

Cayti Stein
Director of Marketing & Research
November 2014



Marketing:

Good Morning!

I am disappointed to miss the November board meeting, but am attending the OU Economic Development Institute and am learning a lot that I will be able to bring back and implement. I have attached my marketing report. Most of my updates are very standard—I would ask that you specifically take time to read over the DCI “Winning Strategies” document that is attached because it is focused on Economic Development marketing. I pulled out just 5 pages of the 41 (!!) that can give you good insight into their findings.

Thank you very much. Have a very happy Thanksgiving and I will see you in December.

Sincerely,

Cayti Stein

- *DCI Winning Strategies in Economic Development Marketing Report*
 - I have attached DCI's Winning Strategies in Economic Development Marketing to my report. This is a great tool for us to use for marketing to site consultants & corporate executives moving forward. The good news is, McKinney is doing all things they have listed, however, there is always room for improvement and a more focused approach.
 - Please take a look and we can discuss in further detail if you would like
 - The full report is available at www.aboutdci.com
- *Events*
 - I attended NBAA with McKinney National Airport
 - MEDC had a booth at the State of the City on November 6
 - McKinney hosted a familiarization tour for 5 site consultants November 11-13th. These tours are very important to McKinney's relationships with consultants. For 2 ½ days we are able to engage consultants, build

relationships and educate them about our community so that they keep McKinney in mind as they continue to work with relocation projects.

This event required a substantial amount of planning. We put McKinney's "Best Foot Forward" and showcased our outstanding community. Please help me thank the following organizations for their support by letting them know next time you see them. The following organizations participated:

- Adriatica Development
- Chestnut Square
- Craig Ranch Development
- Emerson
- Encore Wire
- MCDC
- McKinney National Airport
- McKinney WERX
- MCVB
- MPAC
- Stonebridge Ranch
- Texas Crossing

The full agenda is attached to my board report

- I am currently attending University of Oklahoma's *Economic Development Institute*
- December 11th will be MEDC Christmas party

- *Print Advertisements*
 - DFW Real Estate by Dallas Regional Chamber (Fall issue)
 - NTX
 - McKinney Magazine October & November issue which will be B2B

- *Print Marketing*
 - MEDC "Leave Behind" Marketing Material
 - MEDC Map updated
 - Updated business cards

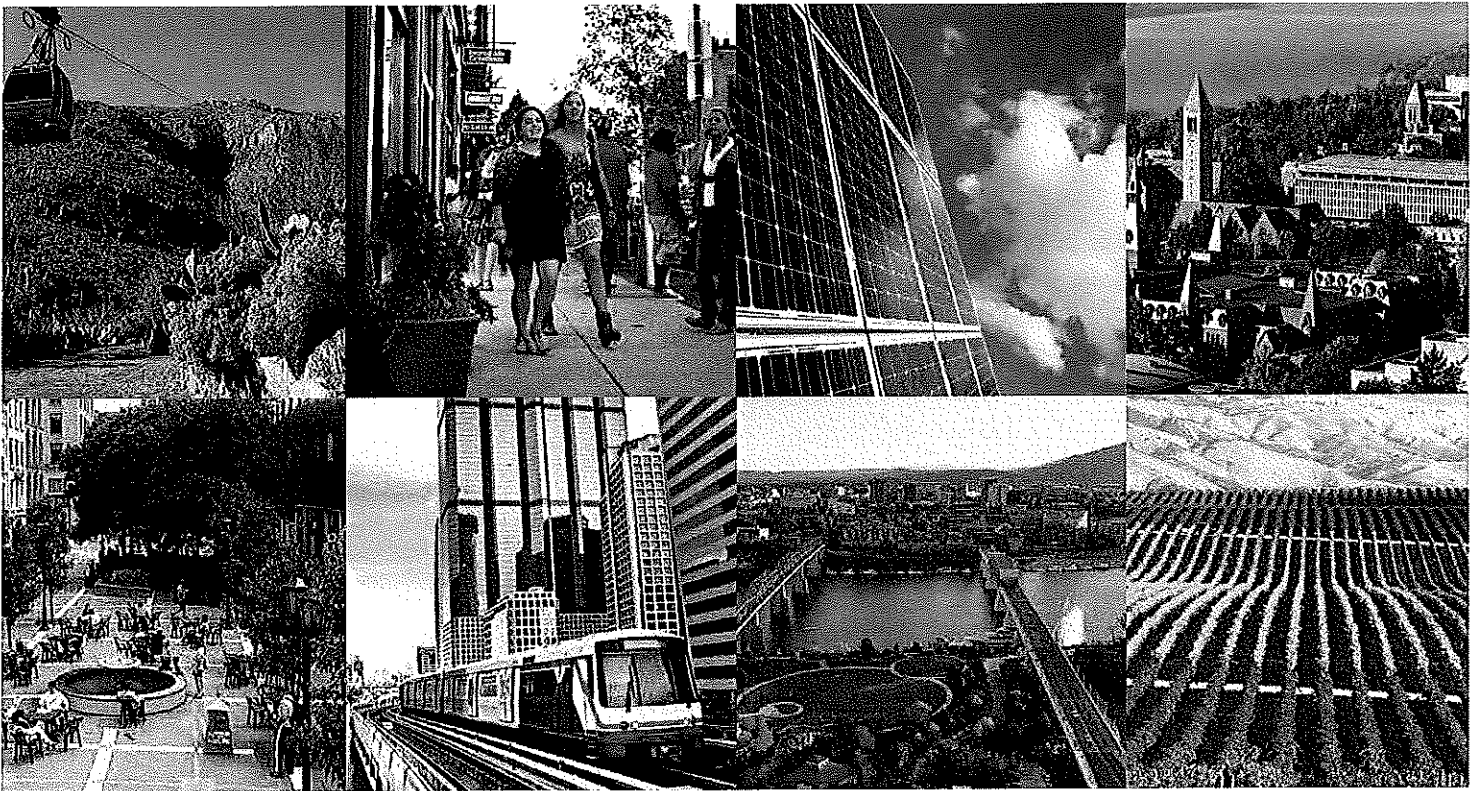
- *Public Relations*
 - Margulies Group Report
 - Press (attached)
 - Marketplace Coming to Craig Ranch in McKinney
 - McKinney Economic Development Corporation Celebrates a Successful 2014

- Doing business in McKinney, Money Magazine's #1 Best Place to Live in America
- McKinney National Airport dedicates "BB" Cope Airfield with ceremony
- *Videos*
 - 3 minute Aerial film of McKinney is filmed and finished.
 - 3 minute aerial video is accessible on homepage of MEDC here: www.mckinneyedc.com
 - Have received outstanding feedback about the video—phone calls from residents just to compliment the video.
 - 6 minute aerial film of McKinney is drafted but not complete. I can show the draft now, but the video will include graphics throughout with statistics about McKinney
 - The graphics will be done this week



WINNING STRATEGIES

IN ECONOMIC DEVELOPMENT MARKETING



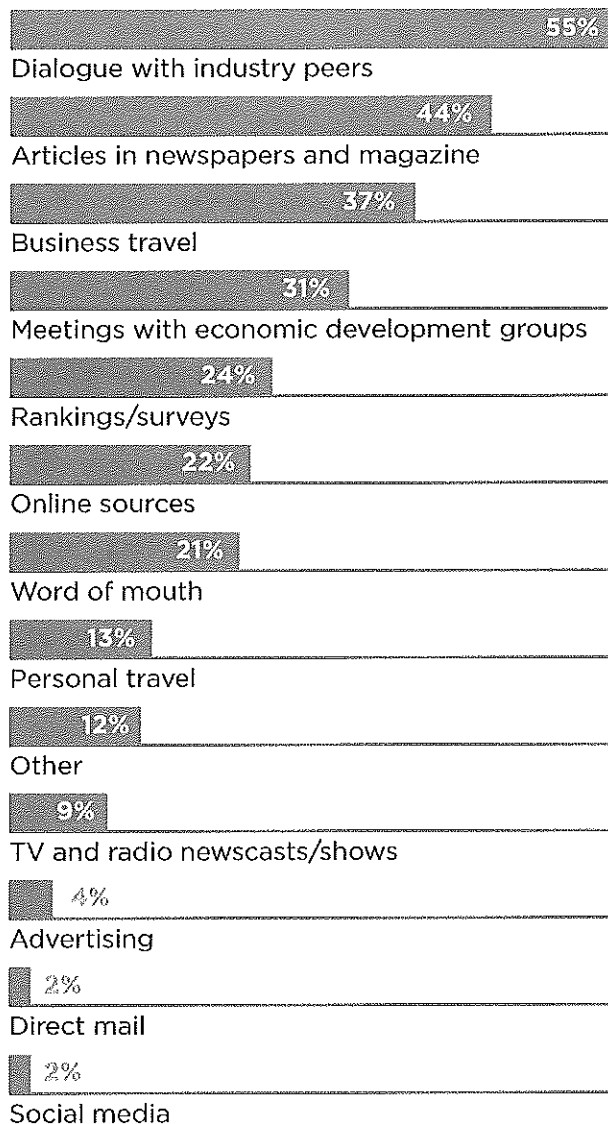
2014 / A VIEW FROM CORPORATE AMERICA



A STUDY BY
DEVELOPMENT CONSULTORS INTERNATIONAL

Influencing Executive Perceptions: Leading Sources Of Information

Chart A: Leading Sources of Information Influencing Executive Perceptions of an Area's Business Climate



How can an economic development organization best promote a favorable reputation among executive decision makers? In order to begin to answer this question, we must ask another: What sources of information do executive decision makers look to in developing perceptions of a location's business climate?

Dialogue with industry peers and articles in newspapers and magazines were the top two influencers.

For the seventh time, the *Winning Strategies* survey asked corporate decision makers with site selection responsibilities a series of questions in order to determine the leading sources of information influencing executive perceptions of an area's business climate. Respondents were asked to choose three from 13 possible responses: *advertising* (a category that, in the past, was split into two categories: *print advertising* and *TV/radio advertising*), *articles in newspapers and magazines*, *business travel*, *dialogue with industry peers*, *direct mail*, *meetings with economic development groups*, *rankings/surveys* (previously called *national surveys*), *online sources* (added in 1999), *personal travel*, *social media*, *TV and radio newscasts/shows*, *word of mouth* and *other*.



As illustrated in Table A, the top five influencers have remained relatively stable since the survey was first conducted in 1996. The only difference from the 2011 data to this year is that *business travel* and *rankings/surveys* switched places, the former moving from fifth to third and the later moving from

third to fifth on the list. Consistent with all previous years, *social media*, *direct mail* and *advertising* were selected by the fewest number of executives as being one of the top three sources of information influencing their perceptions of an area's business climate.

Table A: Leading Sources of Information Influencing Executive Perceptions of Business Climate

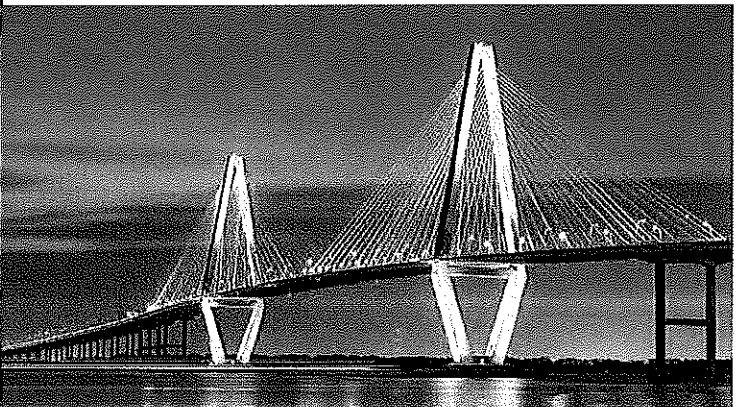
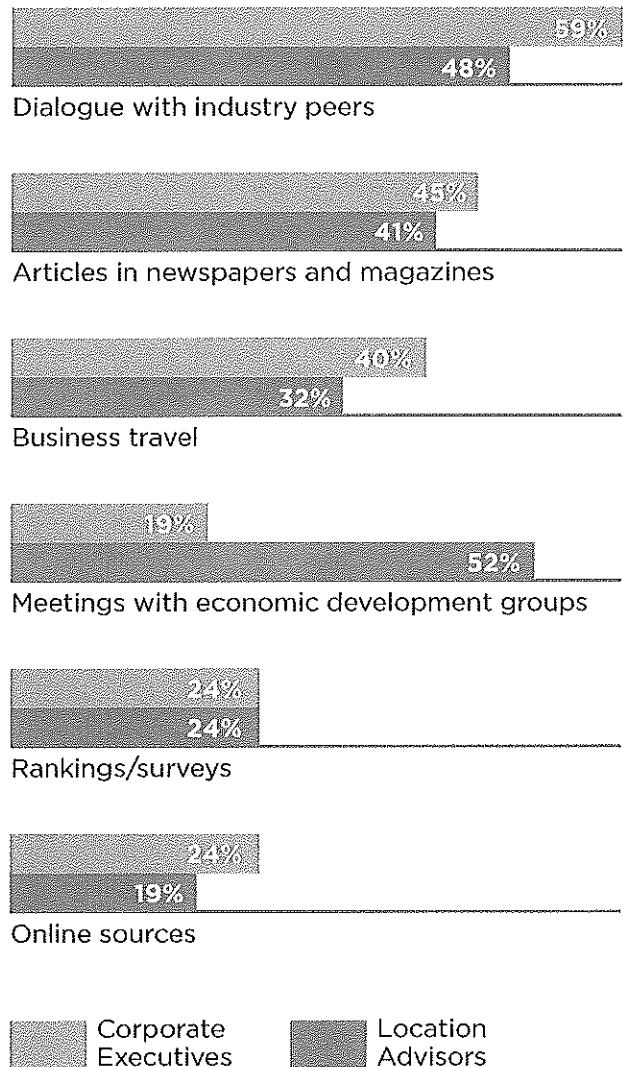
Sources	2014	2011	2008	2005	2002	1999	1996
Dialogue with industry peers	55%	50%	61%	54%	56%	71%	68%
Articles in newspapers and magazines	44%	46%	53%	45%	62%	61%	60%
Business travel	37%	27%	42%	45%	47%	45%	52%
Meetings with economic development orgs.	31%	28%	32%	33%	21%	27%	24%
Rankings/surveys	24%	36%	22%	17%	23%	31%	34%
Online sources	22%	20%	28%	22%	9%	9%	--
Word of mouth	21%	19%	19%	16%	29%	21%	24%
Personal travel	13%	9%	14%	13%	14%	8%	21%
Other	12%	13%	10%	14%	14%	8%	15%
TV/radio newscasts/shows	9%	14%	7%	5%	14%	7%	4%
Advertising	4%	3%	--	--	--	--	--
Direct mail	2%	0%	2%	2%	2%	3%	1%
Social media	2%	0%	--	--	--	--	--

Leading Sources of Information: Corporate Executives vs. Location Advisors

Do the subgroups of our survey audience get their information from different sources? The following chart illustrates how corporate executives versus location advisors rate the top six information sources.

As Chart B shows, separating responses according to the subgroups of the survey reveals that corporate executives value *dialogue with industry peers* as their leading source of information on an area's business climate, whereas location advisors value *meetings with economic development groups* the most in this regard. Additionally, while corporate executives and location advisors both value *dialogue with industry peers* (59% and 48%, respectively), corporate executives value *meetings with economic development groups* significantly less than do location advisors (19% versus 52%).

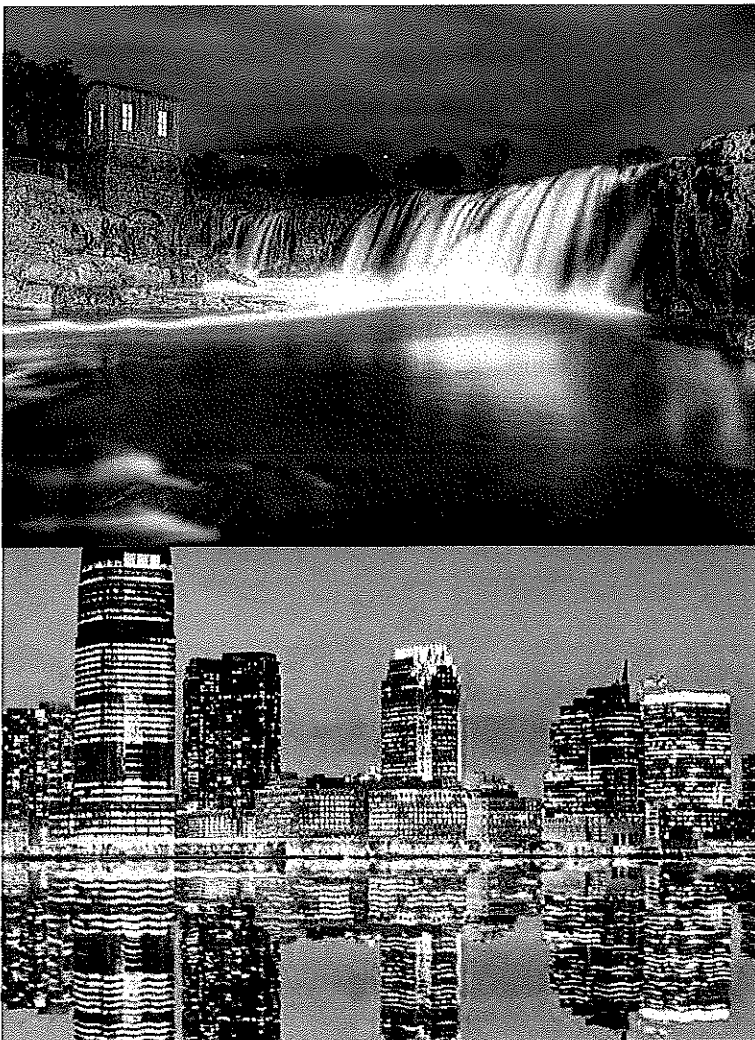
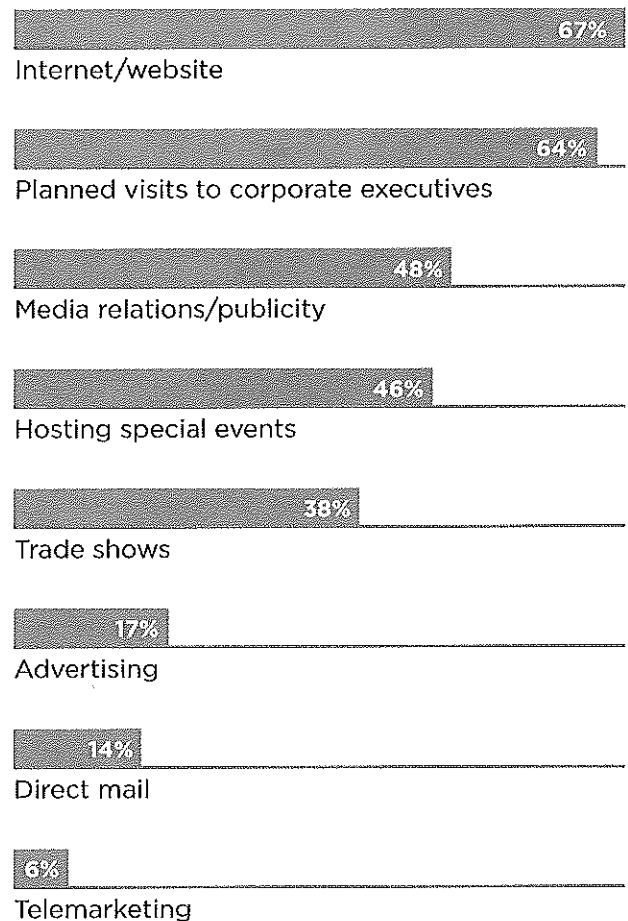
Chart B: Leading Sources of Information Influencing Executive Perceptions of an Area's Business Climate (Response based on Respondent Type)



Best Marketing Techniques From The Customer's Perspective

Since 1996, the *Winning Strategies* survey has asked respondents to rate the effectiveness of seven conventional marketing techniques used by economic development groups. Respondents rated each technique (*advertising, direct mail, Internet/website, media relations/publicity, hosting special events, planned visits to corporate executives, telemarketing and trade shows*) on a 1 to 5 scale, where 1 equals "poor" and 5 equals "excellent." The order in the chart below is based on the percentage of responses that were either a 4 or a 5.

Chart C: Most Effective Marketing Techniques (% Rating 4 or 5 on a 5-Point Scale)



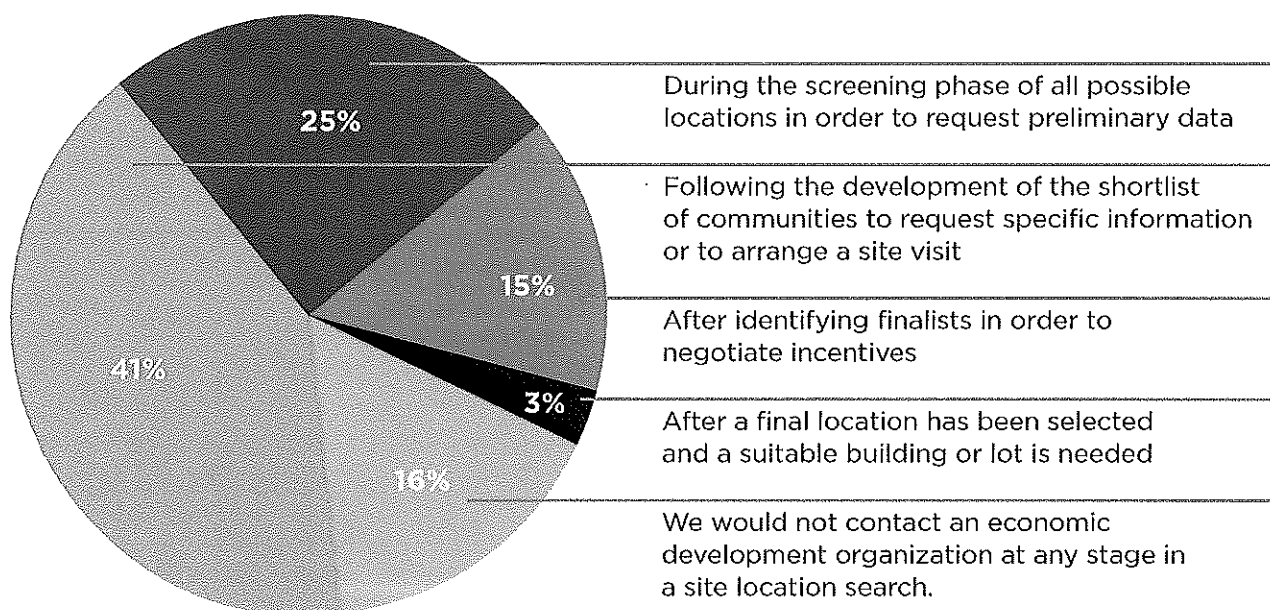
First Contact: When Site Selectors Turn To Economic Development Groups

When should economic development organizations expect to hear from a location advisor or a corporate executive during a site search? To explore when the initial contact with an economic development group occurs during the site selection process, the survey asked respondents to choose from five options:

- During the screening phase of all possible locations in order to request preliminary data
- Following the development of a shortlist of communities to request specific information or to arrange a site visit
- After identifying finalists in order to negotiate incentives
- After a final location has been selected and a suitable building or lot is needed
- We would not contact an economic development organization at any stage in a site location search.

The most frequent response was *following the development of a shortlist of communities to request specific information or to arrange a site visit*, with 41% of those surveyed selecting this option. Chart G shows all responses to this question.

Chart G: First Contact with Economic Development Groups





Media Coverage Report
October 2014

The
Margulies
Communications Group

October Overview

In October, the Margulies Communications Group wrote two press releases, one was distributed on PR Newswire.

Press Releases

- *McKinney Economic Development Corporation Celebrates a Successful 2014*
- *Marketplace Coming to Craig Ranch in McKinney*

October Highlights

The press release was posted on more than 200 websites and had more than 21,200,000 visitors per day*.

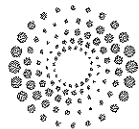
**visitors per day = the number of unique visitors that come to that website (where the release was posted) every day.*

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 **McKinney BubbleLife**



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McKinney Economic Development Corporation Celebrates a Successful 2014

It's been an outstanding year for the McKinney Economic Development Corporation. In 2014, McKinney announced that several major businesses moved to the city and existing companies started expansion projects, bringing nearly 1,500 new jobs to the area. In addition to this continued economic growth, *Money Magazine* named the City of McKinney the Best Place to Live in America this year.

"We are really proud of how the city has grown and the value it offers businesses," said McKinney Economic Development Corporation Board Chairman, Darrell Tate. "This year we've had 16 successful projects that will add 1,469 new jobs, increase annual payroll by \$94,503,138 and add more than \$90 million in new capital investment to the city's economy."

Highlights from 2014 include:

- China-based Hisun Motors Corporation, a leading maker of utility-terrain vehicles and all-terrain vehicles, selected McKinney as the location for the company's North American headquarters; where it will ultimately employ 80 new corporate workers within the next three years.
- Monarch Air, a leading provider of aviation services, selected McKinney National Airport (TKI) for a major expansion. Monarch Air will lease a significant portion of a 53,750 square-foot hangar and office facility at the airport to offer a wide range of services including aircraft maintenance, flight training, charter and aircraft management.
- Encore Wire Corporation, one of McKinney's largest employers, not only announced plans for a major expansion but also celebrated the company's 25th anniversary in McKinney. Encore Wire plans to celebrate by investing more than \$30 million to expand manufacturing facilities of residential and commercial wire, providing more than 125 new jobs. Encore Wire was also recognized by *Forbes* as one of the 100 most trustworthy companies.
- UPS announced the opening of a new package distribution facility in McKinney. The facility will be located in about 215,000 square feet of the Texas Crossing building, formerly occupied by Blockbuster. UPS will bring approximately 180 new full-time jobs to the area. By 2017, UPS will also bring more than 200 part-time jobs to McKinney.

"It's been an exceptional year," said McKinney Mayor Brian Loughmiller. "The McKinney Economic Development Corporation is funded by a one-half cent sales tax in McKinney. Their funds are used to create new jobs and grow the tax base in McKinney. Their success will continue to benefit our community for years to come."

Since it was established in 1993, MEDC has provided incentives to 131 projects that added more than \$1.3 billion of taxable value to the local economy.

McKinney has also been recognized by CNN Money, Realtor.com and realtor site, Movato. There is no doubt the city has become one of the most desirable places to live in America. Its beautiful tree-lined streets, diverse residential neighborhoods, outstanding educational opportunities, a robust business environment, a charming historic downtown and a strong sense of community make McKinney truly stand out.

About the McKinney Economic Development Corporation

The McKinney Economic Development Corporation (MEDC) was created in 1993 to support the development, expansion and relocation of new and existing companies. The MEDC is an organization

with a mission to work to create an environment in which community-oriented businesses can thrive. The MEDC is actively pursuing investments in; Aeronautics /Aviation; Corporate headquarters; Emerging technology; Healthcare and Medical Device Manufacturing; Professional services; Renewable energy. For more information visit www.mckinneydc.com.

About McKinney

McKinney, Texas, is unique by nature. The city is #1 on America's Best Places to Live list published by Money Magazine. As one of the fastest-growing cities in the U.S., McKinney has a current population of more than 149,000. Established in 1848, the city is located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers rolling hills, lush trees, a historic downtown square and unique neighborhoods and developments. Visit the city's website at www.mckinneytexas.org.

McKinney Economic Development Corporation celebrates successful 2014

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Posted: Wednesday, November 5, 2014 1:15 pm

Katherine Long, Star Local Media contributor | 0 comments

Posted on Nov 5, 2014 by Chris Beattie

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Economic Development Corporation.

In 2014, McKinney announced that several major businesses moved to the city and existing companies started expansion projects, bringing nearly 1,500 new jobs to the area. In addition to this continued economic growth, *Money* Magazine named McKinney No. 1 on its Best Places to Live in America list this year.

"We are really proud of how the city has grown and the value it offers businesses," said MEDC Board Chairman Darrell Tate. "This year we've had 16 successful projects that will add 1,469 new jobs, increase annual payroll by \$94.5 million and add more than \$90 million in new capital investment to the city's economy."



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McKinney Economic Development Corporation Celebrates a Successful 2014



By Katherine Quintero
katherine@prexperts.net

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McKinney Economic Development Corporation Celebrates a Successful 2014

McKinney proves to be the perfect match for companies wanting to relocate or expand in Texas

MCKINNEY, Texas, Oct. 30, 2014 /PRNewswire/ -- It's been an outstanding year for the McKinney Economic Development Corporation. In 2014, McKinney announced that several major businesses moved to the city and existing companies started expansion projects, bringing nearly 1,500 new jobs to the area. In addition to this continued economic growth, *Money Magazine* named McKinney #1 on the Best Places to Live in America list this year.

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McKinney Economic Development Corporation Celebrates a Successful 2014

Thu Oct 30, 2014 3:20pm EDT

* Reuters is not responsible for the content in this press release.

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PR Newswire

MCKINNEY, Texas, Oct. 30, 2014

The press release was posted on more than 200 websites including:

Clout Media
Define Your Risk OPTIONS FOR EQUITY TRADERS
Jen's Blog of Random Thoughts
THE Small Business Expert: Susan Solovic
Latin Business Today
Strategize Magazine
Amiweb
AssignmentEditor.com
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eMoneyDaily
FinancialContent - PR Newswire
Foreign Press Association
Frontgate Capital Resources
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Directory
Leadership for LIFE
MrBayStreet.com
NorthStar News
Older Not Dead.com
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One News Page Unites States Edition
Operation Deepdown
Plunkett Research
ProfitQuotes
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Reuters
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Business First of Buffalo
Business First of Columbus
Business First of Louisville
Business Journal of Greater Milwaukee
Business Journal of Phoenix
Business Journal of the Greater Triad Area
Business Review (Albany)
Charlotte Business Journal
Chicago Business News
Chicago Commuter
Cincinnati Business Courier
Columbus Ledger-Enquirer (Columbus, GA)
Contra Costa Times
Daily Herald
Dallas Business Journal
DallasNews.com
Dayton Business Journal
Denton Record-Chronicle
Denver Business Journal
Fort Worth Star-Telegram (Fort Worth, TX)
Houston Business Journal
Inside Bay Area
International Business Times
Island Packet (Bluffton, SC)
Jacksonville Business Journal
Kansas City Business Journal
Kansas City Star
Lexington Herald-Leader (Lexington, KY)
Long Beach Press-Telegram (Long Beach, CA)
Los Angeles Business from bizjournals
Memphis Business Journal
Miami Herald
Minneapolis / St. Paul Business Journal
Nashville Business Journal
New Mexico Business Weekly
New York Business Journal
News & Observer (Raleigh, NC)
News Tribune (Tacoma, WA)
Oklahoman (Oklahoma City, OK)

Olympian (Olympia, WA)
Orlando Business Journal
Pacific Business News
Philadelphia Business Journal
Pittsburgh Business Times
Portland Business Journal
Press-Enterprise
Puget Sound Business Journal
Rockford Register Star
Sacramento Business Journal
San Antonio Business Journal
San Francisco Business Times
San Jose Business Journal
San Jose Mercury News
Santa Cruz Sentinel (Santa Cruz, CA)
SiliconValley.com (Silicon Valley, CA)
South Florida Business Journal
St. Louis Business Journal
Star Tribune (Minneapolis, MN)
Sun Herald (Biloxi, MS)
Tampa Bay Business Journal
Telegraph-Macon (Macon, GA)

The Bellingham Herald
The Daily Herald
The Herald
The Sacramento Bee
The State (Columbia, SC)
The Sun News (Myrtle Beach, SC)
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Tribune (San Luis Obispo, CA)
Washington Business Journal
Wichita Business Journal
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Marketplace Coming to Craig Ranch in McKinney – website and social media only

The City of McKinney is getting a new shopping center. The project, known as Marketplace at Craig Ranch, will be anchored by a prominent grocery store and have retail space and pad sites along Custer and Stacy roads.

Encore Retail, LLC, a subsidiary of Dallas-based Encore Enterprises, Inc., acquired land to develop a 20-acre Class A neighborhood retail development in the community of Craig Ranch, a 2,200 acre master-planned business, retail, and residential community.

“North Texas is rapidly growing and McKinney is positioned in the center of that growth,” said Bharat Sangani, Chairman of Encore Enterprises. “We are proud to be providing Craig Ranch with a first-class neighborhood shopping center.”

“This is great for the city of McKinney as it further enhances Craig Ranch,” said Jim Wehmeier, President – CEO of McKinney Economic Development Corporation. “Encore Retail has an excellent portfolio and we look forward to the benefits they’ll bring to the community. Adding a grocery store and a variety of retailers will continue to enhance Craig Ranch as a great place to Live, work, and Shop.”

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About Craig Ranch

Craig Ranch is a 2,200-acre master-planned business, retail and residential community in McKinney, Texas - recently ranked by Money Magazine as one of the Top 5 Best Places to Live in America and Top 10 Best Places to Move by Forbes Magazine. Located just 30 minutes from DFW airport, Craig Ranch is a high profile, regional point of destination. The TPC Craig Ranch private golf course is the centerpiece of the community and a member of the Audubon Cooperative Sanctuary program. The open green spaces

and small-town ambiance of Craig Ranch serves as a natural setting for outdoor concerts, water-inspired events, art fairs and exhibits. Soccer and baseball fields, hike and bike trails and unique amenities give residents a sense of place they are proud to call home. Craig Ranch is an AT&T Connected Community. Its marquee venues include: the TPC Craig Ranch, the Michael Johnson Performance Center, the Cooper Fitness Center & Spa at Craig Ranch, the Hospital at Craig Ranch, Dr Pepper StarCenter McKinney at Craig Ranch, The Ball Fields at Craig Ranch, The Premier Soccer Fields at Craig Ranch and The Beach at Craig Ranch, a youth to pro-level sand volleyball venue. For information call 972-529-5700 or www.CraigRanchTx.com.

About Encore Retail, LLC

Encore Retail, LLC is a privately held commercial real estate company focused on the acquisition, ownership, development, redevelopment and management of retail shopping centers throughout the United States. For more information about Encore Retail, LLC., visit www.encore.bz/retail, or call (214) 259-7000.



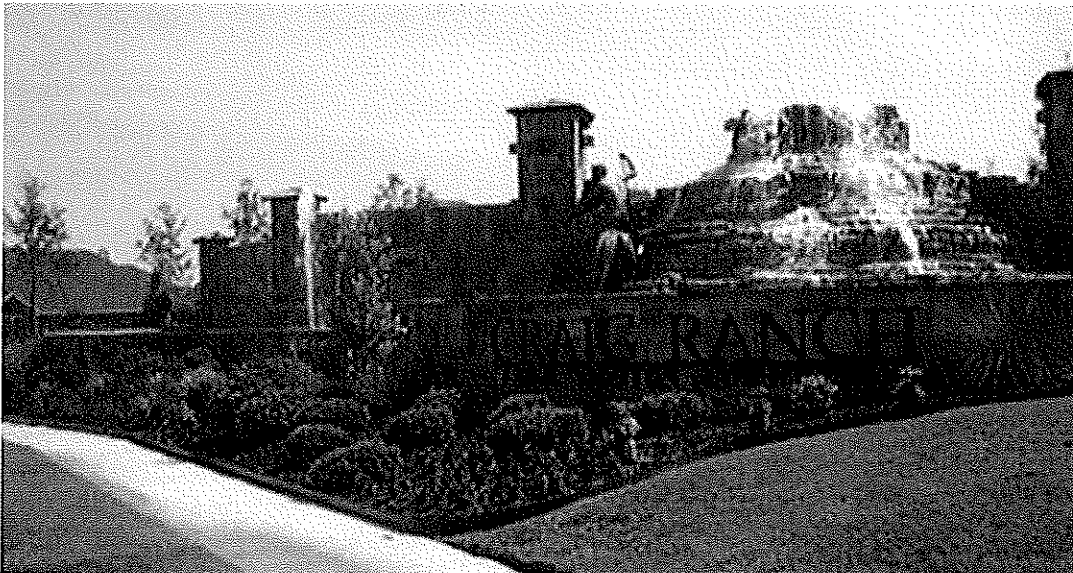
McKinney Economic Development Corporation

October 29

The City of McKinney is getting a new shopping center at Craig Ranch- the project will be anchored by a prominent grocery store and have retail space and pad sites along Custer & Stacy roads.

Read more here:

<http://www.mckinneyedc.com/ArchiveCenter/ViewFile/Item/115>



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