

McKinney Economic Development Corporation

May 2020 Organizational Report

Peter Tokar

MEDC President

Organizational Report:

Board,

April has been a challenging month for us all. With the nationwide shelter-in-place due to COVID-19, we have all been forced to adjust our normal schedules and routines in response to this pandemic that is changing the way we operate as a society. I hope you all have been safe and secure during this time.

We have adjusted our business operations as MEDC employees have been working remotely during the shelter period. I am pleased to report we suffered nearly zero down time during this transition as most of our employees were already equipped with the equipment and resources to be able to work remotely. We have maintained our levels of productivity and have not fallen behind on any projects. With Governor Abbott's address to the state, we will phase back into the office starting May 4. I look forward to getting back to normal operations.

A. Organizational Updates

- **Emergency Business Response Program:** The MEDC is working with the City of McKinney and the MCDC to develop our emergency response programs for the COVID-19 pandemic. The MCDC successfully launched the business grant program which has been successful in supporting displaced businesses due to the pandemic. We are working together to build a long term sustainable program that can have an even bigger impact on local businesses in McKinney.
- **Marketing Position:** Dee Escobar will be starting with the MEDC as the Marketing Manager on May 25th. We are excited to have her on board.
- **MEDC Strategic Priorities and Goal Setting Session:** We are still delaying our facilitator coming down until the all-clear from this COVID-19 situation.
- Staff facilitated the distribution of 10,000 masks donated by Yankon Lighting. Masks were distributed to City employees as well as 20+ medical/non-profit organizations in the community.

B. Organizational Activity Report (April 2020)

- RFPs received: 2
- RFPs responded to: 2
- Total Pipeline Projects: 28
- New Pipeline Projects: 14

C. Marketing / Communications (April 2020)

- **Marketing Update:**

- Marketing Trips: 0
- Marketing Events: 0
- **Newsletters:**
 - **Community Newsletter:** The Q2 newsletter was sent Friday, May 8th
 - Delivered to 131 recipients
 - 25.19% Open Rate (Below the average, I would like to see 35%; however, email stats are wonky during this time due to the pandemic)
 - Click Through Rate of 4.58% with the click offs going to:
 - McKinney Strong Grant Information
 - Byron Nelson article
 - MEDC Facebook Page

Your Top Clickers/Most Engaged Receivers include:

 - Craig Ranch (David Craig)
 - CrossFit McKinney (JD Machacek)
 - Chickasaw Network Services (Brad Cole)
 - Herald Entertainment (Larry Zielke)
 - Freshbenies (Heidi Rasmussen)
 - **Broker Newsletter:** Will launch end of May
 - **Health Tech Newsletter:** We launched our first targeted marketing campaign focused on healthcare. With 30-40 PE/VC firms, site selectors, and consultants that specialize in healthcare/healthtech.
 - Delivered to 242 Recipients
 - 31.82% Open Rate
 - Within the healthcare/healthtech list we had a 23.1% open rate with hits from healthtech incubators and VC/PE funds located in Silicon Valley, Houston, Chicago, and New York
 - Click Through Rate of .41% with the click offs going to:
 - BlockIt COVID Article
 - Balanced Media Website
 - Your Top Clickers/Most Engaged Receivers include:
 - Dallas Innovates (Alex Edwards)
 - Ken Sipiora
- **Social Media Campaigns:** See attached report

D. Technology & Infrastructure Update

- HR Green has completed the draft deliverables for Phase 1 of Wireless Technology project. CMO and MEDC have reviewed these documents and provided feedback to HR Green.
 - Next steps include meeting with City GIS department to finalize fiber/ROW congestion mapping
 - Anticipated delivery date for final documents End of June.
- **Project Modulation:** Staff is working with North Texas Innovation Alliance and City Manager's Office on a possible pilot deployment of an innovative technology solution that would maintain aesthetics and character within the City of McKinney while providing technology services to residents and visitors. This would be the first deployment of this

product in the nation, we are in the information gathering stage at this point. Timeline is end of Q3/early Q4 2020.

- Initial Call, April 22nd
- Debrief with CMO, April 27th
- Provided requested information to Project contacts, April 28th
- Staff working on compiling additional information on utilities in the target area
- **North Texas Innovation Alliance:**
 - While working with NTXIA on regional technology initiatives, MEDC gained access to Mastercard's Retail Insights Platform at no cost. This platform allows us to track both current and historical (up to 5 years) retail trends to gauge the economic health in the area. Exploring ways to incorporate this data into our decision-making process with Director of BI

E. Business Intelligence Update

- **90-day Data Project Plan:** approved and underway, sequence may change
- **Data Tools:** Assessing coverage of existing software and systems, identified one immediate need and one nice-to-have:
 - **Tableau** – research tool, pairs with our existing Salesforce platform
 - **Emsi** – pending comparison to our existing sources of labor and industry data
- **CCDP** (Cross City Data Committee): virtual introductions made, awaiting date for committee meeting, with a long-term goal of compiling strategic data, “One Data”

F. Business Retention & Expansion (April 2020)

BRE visits are currently being conducted virtually. In times of crisis like this, 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: 38
- BRE Partner Events: 0
- Virtual BRE Calls: 29

G. Important Deadlines / Due Dates

- Board Member Terms Expiring
 - Members with terms expiring September 30 and wish to be reappointed, must submit an application no later than June 19, 2020
 - July / August MEDC Liaisons to interview candidates
 - August 25, 2020 City Council appoints members

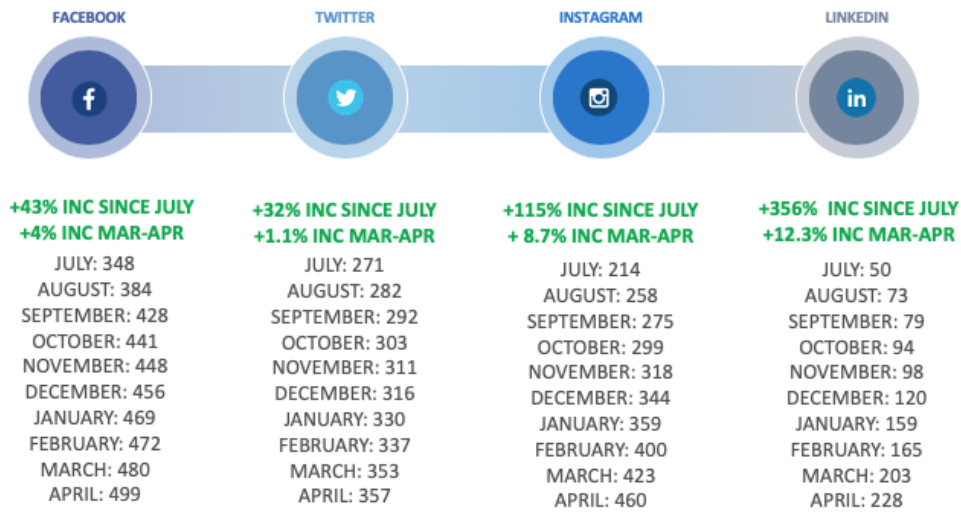
H. Upcoming Events

- Due to the COVID-19 outbreak, events have been cancelled or postponed.

Social Media/Website Report April 1-30

Social Media:

In April, we saw an overall increase in both fans/followers with LinkedIn having the highest increase month-over-month. April's content took on a new approach than March, we were sending people off to credible sources, which was helpful for the audience, but not helping us gain engagement and traffic. In April, we mixed in more original content and local sources to keep McKinney as a whole the hub of information. We also focused heavily on the inspirational signage/messages from local McKinney businesses, which received great engagement and the companies we reached out to were happy to participate.



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



StatLab Interview
Reach: 434
Clicks: 23

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We reached out to our friends at Servpro of McKinney to see what inspiration they had for other businesses during this time and they said "We are all in this together. So stay positive, work hard and make it happen." Such great advice! #mckinneytstrong #mckinneystrong #uniquemckinney #mckinneybusiness

Reach: 495
Reactions: 48
Clicks: 43



Website:

April visitor traffic was down 28% from the prior month; however, this is not overly shocking as the attention and focus of our audience was altered due to the COVID-19 situation. We saw a similar trend in March, so we decided to focus on an increase in time spent on the website for those who were going to the site. Our solution was to create a COVID-19 Resource Page that holds blog content, news updates, health updates, local business imagery and video content. By doing this we saw a 79% increase in the amount of time spent on the website with visitors staying on the COVID-19 Page.

MARCH	1,025 Total Visitors	1,067 Total Visits	1,688 Total Page Impressions	1.6 Avg Page Views	3.3 Avg Minutes On Site
APRIL	735 Total Visitors	766 Total Visits	1,370 Total Page Impressions	1.8 Avg Page Views	5.9 Avg Minutes On Site

BENCHMARKS: According to market research, a reasonable benchmark for average duration on site is between 2-3 minutes. At 5.9 minutes for April we are ranging at around 97% over the average.

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

- LinkedIn
- Facebook
- Community Impact
- McKinney Chamber of Commerce
- City of McKinney website

Top Pages Visited in April:

- Homepage
- Retention and Expansion
- COVID-19 Resource Page*
- History of McKinney
- Quality of Life
- COVID-19 Resource Page: SBA Economic Injury Disaster Loan Process*
- Innovation Fund

COVID-19 Resource Page:

COVID-19 Alert on HOMEPAGE

