

# ORGANIZATIONAL REPORT

—  
2021 - August



McKinney Economic Development Corporation



MEDC Board,

We are headed towards another record year of investment in McKinney. New office projects, innovation fund projects, and developments in the pipeline are all signs we are headed in the right direction. The growth we are seeing from the existing McKinney corporations is a very positive sign. Keeping in mind historically, over 70% of a city's growth happens internally and not from business attraction alone. Its great to see our existing industries flourishing.

As we head into the Fall season, we can expect things to only continue to gain momentum. The Fall season of economic development is much like the 4<sup>th</sup> quarter of the game, and where the excitement builds until the end of the year with getting projects across the goal line. We will continue to get busier and busier as the year starts to close out.

This is an exciting time for McKinney and I appreciate all the support and leadership you all provide to me and the MEDC.

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. We are now 12 months out from moving into our new innovative space.
- We will begin making arrangements for our Fall Board strategic planning retreat following Board appointments by City Council in October.
- Byron Nelson plans are once again in full swing. No pun intended! We will be increasing our footprint at the tournament once again and we are working with the Salesmanship club on our 2022 hospitality space.

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

- \*Total Leads: 10
- Qualified Leads: 4
- RFPs received: 6
- RFPs responded to: 0
- Total Pipeline Projects: 32
- New Pipeline Projects: 8

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

### **Technology & Infrastructure Update**

- Work continues on the infrastructure investment in District 121. 100 ft of conduit has been laid with the rest to be installed after the water and gas lines.
- Staff met with a provider to discuss a pilot deployment of fiber, smart streetlights, and wireless technology along Collin McKinney to provide a bridge between the investment in Craig Ranch and the City.

### **Business Intelligence**

- The business inventory list is complete. Business Retention and Expansion Manager Madison Clark is going through and providing updates to the document.
- Completed the first update of our internal Tableau software for 2020/2021 workforce data
- In the process of building new maps, one pager(s), etc. for marketing events in both digital and physical formats.
  - Exploring the creation of an Augmented Reality map that can be constantly updated, as print media is outdated relatively quickly, an AR mapping system would allow us to highlight specific projects, land uses, and overall would save staff time if implemented correctly.

### **Business Retention & Expansion (July/ 2021)**

The BRE Partners Team, consisting of MEDC and The McKinney Chamber of Commerce, visited Harrison Walker Harper (HWH) for an annual BRE Visit. The general contractor opened a McKinney location due to the quantity of work being done in the DFW metroplex.



- BRE Visits: 6
- Annual BRE Total: 23
- BRE Partner Events: 0
- Virtual BRE Calls: 1

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

- Marketing Trips:
  - Consultant Connect Chicago, Danny attended, July 15-16
- Marketing Events Attended
  - Bisnow: The Evolution of DFW Office Space, Staff attended, July 13
  - McKinney Chamber Quarterly Luncheon, Staff attended, July 22
- 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.
- Newsletter dates:
  - Community Development – Sent out on July 2
  - Economic Development Overview – Sent on July 19
  - Technology and Innovation – Sent on July 19
  - Community Development: Survey reminder – Sent on July 27
- Social Media & Website Report: **See attached**

### **Committee Meetings**

- Real Estate Committee met on July 14<sup>th</sup>.
  - Approved Project updates
  - New Projects
  - Review of MEDC Owned Parcels
  - Review of Committee Role & Purpose
- Marketing Committee met on July 20<sup>th</sup>.
  - Review 2<sup>nd</sup> Quarter Newsletters
  - Marketing Strategy

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

- MDM West Conference, August 10-12, Danny Chavez to attend
- CoreNet Annual Economic Forecast, August 19, Peter to attend
- DCI Marketing Summit, August 25-27, Peter to attend
- North Texas Commission Meeting, September 9
- IEDC Annual Conference, October 2-4, Peter Tokar 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 to attend

### **Upcoming Events**

- 2021 City Council Board Appointments, August 24
- CEO Breakfast Series: Jenna Covington, August 31
- NTCAR: Boots and Suits EXPO (MEDC Platinum Sponsor), September 2
- North Texas commission Annual Meeting, September 9, Staff to Attend
- 2021 REDnews Collin County Summit, September 29
- NTCAR: Hall of Fame (MEDC Table Sponsor) October 6
- BISNOW: 121 Corridor (MEDC Raw Space Sponsor), October 28

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

- **Articles:**

["Start ups, small businesses take home funding at Impact Venture's showcase event"](#) The Business Journals, July 19

["Meet the Entrepreneurs Who Took Home Funding at Impact Ventures' Startup Showcase"](#) Dallas Innovates, July 19

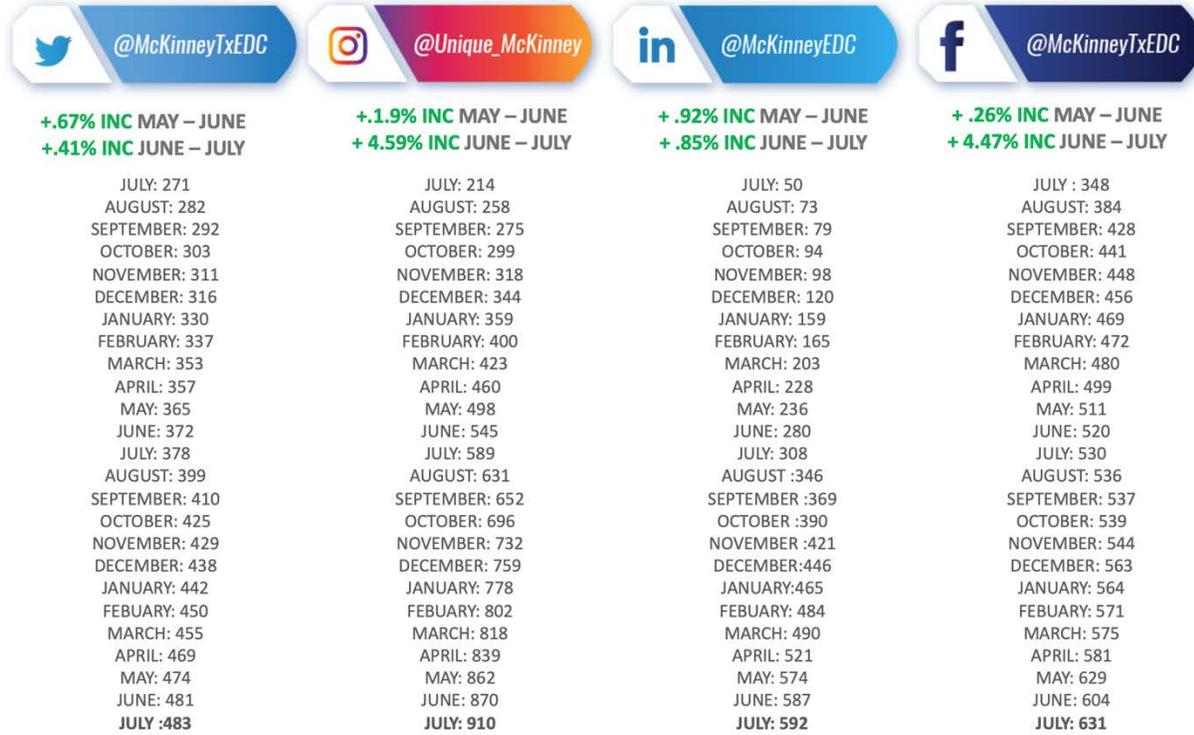
- **Staff to Speak**

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

## Social Media & Website Report

### July 2021

#### Social Media



### Social Media Highlights

#### NTCAR EVENT COVERAGE LinkedIn

Impressions: 816

Reactions: 19

**McKinney Economic Development Corporation**  
592 followers  
1mo · 🌐

In case you missed it!  
Last week, the MEDC had the pleasure to sponsor and participate in the "NTCAR" North Texas Commercial Association of Realtors CI ...see more

👍 19

👍 Like    💬 Comment

Be the first to comment on this

Organic impressions: 816 Impressions      Show stats ▾

#### CITY OF MCKINNEY INTERNET-SEED SURVEY Facebook

Impressions: 48

Likes: 1

**MEDC - McKinney Economic Development Corporation**  
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🚨 **LAST CHANCE!** 🚨  
McKinney Residents and Business owners!  
You are invited to provide information about high-speed internet access at your home or office that will be used to identify current and future needs within the Broadband Master Plan of our City!  
<http://ow.ly/XJgJ50FEGIS>

SURVEY123.ARCGIS.COM  
**Account Login - ArcGIS Survey123**  
Sign in to your ArcGIS Survey123 account. ArcGIS Survey123 is a complete, form-centric solution for creating smart surveys & forms,...

**Get More Messages for MEDC - McKinney Economic Development Corporation** ✕  
You can add a Messenger button to your post to get more messages for MEDC - McKinney Economic Development Corporation.

48      1      ↑ +1.1x Average  
People Reached    Engagement    Distribution Score    **Boost Unavailable**

**Website:**

MEDC's website had a higher performance in the month of July. The most notorious increase is in our page's views and the average minute the user spends on site. Currently, we are implementing new site sections with updated content and relevant resources to increase our web-metrics.

**JUNE 2021**

<b>894</b> Total Visitors	<b>922</b> Total Visits	<b>1,739</b> Total Page Impressions	<b>1.9</b> Avg Page Views	<b>3.8</b> Avg Minutes On Site
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**JULY 2021**

<b>902</b> Total Visitors	<b>936</b> Total Visits	<b>1,995</b> Total Page Impressions	<b>2.1</b> Avg Page Views	<b>5.0</b> Avg Minutes On Site
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**Referral Traffic:**

- Search from Google
- City of McKinney
- dallasinnovates.com
- Go Team Texas
- Dallas Business Journal
- LinkedIn
- Facebook

**Top Pages Visited:**

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