

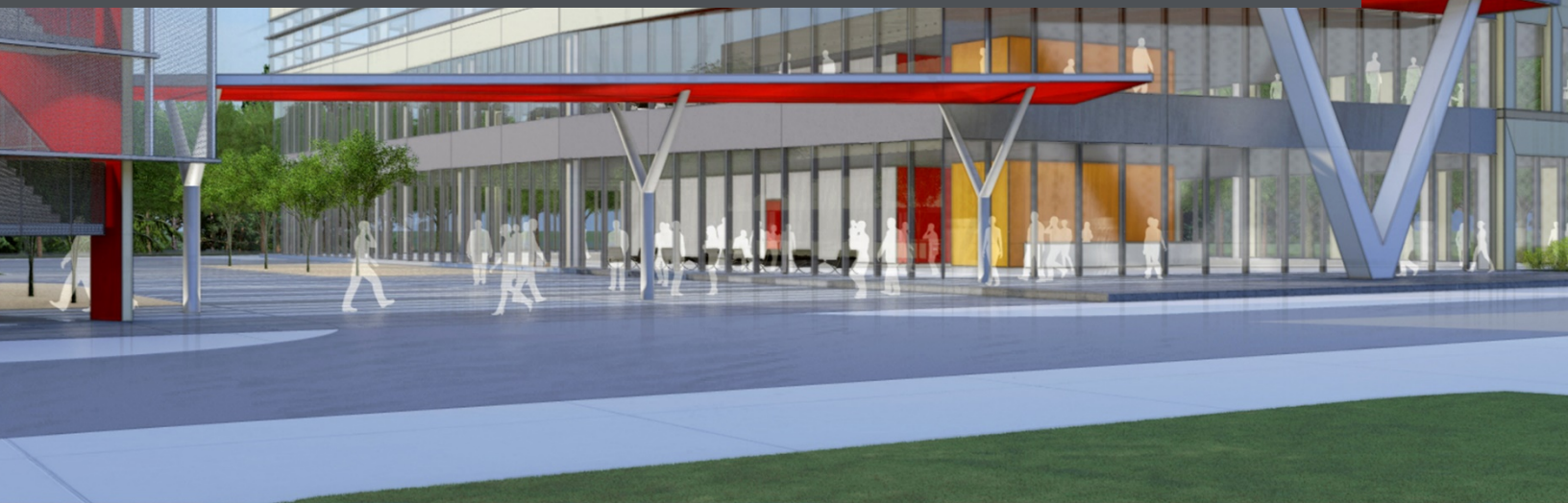
# ORGANIZATIONAL REPORT

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2021 - FEBRUARY



McKinney Economic Development Corporation



MEDC Board,

We are off and running in 2021. We started out the year with a great project win and expect to have more announcements soon on several other projects. Congratulations to our own SVP Danny Chavez for his recognition by Consultant Connect as a top economic developer for 2021! This year is starting off great and we hope to keep the momentum up! Back to work.

Peter

### **Organizational Updates**

- Senior Vice President Danny Chavez has been recognized by Consultant Connect as 2021 North America's Top 50 Economic Developers.
- Staff continues to work on the requirements for the MEDC application to be an Accredited Economic Development Organization (AEDO) via the International Economic Development Council (IEDC). The application is targeted to be completed and submitted in February.
- The invitations for the AT&T Byron Nelson Red Carpet Tour have been ordered and are scheduled to mail out mid-February. Staff continues to collaborate with the City/MCDC/Chamber/Airport in planning the event.
- MEDC Budget team met on January 28<sup>th</sup> to begin planning for 2021.
- Staff is preparing nominations for the Chamber Community Award recipients for a Board vote at the March Board meeting. The two awards presented by the MEDC are the Corporate Award and the Encore Wire Award.
- Staff attended McKinney Chamber's 2021 Virtual Annual Business Meeting for "Business Trends for 2021" with Speaker Ollie Chandhok, President and Publisher of the Dallas Business Journal, on January 27<sup>th</sup>.

### **Organizational Activity Report (January 2021)**

- \*Total Leads: 16
- Qualified Leads: 7
- RFPs received: 10
- RFPs responded to: 4
- Total Pipeline Projects: 35
- New Pipeline Projects: 3

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

### **Technology & Infrastructure Update**

- Ongoing work with District 121 on infrastructure deployment.
- Exploring federal grant opportunities for technology infrastructure and traditional infrastructure to better serve our clients.
  - COVID relief funds are available for technology infrastructure users, exploring if any current projects could utilize remaining funds.

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

BRE visits are currently being conducted virtually. We are committed to reaching out to our local McKinney businesses to gauge the broader impact the COVID-19 situation is having on the business community. We are working diligently with the City of McKinney and the larger effort to provide support to our business community through all the city partners.

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

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

- Marketing Trips: 0
- Marketing Events: 0
- Ads & Articles: 0
- Press releases: 1
  - Independent Financial Announces Construction of Second Phase to Corporate Headquarters
- Ongoing Projects:
  - Continue to work with marketing team in planning of the AT&T Byron Nelson.
  - Preparing design and content materials to programmers for new website design.
  - Reformatting Innovation Fund landing page to upgrade user experience
- Publish dates for newsletters
  - 02/22/2021 Economic Development Overview
  - 03/08/2021 Community Development
  - 03/29/2021 Technology
- Social Media and Website report – *See attached*

### **Upcoming Events**

- Chamber Spring Quarterly Luncheon - March 30<sup>th</sup> 11:30 am – 12:30 pm
- Chamber Community Awards - April 22<sup>nd</sup> 4:00 pm – 6:00 pm
- AT&T Byron Nelson - May 13<sup>th</sup>- May 16<sup>th</sup>
- 24<sup>th</sup> Annual Chamber Golf Classic - May 17<sup>th</sup>

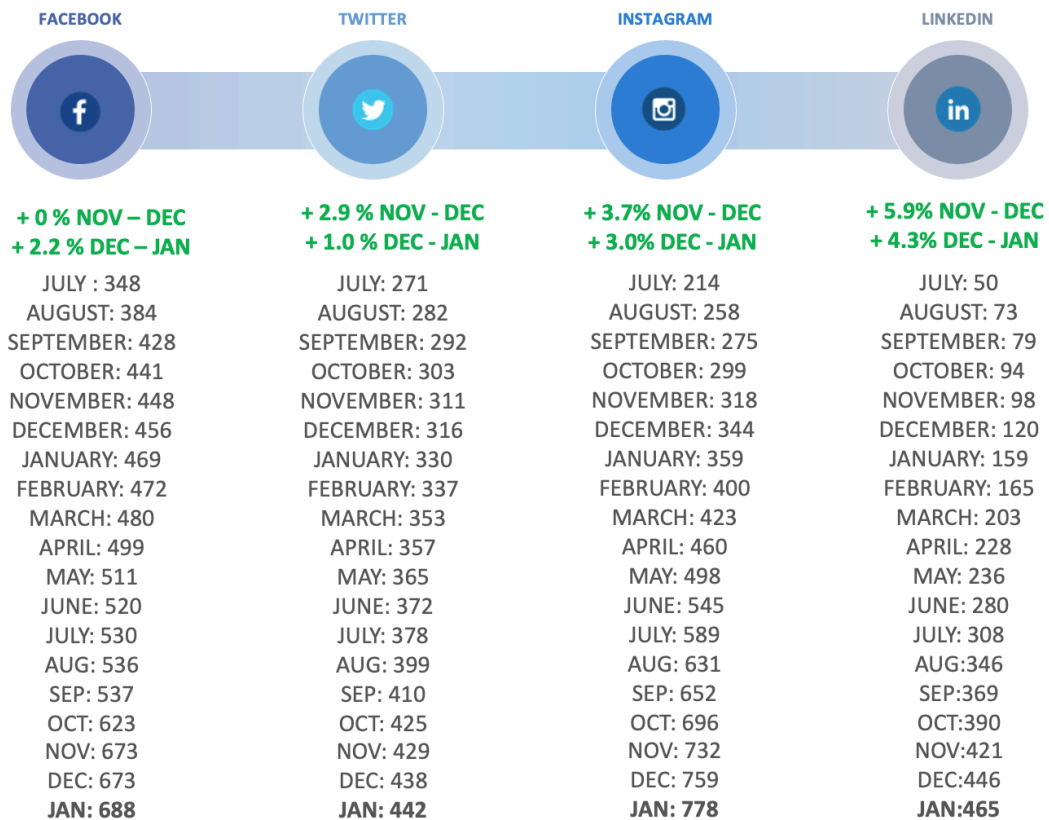
### **Committee Meetings**

- Real Estate Committee met on January 13, 2021
  - Transwestern project update
  - Project Splice
  - Project updates including MEDC owned properties and District 121
- Innovation Fund Committee met on January 14, 2021.
  - Project Yukon approved
  - Project Rudolph approved
- Marketing Committee met on January 19, 2021
  - Marketing overview of December 2020
  - Digital vs Print marketing analysis

## Social Media & Website Report January 2021

### Social Media

In January, LinkedIn continues to see record-high levels of engagement, and beat revenue expectations in the most recent quarter, according to the latest update from parent company Microsoft. After the election twitter made efforts in removing 'fake accounts' and many companies saw a significant loss of followers. However, the MEDC's twitter account did not have any changes. Which means that most of our users are real.



## Social Media Highlights:

### The two most popular posts from LinkedIn:

Danny's nomination was very popular, and it excelled on all social medias. By continuing to pursue award for staff and the organization itself we gain recognition within our fields, becoming advocates for the MEDC Brand and giving the corporation free exposure.

### SVP Danny Chavez named Top-50 Economic Developers

- Impressions: 736
- Likes: 34

McKinney Economic Development Corporation  
465 followers  
1w · 🌐

Congratulations to our Senior Vice President, Danny Chavez, named one of North America's Top 50 Economic Developers by [Consultant Connect](#)! 1 of 7 Texans to be named to the list. The most from any state! ...see more

**Danny Chavez**  
TOP 50 ECONOMIC DEVELOPERS  
IN NORTH AMERICA 2021  
-CONSULTANT CONNECT

👍 34 · 3 comments

👍 Like 💬 Comment

Organic impressions: 736 Impressions Show stats

### FDI Digital Magazine: Building the economy of the future

- Impressions: 295
- Likes: 11

McKinney Economic Development Corporation  
465 followers  
1mo · 🌐

2020 only made us stronger!  
Despite a global pandemic, our hard work has created outstanding results!  
This week, the MEDC, our President Peter Tokar III, and Senior Vic ...see more

<https://online.anyflip.com/bnxu/qqsu/mobile/index.html#p=70>  
online.anyflip.com

👍 11 · 1 comment

👍 Like 💬 Comment

Organic impressions: 295 Impressions Show stats

## Website

In January, numbers remain steady with a slight increase in the page views and average minutes spent on the site. Our number of impressions continues to increase even with fewer promotion of our website.

### DECEMBER

**787** Total Visitors    **812** Total Visits    **1,417** Total Page Impressions    **1.7** Avg Page Views    **5.6** Avg Minutes On Site

### JANUARY

**778** Total Visitors    **810** Total Visits    **1,632** Total Page Impressions    **2.0** Avg Page Views    **6.5** Avg Minutes On Site

## Referrals and Top Pages

Topics of interest still show we are ahead of the curb in the business development online world. The city's efforts to promote our press releases has placed them as our top entrance source, which is due to the communication and good relationship between the City and the MEDC.

### Referral Traffic:

- Google
- McKinney Texas.org
- Collin County Texas.org
- Baidu (Chinese equivalent of Google)
- Facebook
- LinkedIn
- Community Impact
- Dallas Innovate

### Top Pages Visited:

- Homepage
- Innovation Fund
- Leadership
- Boards and Agendas
- History of McKinney
- Development Portal
- Economic Incentives