

# ORGANIZATIONAL REPORT

—  
2021 - September



McKinney Economic Development Corporation



MEDC Board,

We are in the midst of another record breaking year for capital investment in the City of McKinney. The development and investment opportunities keep coming our way and staff has done a fantastic job of creating leads, while we navigate the COVID waters that continue to disrupt our normal flow of operations. We are starting Q4 with a great announcement coming on Sept 22<sup>nd</sup> and it will be a big benefit to our community. More to come soon.

I want to officially welcome Mohamed Kacem to the Board of Directors as our new Alternate member and welcome back all our reappointed Board members. I am looking forward to continuing our journey together as we develop our great city.

Peter

### **Organizational Updates**

- Staff is working with McKinney Chamber/McKinney Community Development Corporation (MCDC) leaders to plan and design the new office space at District 121. Staff met with Kaizen on August 30<sup>th</sup> to discuss test fits and we are steadily making progress. We hope to have a draft lease by month's end.
- We will be sending out a poll to find the right date for our 2022 Strategic planning retreat. Please be on the lookout for an email in the coming weeks.
- The posting for a Marketing Manager is going live on Monday, September 20<sup>th</sup>. We hope to have the position filled by early November.

### **Organizational Activity Report (August /2021)**

- \*Total Leads: 14
- Qualified Leads: 9
- RFPs received: 9
- RFPs responded to: 4
- Total Pipeline Projects: 35
- New Pipeline Projects: 6

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

### **Business Intelligence**

Competitive Market studies will be complete October 1<sup>st</sup>. Locations to be included are:

- Aurora, Colorado
- Henderson, Nevada
- Chandler, Arizona
- Tacoma, Washington
- Tallahassee, Florida

### **Business Retention & Expansion (August 2021)**

A BRE Program Overview is being drafted and will provide goals, objectives, roles and responsibilities, and standard operating procedures.

The BRE Partners Meeting was held on August 16<sup>th</sup> and included members from the McKinney Community Development Corporation, McKinney Chamber of Commerce, Visit McKinney, Texas Workforce Solutions and MEDC. The team is excited and has begun working together for BRE initiatives.

A Manufacturing Safety Council Lunch Meeting was held on August 27<sup>th</sup>, hosted by Encore Wire and the McKinney Chamber of Commerce. The meeting was well attended by six local businesses who shared fantastic dialogue and ideas relating to safety and human resources.



- BRE Visits: 6
- Annual BRE Total: 29
- BRE Partner Events: 0
- Virtual BRE Calls:

### **Marketing / Communications (August /2021)**

- Marketing Trips:
  - MDM West Conference, Danny Chavez attended, August 10-12
  - TEDC Economic Summit, Danny Chavez attended, August 24-25
  - DCI Marketing Summit, Peter Tokar attended, August 25-27
- Marketing Events Attended
  - University of Texas Economic Development Advisory Committee Meeting, Madison Clark attended, August 3
  - CoreNet: “DFW Post Pandemic Economic Forecast”, Madison Clark attended, August 19
  - CoreNet: “Young Leaders 6x6”, Staff members Madison Clark and Miguel Esparza attended, August 12
  - NTCAR: Rebuilding North Texas, Peter Tokar attended, August 19
  - CEO Breakfast Series, Staff attended, August 31
- Ongoing Projects:
  - McKinney Economic Development Corporation’s American Economic Development Organization (AEDO) Application was submitted to International Economic Development Council (IEDC) on July 8. The next step is the feedback from AEDO Review Team and the Site Visit to McKinney. The AEDO accreditation process is generally two to three years.
- Podcast
  - Madison Clark was hosted on the first Credit Union of Texas podcast, “In the Community” on August 25<sup>th</sup> and shared the benefits of doing business in McKinney. Other podcast guests included local businesses.
- Social Media & Website Report: ***See attached***

### **Committee Meetings**

- Real Estate Committee met on August 11<sup>th</sup>.
  - Approved Project updates
  - New Projects
  - Review of MEDC Owned Parcels
- Finance Committee met on August 16<sup>th</sup>
  - Joint meeting with MCDC Finance Committee
  - Lease/Sublease of a portion of Lot 4, Block A, District 121 Addition
- Innovation Fund Committee: Projects approved
  - Project Booster
  - Project Reboot

### **Upcoming Trade Shows and Missions**

- Bisnow: Master Planned Communities, September 21, Miguel Esparza and Madison to attend
- CRE Converge, September 26-29, Danny Chavez to attend
- IEDC Annual Conference, October 2-4, Peter Tokar and Danny Chavez to attend
- Connect X, October 4-7, Michael DePaola to attend
- CRETECH New York, October 13-14, Danny Chavez to attend
- TEDC Annual Conference, October 12-15, Peter Tokar and Abby Liu to attend
- Consultant Connect New York Summit, October 22-23, Danny Chavez to attend
- Consultant Connect Florida Summit, November 11-12, Danny Chavez to attend
- Consultant Forum 29, December 6-8, Danny Chavez to attend

### **Upcoming Events**

- DBJ: BRED in 2020 Awards, September 23
- SRS Corporate Campus Grand Opening, September 24
- 2021 REDnews Collin County Summit, September 29
- Hack DFW with the Dallas Regional Chamber, October 1-3
- NTCAR: Hall of Fame (MEDC Table Sponsor) October 6
- 2021 Best of Quarterly Chamber Luncheon, October 19
- BISNOW: 121 Corridor (MEDC Raw Space Sponsor), October 28
- State of the City, November 4

**MEDC IN THE NEWS:** This new section is dedicated to showcasing all the positive press the MEDC and Staff have generated on various media outlets and platforms.

#### **Articles:**

- ["The ETSY for education": McKinney start up aims to become the destination for language learners"](#) The Business Journals, August 10
- ["Fintech company for electric cars, including Tesla, moves HQ to McKinney from Frisco"](#) Dallas Business Journal, August 18.
- ["Another tech company heads to McKinney"](#) The Dallas Morning News, August 18
- ["EV Fintech Xcelerate Auto relocates Headquarters to McKinney"](#) Dallas Innovates, August 18
- ["Space vehicle maker plans to move its headquarters to McKinney as it looks to hire hundreds"](#) The Business Journals, August 26
- ["Financial technology company Xcelerate Auto relocates from Frisco to McKinney"](#) Community Impact, September 7
- ["Microsoft deal could rapidly scale this McKinney start-up's growth"](#) Business Journals, September 10

#### **Staff to Speak:**

- [2021 REDnews Collin County Commercial Real Estate Summit](#) Peter Tokar to be a panelist, September 29

## Social Media & Website Report

### August 2021

#### What is Apple's Mail Privacy Protection - Why it Matters?

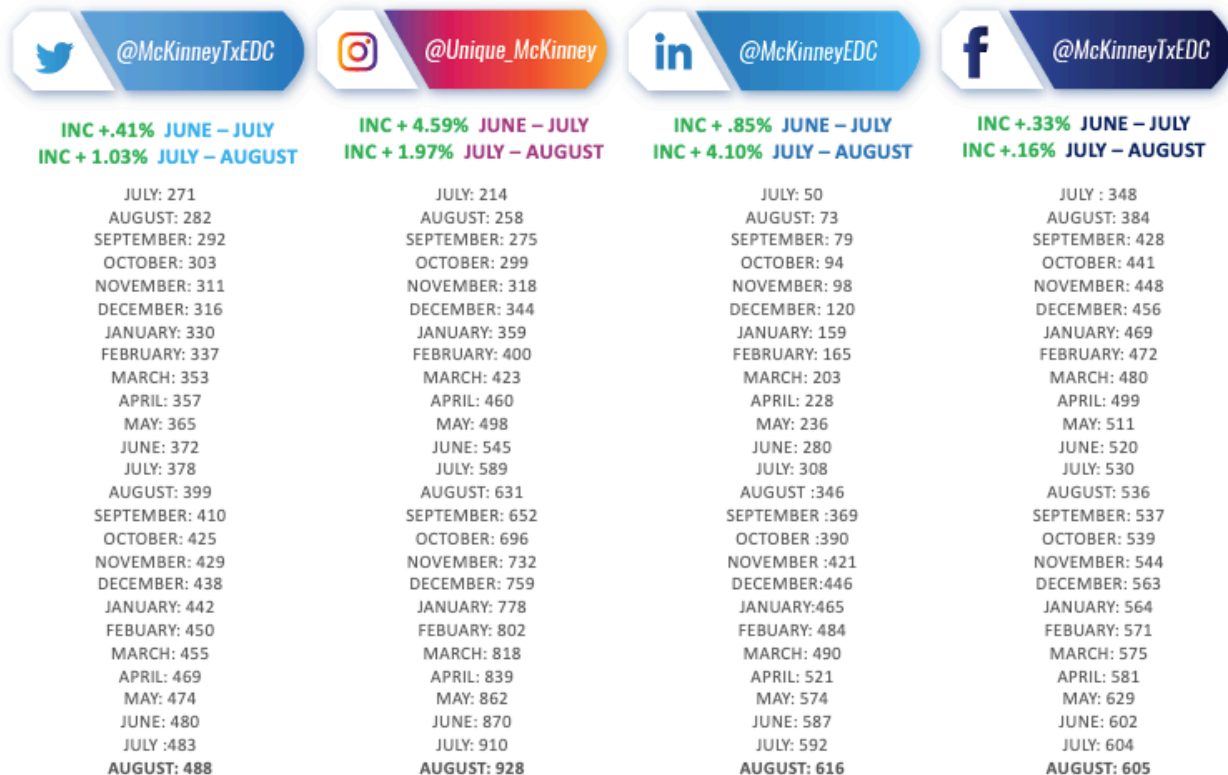
Apple's Mail Privacy Protection, part of the new iOS update, will change email because it will allow users to mask information such as when and where they open an email, on what device, and any other online activity linked to that device. This information is normally used by marketers.

#### What we're doing about it?

Centipede Digital® is implementing systems that can track richer metrics in response to these new regulations. However, as seasoned marketers, we understand that email opens do not necessarily equate to an intent to purchase/convert. Therefore, the Agency will continue to explore other key email marketing metrics that can still gather to make intelligent marketing decisions.

While we might have to get a little more creative in figuring out what customers really want to see in their inboxes, the goal is still to connect with our audience.

#### Social Media:



### Social Media Highlights:

#### Reasons to fall in love with McKinney


##### LinkedIn

Impressions: 727

Reactions: 21

McKinney Economic Development Corporation  
623 followers  
2w · 🌐

If you're still thinking about #relocating, here are '16 Reasons To Fall In Love With McKinney, Texas' - by [TravelAwaits](#) ...see more



16 Reasons To Fall In Love With McKinney, Texas  
travelawaits.com · 6 min read

19 · 2 comments

In my opinion... Helpful! This will... Thanks for posting... >

Like Comment

Add a comment...

Organic impressions: 727 Impressions Show stats

#### Xcelerate Relocation Press Release

##### LinkedIn

Impressions: 490

Reactions: 17

McKinney Economic Development Corporation  
623 followers  
2w · 🌐

Xcelerate, a sustainable transportation company that offers funding support and ancillary products to EV manufacturers like Tesla, is moving to our city! Xcelerate's team hopes to "put McKinney on the E" ...see more



EV Fintech Xcelerate Auto Relocates Headquarters to McKinney » Dallas Innovates  
dallasinnovates.com · 2 min read

17

Like Comment

Be the first to comment on this

Organic impressions: 490 Impressions Show stats

**Website:****July 2021**

**902** Total Visitors   **936** Total Visits   **1,995** Total Page Impressions   **2.1** Avg Page Views   **5.0** Avg Minutes On Site

**AUGUST 2021**

**984** Total Visitors   **1,024** Total Visits   **1,994** Total Page Impressions   **1.9** Avg Page Views   **4.2** Avg Minutes On Site

**Referral Traffic:**

- Search from Google
- BisNow
- City of McKinney
- Texas EDC
- Collin CountyTX.org website
- Dallas Business Journal
- The City Insider Magazine
- LinkedIn

**Top Pages Visited:**

- Homepage
- Innovation Fund
- History of McKinney
- Demographics
- Board and Agenda
- Leadership
- Economic Incentive