

ORGANIZATIONAL REPORT

2022 - March



McKinney Economic Development Corporation

MEDC Board,

We officially welcomed Melanie Molina to the MEDC team this month as our new Executive Assistant. Melanie transferred to us from the City of McKinney, and we are very pleased to have her on our team. Welcome Melanie! Our tedious search for our Marketing manager is coming to a close as we have made an offer to an applicant which they have accepted. We are moving through the stages of HR approval and hope to announce them to you in April.

It's hard to believe we are coming to the close of the first quarter of 2022. We have seen some strong project activity for new projects come through in this quarter which is exciting, and we are getting closer every day on new development activity. We fully anticipate 2022 will be yet another record setting year for economic development in McKinney.

We are just under 8 weeks away from the 2022 Byron Nelson. We are very excited to be hosting businesses and developers on our annual "Red Carpet Tour" of McKinney. Compared to last year, we are currently at double the site selectors confirmed to join us at the event.

Organizational Updates

- Staff continues to work with McKinney Chamber/McKinney Community Development Corporation (MCDC) leaders to plan and design the new office space at District 121.
- Our new Marketing & Social Media Manager starts April 4th.
- The 2022 Byron Nelson tournament is just around the corner. We have finalized our sponsorship agreement with the Salesmanship Club to expand our presence at the tournament. We are targeting several site selection groups for our red carpet tours.
- Melanie Molina has started with the MEDC as our new Executive Assistant.
- On February 2nd the MEDC and MCDC participated in the City Council work session to discuss the opportunity for the EDC and CDC to provide dedicated gap funding for road maintenance needed to maintain adequate levels of road performance through the city. This will be heard again at the March 15th City Council work session.

Organizational Activity Report

- New Organic Leads: 8
- RFPs received: 12
- RFPs responded to: 2
- Total Pipeline Projects: 26
- New Pipeline Projects: 2

Research and Development

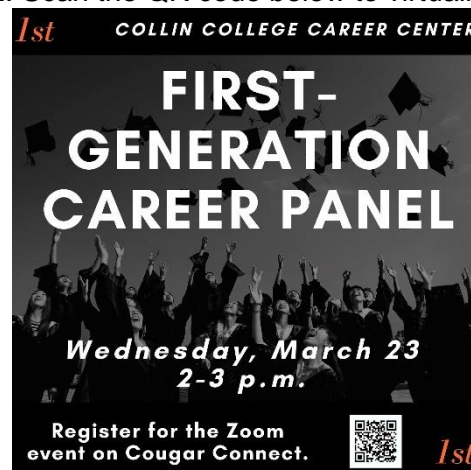
- The website demographics are updated.
- City Council approved and adopted the fiber master plan, we are moving to the RFP stage of the project.
- Attended Mobile World Congress 2022 (one page summary attached)

Business Retention & Expansion

- The StatLab Ribbon Cutting was held on February 14. City Councilman Patrick Cloutier provided remarks. Board Members Kurt Kuehn, Julie Williams; MEDC staff Peter Tokar, Michael Talley and Madison Clark were present. The opening of this warehouse marks their second facility in McKinney. (See photo below)



- The first of BRE initiatives titled “Let’s Talk Talent” includes a blog post, which is live on the MEDC website. Take a look: <https://uniquemckinney.com/announcements/lets-talk-talent/> We will continue to build on this initiative throughout the calendar year.
- On March 26, Madison Clark will be presenting on behalf of MEDC at the upcoming North Collin County Neighborhood Conference and will speak on the topic of “Economic Development and YOU.” This conference is hosted by the City of McKinney Neighborhood Services Department. Link to Register: <https://www.eventbrite.com/e/north-collin-county-neighborhood-conference-tickets-242982536307>
- Madison Clark will be a panelist at the upcoming Collin College Diversity Career Series in the First-Generation Career Panel on March 23, 2022. Scan the QR code below to virtually attend:
 - BRE Visits: 6
 - Annual BRE Total: 8
 - BRE Partner Events: 0



Marketing / Communications

- Marketing / Networking Events Attended
 - Business After Hours, February 17
 - Development Update: Building with the Future in Mind, February 18
 - Bisnow: Dallas State of the Market, February 25
 - Chamber Community Awards, February 25
- Newsletters
 - Three launched in February (Site Selector, Community, Technology)
 - Average open rate of 47.6%
 - 1,248 Delivered
 - 10% click rate
 - 494 Unique Opens
 - Top engaged parties – Cushman & Wakefield and Quest Site Solutions

- A fourth NEW Aerospace and Engineering newsletter will be sent early March
- Digital Advertising Campaigns
 - Site Selector's Guild, San Diego - February
 - Consultant Connect, Scottsdale - March
 - Emerge, Miami - April
 - Consultant Connect, New Orleans - April

Committee Meetings

- Marketing Committee scheduled to meet April 1
- Real Estate Committee scheduled to meet April 13

Upcoming Trade Shows and Missions

- Consultant Connect Scottsdale, March 17-18, Michael Talley to attend
- EMerge, Miami Beach, April 18- 19, Peter Tokar to attend
- Consultant Connect New Orleans, April 28-29, Madison Clark to attend
- Consultant Connect Virginia, May 19-20, Peter Tokar to attend
- TCMA BRE Panel Discussion, June 10, Madison Clark to attend
- Consultant Connect Chicago, June 23-24 Michael Talley to attend
- Consultant Connect New York, July 21-22, Michael Talley to attend
- Economix Columbus Ohio, Dec 5-8, Peter Tokar to attend

Upcoming Events

- CEO Lunch Series featuring Dan Tinker, March 16
- Neighborhood Conference, March 26 (Speaker: Madison Clark)
- D Magazine 2022 Commercial Real Estate Awards, March 30
- North Texas Association of Government Guaranteed Lenders (NTAGGL) Luncheon, April 27 (Panel Speaker: Michael Talley)

Articles

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Mobile World Congress 2022

Dates: 02/28/2022-03/03/2022

Location: Barcelona, ES

Conference Objective: Largest technology show in the world with 1,900 exhibitors and 1,000 start-up founders

Comments: Mobile World Congress was held in person for the first time in two years. This show historically has been focused on pure telecommunications companies, however in the last few years the show has incorporated other technology elements such as Virtual Reality, Cryptocurrency, FinTech, Software, and even a start-up pitch competition. The conference features 6 full conference halls sorted by industry and is where majority of wireless communications company announce new devices and new product lines through press conferences.

Staff Objectives:

1. Learn about the newest industry technology standards and cutting edge applications
2. Network with potential corporate relocation candidates utilizing Gazelle AI as lead generation
3. Network with potential technology start-up relocations

Staff attended multiple keynotes and panel sessions throughout the conference with topics below:

- Advanced Robotics for 5G IoT in Manufacturing
- Private & Dedicated Networks for Industry 4.0
- How Tech Companies are Dealing with Talent
- Decentralized Finance & Blockchain
- Qualcomm MWC Press Conference
- Ignite Growth in a Tech Ecosystem
- Life Altering Wearables in Healthcare
- Fintech Digital Asset Landscape
- Startup Demos: Tutellus.io, Eduardo, Let's Coder
- Evolution of 5G Gaming
- Web 3.0 The Metaverse

One of the most interesting aspects of the event was the discussion around private cellular networking, focusing around 5G as a service. Wi-Fi continues to dominate the internal connectivity debate but as low latency processes and a high volume of sensors that require high bandwidth becomes more prominent Wi-Fi will become unable to backhaul that data. That's where private 5G networks step in. We are ahead of that here in McKinney as we have retrofitted the Core5 Industrial Park as a 5G ready site with additional fiber backhaul conduit to support those new advanced manufacturing processes.

Staff's additional focus was to generate corporate relocation leads through existing connections and utilizing Gazelle AI for lead generation. Focus was spent on technical products and small to mid sized companies with a business line that would fit in the fabric of McKinney. Meetings were held with eight (8) companies in Augmented Reality, Virtual Reality, Venture Capital, Semi-Conductors, Satellite Communications, 5G, Software Development, and Gaming. Companies were from Germany, Korea, and the United States.
