

# McKinney Economic Development Corporation

## September 2019 Organizational Report

Peter Tokar  
MEDC President

MEDC Board of Directors,

I first want to congratulate and welcome back Gere Feltus, Michael Jones, Joe Minissale and Patrick Cloutier in being reappointed to the MEDC Board of Directors by City Council. I also want to welcome William Krueger as our MEDC Board Alternate. I am pleased to be working with you all and appreciate your willingness to serve the City of McKinney and this organization.

You will see a change to these reports moving forward. Previously, the monthly report spanned two different months. Since our Board meeting is in the middle of the month, we've decided to report on the previous month for the purposes of the monthly report. So this September report is focused on activities and metrics from August. This will provide a more accurate snapshot of our organizational activity than one split between two reporting periods.

-Peter

### President's Report:

#### A. Organizational Updates

- **High Performance Organization Training:** Peter Tokar recently completed his LEAD training at UVA as part of our overall HPO implementation program. To continue with our HPO training, Danny Chavez will be the next executive from the EDC to attend the LEAD course at UVA in November.
- **Board On-boarding:** Recently appointed MEDC board alternate, Bill Krueger, is the first to go through our new board on-boarding process. Thus far the new program has been easy to implement and we will be getting feedback from other board members as well as from Mr. Krueger on the process and areas to improve.
- **Marketing Automation Platform:** We have launched our Marketing Automation platform that is provided to us through Centipede Digital. We held an all staff training with Centipede and are currently building out our email campaigns for communication. The focus of those communications will be on reaching out to site selectors and brokers, both nationally and locally, as well as building a development newsletter that will focus on our internal community and stakeholders.
- **MEDC Projects:** Our project pipeline remains strong. Our projects team is working hard on developing an on-line portal for project management. We have reorganized our project definitions in order to reflect clearer tracking of projects vs. leads. This has allowed for enhanced reporting and more efficient tracking of active projects.

## **B. Organizational Activity Report (August 2019)**

- RFPs received: 10
- RFPs responded to: 8
- New Pipeline Projects: 8
- Project Visits: 3
- Project Site Visits: 2

## **C. Marketing / Communications (August 2019)**

- **Marketing Update:**
  - Marketing Events: 3
- **Japan Trade Mission:** We are participating in the Governor's Office International Trade Mission to Japan on September 19<sup>th</sup> – 28<sup>th</sup>.
- **MEDC/City of McKinney Collaboration:** Now that our formal marketing campaigns have been developed and launched, we've re-engaged with the City of McKinney Marketing Department to work on collaborative initiatives. We've presented our full marketing strategy with marketing leadership and are planning a meeting to discuss the City's marketing strategy to identify areas we can assist one another.
- **Website Launch:** Due to some domain hosting issues with our old URL, we have experienced a delay in the full launch of our new website. Those issues are being resolved and we expect our new website to be formally launched by the end of the month.
- **Social Media Campaigns:** Social media campaigns will begin with the launch of the new website.

## **D. Technology Infrastructure Updates**

- **Development Update:** We have had several successful meetings with developers along the 121 corridor on technology implementation. Both AT&T and T-Mobile have shared their wireless infrastructure plans and we are continuing to engage with them to obtain future build out schedules and plans.
- **Communication Plan:** We have completed our wireless communications plan. The next steps involve securing a portal to relay information to the public. We are working in conjunction with the city on this communications portal.
- **5G Committee met to discuss City RFQ:** Review completed on September 6<sup>th</sup>. Selection process is on-going.

## **E. Business Retention & Expansion (August 2019)**

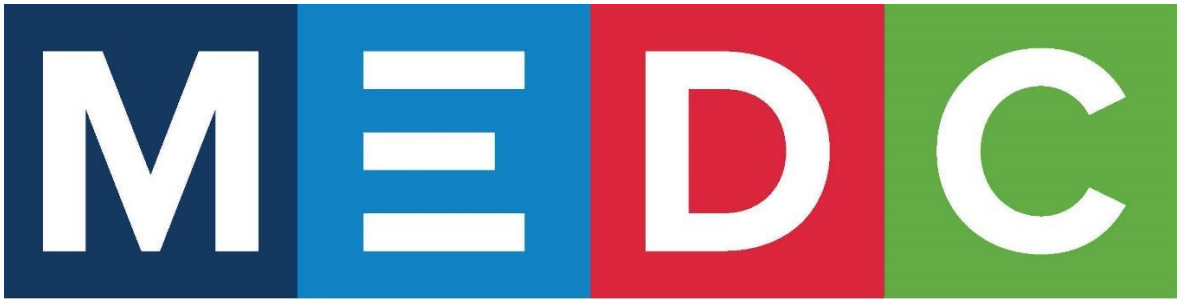
- BRE Visits: 22
- Annual BRE Total: 73
- Businesses Assisted: 17
- **BRE Partner Events:** The next scheduled event is HUB 121 Development Update on September 5<sup>th</sup> at the TPC Craig Ranch club house.

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

- **Real Estate Committee:** Next meeting scheduled for Wednesday, September 18<sup>th</sup>
- **Marketing Committee:** The marketing committee has a standing meeting following our monthly Board meeting. The committee will continue to work on providing strategic recommendations and review of our website, social media and marketing collaboration opportunities with the City of McKinney.
- **Finance Committee:** Next meeting scheduled for Thursday, September 12<sup>th</sup>.

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

- Wednesday, September 18<sup>th</sup> Board & Commission Meet and Greet, 5:00 pm Council Chambers
- Tuesday, September 24<sup>th</sup> KVP Groundbreaking, 10:00 am
- Monday, October 28<sup>th</sup> CoreNet Golf Tournament, 8:00 am
- Monday, November 11<sup>th</sup> Tee Up for the Troops, 10:30 am
- Thursday, December 12<sup>th</sup> MEDC's Holiday Party at Local Yocal, more details to follow.



McKinney Economic Development Corporation

Social Media Report

August 1, 2019 – August 31, 2019

**Overview:**

Raytheon announcement of their expansion and job creation.

All organic followers/likes. No paid Ads.

Our Median Age (35) up to 44 is the most engaged in our Social Media.

Our Social Media Campaign has launched. We are seeing a lot of interest and activity happening on social media. We are reaching more viewers and people daily.

Bisnow Event in Allen. It was a great turnout with a lot of discussion of what is going on along 121.

Preparing for upcoming events.

- HUB 121 Development Update.
- NTCAR at Gilley's in Dallas.

Our Social Platforms love seeing the updates on HUB 121. Our community seems to be extremely excited about HUB 121.

**Past Event:**

Bisnow Event in Allen

Raytheon Expansion

**Upcoming Events:**

HUB 121 Development Update.

NTCAR in Dallas on September 5, 2019.

## Facebook

Total Number of Likes – 384

Our top post for the month of August was the Raytheon Expansion.

08/30/2019 12:22 PM		Our team member Madison Clark attended the Go Team Texas this			111		14 9	
08/27/2019 12:00 PM		Where growth happens. #McKinneyTX Follow red and			99		3 4	
08/26/2019 9:59 AM		#Texas Maintains #UnemploymentRate of 3.4%			86		1 5	
08/22/2019 12:10 PM		Congratulations Raytheon on the expansion. Raytheon announced			6.4K		952 168	
08/21/2019 3:49 PM		121 Corridor May Land More Fortune 100 "If you look at North			131		9 9	
08/21/2019 12:00 PM		The MEDC is a proud sponsor of the 2019 NTCAR Boots and Suits			69		1 1	
08/20/2019 11:11 AM		Just on the other side of Highway 121, we are excited to have Collin			135		12 8	
08/19/2019 12:00 PM		Where real estate matters. We will be showcasing some of our			93		4 5	
08/17/2019 11:56 PM		Meet McKinney. #EconDev #UniqueMEDC #McKinney #Texas			149		13 6	
08/15/2019 3:04 PM		Thank you for stopping by at the Bisnow event today, Bisnow			115		10 9	
08/13/2019 12:15 PM		You're in good company. Business functions located in McKinney,			214		11 17	
08/12/2019 4:30 PM		McKinney, Texas where business happens. What are you looking			80		2 5	
08/12/2019 2:17 PM		McKinney National Airport, McKinney Air Center was voted the			132		3 10	
08/09/2019 3:26 PM		We stopped by Tech Culture McKinney today. Thank you again			111		1 13	
08/08/2019 3:26 PM		"Kindergarten through 5th grade students at Press Elementary in			133		6 9	
08/08/2019 11:47 AM		Texas ranked as the #2 state where millennials are moving.			94		6 6	
08/07/2019 10:51 AM		Tech Culture McKinney <a href="https://twitter.com/techculturecm/st">https://twitter.com/techculturecm/st</a>			87		6 3	
08/06/2019 11:20 AM		Moving along nicely! #HUB121 #McKinney #LiveWorkPlay			142		20 10	
08/02/2019 1:05 PM		"In an economy increasingly driven by technological change,			90		2 3	
08/01/2019 3:27 PM		Located in Downtown McKinney. <a href="https://www.gamasutra.com/view/pr">https://www.gamasutra.com/view/pr</a>			144		15 10	

## Twitter

Total number of Followers: 282

Our top Tweet, Follower, Mention are below.

Aug 2019 • 31 days

### TWEET HIGHLIGHTS

**Top Tweet** earned 587 impressions

Congratulations [@Raytheon](#) on the expansion! 500 high-tech jobs and 200,000 sq ft at its Space and Airborne Systems headquarters in [#McKinneyTexas](#).

[raytheon.mediaroom.com/2019-08-22-Ray...](http://raytheon.mediaroom.com/2019-08-22-Ray...)

[#Headquarters](#) [#Growth](#) [#Texas](#)  
[#HighTech](#) [#EconDev](#) [#Tech](#) [#Airborne](#)  
[pic.twitter.com/pwQTcwtj8x](http://pic.twitter.com/pwQTcwtj8x)



↻ 3   ♥ 12

**Top mention** earned 271 engagements



**Danny Chavez**

[@DannyChavezTX](#) · Aug 9

Dallas is quickly becoming the next tech hub in Texas! Super exciting!  
[dallasnews.com/business/techn...](http://dallasnews.com/business/techn...) [#dallas](#)  
[#Texas](#) [#tech](#) [#growth](#) [#development](#)  
[@Uber](#) [@dallasnews](#) [@McKinneyTxEDC](#)  
[@DRC](#)

↻ 1   ↻ 12   ♥ 47

[View Tweet](#)

### AUG 2019 SUMMARY

Tweets  
**21**

Tweet impressions  
**8,866**

Profile visits  
**84**

Mentions  
**14**

New followers  
**2**

**Top media Tweet** earned 527 impressions

Where real estate matters.

[#RealEstate](#) [#Business](#) [#Broker](#) [#Texas](#)  
[#McKinney](#) [#NorthTexas](#) [#Relo](#) [#Growth](#)  
[#Industrial](#) [#Workforce](#)  
[pic.twitter.com/S5jiYzQBdk](http://pic.twitter.com/S5jiYzQBdk)

**Top media Tweet** earned 527 impressions

Where real estate matters.

[#RealEstate](#) [#Business](#) [#Broker](#) [#Texas](#)  
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[#Industrial](#) [#Workforce](#)  
[pic.twitter.com/S5jiYzQBdk](http://pic.twitter.com/S5jiYzQBdk)



♥ 1

[View Tweet activity](#)


[View all Tweet activity](#)

**Instagram**

**Total Number of Followers: 258**

Our top post for Instagram was the Raytheon Expansion.




 **unique\_mckinney**  
Raytheon Company

 unique\_mckinney Raytheon expansion. Raytheon announced today that they will be adding 500 new high #tech jobs and 200,000 sq ft at its Space and Airborne Systems headquarters in #McKinneyTX

#HighTech #Growth #Expansion  
#Headquarters #Construction  
#Development #TexasJobs #Careers  
#Space #Airborne #Texas  
#MoveToTexas #UniqueMEDC  
#NorthTexas

2w



 Liked by centipededigital and 26 others

AUGUST 22



**LinkedIn**

**Total number of LinkedIn Followers: 73**

Our top post for LinkedIn was Raytheon. Everyone seems very interested in the Raytheon expansion and growth.



**McKinney Economic Development Corporation**

79 followers

1w

<https://lnkd.in/eQde8BQ>

[#Jobs](#) [#Careers](#) [#Texas](#) [#NorthTexas](#) [#McKinney](#)

[...see more](#)



**Raytheon expanding \$5 billion Texas presence with new McKinney facility, 500 high-tech jobs**

Organic impressions: 267 Impressions

[Hide stats](#) ^

**Organic stats** ⓘ

Targeted to: All followers

267

Impressions

14

Reactions

2.25%

Click-through rate

0

Comments

2

Shares

6

Clicks

8.24%

Engagement rate