

ORGANIZATIONAL REPORT

—
2022 - September



McKinney Economic Development Corporation



MEDC Board,

The fall is here, and the weather is getting nice. Project activity continues to be strong and is keeping the projects team very busy. We have attended several site selectors events and multiple real estate broker events this year and have learned the increased length of project timelines is happening everywhere-not just in McKinney. There are numerous external forces creating insecurities in the market right now that are directly affecting project locations. While this is never good news, it puts perspective on a slow-moving project year.

We are thrilled to announce we have contracted with DIAZ Ad Group as our new digital marketing partner. We are excited for what this new partnership will bring to our outreach efforts. The marketing team and marketing committee did a fantastic job in the search for a new agency.

The conference and trade show environments are finally returning to pre-pandemic schedules and more and more trade shows are coming back online. Our fall schedule is packed full of industry and site selector events where we will aggressively push for new project activity to add to our project lead pipeline.

Finally, I want to officially give a heartfelt THANK YOU to our departing board member, Ken Sipiora. Ken has been a valuable part of the MEDC board, serving in many capacities including Board Chair. Thank you, Ken, for your years of service to the MEDC and your leadership along the way.

Organizational Activity Report

- Project Pipeline: 27
- New Projects: 7
- RFPs Received: 2
- RFPs Responded: 1
- New Organic Leads: 7
- BRE Visits Last Month: 5
- BRE Visit Total: 63
- CapEX: No Change – 13M

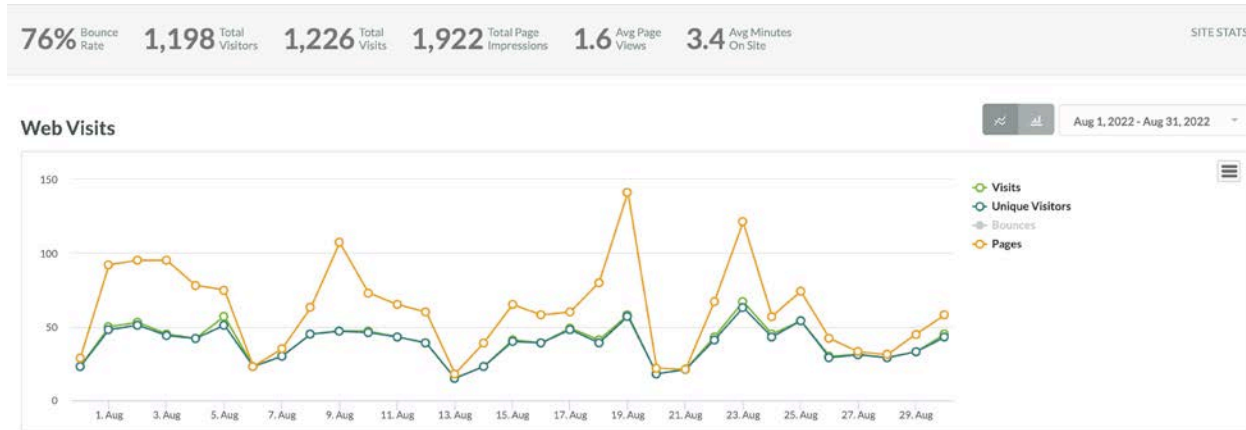
Business Retention and Expansion

- BRE Visits: 4
- Annual BRE Total: 63
- A major employer is considering an expansion. Staff is assisting with crafting a business case for McKinney, evaluating workforce, cost of living, real estate, and incentives options for the company.
- Staff met with the Small Business Development Center of Collin County to share the resources available with companies who may need assistance.
- A major employer is working with Collin College and the Department of Labor on a Registered Apprenticeship program. We are working alongside this company and are excited about the upcoming official announcement for this program.
- As a result of BRE visits, two introductions were made to the Texas Workforce Solutions to share resources available to companies through the Texas Workforce Commission.
- Staff was able to join members of the City Manager's Office and Development Services to tour the Independent Financial Phase II building. Also joining were representatives from Independent Financials' facilities team, KDC, (developer), Corgan (architecture and design firm), and Rogers O'Brien, (general contractor)

Marketing / Communications

Website Visits

We continued to see sustained, frequent web visits in August. Our top visits continue to be our home page and our Innovation Fund page. The spike you see below on August 19 was related to some social content about the Byron Nelson and the Momentous Institute. This was our top-performing social content in August, as you'll see later in this report.



McKinney Mentions

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

- **#3 Best Real Estate Market in the U.S.**
 - WalletHub.com
- **Byron Nelson Raised Record \$7.6 million for Momentous Institute**
 - Community Impact.com
- **Independent Financial Expands Corporate HQ**
 - Businessfacilities.com

Social Media: Instagram and Facebook

Our reach on Instagram and Facebook is growing, with posts performing well all through August. This graph illustrates our organic (unpaid) reach with posts. We continue to see far better performance on Facebook versus on Instagram.

Reach

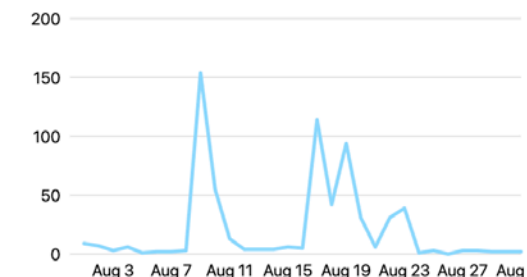
Facebook Page reach ⓘ

6,621 ↓ 16.5%



Instagram reach ⓘ







336 ↓ 6.7%



Our top performing posts in August: The announcement about the Record Year and the Byron Nelson and Momentous Institute. Followed by the Independent Financial Expansion update.

Content

Sort by: Reach

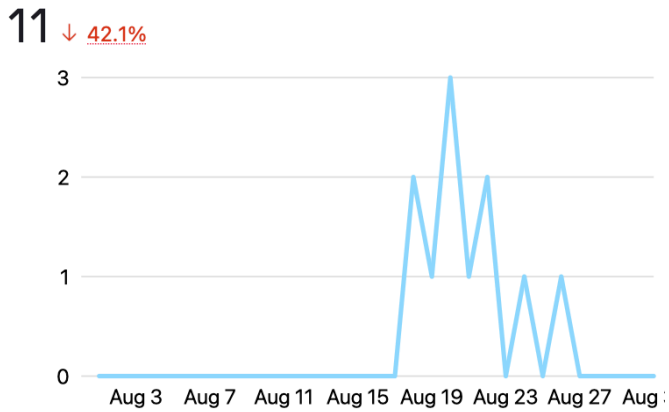
	<p>Fri Aug 19, 2:32pm</p> <p>2022 was a recor...</p> <p>Post</p> <p>Reach 5,857</p>		<p>Wed Aug 17, 8:37am</p> <p>The new Independen...</p> <p>Post</p> <p>Reach 233</p>		<p>Thu Aug 18, 8:52am</p> <p>Another local McKinn...</p> <p>Post</p> <p>Reach 193</p>
	<p>Tue Aug 9, 8:11am</p> <p>Today is National Co...</p> <p>Post</p> <p>Reach 189</p>		<p>Wed Aug 10, 10:01am</p> <p>Join us on October 1...</p> <p>Post</p> <p>Reach 183</p>		<p>Wed Aug 17, 1:11pm</p> <p>Celebrating SIX ...</p> <p>Post</p> <p>Reach 164</p>

We added 11 new followers to Facebook and 8 new followers to Instagram. Again, unpaid organic reach.

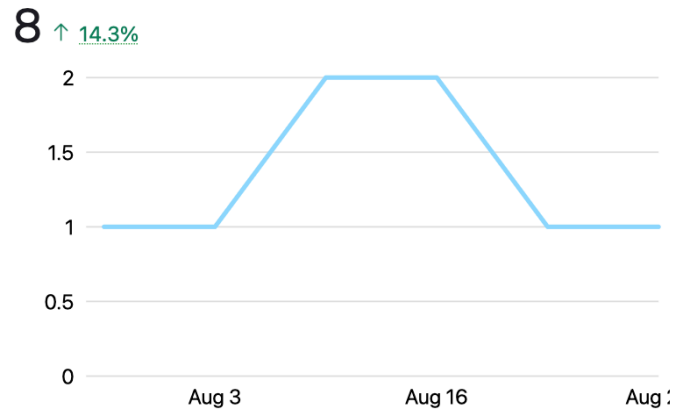
New likes and follows

Export

Facebook Page new likes



Instagram new followers

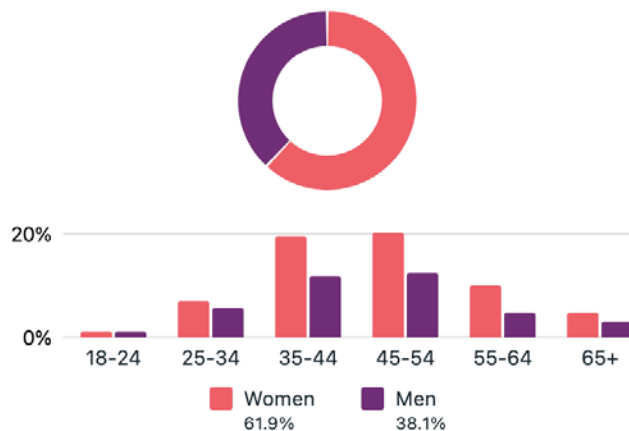


Our Audience Demographics for Facebook and Instagram are primarily located in McKinney, and we have a predominantly female audience.

Facebook Page followers ⓘ

939

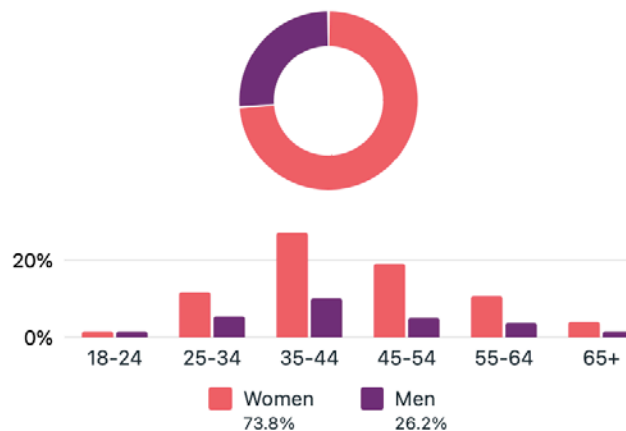
Age & gender ⓘ



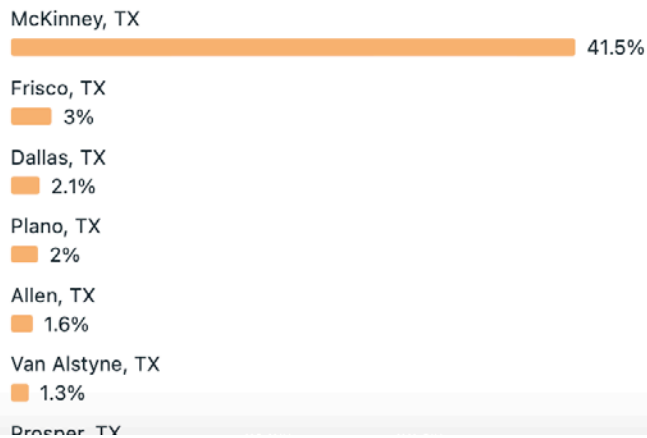
Instagram followers ⓘ

1,074

Age & gender ⓘ



Top cities



Top cities



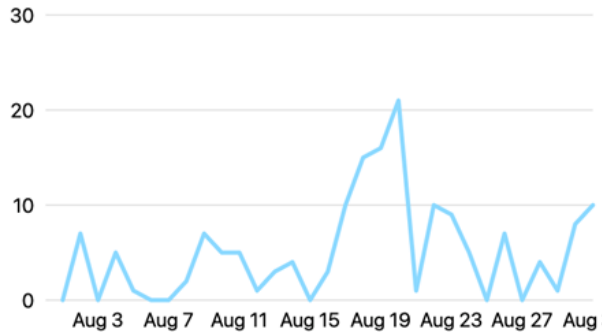
We had 160 unique visits to our Facebook page, and 27 unique visits to our Instagram page in August. The spikes you see here are primarily due to the Byron Nelson announcements regarding the Momentous Institute.

Page and profile visits

Export

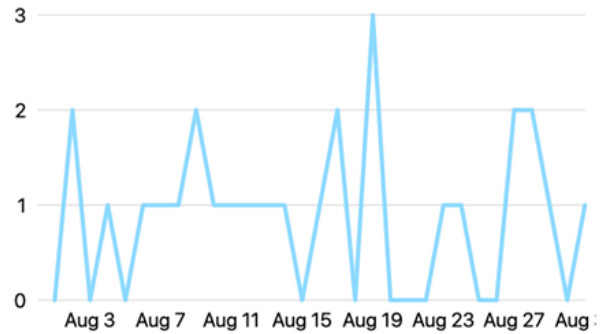
Facebook Page visits

160 ↓ 29.2%



Instagram profile visits

27 ↑ 8%



Social Media: LinkedIn

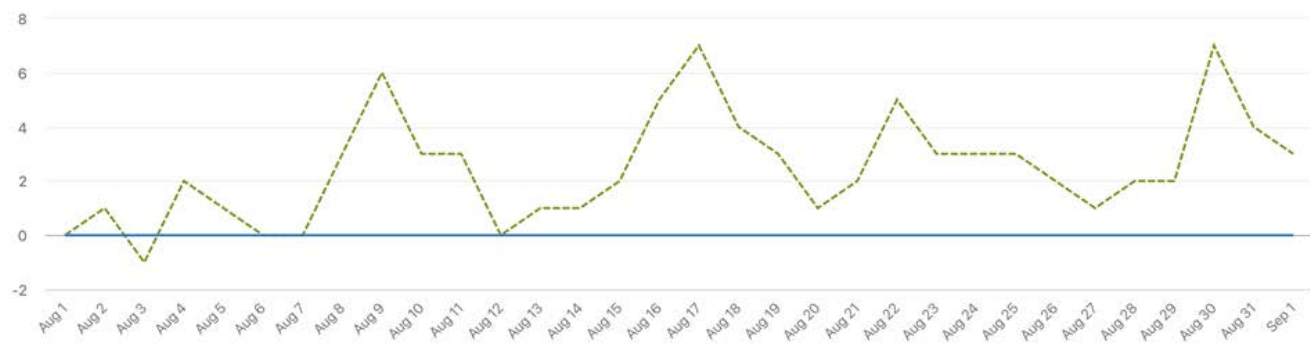
Our LinkedIn Audience has grown through the month of August, and we have focused on new content, consistent posting, and connecting with our audience. The content our visitors resonate with the most reflects in our Facebook content, as shown by the analogous traffic spikes. We have grown by 79 followers in August alone – on par with how we grew in July, so it appears steady and consistent.

Follower highlights

1,228 Total followers

79 New followers in the last 31 days
▼ 38.3%

Follower metrics



We are seeing a focus in DFW area, while also receiving traction from areas we have targeted, including LA, Chicago, and 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 ▾

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%)

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%)

Operations

Staff continues to monitor and aid vendors and the City IT Department relating to the build out of our new office. Preparation continues to ensure a smooth transition to our new office once completed.

Attended Trade Shows and Missions

- August 23-24 – Team Texas Economic Summit – Conroe, TX – (Michael Talley)

Upcoming Trade Shows and Missions

- September 19-21 – Site Selectors Guild Partners 2022 Fall Forum – (Madison Clark)
- September 26 – October 1 – TxEDC International Mission: Europe – (Peter Tokar)
- October 17-19 – Area Development – Women in Economic Development – (Madison Clark)
- October 23-26 – Money 2020 – Las Vegas, NV – (Peter Tokar & Michael Talley)
- November 15-17 – Smart City Expo, Barcelona Spain – (Peter Tokar & Michael DePaola)
- December 4-6 – Area Development Consultants Forum – St. Petersburg, FL – (Michael Talley)
- December 5-9 – Economix – Columbus, Ohio – (Peter Tokar)

Attended Events

- August luncheon hosted by [Ready for Next Global](#) for “A Community Conversation: How the Dallas Metro Area Can Save a Generation of Businesses on the Brink of Extinction”. (Madison Clark)
- August 23 - McKinney Chamber’s “Development Update – “East McKinney, Preparing for Change” (Madison Clark & Luke Gajary)
- August 7-13 – Dallas Start Up week – Frisco/Dallas, TX – Staff attended multiple events during the weeklong event. Staff began with the kickoff at the Baylor Scott and White Sports Therapy event in Frisco and ended with the Digital Fight Club event at the Granada Theater.

The Digital Fight Club showcased one of McKinney's own Innovation Companies – Contraforce's David Malicoat-discussing the topic of Cybersecurity - (Michael Talley, Miguel Esparza, Madison Clark)

- August 18 – TSPE (Texas Society of Professional Engineers) Luncheon – Speaking (Michael Talley)
- August 24-26 – Podcast Movement 2022 conference at the Sheraton Dallas for business development opportunities as well as marketing content creation ideas. (Miguel Esparza & Luke Gajary)
- August 24 – Rogers Healy Commercial – Speaking (Miguel Esparza)
- August 25 – Volunteer McKinney Awards (Michael Talley)
- August 30 – Bisnow: DFW Healthcare + Life Sciences Update (Michael Talley)

Upcoming Events

- September 22 – Bisnow: Collin County State of the Market - Sheraton McKinney Hotel (All Staff)
- September 22-23 – 2022 iC3 Life Science – Grapevine, TX (Michael Talley)
- September 26 – Corenet Global North Texas Golf Tournament – Dallas, TX (Michael Talley & Madison Clark)
- October 5 - North Texas Association of Guaranteed Lenders (Peter Tokar & Michael Talley)
- October 7 – REDNews – Women in Real Estate (Madison Clark)
- October 14 – REDNews – Collin County CRE Summit – Frisco, TX – (Peter Tokar speaking & Michael Talley)
- November 2-3 – Venture Dallas – Dallas, TX (All Staff)
- December 14 – MEDC Holiday Party – Local Yocal (All Staff)

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