

# McKinney Economic Development Corporation

## September 2020 Organizational Report

Peter Tokar  
MEDC President

### Organizational Report:

MEDC Board,

We have had some great announcements this past month! The 200K spec office building by Kaizen on the District 121 mixed use development site and the RPMx Headquarters relocation to Craig Ranch Corporate Center. We are having a great year in development despite the pandemic of COVID. However, we are not done yet and we are working diligently on even more projects that we hope to announce by the end of the calendar year.

#### Organizational Updates

- McKinney Chamber Golf Classic – The chamber called in some very special weather for the Annual Golf Tournament which was not typical of an August day. The MEDC was well represented and our Super Raffle addition to the tournament was able to raise an additional \$2600 for the chamber.
- MEDC Board Selection – The McKinney City Council held board appointments this month. Ken Sipiora and Brian Loughmiller were reappointed to the MEDC board for another term and Kurt Kuehn was appointed to fill the remaining seat vacated by Tracy Rath. Kimberly Ball was appointed as the MEDC board alternate. Congrats to all! For those reappointed, we look forward to your continued service to the board and welcome to our new members.
- Byron Nelson Golf Tournament – We are preparing for our “Red Carpet Tour” event for the golf tournament. This will be a premier attraction event for the MEDC, and we are in the planning stage setting up logistics and invitations.
- AEDO Certification – Through the International Economic Development Council, we are seeking our “Accredited Economic Development Organization” accreditation. We are close to having our application complete and ready for submission.

#### A. Organizational Activity Report (August 2020)

- \*Total Leads: 18
  - Qualified Leads: 10
  - RFPs received: 9
  - RFPs responded to: 3
  - Total Pipeline Projects: 31
  - New Pipeline Projects: 6
- \*Leads include RFPs, RFIs, and direct inquiries from site selectors, brokers, company representatives, etc.

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

- **Marketing Update:** Marketing Manager Dee Escobar has been working with staff to coordinate the SRS Grand Opening of the newly constructed 100,000 sq. ft. US Headquarters office building at HUB 121.
  - Marketing Trips: 0
  - Marketing Events: 1
- **Newsletters:** Launch date for the Q3 Development newsletter is September 18<sup>th</sup>.
- **Social Media Campaigns:** See attached report

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

It was reported back to us that AT&T is making some significant investments in the TPC Craig Ranch golf course and surrounding Corporate Center in preparation for the PGA Byron Nelson golf tournament. The addition of this telecommunications infrastructure will carry beyond the tournament and have a lasting benefit to the McKinney community.

## **D. Business Intelligence Update**

- Continue to work toward a catalog of data and research resources to maximize existing knowledge and identify the truly “unique” aspects of McKinney’s real estate footprint.
- Working closely with the Projects team, we’ve garnered traction toward efficiency, in preparation for the demands we expect to see from the growing interest in McKinney.
- In collaboration with the Executive Team, a roadmap has been designed for an office and industrial property database.

## **E. Business Retention & Expansion (August 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**

- September 24<sup>th</sup>, Open Government Training, 6:00 pm, Zoom or Council Chambers

## **G. Upcoming Events**

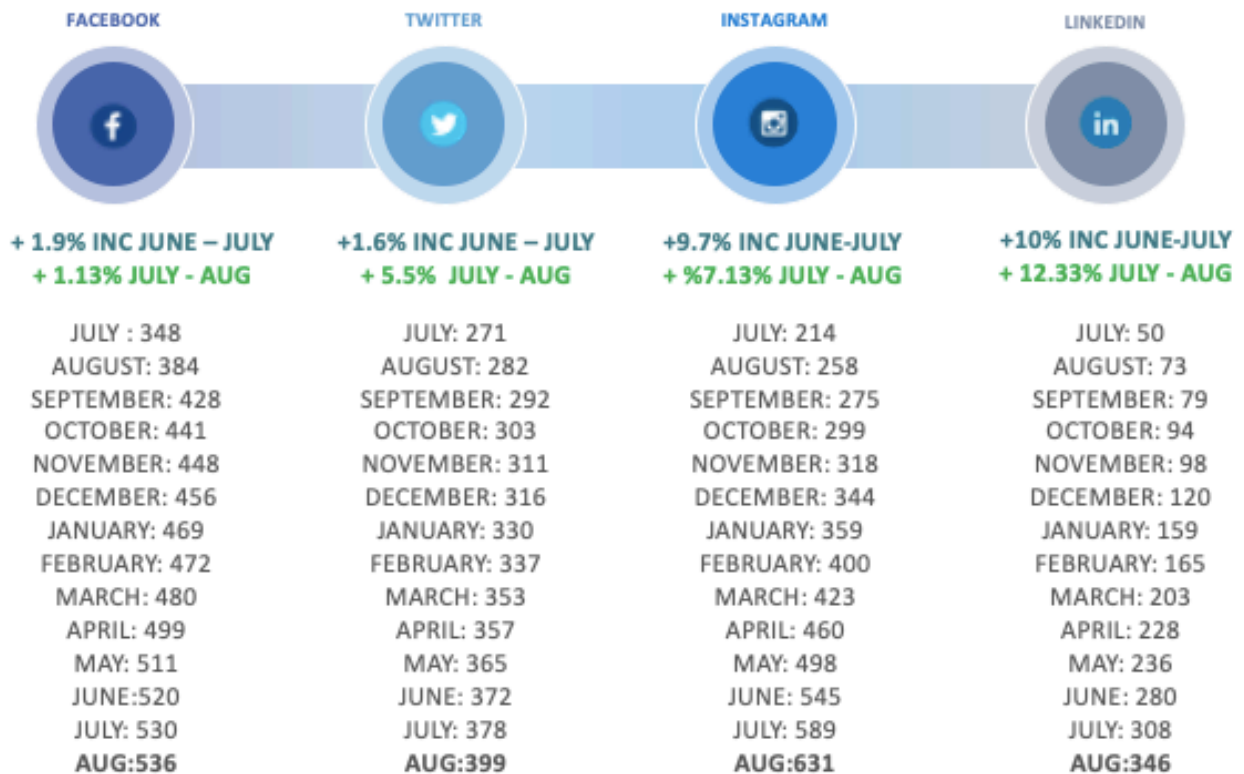
- October 9<sup>th</sup>, SRS Grand Opening, 12 pm-5 pm, SRS Corporate Campus
- November 5<sup>th</sup>, State of the City, 11:30 am, Zoom

## Social Media and Website Report

August 1 – 31, 2020

### Social Media:

In August, the results were fascinating. By lowering our posts' frequency and focusing our content exclusively on Business Development topics, we saw a significant increase on our social media channels, particularly Twitter and LinkedIn, which tend to provide more substantial leads to the company. On the other hand, Instagram has gotten a slight decrease in growth, which could be by its loss of popularity against TikTok and its recent change of algorithm, which has made Instagram user engagement drop from 1.54% down to 0.9% in the last three months. *(According to W3b-Lab).*



## LinkedIn:

Facebook has also experienced a decline in users. However, we should shift our focus towards LinkedIn. While Facebook continues to be the largest social networking site in the world today, LinkedIn has been supporting its users for a more extended period. And more importantly, for those looking to network and develop business connections, this platform is better known as the "professional social networking site."

Additionally, **44% of LinkedIn users take home more than \$75,000 per year**, above the US's national median. Although the US has the most LinkedIn users at 133 million, 70% of LinkedIn users are from outside of the US. Along gender lines, LinkedIn is more popular with men, who comprise 57% of its user base. And, interestingly, **millennials make up 38% of LinkedIn's user base, with 11 million of the 87 million millennials in decision-making positions.** Taking all these factors into consideration, LinkedIn is simply a better source of leads for the MEDC.

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

### KDC completed the corporate office for SRS

- Impressions: 648
- Likes: 22

The screenshot shows a LinkedIn post from McKinney Economic Development Corporation (MEDC), which has 346 followers. The post, dated 1 week ago, features a photograph of a modern, multi-story office building with large glass windows and a prominent wooden overhang. The text of the post states: "KDC Real Estate Development & Investments has announced this week (Sep. 2) it had completed the corporate office for SRS, a wholesale roofing supply company in McKinney. SRS Distribution Inc.'s employees v ...see more". Below the image, there is a comment section with one comment: "Thanks for sharing... I'm curious... In my opinion... Th". At the bottom, the post shows "Organic impressions: 668 Impressions" and a "Show stats" dropdown menu.

### Kaizen opens new HQ in McKinney

- Impressions: 2,069
- Likes: 69

The screenshot shows a LinkedIn post from McKinney Economic Development Corporation (MEDC), which has 346 followers. The post, dated 3 weeks ago, features a photograph of a modern, multi-story office building with a glass facade and a prominent "P1" sign. The text of the post states: "Kaizen Development Partners, LLC and the MEDC, have joined efforts to build a 200,000 square-foot speculative office building in McKinney. ...see more". Below the image, there is a comment section with 69 likes and 0 comments. At the bottom, the post shows "Organic impressions: 2,069 Impressions" and a "Show stats" dropdown menu.

## Website:

In August, we experienced a 3.31% traffic increase from the prior month.

Taking into consideration that the website has not had any changes so far. We still managed to significantly increase the average time in which users spend on our website by referring traffic from our social media channels, mainly LinkedIn.

### JUNE



### JULY



### AUGUST



## **Referrals and Top Pages:**

Our primary source of referred traffic has been the press, which is thanks to our public relations and press media efforts, LinkedIn once again shows up as our main source of social media referrals. Another interesting fact is that our top pages continue to be business development relevant, which tells us that we are bringing more substantial leads into the website. Other cities have also been frequently visiting our site, which tells us we are still ahead of the curb.

### **Referral Traffic:**

- Google
- LinkedIn
- Dallas Innovates
- Community Impact
- Dallas Business Journal
- McKinney Chamber of Commerce

### **Top Pages Visited in August:**

- Homepage
- MEDC announcements
- Economic Incentives
- Innovation Fund
- Interactive Development Portal
- Quality of Life
- Demographics
- Leadership