

# ORGANIZATIONAL REPORT

—  
2022 - June



McKinney Economic Development Corporation



MEDC Board,

June for MEDC enters us into yet another season of transition. We said goodbye to Abby Liu, our Executive Vice President of Operations. After 11 years with the MEDC, Abby has decided to move on to her next chapter in her career. During Abby's 11 year run with the organization she helped land many notable projects in McKinney like, PACCAR, Wistron, Tong Yang Group, Hisun, and many more. We thank her for her service to this city and wish her well in her future endeavors.

2022 is throwing the EDC some curve balls. While our project pipeline is as full as it has ever been, it's taking longer and longer to get deals across the finish line. We are working on the formation of our Tech Organization for deployment in the fall and are optimistic about all the new Innovation Fund projects coming in.

At the IEDC Fall Forum in Richardson, we received our AEDO plaque and are now official in our accreditation. Lots of great things on the horizon.

### **Organizational Activity Report**

- New Organic Leads: 5
- RFPs received: 6
- RFPs responded to: 1
- Total Pipeline Projects: 28
- New Pipeline Projects: 3

### **Business Retention and Expansion**

- BRE Visits: 27
- Annual BRE Total: 47
- The month of May was full of lots of opportunities to connect with local employers including the McKinney Chamber of Commerce Annual Golf Tournament and Major Investor Event. The Byron Nelson provided a wonderful opportunity to connect with over 25 local companies.
- The first Tech & Trucks event planning is underway. Invitees include entrepreneurs, founders, angel investors, venture capitalist firms, educational partners, and more fine folk will be in attendance to network and enjoy food and beverages. The goal is to continue providing value to the Innovation Fund recipients and prospects, as well as other local technology related companies. RSVP is required via [this](#) link.

### **Project Management**

- Staff hosted Project Bergamot in town during the Byron Nelson. The supplement manufacturer is seeking to establish their headquarters in McKinney. This project will likely come before the board in the next several months.
- Byron Nelson Feature
  - Staff recently spoke to a company out of New Jersey seeking to open a second location. The company currently partners with a local company who has been sharing how great it is doing business in McKinney. Additionally, one of the guests who attended the Byron Nelson mentioned McKinney as a great location for their expansion in an entirely separate conversation. The two engagements further solidified their interest in McKinney. It is encouraging to hear various

partners in the startup scene are sharing the exciting things going on in McKinney!

**Marketing / Communications**

Marketing / Networking Events Attended

- May 2<sup>nd</sup> staff and Board members attended the McKinney Chamber 25<sup>th</sup> Annual Golf Tournament
- May 3<sup>rd</sup> staff and Board members attended Visit McKinney for National Travel and Tourism Week.
- May 5<sup>th</sup> staff attended Major Inventor VIP Event hosted by Dan Tinker, CEO SRS Distribution
- May 6<sup>th</sup> staff attended McKinney Chamber CEO Series
- May 17<sup>th</sup> staff attended the McKinney Chamber Spring Quarterly Luncheon
- May 19<sup>th</sup> staff attended the NTCAR Program/The Byron Nelson & the Thriving 121 & 75 Corridor

Newsletters

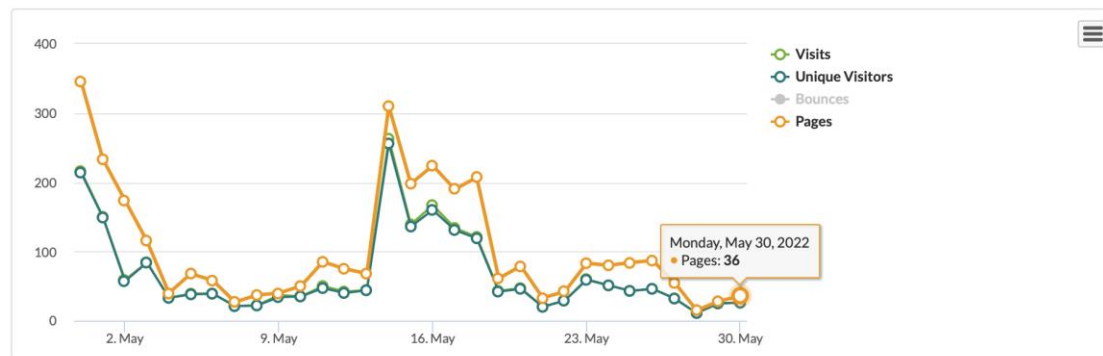
- The next round of newsletters is scheduled to release the third week of June.

**Website Visits:**

We have continued to see massive increase in web visits in May. We have surpassed double our targets for web visits. Our top visits are our home page and our Innovation Fund page. We saw a massive spike in visits on Saturday, May 14 – that was the Saturday of the Byron Nelson.

78% Bounce Rate   2,089 Total Visitors   2,128 Total Visits   3,228 Total Page Impressions   1.5 Avg Page Views   2.9 Avg Minutes On Site   SITE STATS

Web Visits



Top Referrers

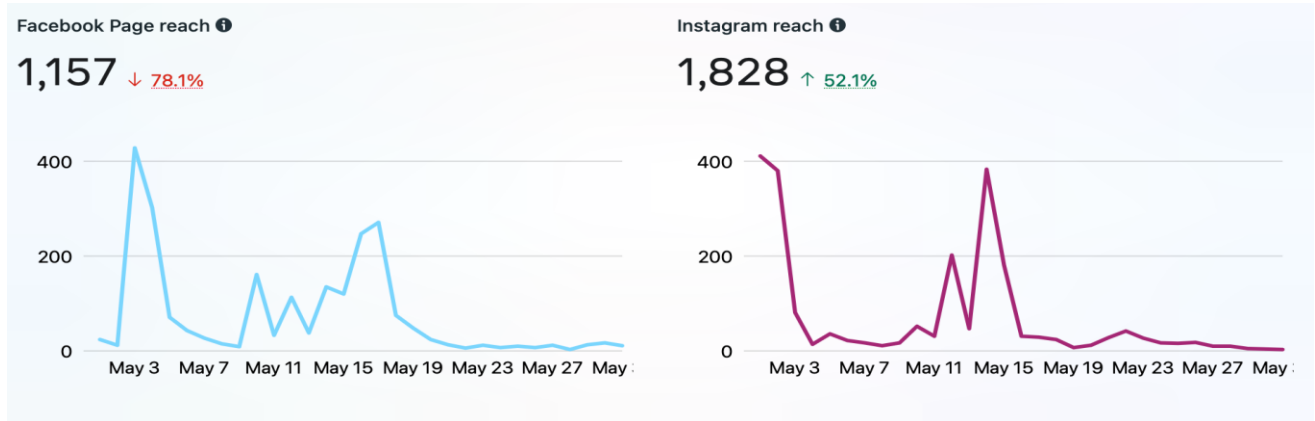
Rank	Referrer	Percentage
1	www.google.com	62.80%
2	youtube.com	11.74%
3	uniquemckinney.com	4.38%
4	www.mckinneytexas.org	3.94%
5	www.bing.com	1.39%

Top Entrance Pages

Rank	Page	Percentage
1	home page	44.40%
2	/innovation-fund/	29.97%
3	/quality-of-life/	4.86%
4	/leadership/	3.77%
5	/history-of-mckinney/	2.98%

### Social Media: Instagram and Facebook

Our reach on Instagram and Facebook is growing, with posts performing very well all through May. This graph illustrates our organic (unpaid) reach with posts. We saw better performance this month on Instagram than on Facebook.



Our top performing posts in May: A joint post with the Visit McKinney Team on May 3, and a video recap of our After-Hours Reception at the Cotton Mill on May 14.



**Tourism is the 2nd largest industry in Texas. Our team is ha...**

May 3, 2022 at 2:52 PM

ID: 363763585779957

#### Interactions

- 31 reactions
- 1 comment
- 1 share

### Performance

Reach	Reactions, comments a...	Results
<p>Total</p> <p><b>588</b> Worst   Best</p> <p>This post reached more people than <b>77%</b> of your 50 most recent Facebook posts and stories.</p> <p>Reach: 588</p>	<p>Total</p> <p><b>33</b> Worst   Best</p> <p>This post received more reactions, comments and shares than <b>86%</b> of your 50 most recent Facebook posts and stories.</p> <p>Reactions: 31 Comments: 1 Shares: 1</p>	<p>Total</p> <p><b>46</b> Worst   Best</p> <p>This post received more link clicks than <b>81%</b> of your 50 most recent Facebook posts and stories.</p> <p>Link clicks: 46</p>





**We had a great time last night hosting an after hours recep...**

May 14, 2022 at 9:37 AM

ID: 17905022183580072

Interactions

20 likes

3 comments

Performance

Reach

Total **542** Worst Best

This post reached more people than **89%** of your 50 most recent Instagram posts and stories.

Reach 542

Likes, comments and s...

Total **27** Worst Best

This post received more likes, comments and shares than **100%** of your 50 most recent Instagram posts and stories.

Likes	20
Comments	3
Shares	4

Results

Total -- Worst Best

Link clicks --

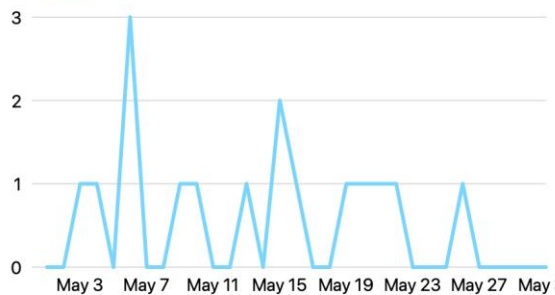
We added 16 new followers to Facebook and 28 new followers to Instagram. Again, unpaid organic reach.

New likes and follows

Export

Facebook Page new likes

16 ↑ 100%

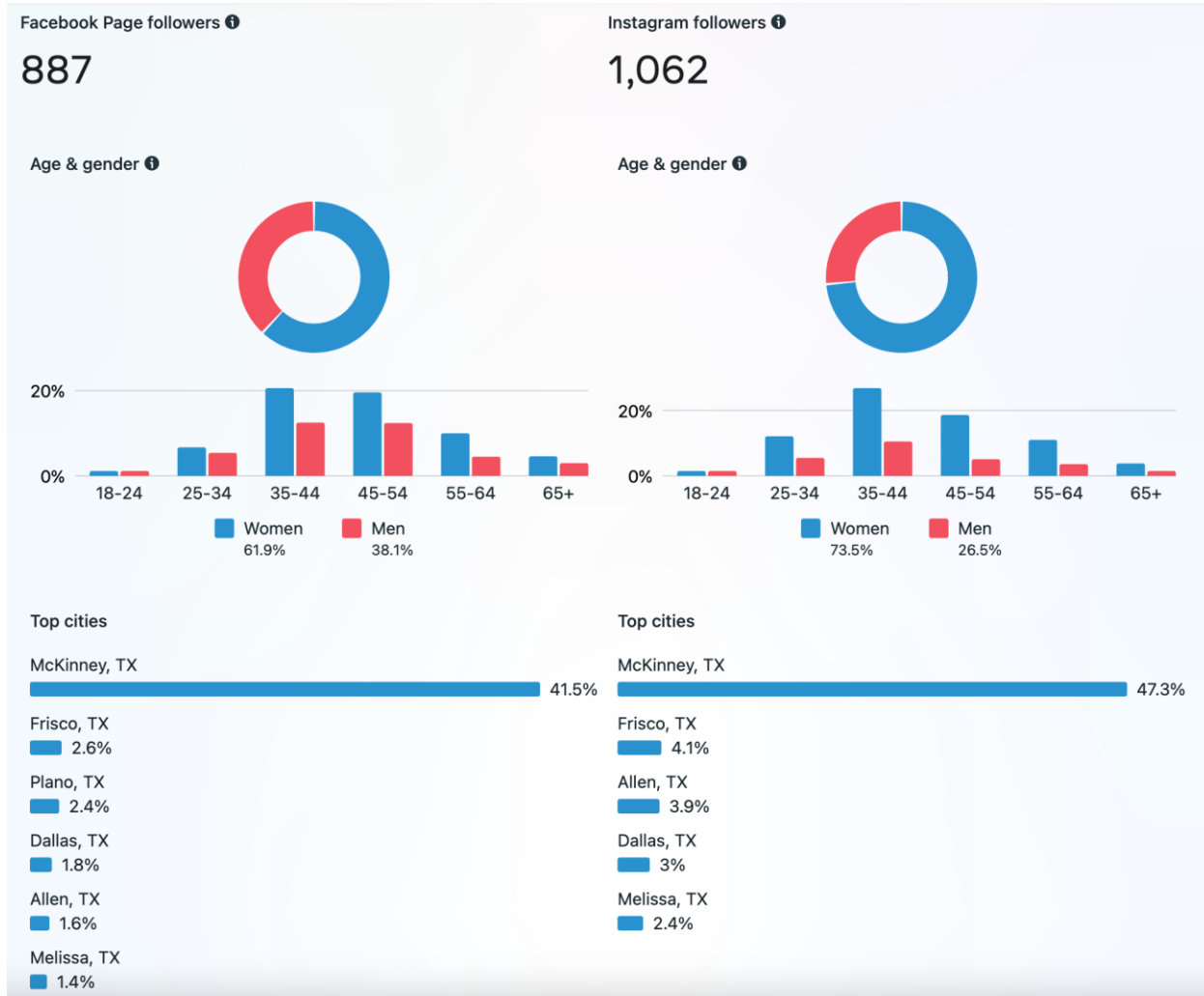


Instagram new followers

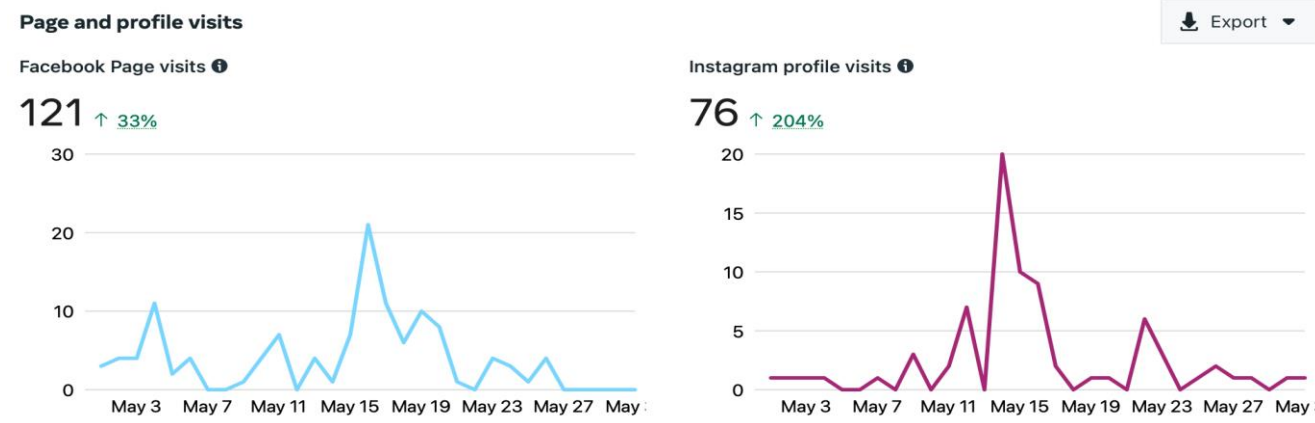
28 ↑ 154.5%



Our Audience Demographics for Facebook and Instagram is primarily located in McKinney, and we have a more female based audience.



We had 121 unique (new) visits to our Facebook page, and 76 new visits to our Instagram page in April.



## Social Media: LinkedIn

Our LinkedIn Audience has grown through the month of May, and we have focused on new content and consistent posting and connecting with our audience. We have grown by 54 followers in May alone.

### Follower highlights

**959**

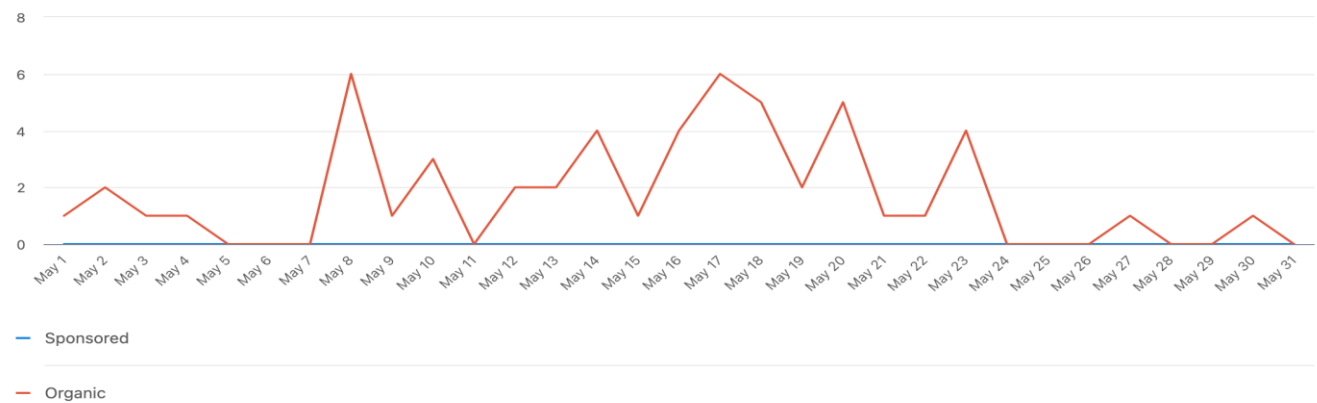
Total followers

**54**

New followers in the last 30 days

▼ 29.9%

### Follower metrics



We are seeing a focus in DFW area, while also having some traction from areas we have targeted, such as LA, Chicago, New York. We are pushing to see more growth in our following from these areas. We have a variety of company sizes in our following, as well as a variety of industry with a heavy leaning toward Real Estate.

### Follower demographics

Job function ▼

**Business Development** · 248 (26%)

**Sales** · 92 (10%)

**Operations** · 79 (8%)

**Finance** · 64 (7%)

**Community and Social Services** · 55 (6%)

**Real Estate** · 35 (4%)

**Marketing** · 35 (4%)

**Information Technology** · 26 (3%)

**Program and Project Management** · 23 (2%)

**Human Resources** · 21 (2%)

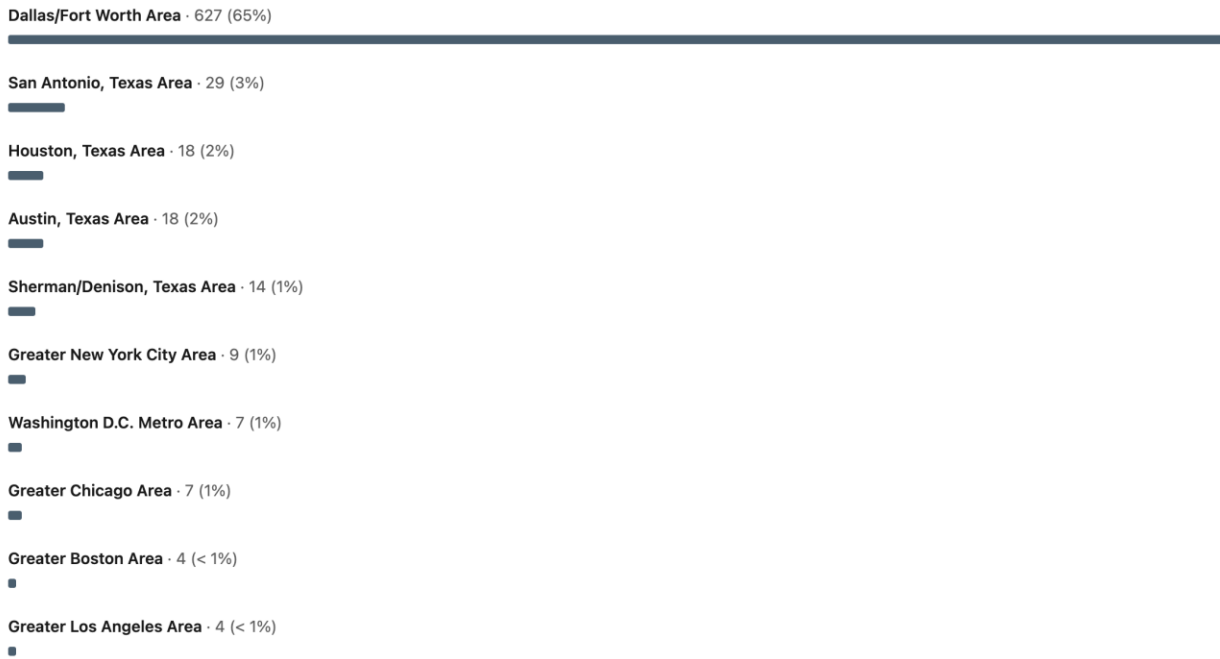
### Follower demographics

Company size ▾



### Follower demographics

Location ▾





**Operations**

- The Finance Committee met with staff on June 6<sup>th</sup> and reviewed the proposed FY 2023 budget. The FY2023 Budget will be on the June Board Meeting agenda.
- The Kaizen office lease is signed, and progress continues with the build out.
- Staff continues to work with McKinney CDC and the Chamber to finalize the sub lease.

**Research and Development**

- Broadband RFP Evaluation complete June 16th
- District 121 Technology Infrastructure is underway with fiber being completed in the next 30-45 days.
  - Wireless systems have been tentatively approved by Real Estate Committee, and most likely will come before the full board in July or August.
  - Two Carriers signed on already.
- Beginning the wage data analysis for the metroplex to evaluate how our companies compare with similar ones around the country.

**Upcoming Trade Shows and Missions**

- June 20-23 Collision, Toronto Canada, Michael Talley & Mike DePaola to attend
- July 16-23 Farnborough Air Show, London England, Peter to attend
- July 21-22 Consultant Connect New York, Michael Talley to attend
- October 29-November 4 TYG Expansion, Tainan Taiwan, Peter Tokar to attend
- November 15-17 Smart City Expo, Barcelona Spain, Peter Tokar or Mike DePaola to attend
- November 17 & 18 Slush, Helsinki Finland, Peter Tokar or Mike DePaola to attend
- December 5-8 Economix, Columbus Ohio, Peter Tokar to attend

**Upcoming Events**

- June 27, McKinney Police Association Golf Tournament
- September 13, NTCAR 2022 Charity Golf Tournament

**Committee Meetings**

- Finance Committee & Innovation Fund Committees meet on an as needed basis
- Marketing Committee meets the first Friday of the month
- Real Estate Committee meets the second Wednesday of the month

**Articles**