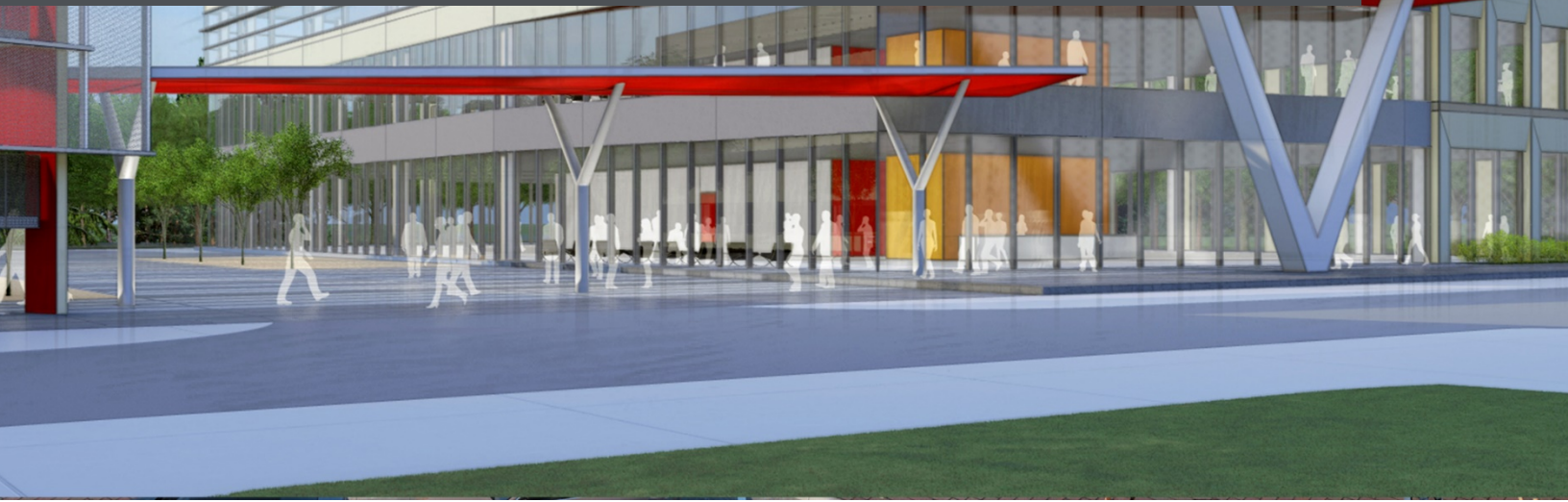


# ORGANIZATIONAL REPORT

—  
2021 - December



McKinney Economic Development Corporation



MEDC Board,

I want to wish you all a Happy Holiday as we close out 2021. I hope your holiday season is filled with fun, food, family, and friends. I am honored to work with all of you and for this amazing organization. Each year keeps getting better and better as we have set yet another record year for development and growth in McKinney. I look forward to reporting our full organizational impact in January.

Thank you all for your continued leadership and have a Happy New Year! See you in 2022!

Peter -

### **Organizational Updates**

- Staff is working with McKinney Chamber/McKinney Community Development Corporation (MCDC) leaders to plan and design the new office space at District 121. The office lease has been approved by all three Boards and we are moving forward with a furniture inventory list from all partners.
- We held our annual Strategic Planning session on November 30<sup>th</sup>. We will be bringing the formal KPI's to the board for approval.
- New SVP Hire – We will welcome our new SVP January 10<sup>th</sup>, 2022.
- Marketing Position: We are still in the interview process to bring on our new Marketing Executive to the MEDC team.

### **Organizational Activity Report (November 2021)**

- \*Total Leads: 11
- Qualified Leads: 4
- RFPs received: 7
- RFPs responded to: 0
- Total Pipeline Projects: 21
- New Pipeline Projects: 4

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

### **Business Updates**

- Innovation fund recipient Contraforce won the DataTribe Challenge. Contraforce will move forward in the investment process with DataTribe with the possibility of receiving up to \$2 million in seed capital. Congrats to Stan Golubchik and Ricky Melendez  
<https://www.businesswire.com/news/home/20211104005685/en/DataTribe-Awards-ContraForce-and-QuickCode.ai-as-the-Winners-of-the-4th-Annual-Cybersecurity-Start-Up-Challenge>

### **Technology & Infrastructure Update**

- Staff attended Smart Cities Expo World Congress in Barcelona, ES November 13-20<sup>th</sup>. Items of note are below.
  - Digital Twin mapping – Predict and better model infrastructure impacts during CIP projects or standard maintenance. Could be utilized to calculate impact fees through a 3<sup>rd</sup> party AI Model.
  - Mastercard’s City Possible Network provides City of McKinney access to a variety of resources including retail insights with real time spend analysis. Additionally provides the city access to a digital resource for apps, tools, and partner solutions through a variety of vendors such as Cyber Readiness Institute and Center for Inclusive Growth
- The City is finalizing the broadband master planning efforts and will be presenting before council early Q1 2022. With the deliverable, there will be an RFP for a variety of broadband focused initiatives.

### **Business Retention & Expansion (November 2021)**

- Staff had the opportunity to meet with KVP and RMinds, two local employers. Through a short series of connections arranged by the MEDC and the McKinney Chamber of Commerce, KVP has contracted RMinds to assist in building out their Enterprise Resource Planning (ERP) Platform. Ken Bowman, President of KVP quoted, “Literally the best thing that’s happened to [KVP] is coming to Texas, and the next best thing is being introduced to these guys (RMinds).”

We celebrate local partnerships that are mutually beneficial and look to highlight more of these success stories in 2022!

- Staff met with the Housing & Community Development Department with the City of McKinney to discuss opportunities and resources the MEDC can share with local employers and opportunities for collaboration between MEDC and the Department.
- Project Tropic Thunder is the first company to graduate from the Growth Fund to the Standard Innovation Fund due to eclipsing their initial growth projections. This project is going before the Board in December for review/approval.
- BRE Visits: 6
- Annual BRE Total: 40
- BRE Partner Events: 1 (Development Update: Residential Trends Impacting Economic Development in McKinney)
- Virtual BRE Calls: 1 (included in the BRE Visits figure above)

### **Marketing / Communications (November 2021)**

- Marketing Trips:
  - Smart Cities Barcelona, November 15-19, Mike DePaola attended
- Marketing / Networking Events Attended
  - Bisnow: DFW Industrial & Logistics Outlook, November 2, Abby Liu and Miguel Esparza attended
  - State of the City, November 4, Staff attended
  - 3<sup>rd</sup> Annual UT Dallas Economic Development Summit, November 10, Madison Clark attended
  - Development Update: Residential Trends Impacting Economic Development in McKinney, November 12, Staff attended
  - 2021 Site Selector Guild Fall Forum, November 8-10, Peter Tokar attended
  - TPC Craig Ranch Charity Golf, November 15, Peter Tokar attended
- Ongoing Projects:
  - The American Economic Development Organization (AEDO) Review Committee requested no additional information after MEDC's application submission on July 8. The application will move to the next phase of a Site Visit. The Review Committee will conduct an in-person Site Visit to meet with the City/Community stakeholders in McKinney. The date is scheduled for February 15-17, 2022.
- Click Campaigns
  - Site Selectors Guild – Dallas
  - Smart Cities World Congress- Barcelona

#### *See Results – Attached*

- Paid Advertisement
  - [FDI Alliance International: Strategy behind a Next-Gen City](#)
- Ribbon Cutting
  - Staff attended the ribbon cutting for the Cirrus McKinney Innovation Center on November 10.

### **Committee Meetings**

- Marketing Committee met via Zoom on November 5
  - Marketing Position
  - Marketing 2022 Goals
- Finance Committee Meeting met on November 8
  - Sales Tax – ¼ Cent for roadway improvements
- Real Estate Committee met on November 10
  - Presentation from Project Cardboard

### **Upcoming Trade Shows and Missions**

- Consultant Forum 29, December 6-8, Madison Clark to attend
- Economix: December 5-8, Peter Tokar to attend
- Consultant Connect Scottsdale, March 17-18, Peter Tokar to attend
- EMerge Ft Lauderdale, March 2022, 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
- Consultant Connect Chicago, June 23-24 Peter Tokar to attend
- Consultant Connect New York, July 21-22, Peter Tokar to attend
- Economix Columbus Ohio, Dec 5-8, Peter Tokar to attend

### **Upcoming Events**

- Dallas City Innovation Session – Beyond Covid, December 9
- MEDC Holiday Party, December 15
- Chamber Development Update: McKinney National Airport, December 16
- The Chamber Annual Business Meeting, January 13
- DRC 2022 Annual meeting, January 25

**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:**
  - ["Plano startup moves to McKinney, aided by Innovation fund grant"](#) The Business Journals, November 9
  - ["McKinney's innovation hub attracts tech startup aiming to be a Bloomberg terminal for real estate"](#) The Dallas Morning news, November 12
  - ["McKinney online educational marketplace aims to raise \\$500K seed round"](#) The Business Journals, December 1
  - ["Follow the money: North Texas tech firms raised more than \\$350M in November"](#) The Business Journals, December 1


# **Campaign Objectives** NOV 2021

- Site Selector Guild (Downtown Dallas)**
- Target Smart City Expo World Congress (Fira Barcelona, Spain)**

# FACEBOOK


## CREATIVE

# OCTOBER 2021

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# SEARCH DISPLAY

# NOVEMBER 2021

## CREATIVE

Example of your image ad at 160x600

Example of your image ad at 300x250

Example of your text ad at 300x250

Example of your native ad at 480x120

Example of your image ad at 160x600

Example of your image ad at 300x250

Example of your text ad at 300x250

Example of your native ad at 480x120

Example of your image ad at 160x600

Example of your image ad at 300x250

Example of your text ad at 300x250

Example of your native ad at 480x120

shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate policy, either individually or in combination.

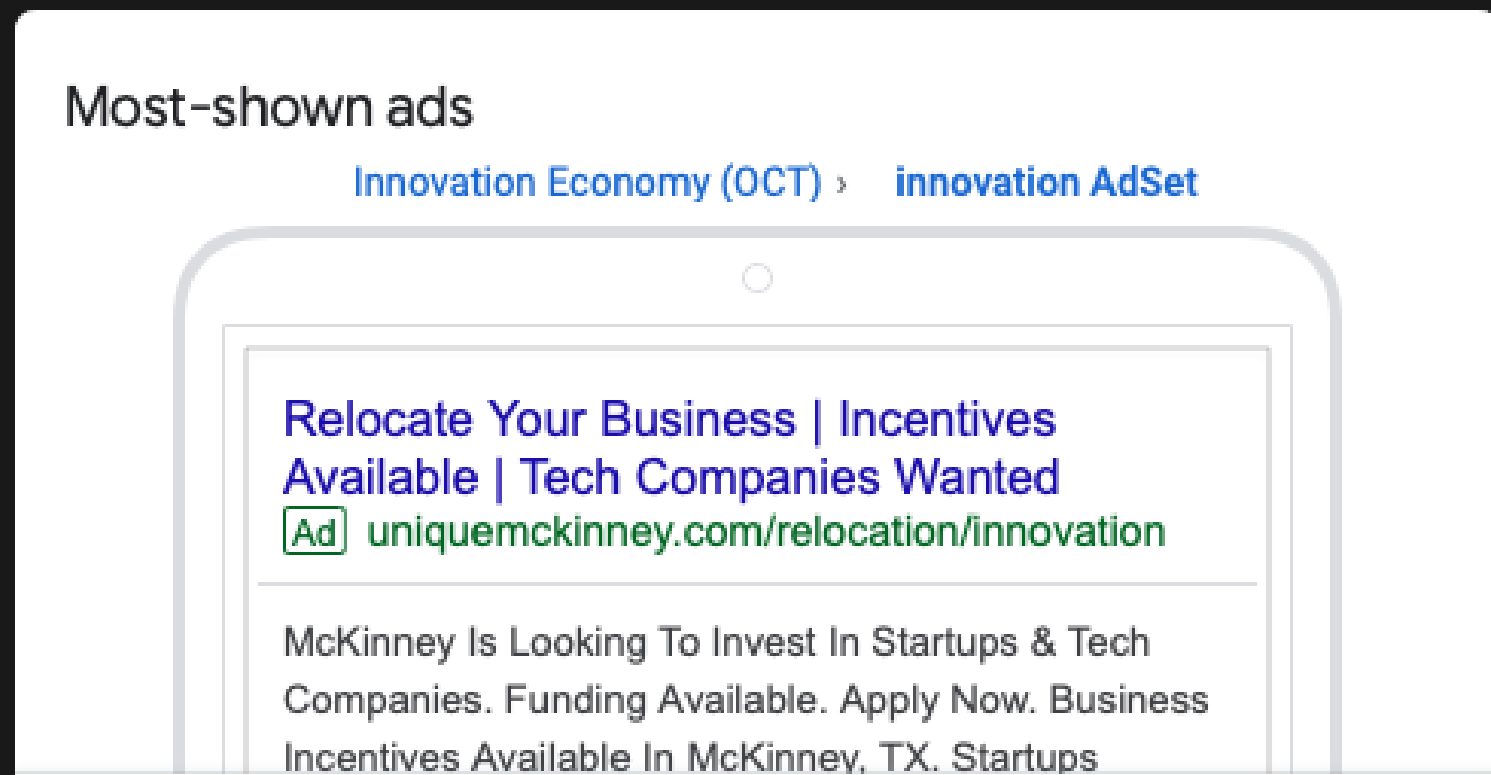
shown here are examples and don't include all possible formats. You're responsible for the content of your ads. Please make sure that your provided assets don't violate policy, either individually or in combination.



# RESULTS

NOVEMBER, 2021

## Google Search



**2.98K Clicks**



**226K Impressions**



**\$0.76 Average CPC**

# RESULTS

NOVEMBER 2021

## Understanding Google Network Distribution

All of the places where your ads can appear, including Google sites, websites that partner with Google, and other placements like mobile phone apps.

**The Google Network is divided into groups to give us more control over where your ads can appear:**

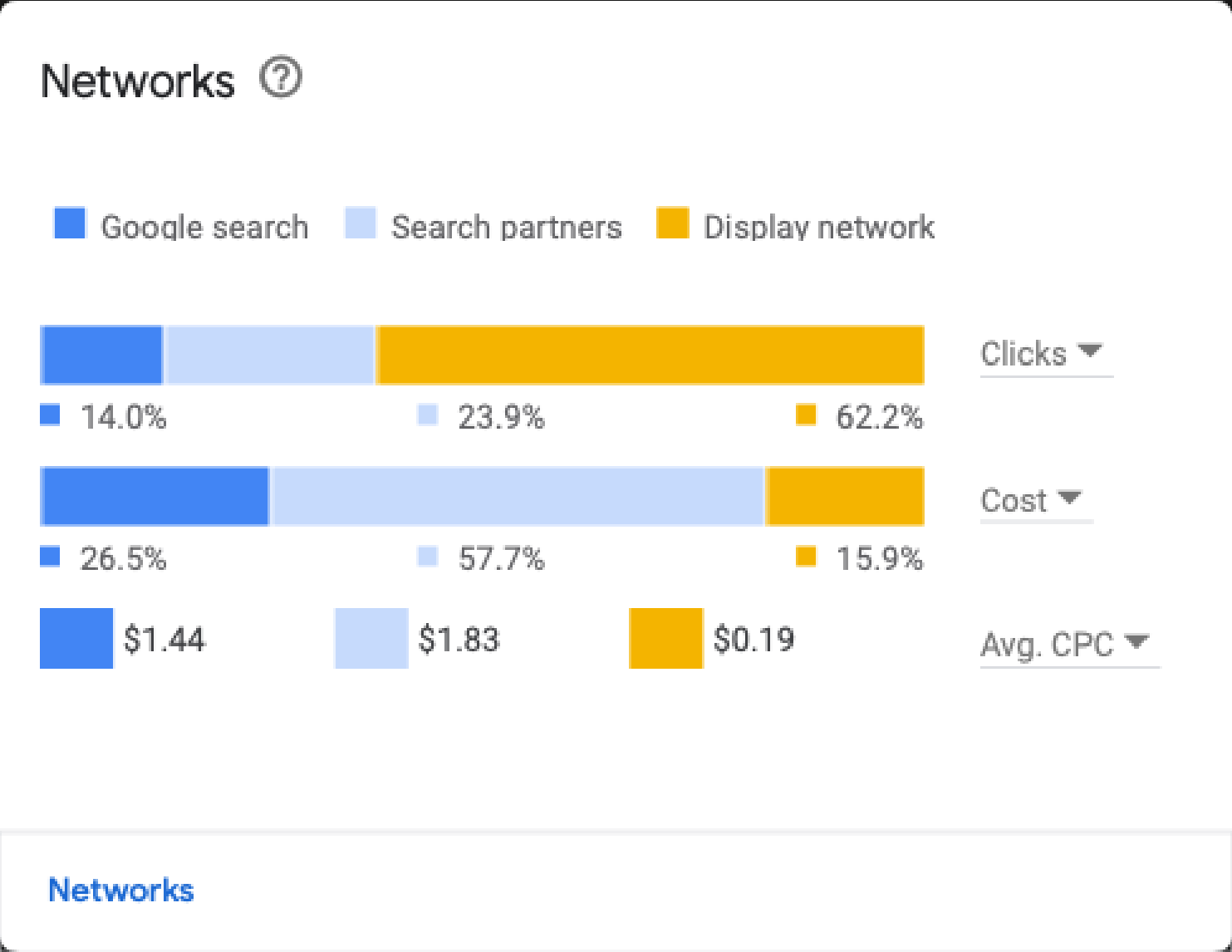
- **The Search Network:** Google search results pages, other Google sites like Maps and Shopping, and search sites that partner with Google to show ads.
- **The Display Network:** Google sites like YouTube, Blogger, and Gmail, plus thousands of partnering websites across the Internet.

We set up new ad campaigns to show ads across the entire network to give your ads the most visibility. If we see that you're not getting a good return on investment from an area of the network, we can exclude individual sites on the Display Network or change your ad campaign's network settings to opt in or out of each network altogether.

# RESULTS

NOVEMBER 2021

## Google Network Distribution



**14% Google Search**



**23.9% Google Partners**



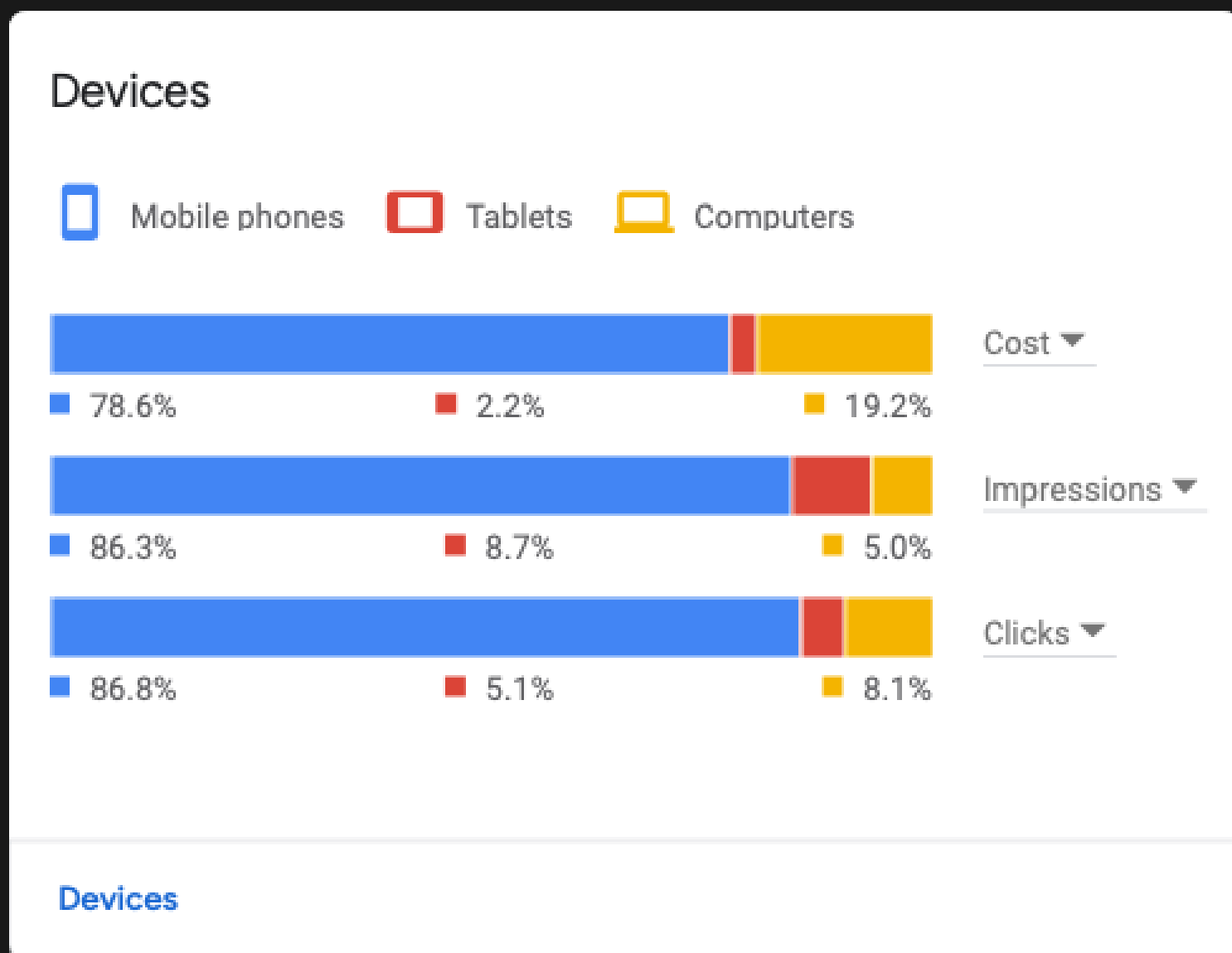
**62.7% Display Network**

**MSNBC, Sky News, Forbes Breaking News, MrBeast en Español  
Gmail App, YouMoreTv - Series y Comedia, FC Barcelona (5000 Others)**

# RESULTS

# NOVEMBER 2021

## Google Devices



**78.6% Mobile**



**2.2% Tablet**

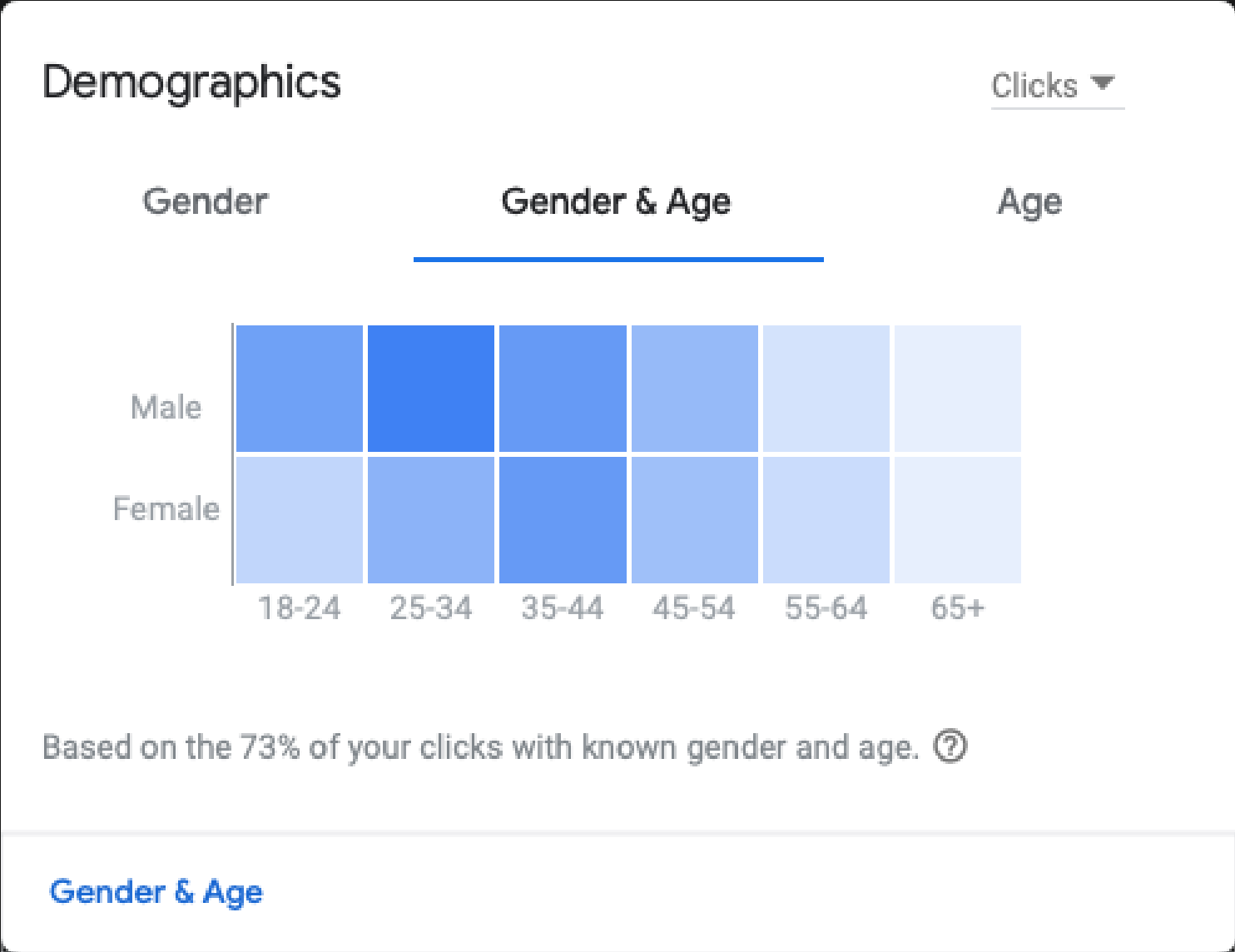


**19.2% Computer**

# RESULTS

# NOVEMBER 2021

## Google Demographics



**25-34 First**



**35-44 Second**



**18-24 Third**

Based on the 73% of your clicks with known gender and age

# RESULTS

## Remarketing

NOVEMBER 2021



**Audience 1.75K**

