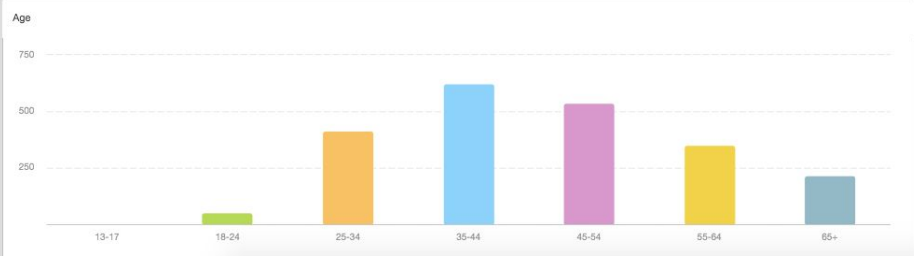
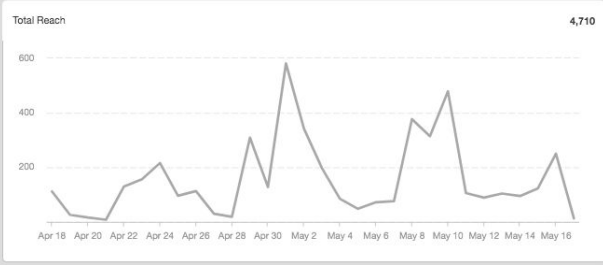
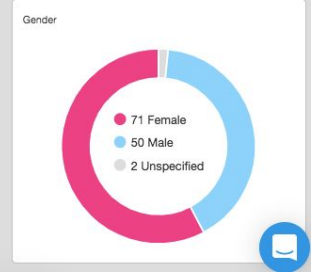
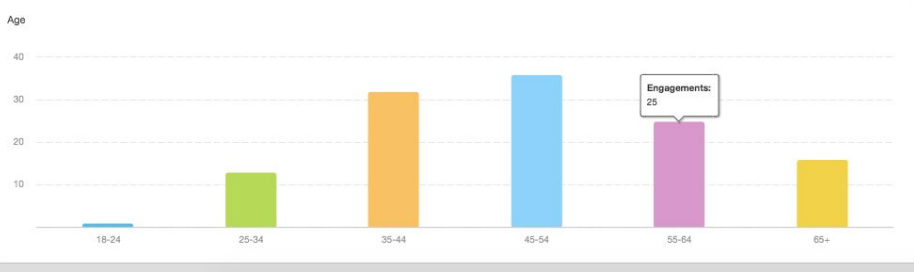
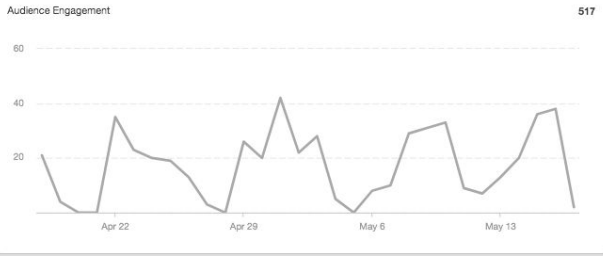
# McKinney Economic Development Corporation

## 30 Day Social Media Insights Report

# Facebook

Likes - 334





### Top Countries

United States	2,174
United Kingdom	7
Canada	3
Italy	3
Mexico	2
Taiwan	2





### Top Cities

McKinney, TX	831
Dallas, TX	211
Frisco, TX	77
Plano, TX	59
Fort Worth, TX	38
Allen, TX	36

### Top Languages

English (United States)	2,143
English (United Kingdom)	30
Spanish (Laos)	19
Italian (Italy)	3
Spanish (Spain)	2
German (Germany)	2



Date	Post	Reach	Likes	Shares	Clicks	Reactions, Comments & Shares
May 16, 2019	 Our focus is to create jobs close to ho	112	14	2	5	15
May 15, 2019	 Our weekly MEDC meeting. Working as a team and making moves. #WorkMcKinney #UniqueMEDC #EconomicImpact #Wednesday #EconomicDevelopment #WeeklyMeeting #TeamWork	118	13	1	22	14
May 14, 2019	 Excited to see The Cotton Mill continu	94	8	0	14	8
May 13, 2019	 TEXAS Texas ranked #1 two years in a row. 'L	81	6	0	2	6

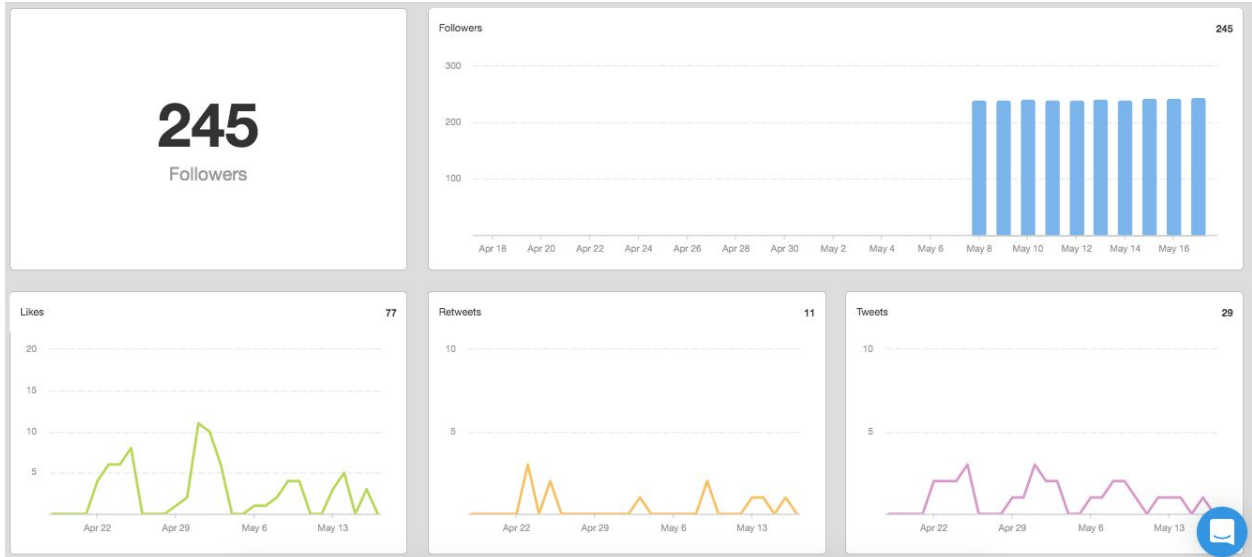
05/16/2019 5:15 AM	 Our focus is to create jobs close to home. Less commuting equals			112		5 20		Boost Post
05/15/2019 9:51 AM	 Our weekly MEDC meeting. Working as a team and making			118		22 15		Boost Post
05/14/2019 5:30 AM	 Excited to see The Cotton Mill continue to grow. We toured the			94		14 8		Boost Post
05/13/2019 7:30 AM	 TEXAS Texas ranked #1 two years in a row. "Low taxes and low regulations led			81		2 6		Boost Post
05/12/2019 8:01 AM	 Happy Mother's Day! -MEDC			52		0 0		Boost Post
05/10/2019 11:10 AM	 We are thrilled to have HUB 121 starting development in the			117		29 18		Boost Post
05/09/2019 2:52 PM	 Thank you again McKinney Chamber of Commerce Trinity Falls			103		10 7		Boost Post
05/09/2019 7:11 AM	 City Snapshot! #LiveMcKinney #WorkMcKinney #PlayMcKinney			95		4 9		Boost Post
05/08/2019 2:08 PM	 Happy Teacher Appreciation Week! #Teachers #McKinneySchools			115		5 7		Boost Post
05/08/2019 7:05 AM	 The City of McKinney has entered into a public-private partnership			93		16 13		Boost Post

# Twitter

Followers - 245

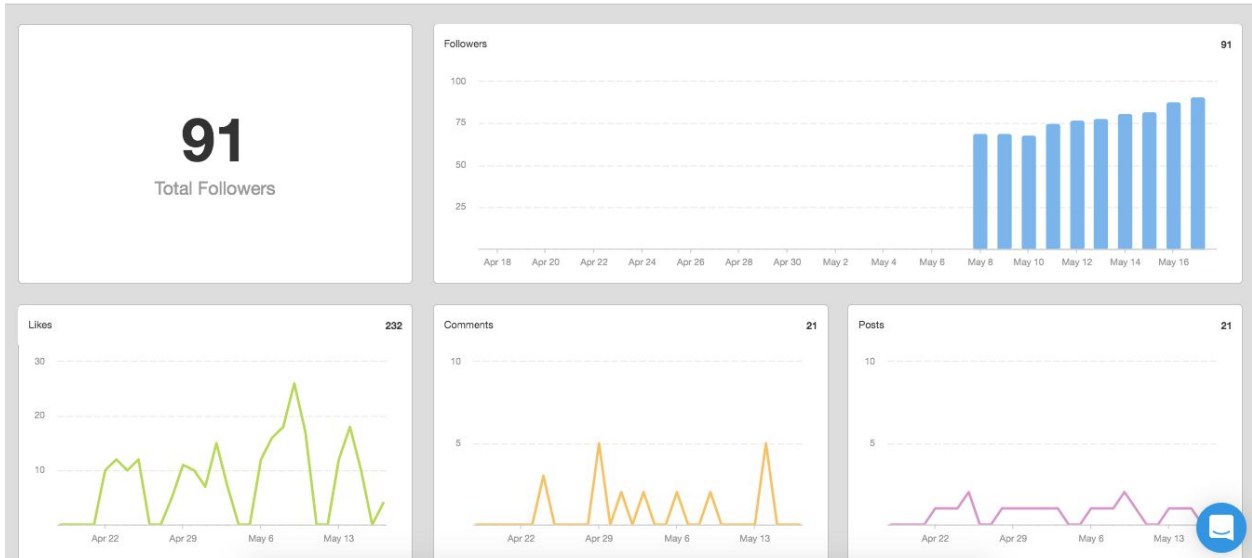
Twitter Insights Feed

Last 30 Days 👤 📄



Instagram Insights Feed

Last 30 Days 👤 📄



Tweets  
32



Tweet impressions  
19K ↑516.7%



Profile visits  
220 ↑2,344.4%



Mentions  
19 ↑1,800.0%



Followers  
245 ↑7



May 2019 · 16 days so far...

TWEET HIGHLIGHTS

**Top Tweet** earned 1,414 impressions

City Snapshot!

- #LiveMcKinney
- #WorkMcKinney
- #PlayMcKinney
- #UniqueMEDC
- #CityGrowth
- #CitySnapshot
- #Thriving
- #Community [pic.twitter.com/OO0cm4TK5R](https://pic.twitter.com/OO0cm4TK5R)



**Top mention** earned 373 engagements

**Danny Chavez**  
@DannyChavezTX · May 14

UPDATE: Very excited to announce that I have officially accepted an executive position in the #Dallas-Area, to become the SVP of the @McKinneyTxEDC! I will miss #SanAntonio, all the wonderful companies & people I've worked with over the years as well as my colleagues & friends.  
[pic.twitter.com/9tHADFRATH](https://pic.twitter.com/9tHADFRATH)



ADVERTISE ON TWITTER

**Get your Tweets in front of more people**



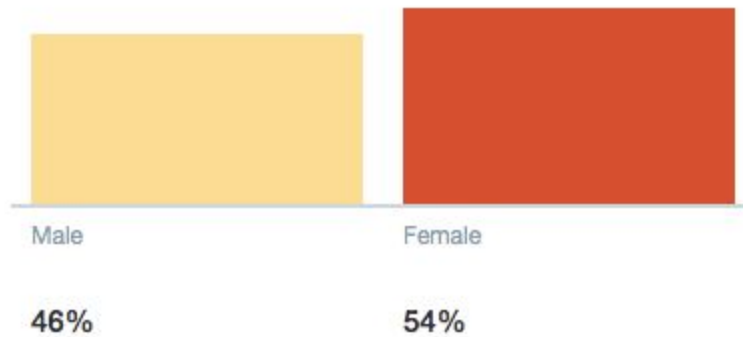
Promoted Tweets and content open up your reach on Twitter to more people.

Get started

MAY 2019 SUMMARY

Tweets	20	Tweet impressions	10.8K
Profile visits	166	Mentions	18
New followers	3		

Gender



## Country

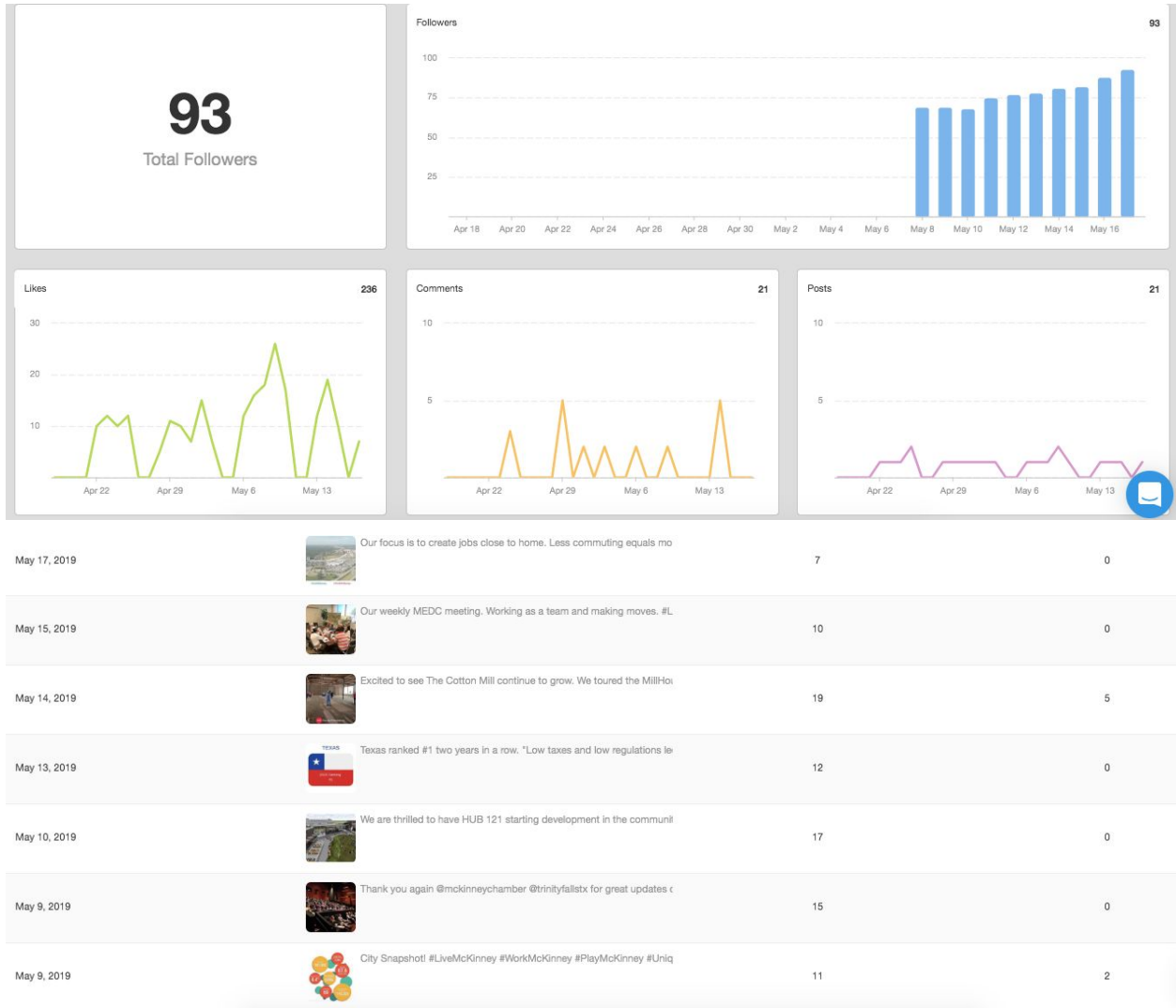
Country name	% of audience
United States	94% 
Russia	2% 
United Kingdom	< 1% 
Turkey	< 1% 
Bangladesh	< 1% 
Canada	< 1% 
United Arab Emirates	< 1% 
Indonesia	< 1% 
Philippines	< 1% 

## Region

State or region	% of audience
Texas, US	76% 
Georgia, US	3% 
California, US	2% 
New York, US	1% 
Florida, US	1% 

# Instagram

Followers: 93  
 Impressions: 511  
 Reach: 98  
 Website clicks: 1  
 Profile Visits: 36



# LinkedIn

Followers: 5

