

# McKinney Economic Development Corporation

## March 2020 Organizational Report

Peter Tokar

MEDC President

### Organizational Report:

#### A. Organizational Updates

- Director of Business Intelligence position: We are down to our final 3 candidates. We anticipate having a selection made by the end of the month.
- Salesforce Software: We have developed an online project management database for our pipeline through salesforce that should help us track and manage our project better moving forward. We will be implementing this software by the end of March.
- MEDC Strategic Priorities and Goal setting Session is set for March 27<sup>th</sup>, 2020. Thomas Cole with Devcore Strategic Advisors will be facilitating the session and we will be diving into what we want to see out of 2020.
- We are starting to see an uptick in project RFP's which is a good sign in the market. We continue to have a solid project pipeline but are very focused on development projects at the moment. We still need more speculative space for these incoming prospects. We are limited in our ability to recruit while we have limited space to put projects.
- AEDO Certification: AEDO stands for "Accredited Economic Development Organization." We are starting the accreditation process to get our AEDO designation. The process is quite extensive but will help validate the MEDC as a top tier economic development organization. I anticipate the process will take 18-24 months for completion.

#### B. Organizational Activity Report (February 2020)

- RFPs received: 3
- RFPs responded to: 3
- Total Pipeline Projects: 17
- New Pipeline Projects: 3
- Project Visits: 1

#### C. Marketing / Communications (February 2020)

- **Marketing Update:**
  - Marketing Trips: 1
  - Marketing Events: 6
- **Newsletters:** We are in the planning process for our Q2 newsletter launch. We have had great success with the Q1 Newsletters having over 50% open rate. We hope to continue this trend with our new launch coming in April. We are also diversifying our newsletter to some special audiences, monthly industry based, to gain even more market penetration.
- **Community Forums:** MEDC was a co-sponsor of the recent McKinney Chamber developer's forum. We shared the stage with the City of McKinney who did a comprehensive presentation on planning and zoning improvements being made as well as updates to the city development code. Kim Flom, our new Asst. City Manager was introduced and MEDC gave a brief development update on our activities.

- **Social Media Campaigns:** See attached report
- **Conferences and Trade Shows:** Due to the COVID-19 outbreak, a majority of our conferences and trade missions have been cancelled or postponed. Mobile World Congress, which we were slated to attend in February was the first to get cancelled. Since several other, such as the DRC Japan Trade Mission have been postponed to later in the year.

#### **D. Technology & Infrastructure Update**

- City of McKinney and MEDC held the wireless townhall on February 12<sup>th</sup>, 2020. With over 55 attendees we gathered great feedback from community members on not only health concerns but on business use cases to incorporate into HR Green's evaluation.
- AT&T has confirmed Hub 121 will receive enhanced wireless technology in and around the mixed-use core of the development and office spaces.

#### **E. Business Retention & Expansion (February 2020)**

- BRE Visits: 3
- Annual BRE Total: 7
- Businesses Assisted: 3
- BRE Partner Events: 0

#### **F. MEDC Committee Updates**

- **Real Estate Committee:** Meets the second Thursday of the month at the MEDC offices.
- **Marketing Committee:** Meets as needed.
- **Finance Committee:** Will meet in March to discuss FY20-21 Budget.

#### **G. Upcoming Events**

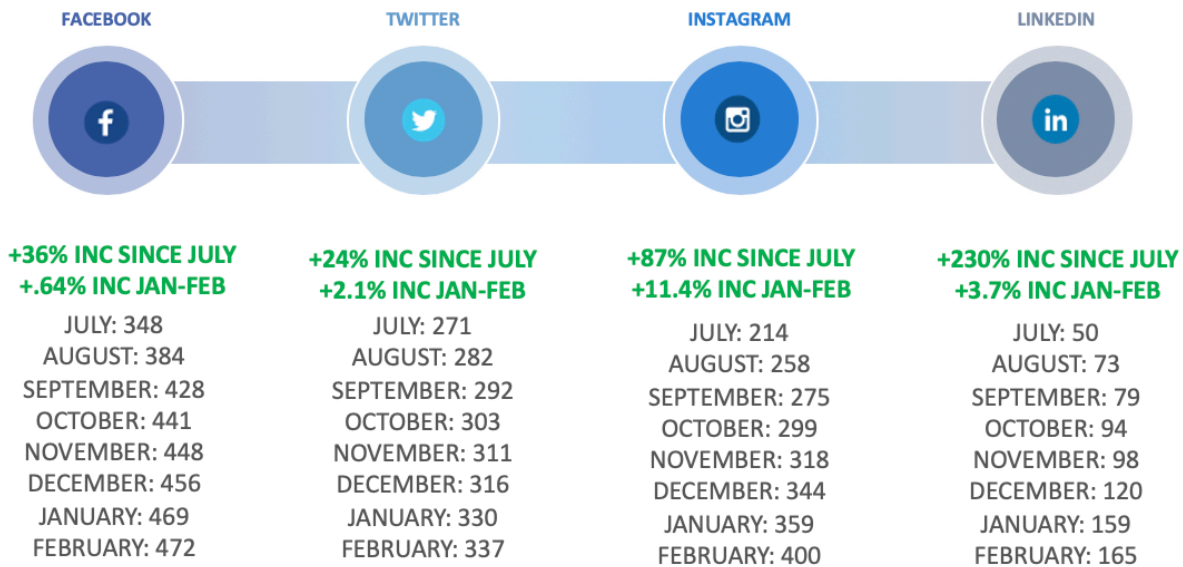
- Tech Talks: Innovation Fund: March 4<sup>th</sup>, 11:30 am – 1:00 pm
- Tech Titans: Health Care Forum: March 5<sup>th</sup>, 5:00 pm - 6:00 pm
- Chamber: Government and Legislative Committee: March 6<sup>th</sup>, 8:15 am – 9:30 am
- CCIM North Texas Quarterly Luncheon: March 18<sup>th</sup>, 11:30 am - 1:00 pm
- Abatements and Tax Incremental Reinvestment Zones: March 24<sup>th</sup>, 9:00 am- 11:00 am
- Bisnow: 121 Corridor Event: March 26<sup>th</sup>, 8:00 am – 12:00 pm
- FAM Tour: The McKinney Tour: March 26<sup>th</sup>, 11:00 am - 2:00 pm
- MEDC Strategic Goals Session: March 27<sup>th</sup>, 8:00 am – 12:00 pm
- McKinney Neighborhood Services: March 28<sup>th</sup>, 8:00 am – 12:30 pm
- Chamber CEO Series: March 31<sup>st</sup>, 8:30 am - 10:00 am

## Social Media/Website Report

### February 1-29

#### Social Media:

Overall each social platform is increasing in both fans/followers and also in engagement! We are seeing a shift in the audiences, with more engagement from commercial/business contacts. We hope to continue to increase this number of targeted audience through relatable and relevant content, along with targeted advertising.



#### The two posts with the most engagement can be found below from Facebook:

**MEDC - McKinney Economic Development Corporation**  
 Published by Centipede Digital [?] · February 20 at 3:41 PM ·

We stopped by FarmHouse Fresh Goods off of Country Road 858 today and it was something out of a storybook! The FarmHouse Fresh team grows and crafts skincare products that are freshly harvested and are served in spa treatments across the world! We spent time meeting with the team and even some of FHP's fur babies!

A truly #unique business that we are happy to have here in McKinney. Stay tuned for a more of an inside look of this company on our Meet McKinney series! Also make sure you go to <https://www.farmhousefreshgoods.com/index.html> to learn more about this great brand!

Visit McKinney TX McKinney Community Development Corporation McKinney Chamber of Commerce #mckinneytx #organic #fresh #skincare #farmtotable #farm



**Reach: 1,345**  
**Reactions: 96**  
**Clicks: 96**

**MEDC - McKinney Economic Development Corporation**  
 Published by Centipede Digital [?] · February 12 at



DALLASINNOVATES.COM  
**Blockit Gets a Grant From McKinney EDC's New Innovation Fund**

**Reach: 180**  
**Reactions: 20**  
**Clicks: 23**



McKinney Economic Development Corporation

**Website:**

Overall the website is experiencing an increase in visits on a daily basis, along with increasing ranking on Google. The **total visitors count is rising with a 17% increase** from January to February.

<b>1,189</b> Total Visitors	<b>1,242</b> Total Visits	<b>2,270</b> Total Page Impressions	<b>1.8</b> Avg Page Views	<b>7.0</b> Avg Minutes On Site	<b>FEB</b>
<b>1,014</b> Total Visitors	<b>1,050</b> Total Visits	<b>2,264</b> Total Page Impressions	<b>2.2</b> Avg Page Views	<b>13.3</b> Avg Minutes On Site	<b>JAN</b>

**Referral Traffic:** In February we saw an increase in referral traffic from the sources listed below:

- Community Impact
- Dallas Innovates (we received coverage on Blockit and the Innovation Fund))
- LinkedIn
- City of McKinney website
- Facebook
- Instagram via linktr.ee
- Matterport (which is where the virtual tours are hosted on the “Cool” tab on uniquemckinney.com)

**Top Pages Visited in January:**

- Homepage
- Innovation Page
- Blockit – Innovation Fund Blog
- Infrastructure Page
- Innovation Fund Blog