

# ORGANIZATIONAL REPORT

—  
2021 - October



McKinney Economic Development Corporation



MEDC Board,

We are pleased to finally be able to announce the huge expansion project we have been working on with Raytheon Intelligence & Space! This is a great win for McKinney and staff did an excellent job working with them to bring this big win home. They will soon begin construction on the 400,000 square foot advanced manufacturing facility on their McKinney campus. Thank you MEDC board, city leadership, council, and staff for all the hard work on this project.

Our pipeline of projects is still over \$1B strong in potential capital investment projects. The interest in McKinney is stronger than ever and we look forward to more big announcements.

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. Meetings among MEDC/MCDC/Chamber were held on September 14<sup>th</sup> -15<sup>th</sup> to finalize what potentially will be the McKinney Partnership office space.
- Staff joined MEDC Chairman and Board Members to support Independent Financials' nomination as one of the finalists for Dallas Business Journal-2021 Best Real Estate Deal in HQ/Campus Category. Independent Financial President/CEO David Brooks and Executive Vice President/Chief Banking Officer Michael Hobbs attended the event on September 23<sup>rd</sup>.
- We have posted and will be reviewing candidates for the MEDC Marketing position this month. We hope to have our new executive in-house by the end of October.

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

- \*Total Leads: 15
- Qualified Leads: 4
- RFPs received: 13
- RFPs responded to: 2
- Total Pipeline Projects: 34
- New Pipeline Projects: 2

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

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

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

- The next quarterly BRE Partners Meeting will be held on October 22<sup>nd</sup>.
- BRE Visits: 3
- Annual BRE Total: 32
- BRE Partner Events: 0
- Virtual BRE Calls: 0

### Marketing / Communications (September /2021)

**We will not have marketing metrics this month during our transition into an in-house marketing program. We will present a dual month overview at the next month's board meeting.**

- Marketing Trips:
  - CRE Converge, September 26-29, Danny Chavez attended
- Marketing / Networking Events Attended
  - NTCAR: Boots and Suits EXPO, September 2, Staff attended
  - Bisnow: Master Planned Communities, September 21, Miguel Esparza and Madison Clark attended
  - DBJ: BRED Awards, September 23, Staff attended
  - 2021 REDnews Collin County Summit, September 29, Staff attended, Peter Tokar as a panelist
- Click Ad Campaign
  - Our website saw a spike in numbers due to our first Google "Click Ad Campaign". The campaign targeted the following markets: Los Angeles, San Francisco, Ann Arbor, Michigan, Washington DC, and Miami. The digital ad ran from September 5<sup>th</sup> – 7<sup>th</sup> and targeted people who searched technology related phrases.



- Impressions (people who saw the ad): 96,969
- Clicked on the ad: 1,501
- Highest engagement: 12:00 p.m. – 2:00 p.m. on Sunday, September 5, 2021
- 98% of engagement was driven from mobile phones or tablets

- 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.
- Grand Opening:
  - SRS Corporate Campus Grand Opening, September 24

### **Committee Meetings**

- Marketing Committee met on September 3<sup>rd</sup>
  - 2021 Marketing Strategy
  - DCI Marketing Summit Recap
  - 2021 Marketing Priorities
- Real Estate Committee met on September 8<sup>th</sup>.
  - Approved Project updates
  - New Project updates
  - MEDC owned parcels
- Innovation Fund Committee email sent to committee for approval on the following projects:
  - Project Spatial Laser
  - Project Guardrails
  - Project Ferrari
  - Project Viceroy

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

- Consultant Connect Florida Summit, November 11-12, Danny Chavez to attend
- Smart Cities, November 16-20, Mike DePaola to attend
- Consultant Forum 29, December 6-8, Danny Chavez to attend
- Economix, December 5-8, Peter Tokar to attend

### **Upcoming Events**

- 2021 Best of Quarterly Chamber Luncheon, October 19
- BISNOW: 121 Corridor (MEDC Raw Space Sponsor), October 28
- State of the City, November 4
- 2022 Board Strategic Planning Session, November 30

**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:**
  - ["Raytheon opens new innovation and manufacturing center, announces additional new facility in McKinney"](#) Community Impact, September 23
  - ["Raytheon opens new McKinney plant, announces plan for a second larger factory and lab"](#) Dallas Morning News, September 23
  - ["Raytheon Intelligence & Space expands innovation and manufacturing footprint in North Texas"](#) Yahoo Finance, September 23
  - ["Raytheon Intelligence & Space opens a new intelligent manufacturing center at its McKinney Campus"](#) Dallas Innovates, September 24
  - ["Raytheon Intelligence & Space expands-upgrades McKinney, Texas, Campus"](#) AreaDevelopment, September 28