



MEMORANDUM

TO: MEDC Chairman Tate, Board Members and City Council Liaisons

FROM: Abby Liu, Executive Vice President *A. L.*
McKinney Economic Development Corporation

CC: Jim Wehmeier, President/CEO
McKinney Economic Development Corporation

DATE: March 12, 2015

RE: 2015 MEDC Market Research and Targeted Outreach RFP

For 2015 MEDC Market Research and Targeted Outreach RFP, the office received two proposals, Development Counsellors International (DCI) and Research on Investment (ROI). MEDC had the first services contract with DCI in 2013 and renewed the second contract in 2014. The current contract with DCI will expire on March 31, 2015.

Staff reviewed both proposals, spoke with both company executives for clarifications, hosted a meeting with Directors Walker and Stein for internal input as well as communicated with President Wehmeier. After all, the analysis is summarized as below.

DCI – \$66,600 (Annual)

Strength

- A professional economic development and marketing/public relations firm.
- Exclusive contract with McKinney EDC in Collin County.

Weakness

- Lack of international markets network and knowledge.
- 100% change of DCI team servicing McKinney EDC.
- The quality of leads and appointments delivered in 2014/15 was not as satisfactory as 2013/14.

ROI – Option A: \$49,000, Option B: \$69,000 (Annual)

Strength

- A professional economic development firm recommended by ED allies in Texas.
- International markets network and offices in Europe, Latin America and Asia through two strategic partners.
- More pre-qualified meetings than DCI for \$60,000+ annual contract.
- Reach out to a different and new economic development resource and network.

Weakness

- No first-hand experience with company.
- Existing contract with Frisco EDC (will expire in a few months). As a result, it could potentially limit scope of work on specific projects.

Based on analysis, staff recommends the services of ROI Option B, an annual contract \$69,000, for 2015 MEDC Market Research and Targeted Outreach.