

MCKINNEY EDC KEY PERFORMANCE INDICATORS
Fiscal Year: October 2017- September 2018

Category	KPI (# of)	Description	Guideline	MONTHLY ANNUAL GOALS		October	November	December	Q1 TOTALS	January	February	March	Q2 TOTALS	April	May	June	Q3 TOTALS	July	August	September	Q4 TOTALS	YTD TOTAL GOALS
Retention/Expansion	BREP Visits	Appointments, discussions, etc	Date call/visit made	2	60	2	2	1	5	3	-	2	5	5	8	2	15	2	8	7	17	42
Retention/Expansion	Businesses Assisted	Foster company relations-liaison, outreach, assistance, etc	Date action taken place	5	60	16	20	13	49	32	19	21	72	22	22	26	70	17	22	10	49	240
Retention/Expansion	Companies Expanded	Increased amount of sq.ft.	Effective date/executed agreement	-	4	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
Retention/Expansion	Jobs Retained & Created	Jobs - retained & created	Effective date/executed agreement	-	110	175	-	-	175	-	-	-	-	-	-	-	-	-	-	-	-	175
Business Attraction	Outreach Activity	Visits, events, site visit, tours, direct inquiries, etc.	Date of event	20	240	141	64	85	290	119	208	135	462	616	79	85	780	101	364	120	585	2,117
Business Attraction	Responses		Date responded	3	36	9	3	4	16	3	2	2	7	4	9	2	15	6	3	3	12	50
Business Attraction	Dead on Arrival	RFP's & direct inquiries not responded to	Date received	0	0	2	-	1	3	2	5	3	10	1	3	2	6	1	3	1	5	24
Business Attraction	New Business Locations	New amount of sq.ft.	Effective date/executed agreement	-	12	-	-	-	-	10,407	-	-	10,407	-	-	-	-	-	100,000	1,100	101,100	111,507
Business Attraction	Capital Investment (Amt)	Total amount invested	Effective date/executed agreement	-	\$35m	-	-	-	-	2,600,000	-	-	2,600,000	-	-	-	-	-	25,500,000	250,000	25,750,000	28,350,000
Business Attraction	New Jobs Created	Jobs - overall newly created jobs	Effective date/executed agreement	-	850	-	-	-	-	35	-	-	35	-	-	-	-	-	160	15	175	210
Entrepreneurship	TBD	TBD	TBD	TBD	TBD	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Competitiveness	Industrial Sq Ft.	New product; specutlative and build-to-suit	Effective date/executed agreement	-	100,000sf	72,000	-	-	72,000	-	-	-	-	-	-	-	-	-	-	-	-	72,000
Competitiveness	Office Sq. Ft	New product; specutlative and build-to-suit	Effective date/executed agreement	-	200,00sf	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Competitiveness	New Projects	Compliance date	Effective Date/Executed Agreement	-	20	-	-	-	-	-	-	-	-	-	-	1	1	-	1	1	2	3

NOTES:

- Business Attraction: Site Visits - REMOVED** The team decided that this KPI was unnecessary due to it also being reported in Outreach Activity
- Business Attraction: Dead on Arrival - DESCRIPTION UPDATED** This is to explain the reasoning for having this KPI; it is due to not having what the requestor needs (land, site, building, etc).
- The **frequency** of the reporting is now noted under Monthly/Annual Goals. The frequency focus set for each category is the number in **RED**