

# McKinney Economic Development Corporation

## July 2020 Organizational Report

Peter Tokar

MEDC President

### Organizational Report:

MEDC Board,

It's with a heavy but happy heart we wish Tracy Rath happy trails and extend a huge THANK YOU for all her dedicated work to the MEDC Board of Directors. Tracy and her husband will be living the "Lake Life" of peace and sanctuary in their newly completed lake house. I want to personally say "Thank You" to Tracy for all the support and guidance she has given me in my short 2 years here with the MEDC. You are a mentor, a friend and will be missed. Thank you for your dedicated service to the MEDC.

In that same light, we welcome our alternate board member, Bill Kruger to the main stage!

We are progressing nicely through the summer with project activity. Our project pipeline is at an all-time high. We are on track with landed projects to exceed last year's record setting year. Other out-of-the-normal trends that are pleasantly surprising is our reported sales tax revenue for the month. Despite all the COVID related closures, we still posted an impressive 18% increase in sales tax collections. This is not typical within the region and we are researching the possible factors that are contributing to the continued strength of our economy. All great problems to have. From an economics perspective, we are weathering this pandemic storm well.

#### A. Organizational Updates

- **Tri-City Collin County Small Business Assistance Grant:** It was a marathon effort, but in just three weeks, the cities of Allen, Frisco and McKinney were able to craft together the program guidelines and mutual third party administrator contract for the COVID business relief grant funded through the Federal CARES Act. I applaud the efforts of the City of Allen, Allen EDC, City of Frisco, Frisco EDC, City of McKinney and McKinney EDC for coming together to mutually launch a unified program to help support businesses affected by the COVID shutdown. This truly was a partnership effort and we hope to see great results from the launch of the grant program. The McKinney grant program went live on June 24<sup>th</sup> and closes on July 8<sup>th</sup>. The total amount of funding available for McKinney grants is \$5M with a maximum award of \$25K.
- **MEDC Strategic Priorities and Goal Setting Session** is set for Friday, August 7<sup>th</sup>. Thomas Cole with Devcore Strategic Advisors will be facilitating the session. We will be diving into what we want to see out of 2021. For the remainder of 2020, modifications will be made to our 2019 KPI's due to the strategic session being delayed by the COVID-19 pandemic.
- **MEDC Office Limited Availability:** In supporting the efforts to stop the spread of COVID-19, we have returned all MEDC employees to working remotely with a rotation of no more than 2 staff members in the office per day. Masks are mandatory and are to be worn for any person to person interaction in and out of office.

- **Unique McKinney Face Shields:** One of our newest corporate citizens provided the MEDC (at a great discount) the opportunity to buy personal protection face shields. We have them available at the MEDC office for anyone that would like to use one. They are not N95 masks, but provide a shielded protection around the entire face. We purchased some Unique McKinney stickers to brand them. Thank you KVP!

## B. Organizational Activity Report (June 2020)

- RFPs received: 3
- RFPs responded to: 3
- Total Pipeline Projects: 32
- New Pipeline Projects: 6

## C. Marketing / Communications (June 2020)

- **Marketing Update:**
  - Marketing Trips: 0
  - Marketing Events: 0
- **Newsletters:** We are prepping for the launch of our Fall newsletter. We have achieved our targeted engagement of 40% thus far with all of our newsletter launches. We hope to keep increasing the reach as we continue to find new audiences to send them to.
- **Social Media Campaigns:** See attached report

## D. Technology & Infrastructure Update

- The City of McKinney updated small cell wireless facilities ordinance and design manual will be presented to Council on July 21<sup>st</sup>.
- City of McKinney 5G Health Report will be presented to Council in Work Session on July 21<sup>st</sup>.
- **Technology Infrastructure Initiatives:**
  - As development plans solidify along SH 121 we have engaged property owners and developers to determine the climate for infrastructure improvements and how technology can best be integrated into both the outdoor and indoor portions of developments.
  - Additionally, we have identified industrial as a targeted industry for technology infrastructure deployment.
    - Upgrading technology infrastructure in an industrial setting can attract a different industrial tenant than we currently have in McKinney (i.e. data centers, robotics, biotech, life sciences, etc.). Diversifying the economy is at the core of this commercial use case.

## E. Business Intelligence Update

- **Business Inventory Analysis:** The effort to catalogue all the existing businesses and industries in the city is underway. A big “Thank You” to the City Planning Department, Chamber of Commerce, and external data resources for collaborating to begin this process.
- **McKinney “One Data”:** The McKinney “One Data” committee is a collaborative effort with the City of McKinney, MEDC and MCDC to unify the data sets and reporting of data across all city platforms. Our next meeting is scheduled for late July, to discuss each

department's recent contributions to a "unique data" catalog. Once complete, we aim to have a unified data set that is reported across all public facing platforms and search tools throughout all city department and supporting agencies.

- **Internal Data Clean-up:** As we continue to refine our data sets that we use internally in the MEDC, we are in need of our partners to assist us with different elements. We want to send a special thanks to the City of McKinney GIS team, which has helped provide a backdrop for several datasets undergoing cleanup.

#### **F. Business Retention & Expansion (June 2020)**

BRE visits are currently being conducted virtually. In times of crisis like this, 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: 2
- Annual BRE Total: 40
- BRE Partner Events: 0
- Virtual BRE Calls: 27

#### **G. Important Deadlines / Due Dates**

- Board Member Terms Expiring
  - July / August MEDC Liaisons to interview MEDC Board candidates
  - August 25, 2020 City Council appoints members

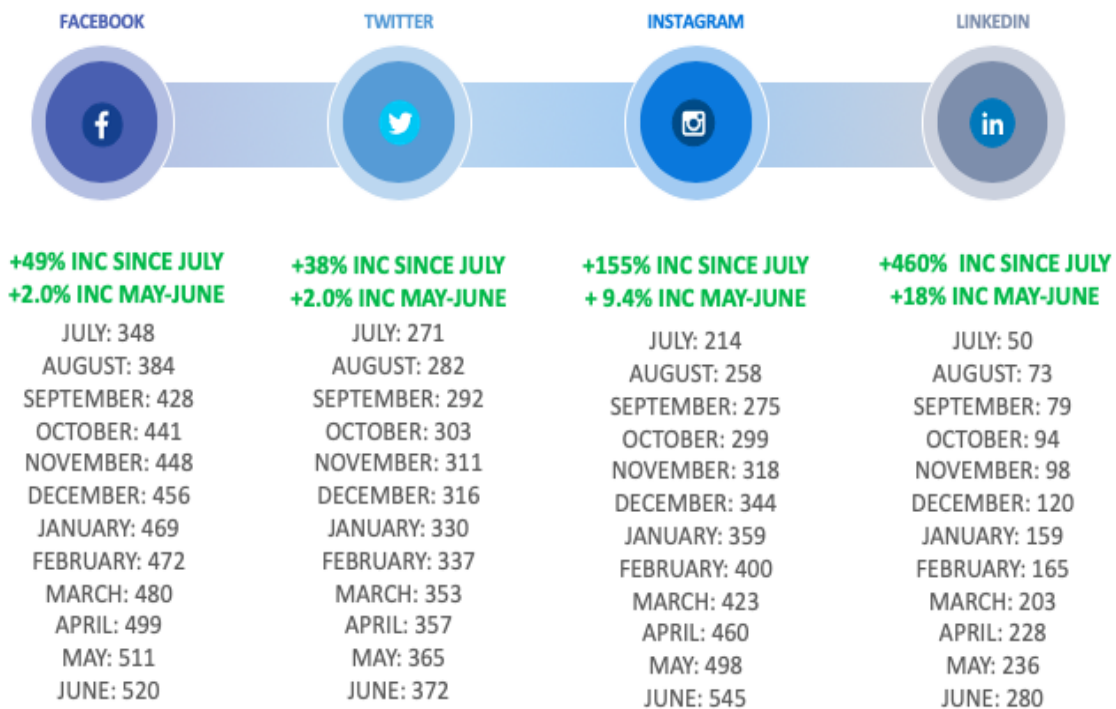
#### **H. Upcoming Events**

- August 7<sup>th</sup> Strategic Goal Setting Session, 8:00 am – 1:00 pm, Sheraton McKinney
- August 31<sup>st</sup>, Chamber Golf Classic, 8 am / 1:30 pm, Stonebridge Ranch Country Club

## Social Media/Website Report June 1-30

### Social Media:

In June, we saw an overall increase in both fans/followers; Instagram continues to grow. However, LinkedIn has had significant growth this month, making it clear that communicating MEDC’s achievements has a powerful impact on our followers. Institutional and fact information seems to be more relevant, as well. We will look at how we can connect with more job positions that fall within the target group for MEDC.



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

**MEDC - McKinney Economic Development Corporation** Published by Hootsuite [?] · June 30 at 9:40 AM · 🌐

Did you know McKinney has experienced a growth of 327% in its population and is considered the most unique city in the DFW Metro? Forward-thinking companies continue moving their operations to our city to take advantage of McKinney's quality of life and community amenities.  
#uniquemckinney #mckinneytx #mckinneystrong



**317** People Reached      **21** Engagements      [Boost Post](#)

👍 3      2 Shares


**McKinney a Unique Destination**  
**Reach: 327**  
**Clicks: 7**  
**Shares: 2**

**MEDC - McKinney Economic Development Corporation** Published by Hootsuite [?] · June 17 at 10:59 AM · 🌐

From California to Texas, another victory for McKinney! KVP International is relocating its headquarters from Chino, California, to McKinney, Texas. 🎉🎉

The new location will have an occupancy of 120,000-square-foot and will bring more than 80 brand new job openings in the next year alone. Find out what other cities made it to the shortlist, but didn't make the cut! ✂️

<http://ow.ly/ntqW50AanI9> <- Click here!



**1,426** People Reached      **248** Engagements      [Boost Post](#)

👍❤️ 12      4 Comments 10 Shares

**KVP Relocates to McKinney**  
**Reach: 1,426**  
**Clicks: 21**  
**Shares: 10**

### Website:

June visitor traffic was up 8% from the prior month. Traffic from LinkedIn has had a significant growth, which correlates to our increase in followers and more targeted content. “average minutes on-site” is still higher than the industry standard of 2-3 minutes (*source: Databox*), with an increase of 9% which means we have a captive audience who is finding the content on the webpage to be engaging enough to stay for a more extended amount of time.

### MAY

**771** Total Visitors   **804** Total Visits   **1,472** Total Page Impressions   **1.8** Avg Page Views   **4.4** Avg Minutes On Site

### JUNE

**831** Total Visitors   **868** Total Visits   **1,580** Total Page Impressions   **1.8** Avg Page Views   **4.8** Avg Minutes On Site

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

- google
- LinkedIn
- Facebook
- Collin County.gov
- McKinneytexas.org

### Top Pages Visited in June:

- Homepage
- Innovation Fund
- Leadership
- Interactive Development Portal
- Board and Agenda