

# ORGANIZATIONAL REPORT

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2022 - July



McKinney Economic Development Corporation

MEDC Board,

2022 has been another organizational growth year complete with growing pains. Despite several curve balls that have been thrown our way, we remain optimistic we will finish the year strong. We are primed and ready for strategic growth, and while projects are taking longer to close due to the nature of the current real estate market, our pipeline remains full. Our team is working diligently on laying the groundwork for forming our Tech Organization for deployment in the fall. Additionally, we are optimistic about all the new Innovation Fund projects coming in.

### **Organizational Activity Report**

- New Organic Leads: 13
- RFPs received: 5
- RFPs responded to: 2
- Total Pipeline Projects: 29
- New Pipeline Projects: 3

### **Business Retention and Expansion**

- BRE Visits: 3
- Annual BRE Total: 56\*  
*\*Staff has performed a "self-audit" to ensure all BRE meetings have been properly reported for January- June 2022. During the audit, nine BRE visits were captured that were not previously reported, thus bringing the annual number of visits to 56.*
- The first Tech & Trucks event was held June 22, 2022, at Common Desk- McKinney Square. A total of 68 people registered, with 64 attending. McKinney (29) was the primary location where tickets were purchased, followed closely by Dallas (16). There have been several who were not able to attend who have reached out expressing interest in attending upcoming Tech & Trucks events, as well as attendees who have sent notes following the event thanking MEDC for hosting and facilitating connections between local startups and providers of the event.

### **Marketing / Communications**

Marketing / Networking Events Attended

- June 10<sup>th</sup> Madison Clark spoke at the Texas City Managers Association (TCMA) 2022 Annual Conference in Cedar Creek, Texas. We had the privilege of sharing MEDC's approach to assisting small businesses via the Innovation Fund.
- June 23-24<sup>th</sup> Madison attended a Consultant Connect Summit in Chicago, IL to share opportunities in McKinney for relocation/expansion efforts and hear industry trends across the country. A follow up meeting with one consultant from the event has taken place regarding a development opportunity.
- June 28<sup>th</sup> Staff attended the McKinney Development Update hosted by the McKinney Chamber of Commerce.

**Newsletters**

Site Selector and Community newsletters were sent in June

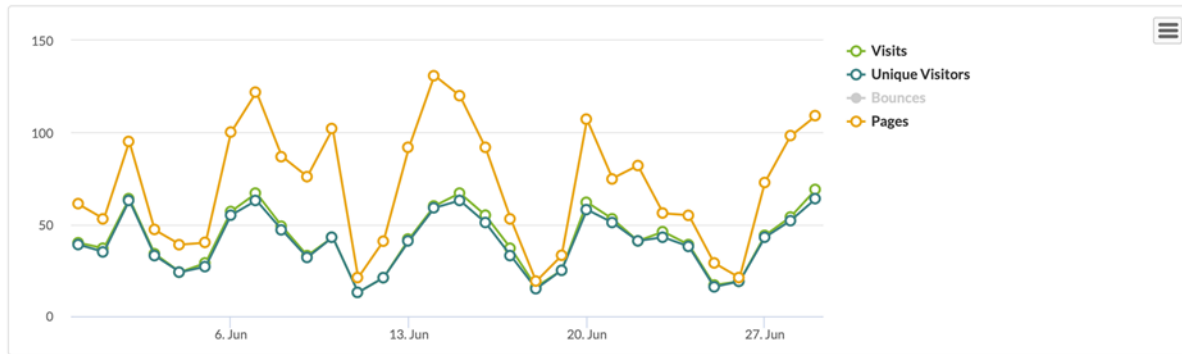
- Average open rate of 30%
- 521 Delivered
- 4% average click rate
- 147 Unique Opens
- Digital Advertising Campaigns
  - Targeted Ads during Collision (Toronto)

**Website Visits:**

We have continued to see sustained frequent web visits in June. Our top visits continue to be our home page and our Innovation Fund page. The spike you see below on June 14<sup>th</sup> was related to our press release about Aiden Technologies and was our top performing social content in June as you'll see later in this report.

71% Bounce Rate   1,207 Total Visitors   1,257 Total Visits   2,129 Total Page Impressions   1.7 Avg Page Views   6.4 Avg Minutes On Site   SITE STATS

**Web Visits**



**Top Referrers**

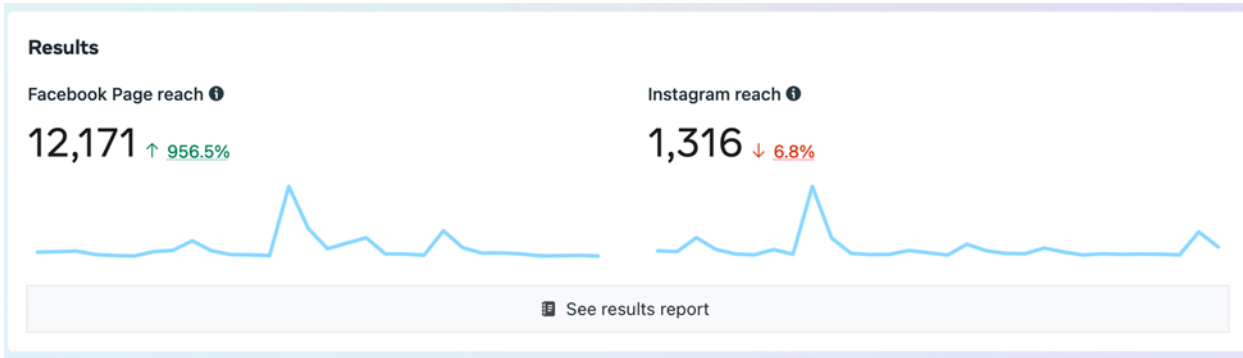
		<a href="#">View All</a>
1	www.google.com	58.59%
2	www.mckinneytexas.org	10.12%
3	uniquemckinney.com	5.59%
4	www.bing.com	3.46%

**Top Entrance Pages**

		<a href="#">View All</a>
1	home page	42.07%
2	/innovation-fund/	28.68%
3	/leadership/	3.62%
4	/quality-of-life/	3.29%

**Social Media: Instagram and Facebook**

Our reach on Instagram and Facebook is growing, with posts performing very well all through May. This graph illustrates our organic (unpaid) reach with posts. We saw far better performance this month on Facebook than on Instagram, with a 956% increase in reach on FB over last month. There are three significant posts that contributed to this massive reach increase in June.



Our top performing posts in June: the press release about the relocation of Aiden Technologies on June 14<sup>th</sup>, a drone video from JLL about the District 121 Development on June 22<sup>nd</sup>, and the Review Wave Grand Opening Recap Video on June 9<sup>th</sup>.



Boost post

**Aiden Technologies, Inc. announced today its move from Plano to McKinney, ...**  
 June 14, 2022 at 8:54 AM  
 ID: 391248356364813

Interactions

61 reactions 9 comments 9 shares

**Performance**

Reach ⓘ	Reactions, comments and sha... ⓘ	Results ⓘ
Total <b>8,905</b> Worst   Best	Total <b>79</b> Worst   Best	Total <b>427</b> Worst   Best
This post reached more people than <b>100%</b> of your 50 most recent Facebook posts and stories.	This post received more reactions, comments and shares than <b>96%</b> of your 50 most recent Facebook posts and stories.	This post received more link clicks than <b>100%</b> of your 50 most recent Facebook posts and stories.
Reach <b>8,905</b>	Reactions <b>61</b> Comments <b>9</b> Shares <b>9</b>	Link clicks <b>427</b>



Boost post

**The District 121 Development off of 121 and Alma in McKinney is coming along...**  
 June 22, 2022 at 11:52 AM

ID: 396628739160108

Interactions

👍 65 reactions    💬 9 comments    ➦ 8 shares

Performance

<p><b>Reach</b></p> <p>Total <b>3,589</b></p> <p>Worst   Best</p> <p>This post reached more people than <b>96%</b> of your 50 most recent Facebook posts and stories.</p> <p>Reach: 3,589</p>	<p><b>Reactions, comments and shares</b></p> <p>Total <b>82</b></p> <p>Worst   Best</p> <p>This post received more reactions, comments and shares than <b>100%</b> of your 50 most recent Facebook posts and stories.</p> <p>Reactions: 65 Comments: 9 Shares: 8</p>	<p><b>Results</b></p> <p>Total <b>374</b></p> <p>Worst   Best</p> <p>This post received more link clicks than <b>98%</b> of your 50 most recent Facebook posts and stories.</p> <p>Link clicks: 374</p>
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Boost post

**Review Wave, welcome to Texas! McKinney, Texas continues to be an attracti...**  
 June 9, 2022 at 10:19 AM

ID: 388175720005410

Interactions

👍 29 reactions    💬 0 comments    ➦ 4 shares

Performance

<p><b>Reach</b></p> <p>Total <b>2,025</b></p> <p>Worst   Best</p> <p>This post reached more people than <b>93%</b> of your 50 most recent Facebook posts and stories.</p> <p>Reach: 2,025</p>	<p><b>Reactions, comments and shares</b></p> <p>Total <b>33</b></p> <p>Worst   Best</p> <p>This post received more reactions, comments and shares than <b>83%</b> of your 50 most recent Facebook posts and stories.</p> <p>Reactions: 29 Comments: 0 Shares: 4</p>	<p><b>Results</b></p> <p>Total <b>77</b></p> <p>Worst   Best</p> <p>This post received more link clicks than <b>89%</b> of your 50 most recent Facebook posts and stories.</p> <p>Link clicks: 77</p>
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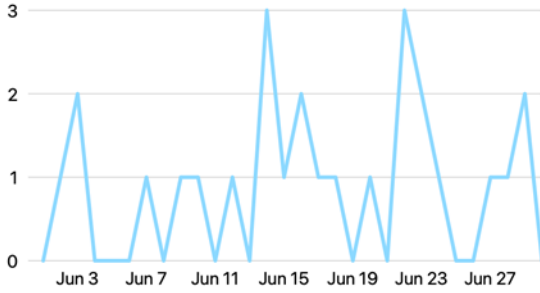
We added 26 new followers to Facebook and 17 new followers to Instagram. Again, unpaid organic reach.

New likes and follows

Export

Facebook Page new likes

26 ↑ 62.5%



Instagram new followers

17 ↓ 37%

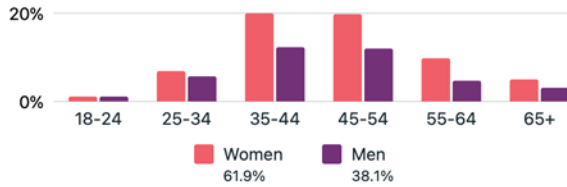


Our Audience Demographics for Facebook and Instagram is primarily located in McKinney, and we have a more female based audience.

Facebook Page followers

912

Age & gender



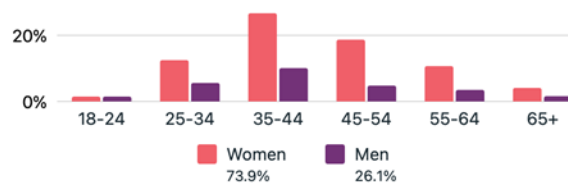
Top cities



Instagram followers

1,067

Age & gender



Top cities



We had 444 unique visits to our Facebook page, and 66 unique visits to our Instagram page in June. The two spikes you see here on Facebook are again, the Aiden Technologies content and the District 121 Update video.

Page and profile visits

Export

Facebook Page visits

444 ↑ 276.3%



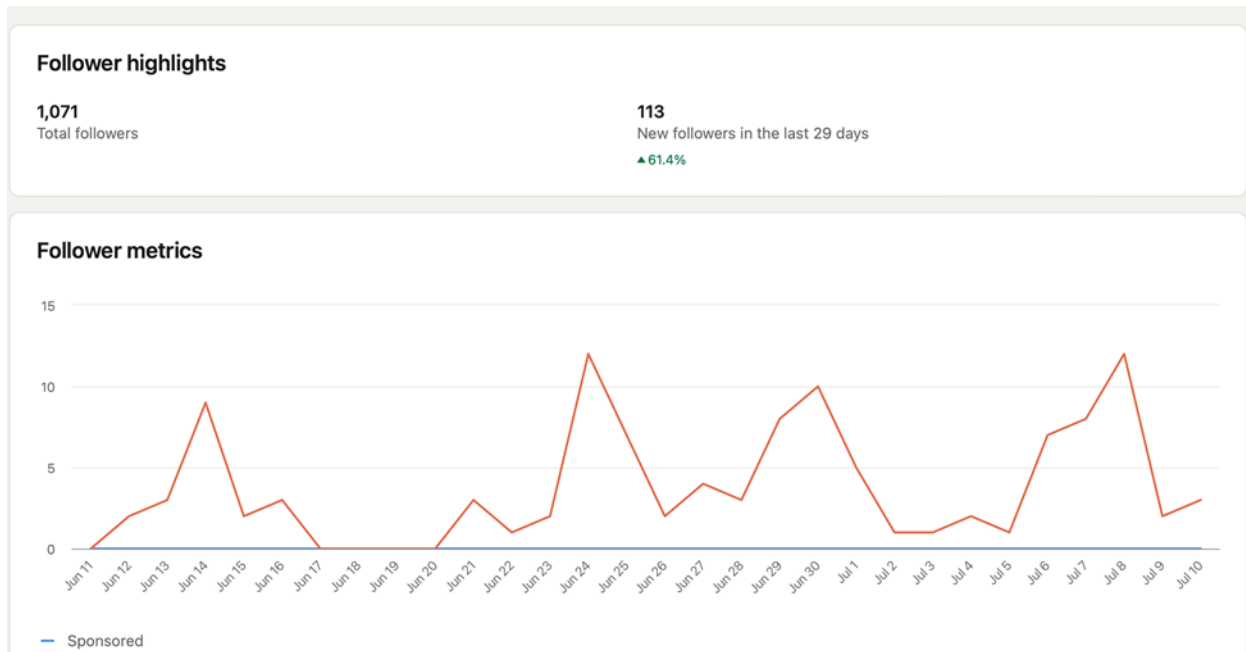
Instagram profile visits

66 ↓ 12%



Social Media: LinkedIn

Our LinkedIn Audience has grown through the month of June, and we have focused on new content and consistent posting and connecting with our audience. The content our visitors resonate with and connect with reflect that of Facebook, as shown by the analogous traffic spikes. We have grown by 113 followers in June alone – more than double what our followers grew last month.



We are seeing a focus in the DFW area, while also having some traction from areas we have targeted, such as LA, Chicago, and New York. We are pushing to see more growth in our following from these areas. 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 ▾

Business Development · 248 (26%)



Sales · 92 (10%)



Operations · 79 (8%)



Finance · 64 (7%)



Community and Social Services · 55 (6%)



Real Estate · 35 (4%)



Marketing · 35 (4%)



Information Technology · 26 (3%)



Program and Project Management · 23 (2%)



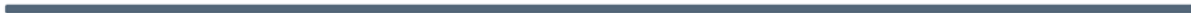
Human Resources · 21 (2%)



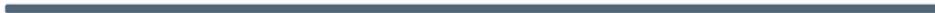
## Follower demographics

Company size ▾

11-50 employees · 155 (16%)



1-10 employees · 122 (13%)



51-200 employees · 120 (13%)



1001-5000 employees · 114 (12%)



10,001+ employees · 99 (10%)



501-1000 employees · 89 (9%)



201-500 employees · 70 (7%)



5001-10,000 employees · 31 (3%)



Others · 159 (17%)





### Follower demographics

Location ▾

Dallas/Fort Worth Area · 627 (65%)

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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%)

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### Operations

- The McKinney Chamber sublease agreement is fully executed.
- Staff continues to work with the IT Department on IT related build out needs.
- Progress continues with the overall build out of the new office.

### Technology Infrastructure

- McKinney Broadband RFP selection process continues. Finalist interviews are scheduled for July 20<sup>th</sup> and 28<sup>th</sup>. Selection will occur shortly after. This process includes fiber to the premise for residents and businesses, city infrastructure, and an economic development pilot project along Collin McKinney Parkway. We're looking forward to taking the next step toward becoming a more digitally equitable and innovative City.
- Staff attended Collision in Toronto, Canada. See one page summary on page 11.

### Upcoming Trade Shows and Missions

- September 26-October 1 TxEDC International Mission: Europe, Peter Tokar to attend
- October 29-November 4 TYG Expansion, Tainan Taiwan, Peter Tokar to attend
- November 15-17 Smart City Expo, Barcelona Spain, Peter Tokar to attend
- November 17 &18 Slush, Helsinki Finland, Mike DePaola to attend
- December 5-9 Economix, Columbus Ohio, Peter Tokar to attend

### Upcoming Events

- September 13, NTCAR 2022 Charity Golf Tournament
- Wednesday, September 21<sup>st</sup> – Bisnow (more details to come)

**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

**Articles**

## COLLISION

Dates: 06/20/2022-06/24/2022

Location: Toronto, CA

Submitted By: Michael DePaola

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Objective : The largest technology start up conference in the world.

Collision was held in person for the first time in two years. This is the largest start up and tech company focused show in the world and has over 3,500 companies in attendance. This year's focus was on healthtech, crypto currency, and new market trends.

Staff Attended keynotes and educational sessions:

- How to recession proof your startup?
- Fundraising Landscape in 2022
- Retaining staff in an unstable economy
- Are NFT's Sports Next Big Opportunity
- Autonomous Driving
- Start up Showcase – future of Money
- Disrupting Legacy industries.
- Solving Autonomous driving's biggest blind spot
- Exploding the Future of Game Design
- Q&A w/ Fanatics Collectibles and StockX co-founder Josh Luber
- Lessons from a year on TikTok – Hosted by AWS
- How Chief created the most powerful community of female leaders
- Finding the right investor for your startup
- Reimagining the future of the supply chain
- Play-to-earn: Creative ways to make money
- Creating a digital Carmelo Anthony
- Startup Fundraising: What story do your finances tell?

Staff also attended pitch competitions where 10-20 start ups would pitch in 2-3 minute increments where we connected with both participants and judges (investors). Several of those start ups are now in the Innovation Fund Pipeline.

We would recommend attending again, as competing EDC's from Illinois, Virginia, North Carolina, Pennsylvania, Colorado, and Florida were in attendance.