

**Cayti Huston**  
**Marketing & Research Specialist**  
**July 2013**



**RFPs:**

- MEDC has received 29 RFP's in 2013. These leads have come from the Governor's office, Dallas Regional Chamber & WEDA.
- 8 of those RFI's have been received in the last month. MEDC qualified for 7 of the RFI's and submitted proposals with qualified properties.

**Research:**

- GIS
  - Working with David Desmond, City IT Department, to learn the ArcMap software
    - Ability to research McKinney properties/owners, etc.
- Texas Workforce Solutions
  - Have been in close contact with Texas Workforce Solutions for reports and information. Will have a meeting in the upcoming weeks to discuss reports that would be beneficial to MEDC & McKinney

**Marketing:**

- DFW Real Estate
  - Will have 3 page spread in DFW Real Estate Summer/Fall and Winter/Spring issues
- Texas Workforce Commission Employer of the Year Award
  - Formally Recommended Torchmark Corporation.
  - Utilize Workforce Solutions resources and work with Samaritan Inn to help their clients get back into the workforce
- E-Newsletter
  - Will be sent out in month of July
- Public Relations
  - MEDC is utilizing David Margulies of Margulies Group to represent MEDC. We will continue to work collaboratively with the McKinney Marketing Department & Margulies Group on press releases.

- 20<sup>th</sup> Anniversary
  - Report
    - MEDC is going to produce a printed “20<sup>th</sup> Annual Report”, recapping the success of MEDC since 2013. This report will include successful projects, information about McKinney’s economy and workforce.
    - The report will celebrate our past and promote our future with the emphasis on TEAMWORK between City and MEDC.
    - Goal to have printed in July
  - Event
    - MEDC is planning to have an event to celebrate 20<sup>th</sup> Anniversary in the fall of 2013