

ORGANIZATIONAL REPORT

—
2022 - December



McKinney Economic Development Corporation



MEDC Board,

As we close out 2022, I want to wish you all a very Happy Holidays and Happy New Year. 2022 has been a roller coaster of a year! The EDC has made tremendous strides in our organizational development, relocated to our new office suite, and curated the largest pipeline of projects that we have ever seen. The stage is set for 2023 to be yet another amazing year of growth and development for McKinney.

MEDC Board of Directors, thank you all for your leadership. MEDC Staff, thank you all for your diligent hard work and dedication to this organization. None of our success can happen without every single one of you. Thank you.

HAPPY HOLIDAYS!

Organizational Activity Report

- New Organic Leads: 4
- RFPs received: 11
- RFPs responded to: 2
- Total Pipeline Projects: 24
- New Pipeline Projects: 3

Workforce Development Initiatives

McKinney-based Raytheon Intelligence & Space is launching a new Registered Apprenticeship program with the U.S. Department of Labor and Collin College in McKinney. The paid manufacturing program will let students enrolled at the college earn industry credentials while gaining on-the-job work experience and mentorship. A signing ceremony took place on November 14, and within the first five years, RI&S anticipates more than 100 people will be enrolled in the program.

MEDC Chairman, Brian Loughmiller made remarks and acted as emcee for the event. Attendees included local officials, representation from Senator Ted Cruz's office, Mayor George Fuller, City Manager Paul Grimes, Collin College President, Dr. Neil Matkin; RI&S' Vice President of Operations & Supply Chain, Jeff Place, and MEDC Staff Michael Talley and Madison Clark.

Media hits:

- [Community Impact](#)
- [Dallas Innovates](#) (also the top story in their newsletter on 11/14/22)



Business Retention & Expansion

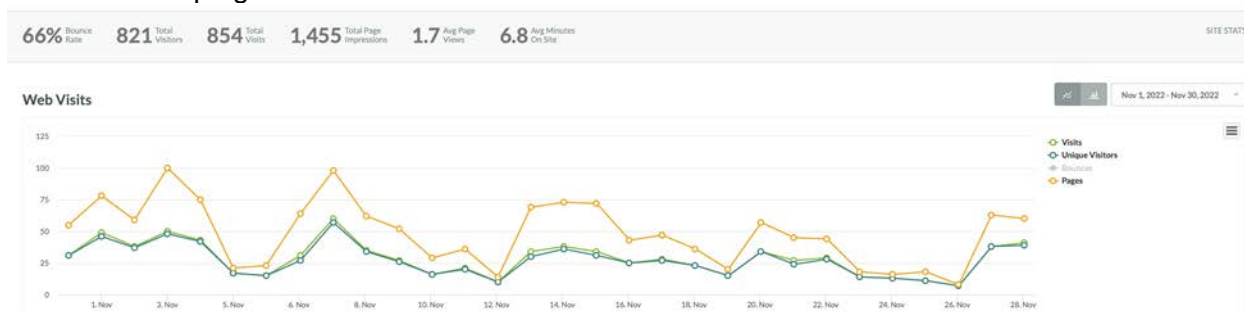
November was a productive month meeting with several companies, assisting in follow up items after meetings, as well as attending numerous events all while moving to a new office location!

- BRE Visits: 8
- Annual BRE Total: 78

Marketing/Communications

Website Visits:

We have continued to see consistent web traffic and sustained, frequent web visits. November was slightly lower traffic than the previous months. Our top visits continue to be our home page and our Innovation Fund page. The spikes you see are related to Venture Dallas attendance and the Raytheon Registered Apprenticeship. One speculation of our reduced web traffic is that as we have transitioned our outbound digital ads, some of our paid campaigns have paused to fully transition. We should see sustained momentum early in 2023 as we invest time and money into strategic digital outbound campaigns.



McKinney Mentions:

In this portion of the report, we will highlight some recent press McKinney has received locally and nationally.

Tech Talk and 'Meaningful Connections': 10 Takeaways From Venture Dallas 2022

<https://dallasinnovates.com/tech-talk-and-meaningful-connections-10-takeaways-from-venture-dallas-2022/>

Raytheon Intelligence & Space, a Raytheon Technologies business, announced the launch of a new Registered Apprenticeship program with the U.S. Department of Labor and Collin College in McKinney, Texas.

https://www.raytheonintelligenceandspace.com/news/2022/11/08/ris-launches-registered-apprenticeship-program-with-the-us-department-of-labor?fbclid=IwAR1G9Bu46WaCt2L9RagcrRIYICmAw_nHyu4MFkk4L5yDPNkVZ7XF3wRG1g

In-Seat Ordering App StadiumDrop Finds a Home in McKinney

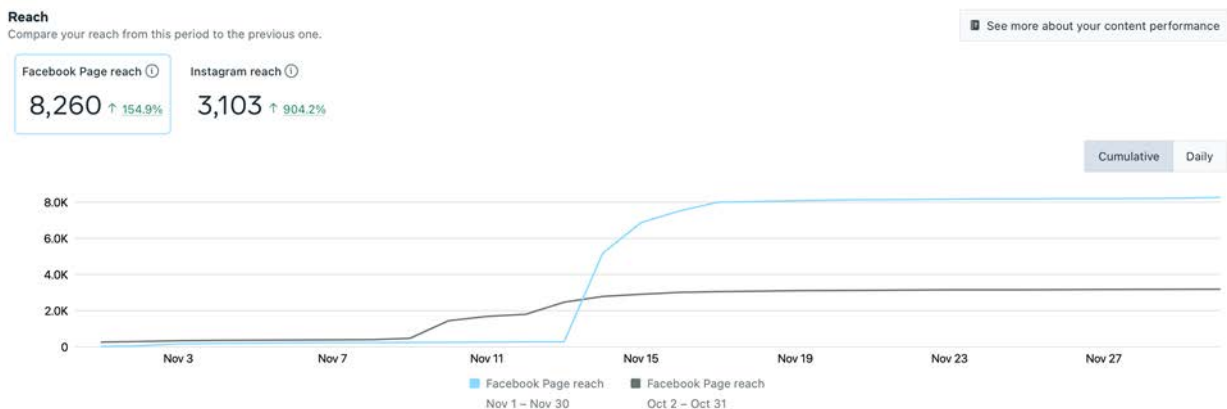
<https://dallasinnovates.com/in-seat-ordering-app-stadiumdrop-finds-a-home-in-mckinney/>

The McKinney Economic Development Corporation, McKinney Community Development Corporation, and the McKinney Chamber of Commerce are excited to announce their relocation of offices to District 121 in the Kaizen Office building.

<https://uniquemckinney.com/mckinney-news/>

Social Media: Instagram and Facebook

Our reach on Instagram and Facebook is growing, with posts performing well towards the end of November. This graph illustrates our organic (unpaid) reach with posts. We continue to see far better performance on Facebook than on Instagram.



Our top performing post in November:

- Raytheon Registered Apprenticeship

Highest reach on a post



Facebook post

Today is a BIG DAY for North Texas as Raytheon Intelligence Space, a Raytheon Technologies business, announced t
Nov 14, 2022, 9:29 AM

This post reached **4,584%** more people (7,916 people) than your median post (169 people) on Facebook.

Highest reactions on a post

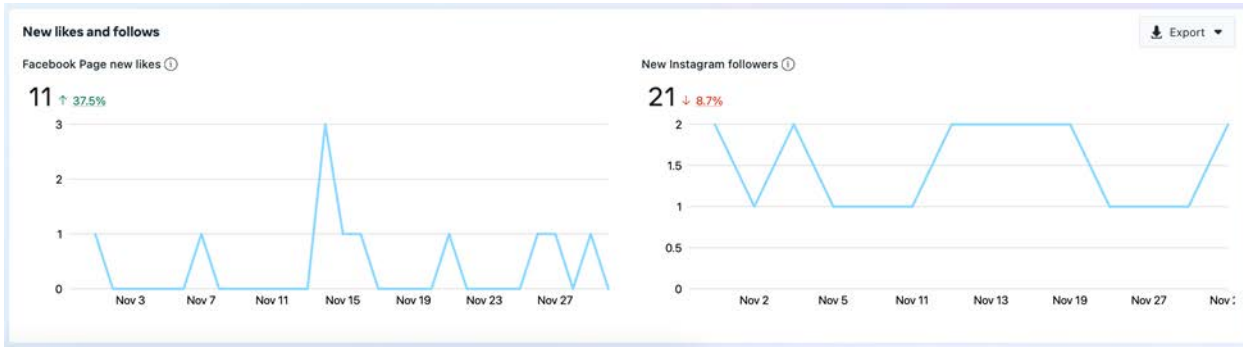


Facebook post

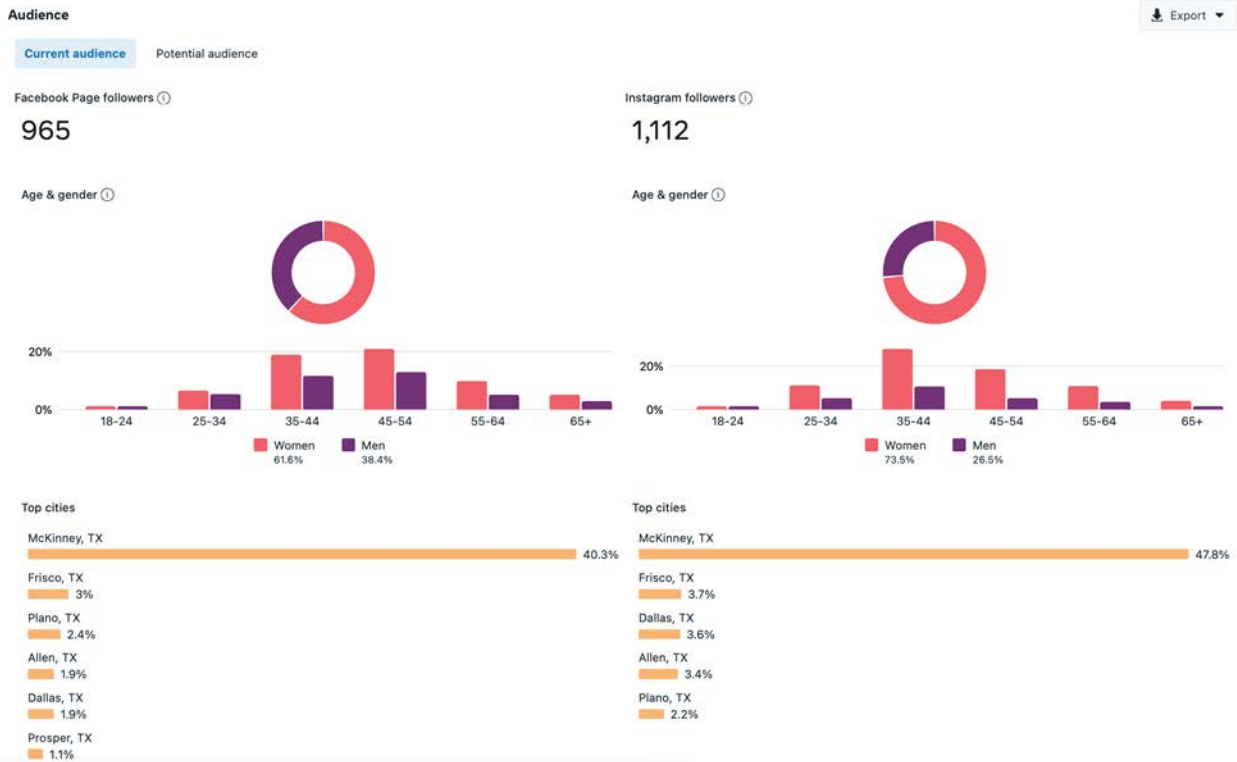
Today is a BIG DAY for North Texas as Raytheon Intelligence Space, a Raytheon Technologies business, announced t
Nov 14, 2022, 9:29 AM

This post received **2,250%** more reactions (141 reactions) than your median post (6 reactions) on Facebook.

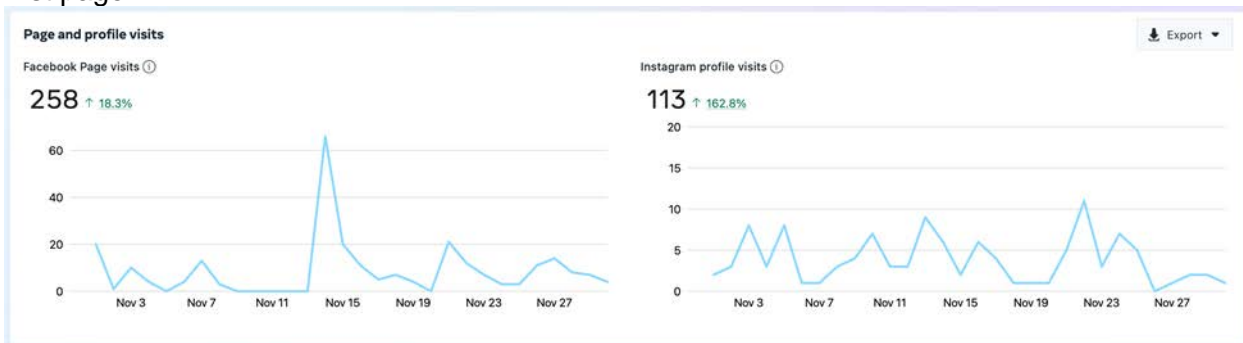
We added 11 new followers to Facebook and 21 new followers to Instagram. Again, unpaid organic reach.



Our Audience Demographics for Facebook and Instagram are primarily located in McKinney, and we have a predominantly female audience.

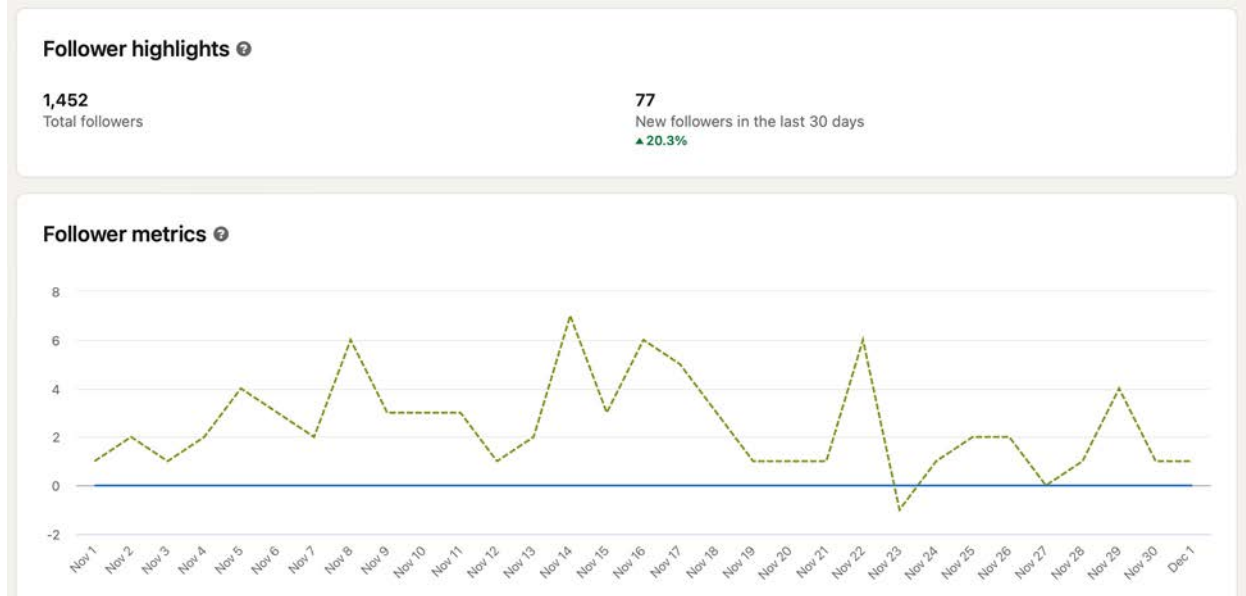


We had 258 unique visits to our Facebook page, and 43 unique visits to our Instagram page in November 2022. The spikes you see here mirror the ones mentioned in the website analytics on the first page.



Social Media: LinkedIn

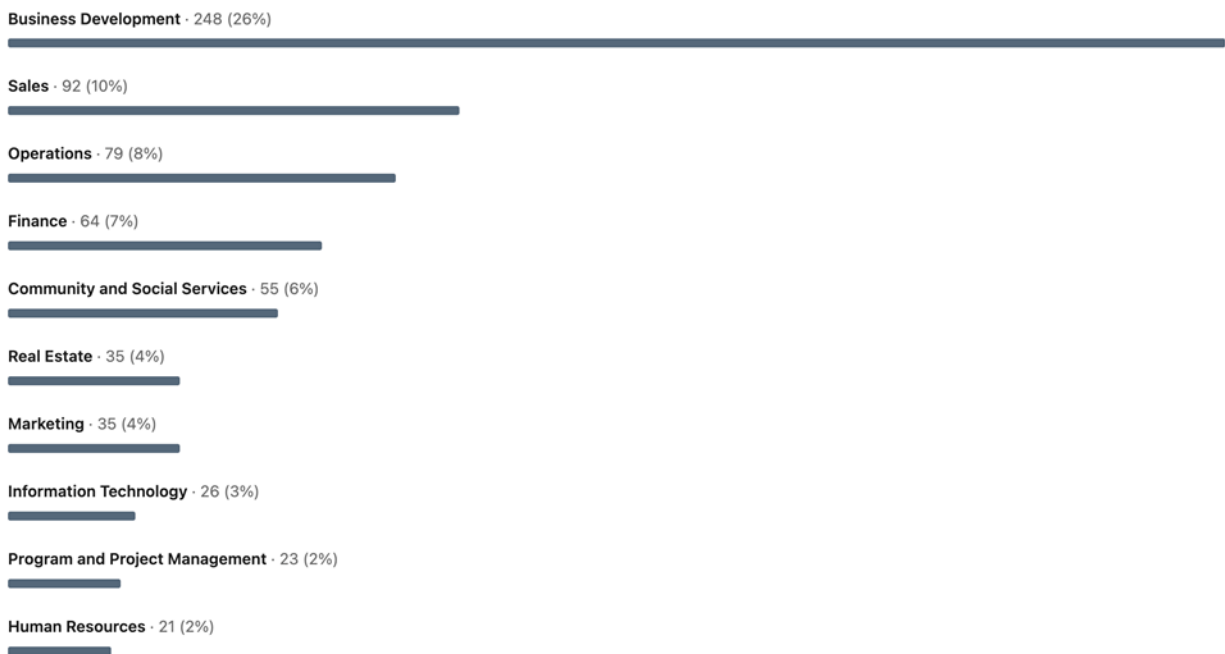
Our LinkedIn Audience has grown through the month of November, and we have focused on new content, consistent posting, and connecting with our audience. The content our visitors resonate with the most reflects in our Facebook content, as shown by the similarly timed traffic spikes. We have grown by 69 followers in November alone – on pace with how we have grown in months past.



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

Follower demographics

Job function ▾



Follower demographics

Location ▾

Dallas/Fort Worth Area · 627 (65%)

San Antonio, Texas Area · 29 (3%)

Houston, Texas Area · 18 (2%)

Austin, Texas Area · 18 (2%)

Sherman/Denison, Texas Area · 14 (1%)

Greater New York City Area · 9 (1%)

Washington D.C. Metro Area · 7 (1%)

Greater Chicago Area · 7 (1%)

Greater Boston Area · 4 (< 1%)

Greater Los Angeles Area · 4 (< 1%)

Attended Trade Shows and Missions

- November 13-17 – Smart City Expo World Congress – Barcelona, Spain (Tokar)

Upcoming Trade Shows and Missions

- December 4-6 - Area Development Consultants Forum, St. Petersburg, FL (Talley)
- December 4-8 - Economix, Columbus, OH (Tokar)

Attended Events

- November 2 – UT Dallas Economic Development (Tokar/Talley)
- November 2-3 – Venture Dallas – Dallas, TX - (Title Economic Development Sponsor - Tokar/Talley/Esparza/Gajary)
- November 3 – NTCAR Commerical Real Estate & developer Expo – Dallas, TX (Tokar/Gajary/Kuehn)
- November 9 - RCE Sustainable Development Summit at UTD (Esparza)
- November 10 - “Bisnow Dallas Women Leading Real Estate” event at the Westin Dallas Downtown (Clark)
- November 10 - “Red, White, and You! Statewide Hiring Fair” where several McKinney-based companies were in displaying booths advertising open positions. Madison had the privilege to connect with: Globe Life, Blount Fine Foods, Collin College, Raytheon Intelligence & Space, Vector Systems, UPS, Encore Wire, Tech Wind, and LifePath Systems.* (Clark)
- November 12 – McKinney Education Foundation Gala (Clark)
- November 14 - MEDC participated in the Raytheon Intelligence & Space (RI&S) Apprenticeship Program Signing Ceremony. (Clark/Talley/Loughmiller/Grimes/Mayor)
- November 14 – TPC Craig Ranch Classic (Talley/Jones) - Note: Golf Tournament Cancelled – Happy hour and dinner
- November 15 - Bisnow DFW Industrial Real Estate Insights event at the Westin Dallas Downtown (Esparza)
- November 15 – REDnews Dallas County Update event at Park City Club (Esparza)
- November 16 - Collin College Leadership Policy Summit. The event was well organized and included sessions on transportation, education, the labor market, health care in Texas and Collin County, economic development, and the Texas Power Grid. (Clark/Kuehn/Williams/Minissale)
- November 29 – Real Estate Pro Visors Meeting - (Speaker – Talley – Virtual)

**Photos from the Red, White & You Hiring Event*



Upcoming Events

- December 14 – MEDC Holiday Party – Local Yocal

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