

Cayti Stein
Director of Marketing & Research
November 2014



Marketing:

- *Training*
 - I attended the University of Oklahoma's Economic Development Institute in November. The 5-day training was outstanding and gave me the opportunity to learn from experienced instructors and network with 150+ economic development professionals.
 - My training schedule is attached

- *Print Advertisements*
 - DFW Real Estate by Dallas Regional Chamber (Fall issue)
 - NTX Magazine
 - McKinney Magazine October & November issue which will be B2B
 - DFW Relocation Guide (no ad but has editorial on McKinney)

- *Public Relations*
 - Margulies Group Report
 - Press (attached)
 - [Doing business in McKinney, TX – Money Magazine's #1 Best Place to Live in America](#)

- *Videos*
 - 6 minute video draft that includes graphics will be available by December 18th



Doing business in McKinney, TX ***Money Magazine's #1 Best Place to Live in America***

McKINNEY, Texas (Oct. XX, 2014) –*Money* magazine has named the City of McKinney the [Best Place to Live in America](#). This designation will help recruit more businesses to the city and only adds to the benefits of doing business in McKinney. Data such as affordable homes, excellent schools and strong economies were taken into account to narrow the list from 781 cities nationwide to just 50. Along with the data, McKinney came out on top due to intangible elements like a sense of community. For employers, that means they can offer employees the opportunity to call the #1 Best Place to Live in the country home.

“McKinney has access to a tremendous highly skilled and educated workforce and our recognition as the Best Place to Live in America by *Money* Magazine further supports any workforce needs employers may have by making McKinney a very easy place to recruit talent to relocate to,” said Jim Wehmeier, President – CEO of McKinney Economic Development Corporation. “That on top of our business environment and focus on quality development makes McKinney the best place to do business.”

According to the article, McKinney is a hotbed for growth-industry jobs. McKinney’s highly skilled and well-educated workforce boasts 92 percent of residents over 25 with a high school diploma, and 47 percent of the same group with a bachelor’s degree. Companies can offer potential and current employees the opportunity to live in a community with highly regarded schools and competitive housing prices as well as community amenities like nationally regarded parks and facilities. All this is within a short drive to DFW International Airport, Dallas Love Field or anywhere else in North Texas.

The labor force of Collin County is 447,768, and McKinney employers have direct access to the Dallas-Fort Worth labor force of more than 3.3 million. The [McKinney Economic Development Corporation](#) provides competitive benefits to qualifying companies relocating to or expanding in McKinney, like assistance with relocation, expansion, infrastructure or site development needs. Companies in McKinney can also take advantage of no personal or corporate income tax and specialized training for local employers at Collin College. The #1 designation by *Money* Magazine adds to the already numerous benefits of doing business in McKinney, particularly for companies looking to relocate to a community that entices employees to move with them.

From Fortune 500 companies to start-up businesses, McKinney has proven to be a city where businesses grow and succeed. McKinney is home to diverse companies ranging from aviation to emerging technology to corporate headquarters. Several high-profile companies have made recent announcements in McKinney: Raytheon Space and Airborne Systems relocated their corporate headquarters to McKinney in May 2013; UPS opened a new distribution facility; Encore Wire Corporation expanded an aluminum wire plant. Additionally, a Sheraton Hotel and Conference Center will open in February.

“Encore Wire has been a part of the McKinney community for 25 years,” said Daniel Jones, President and CEO of Encore Wire Corporation. “Since 1989, we have seen McKinney develop and offer an outstanding quality of life to its citizens. We are proud to have our single-location campus in McKinney and to look to our community first, as we continue to grow and employ more people.”

McKinney is not only a great place for well-established major corporations but also for entrepreneurs and startups. The city’s Emerging Technology program was created in 2009 with the intent of assisting startup companies. The MEDC offers incentives in the form of rent reimbursements to high tech startup companies that are in the process of growing.

“McKinney is a city that really fosters creativity and supports entrepreneurship,” said Paul Bettner, founder and CEO of McKinney-based Playful Corp. and co-creator of the popular game Words with Friends. “McKinney is truly a unique place to live, work and own a business. MEDC helps new and existing businesses grow, providing support and educational opportunities for emerging technologies and supporting start-up programs. Not many cities offer that.”

To learn more about doing business in McKinney, visit www.mckinnedc.com.

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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.mckinneyedc.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.

Media contact:

The Margulies Communications Group
Katherine Long
214-368-0909
katherine@prexperts.net

McKinney Economic Development Corporation
Cayti Stein, Director of Marketing and Research
972-547-7690 (o)
970-314-1264 (c)
cstein@mckinneydc.com



Media Coverage Report
November 2014



NOVEMBER OVERVIEW

In November, the Margulies Communications Group distributed one press release.

Press Release:

- *Doing business in McKinney, TX*

November Highlights



Dallas Business Journal

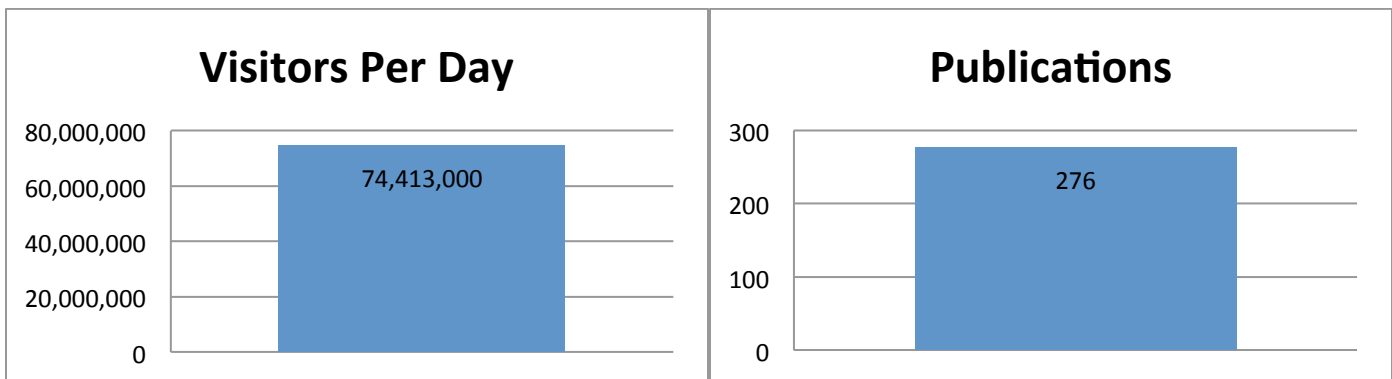


McKinney BubbleLife

The PR Newswire press release received the following coverage:

- Reached more than 270 publications
- Received more than 74,413,000 visitors per day*

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



Home > Your McKinney Blog

Your stories, your news neighborsgo

Doing business in McKinney, TX – Money Magazine’s #1 Best Place to Live in America



By Katherine Quintero
katherine@prexperts.net
8:26 am on November 13, 2014 | [Permalink](#)

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This entry is currently a draft.



Doing business in McKinney, TX - Money Magazine's #1 Best Place to Live in America

[Pin on Pinterest](#)

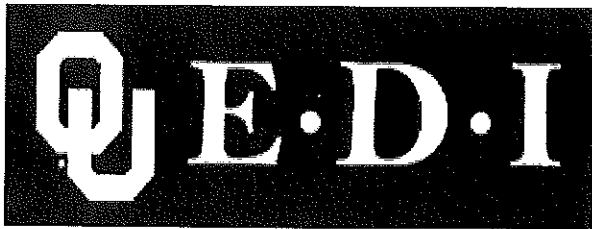


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The University of Oklahoma Economic Development Institute

Finance
Business Retention and Expansion
Strategic Planning
Marketing
Real Estate Development and Reuse
Managing and Economic Development Office
Entrepreneurship

Daily breaks in the foyer from 9:55 am - 10:10 am and 3:25 pm - 3:40 pm, except Sunday from 4:50 pm - 5:05 pm. Lunch will be served on Saturday in room 202 and in Griffin Hall Monday - Wednesday. Lunch on your own on Sunday.

Saturday, November 15, 2014

8 : 0 0 a m - N o o n	The OU EDI CEcD Review Course - Sutton & Moon - <u>JW 201</u>
1 2 : 0 0 p m - 1 : 3 0 p m	LUNCH
1 : 3 0 p m - 6 : 0 0 p m	The OU EDI CEcD Review Course - Sutton & Moon - <u>JW 201</u>

Sunday, November 16, 2014

8 : 0 0 a m - 1 1 : 0 0 a m	The OU EDI CEcD Review Course - Sutton & Moon - <u>JW 201</u>	
1 1 : 1 0 a m - 1 : 0 0 p m	Economic Development Ethics (Session II or III Mandatory if did not attend a BASIC Course) - Moon & Bowen - <u>JW 202 & 203</u>	
1 : 3 0 p m - 2 : 2 0 p m	WELCOME AND OPENING - <u>JW Grand Ballroom 9 & 10</u>	
2 : 3 0 p m - 2 : 5 5 p m	Orientation and Mentoring (Session 1 Mandatory) <u>JW 204 & 205</u>	
3 : 0 0 p m - 7 : 0 0 p m	Economic Development Finance <u>JW 202 & 203</u>	
3 : 0 0 p m - 5 : 5 0 p m	Effective International Business Strategies - Garner - <u>JW 201</u>	
3 : 0 0 p m - 4 : 5 0 p m	Trends Impacting ED: Opportunity or Threat - Whittaker - <u>JW 204</u>	Marketing Your Workforce - Nissen <u>JW 205</u>
5 : 0 0 p m - 7 : 0 0 p m	Going Global - Your Community in an International Market Place - Moon <u>JW 204</u>	Technology's Role in Managing the Economics Development Office - James <u>JW 205</u>
7 : 0 0 p m - 8 : 0 0 p m	NETWORKING AND WELCOME RECEPTION - <u>JW Grand Ballroom 7 & 8</u>	

Monday, November 17, 2014

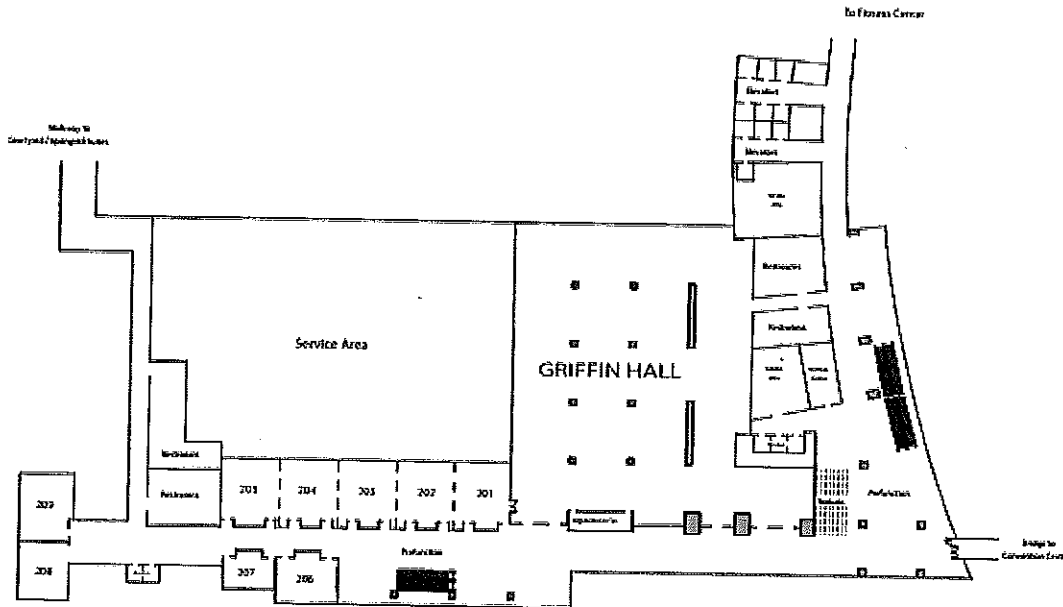
8:00 a m - 5:30 p m	Business Retention & Expansion <u>JW 201</u>	Economic Development Finance <u>JW 202 & 203</u>	Economic Development Strategic Planning <u>JW 204</u>	Economic Development Marketing and Attraction <u>JW 205</u>
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Tuesday, November 18, 2014

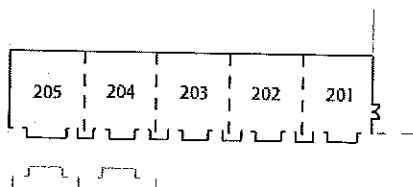
8:00 a m - 5:30 p m	Business Retention & Expansion <u>JW 201</u>	Economic Development Finance <u>JW 202 & 203</u>	Economic Development Strategic Planning <u>JW 204</u>	Economic Development Marketing and Attraction <u>JW 205</u>
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Wednesday, November 19, 2014

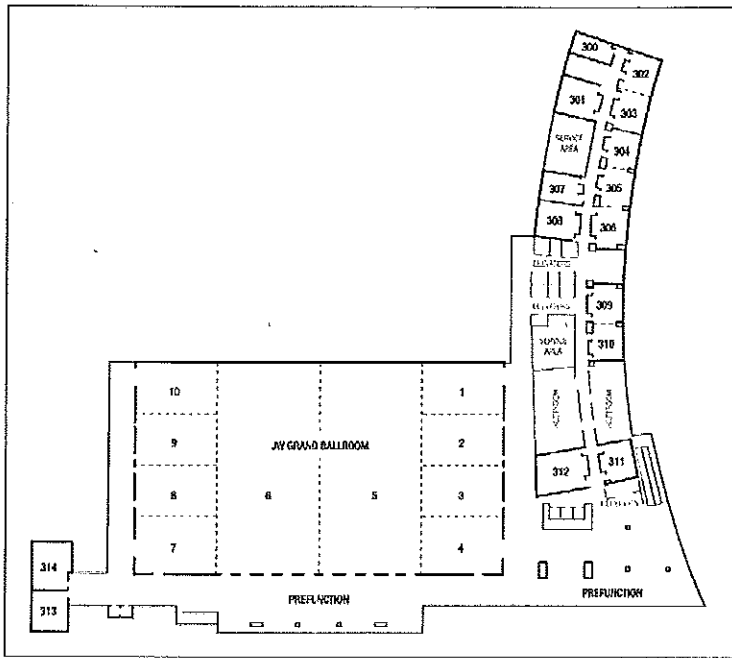
8:00 a m - 5:30 p m	Managing Economic Development Organizations <u>JW 202 & 203</u>	Entrepreneurship Economic Development <u>JW 201</u>	Real Estate Development and Reuse <u>JW 204 & 205</u>
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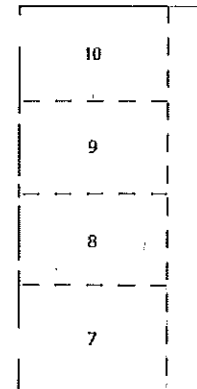
JW Marriott Second Floor



JW Marriott Second Floor Classrooms 201 - 205



JW Marriott Third Floor



JW Marriott Third Floor Grand Ballrooms 7 - 10

Thursday, November 20, 2014

* PLEASE NOTE CHANGE OF VENUE FOR CLASSES*

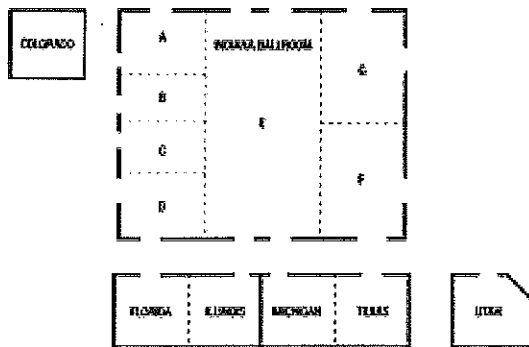
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Webpage
Economic
Development
Organizations -
Indianapolis
Marriott
Downtown Rooms
A & B

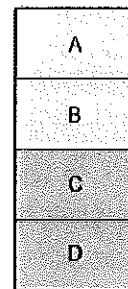
Entrepreneurship
Economic
Development -
Indianapolis Marriott
Downtown, Florida
& Illinois Rooms

Real Estate
Development
and Reuse -
Indianapolis
Marriott
Downtown,
Rooms C & D

FIRST FLOOR



Indianapolis Marriott Downtown First Floor



Indianapolis Marriott Downtown,
Classrooms A - D and Florida & Illinois Rooms