

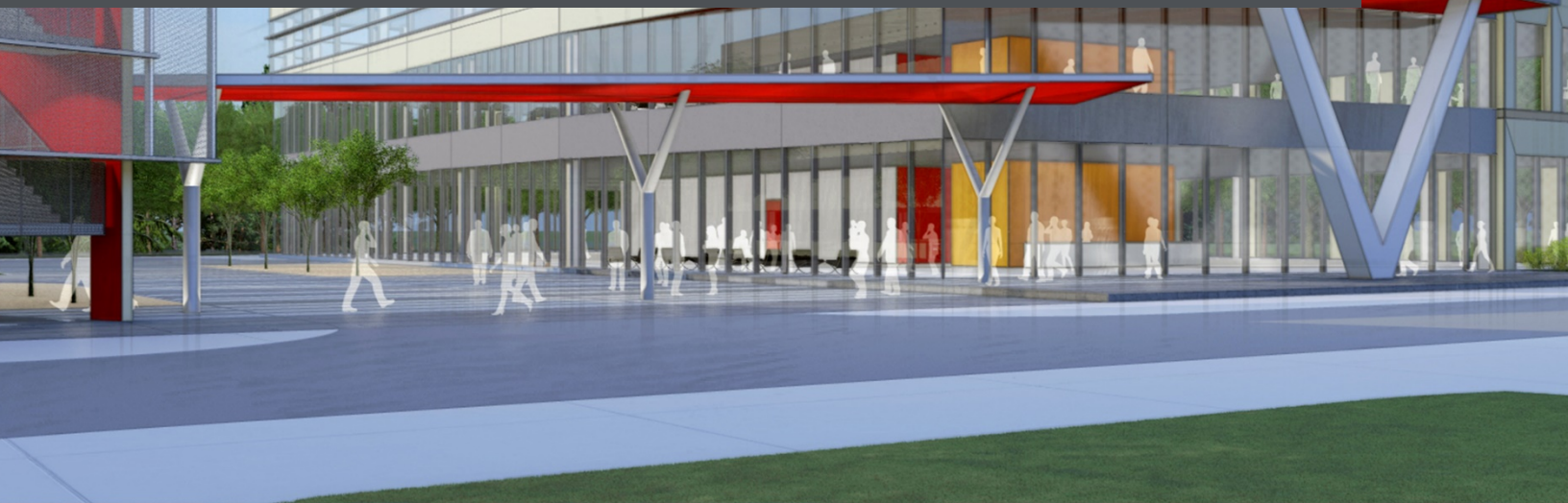
# ORGANIZATIONAL REPORT

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2021 - JANUARY



McKinney Economic Development Corporation



MEDC Board,

2020 is over and Welcome to 2021! The numbers are in and we had an exceptional year. I am proud of the MEDC staff for their hard work and innovation last year. The creative initiatives developed assisted the organization through what could have been a rough year. We are carrying forward the momentum into 2021. Even though we have had back-to-back record years of investment in McKinney, I believe this year will be our best yet. We have some incredible pipeline projects underway and 2021 will be the year we saturate the digital canvas with what McKinney has to offer through new innovative marketing campaigns. The last 2 years have been the building years for these campaigns, and we are poised to launch. I am excited for what lies ahead.

Thank you board members for your time and investment in this organization. Together we have made amazing progress. Let's get 2021 rolling!

Peter

### **Organizational Updates**

- Staff continues to work on the requirements for the MEDC application to be an Accredited Economic Development Organization (AEDO) via the International Economic Development Council (IEDC). The application is on schedule to be completed in January.
- Staff gained access and received training on EnerGov (backend access) to provide better customer service and facilitate projects by being able to track permit issuance and construction milestones.
- We have started meetings with Kaizen Development Partners on designing our new office space for the District 121 building. The office will house the EDC/CDC and potentially the McKinney Chamber of Commerce. We are working on conceptual floor layouts to gauge our space needs.
- We have our invitation list for the AT&T Byron Nelson Red Carpet Tour and are developing the invitations to send February 1.

### **Organizational Activity Report (December 2020)**

- \*Total Leads: 14
- Qualified Leads: 11
- RFPs received: 4
- RFPs responded to: 2
- Total Pipeline Projects: 33
- New Pipeline Projects: 4

\*Leads include RFPs, RFIs, and direct inquiries from site selectors, brokers, company representatives, etc.

### Technology & Infrastructure Update

- Staff is continuing to work with District 121 owners on infrastructure deployment for advanced technology and telecommunications infrastructure.
- There will be a City Fiber Master Plan kick off meeting on January 6, 2020 where the internal team and HR Green Consultants will be looking at the next phase of our city-wide infrastructure project.

### Development Projects:

- District 121 is continuing to make forward progress through the city processes. They received a grant from the MCDL for the open space portions of the development. The office building should break ground in Q1 of this year.

### Business Retention & Expansion (December 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

### Marketing / Communications (December 2020)

- Marketing Trips: 0
- Marketing Events: 0
- Ribbon Cutting
  - Sigmetrix Ribbon Cutting on December 7<sup>th</sup>
- Ads & Articles:
  - Two page article in Dallas Innovates December edition
  - Two page article in Foreign Direct Investments December edition (digital and print)
  - Ad Space in Foreign Direct Investment December edition (digital and print)
- Ongoing Projects:
  - Continue to work on AEDO website application
  - Creation and logistics for approved new website design
  - Reformatting Innovation Fund online application to upgrade user experience.
- Social Media & Website Report: **See attached**

**Events**

- Staff and board members participated in a tour of Family Health Center on Virginia Parkway on December 1, 2020
- MEDC/McKinney Chamber of Commerce Business Development update: Shaping the Future of McKinney on December 3, 2020
- MEDC Holiday Party on December 11, 2020

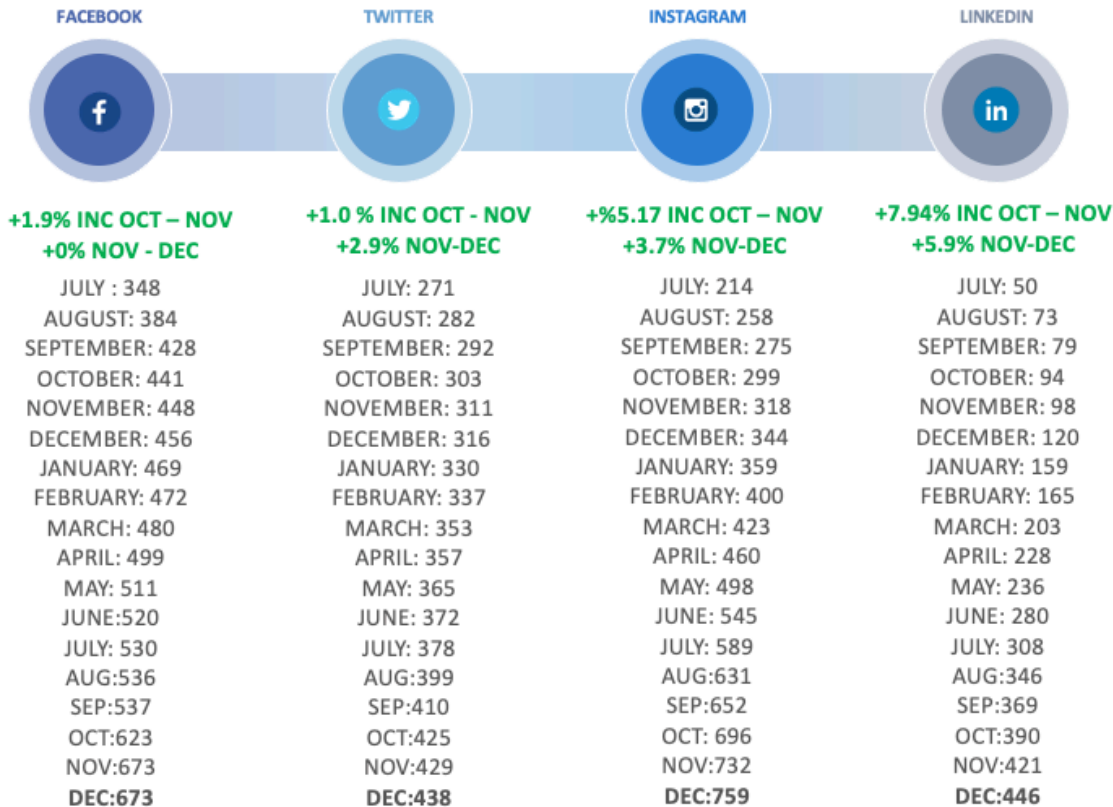
**Committee Meetings**

- Marketing Committee met on December 28<sup>th</sup>:
  - “Digital vs Print” paid advertisement for ROI analysis
  - Marketing Budget
- Real Estate Committee Meeting met on December 10<sup>th</sup>:
  - New Board member familiarization and expectations for the committee
  - MEDC owned land and projects outstanding on the properties
  - Discussed outside presentations from the last year for consideration of the committee.

## Social Media & Website Report December 2020

### Social Media

In December, we didn't experience the volume of new followers we've experienced in previous months. Retail companies invest large amounts of paid advertisement during the holidays. As a result, paid content was favored in the user's news feed. (A feed is an algorithm that controls an updated list of all the new content posted by the accounts a user follows on social media. Rather than being purely chronological.) However, our social media outlets remained steady. During the Holidays, users mostly create content (Posting and sharing the content of their events, friends and families). This organic content is always more potent than the one generated from private companies.



### What is a social media algorithm?

The Social media algorithm is an A.I. (Artificial Intelligence) able to learn a user's behavior in order to predict the likelihood that they will interact with a specific type of content. The mathematical formula prioritizes differently to each individual and encourages different behavior on each platform.

### How is your social media feed determined?

Social networks prioritize which content a user sees in their feed first by the likelihood that they'll actually want to see it. Before the switch to algorithms, most social media feeds displayed posts in reverse chronological order. In short, the newest posts from accounts a user followed showed up first.

- Source: [Sproutsocial](https://sproutsocial.com)

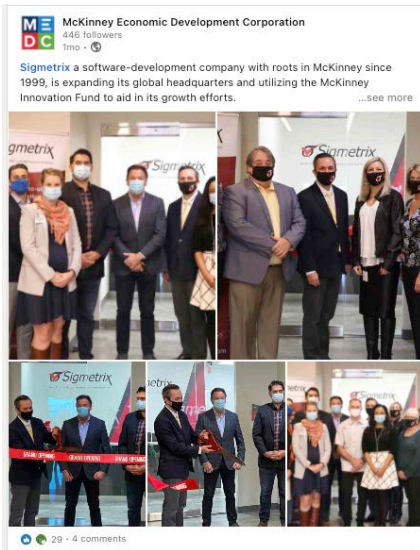
## Social Media Highlights:

### The two most popular posts from LinkedIn:

The use of video in all our social media channels has a natural higher engagement, clearly represented on the Byron Nelson post. Another success source has been including public figures such as Board Members and City Leaders because it gives our content a higher relevance.

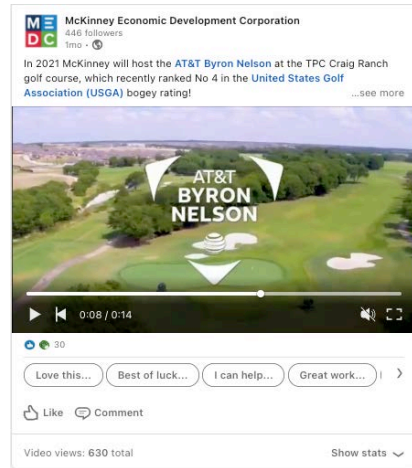
### Sigmatrrix – Ribbon Cutting

- Impressions: 984
- Likes: 29



### AT&T Byron Nelson by Mayor Fuller

- Impressions: 630
- Likes: 30



## Website

User behavior has continued to be steady, with an increase in pages, total visits and impressions. We will experience a significant increase in total visits once our new website is uploaded and begin promoting it through organic social media **call to actions (CTAs)** and incorporate paid advertisement.

### NOVEMBER



### DECEMBER



## Referrals and Top Pages

Naturally, most of our traffic has been through our press collaboration. Our LinkedIn strategy continues to push people to find out more about the MEDC and topics of interest still show we are ahead of the curb in the business development online world. Another interesting detail is that our Asian research sources have also increased.

### Referral Traffic:

- Google
- Community Impact
- Collin County Texas.org
- Dallas Innovates
- Baidu (Chinese equivalent of Google)
- Facebook
- LinkedIn

### Top Pages Visited:

- Homepage
- Innovation Fund
- Leadership
- Boards and Agendas
- History of McKinney
- Subscribe
- McKinney National Airport
- Property Information