

ORGANIZATIONAL REPORT

2021 - July



McKinney Economic Development Corporation



MEDC Board,

I hope you are all having a great summer. We are very close to some big announcements for projects this year. We have a full project pipeline and continue to be very active in the community generating project leads. We are finally back on the road with more and more trade shows and conferences returning to in-person events. Conferences like Site Selectors Guild and Consultants Connect have already held conferences we have been part of. Across the industry, everyone is excited to be returning to a more “normal” meeting environment.

I want to welcome Miguel Esparza to our team in his new role of Project Manager for the MEDC. We are happy to have him on board! For all of you traveling, we hope you have fun and stay safe.

Peter

Organizational Updates

- Staff is collaborating with the McKinney Chamber of Commerce/McKinney Community Development Corporation (MCDC) on the new M-Partners office space at the Kaizen office building at District 121.
- Welcome to Miguel Esparza as our new MEDC Project Manager.
- We are prepping the MEDC budget for the City Council approval meeting coming in the next two months. Nothing has changed, but we are making sure finance has it and we are proceeding according to policy.
- Our AEDO application has been submitted! IEDC is currently evaluating our documents and will be in touch with us on any revisions needed and the status of scheduling our site visit.

Organizational Activity Report (June /2021)

- *Total Leads: 25
- Qualified Leads: 14
- RFPs received: 14
- RFPs responded to: 3
- Total Pipeline Projects: 30
- New Pipeline Projects: 6

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

Technology & Infrastructure Update

The City of McKinney is evaluating high-speed internet access within the community. Residents and business owners are invited to provide information about their internet access at their home or office. The feedback provided from the survey will be used to identify current and future needs within the Broadband Master Plan.

- Please take 5 minutes and complete the survey located [here](#) before July 28, 2021.

Business Retention & Expansion (June/ 2021)

We have begun holding in-person BRE visits while in the process of reformatting the BRE Program. We have ensured our existing records of BRE activity is up to date, thus the increase in the total Annual BRE visits.

- BRE Visits: 4
- Annual BRE Total: 16
- BRE Partner Events: 0
- Virtual BRE Calls: 0

A local business contacted the MEDC requesting assistance in adjusting the timing of a traffic signal exiting their property to operate more efficiently. With the partnership with the City of McKinney's Development Services Department, the issue was resolved swiftly, and the company thanked us all for the quick assistance.

Marketing / Communications (June /2021)

- Marketing Trips:
 - Site Selectors Guild Annual Conference, June 10-12, Peter Tokar and Danny Chavez
 - Consultants Forum 29, June 21-23, Danny Chavez
- Marketing Events Attended
 - 2021 IEDC Economic Future Form, June 7-8, Danny Chavez as Moderator
 - CEO Breakfast Series with David Craig, June 8, Peter Tokar and Abby Liu
 - TEDC Mid-Year Conference, June 9-10, Abby Liu
 - NTCAR Annual Golf Tournament Title Sponsor, June 28, Staff attended
 - McKinney Chamber Development Update-Trends in the McKinney Manufacturing and Industrial Sector, June 29, Staff attended
- Ongoing Projects:
 - Staff finalized the MEDC application to be an Accredited Economic Development Organization (AEDO) via International Economic Development Council (IEDC). Staff will submit the application on July 9.
- Newsletters upcoming dates:
 - Community Development – Staff will email on July 2
 - Economic Development Overview – In progress
 - Technology and Innovation – In progress
- Social Media & Website Report: **See attached**

Upcoming Trade Shows and Missions

- MDM West Conference, August 10-12, Danny Chavez to attend
- CoreNet Annual Economic Forecast, August 19, Peter to attend
- DCI Marketing Summit, August 25-27, Peter to attend
- IEDC Annual Conference, October 2-4, Peter Tokar to attend
- Connect X, October 4-7, Michael DePaola to attend
- CRETECH New York, October 13-14, Danny Chavez to attend

Upcoming Events

- McKinney Chamber Quarterly Luncheon, July 22
- 2021 City Council Board Appointments, August 24
- NTCAR: Boots and Suits EXPO (MEDC Platinum Sponsor), September 2
- 2021 REDnews Collin County Summit, September 29
- NTCAR: Hall of Fame (MEDC Table Sponsor) October 6
- BISNOW: 121 Corridor (MEDC Raw Space Sponsor), October 28

MEDC IN THE NEWS: This new section is dedicated to showcasing all the positive press that the MEDC and MEDC Staff have generated on various media outlets and platforms.

- **Articles:**

["Learning Market Expanding it's Corporate HQ in McKinney"](#) D Magazine, June 8

["McKinney's Innovation Fund brings an education startup into the fold"](#) Dallas Morning News, June 8

["Language Learning Market to expand McKinney HQ"](#) Community IMPACT, June 8

["IMPACT Roundup: House of Bread coming soon and more business and restaurant news from McKinney"](#) Community IMPACT, June 17

["Follow the money: A roundup of DFW tech and Startup funding, M&As, and investor activity in June"](#) Business Journals, July 2

["On the Move: A roundup of tech and start up hires in DFW from June"](#) Business Journals, July 5

- **Staff to Speak**

[2021 REDnews Collin County Commercial Real Estate Summit](#) Peter Tokar to be a panelist, September 29

Social Media & Website Report

June 2021

Social Media



Website:

May 2021

778 Total Visitors **804** Total Visits **1,811** Total Page Impressions **2.3** Avg Page Views **6.8** Avg Minutes On Site

June 2021

894 Total Visitors **922** Total Visits **1,739** Total Page Impressions **1.9** Avg Page Views **3.8** Avg Minutes On Site

TOP REFERRERS

- Search from Google
- dallasinnovates.com
- City of McKinney
- www.goteamtexas.com
- www.bizjournals.com
- LinkedIn
- Facebook