

# ORGANIZATIONAL REPORT

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2022 - May



McKinney Economic Development Corporation

MEDC Board,

What a success the Byron Nelson was! We hosted over 400 guests at the tournament over the 4 days and we will have a full report next month on the impact it made. Thank you to the Board for your leadership, the staff for your hard work at the event, and to Salesmanship club of Dallas for the opportunity to host a world class event in McKinney. We are already pumped for next year.

We are headed into summer with a full project pipeline of over \$3.4 Billion in project potential and I believe that this will be the year for some major development announcements in McKinney. We have been working on some of these projects for the past 2 years and we are near the finish line on many of them.

We are all recovering for the long week at the Byron, but we have more and more projects on the horizon and we are busier than ever.

### **Organizational Activity Report**

- New Organic Leads: 17
- RFPs received: 6
- RFPs responded to: 2
- Total Pipeline Projects: 30
- New Pipeline Projects: 6

### **Business Retention and Expansion**

- A meeting was held between the Fire Department and a local company with plans to expand. The CEO contacted MEDC and bluntly said, "Our board does not want us to expand in McKinney because it is too hard to do business here." Unfortunately, the company had a negative experience in previous correspondence with the Fire Department, however I'm happy to report through a joint meeting with all parties, the perceived issues were a result of miscommunication and are in the process of being resolved. Most importantly, the company will continue expanding in McKinney.
- Discussion with a financial institution wanting to get involved with the local McKinney start-up scene. Conversations continue around the possibility of sponsoring upcoming Innovation Fund networking events.
- BRE Visits: 5
- Annual BRE Total: 19

### **Marketing / Communications**

Marketing / Networking Events Attended

- Madison Clark attended MD&M West Trade Show as a part of Team Texas April 12-14, 2022.
- Michael Talley attended the Southern Economic Development Council's Meet the Consultants on April 21, 22 held in Dallas.
- Madison Clark and Michael Talley attended the MRO Trade Show on April 26, 2022.
- Madison Clark attended Consultant Connect in New Orleans, LA April 28 and 29, 2022. The event featured 16 location consultants and 16 economic developers creating an intimate atmosphere. Follow up conversations are taking place with several consultants interested in learning more about real estate opportunities in McKinney for their clients.

## Newsletters

- Site Selector, Community & Technology newsletters were launched in February
  - Average open rate of 47.6%
  - 1,248 Delivered
  - 10% click rate
  - 494 Unique Opens
  - Top engaged parties – Cushman & Wakefield and Quest Site Solutions
- Digital Advertising Campaigns
  - Consultant Connect, Scottsdale – March
  - Emerge, Miami – April
  - Consultant Connect, New Orleans – April
  - MRO Americas, April

## Website Visits:

We have seen massive increase in web visits in April. We have nearly doubled our targets for web visits. Our top visits are our home page and our Innovation Fund page.

**1,843** Total Visitors    **1,895** Total Visits    **2,899** Total Page Impressions    **1.5** Avg Page Views    **3.6** Avg Minutes On Site

### Web Insights

Overview

Referrers

Entrance Pages

Apr 6, 2022 - May 5, 2022

#### Top Entrance Pages



2,185 Visits

1	home page	1,168	53.46%
2	/innovation-fund/	358	16.38%
3	/announcements/the-hbcu-hub-relocates-to-mckinney-texas-from-california/	114	5.22%
4	/quality-of-life/	93	4.26%
5	/leadership/	56	2.56%
6	/history-of-mckinney/	39	1.78%
7	/demographics/	25	1.14%
8	/economic-incentives/	22	1.01%
9	/meet-mckinney-series/meet-paul-bettner/	21	0.96%
10	/board-and-agendas/	18	0.82%

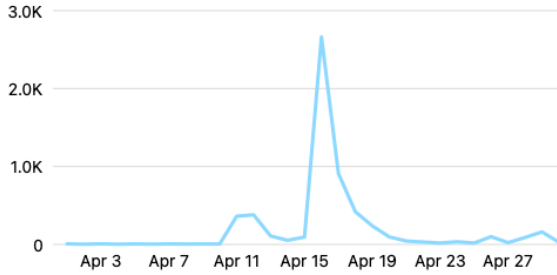
### Social Media: Instagram and Facebook

Our reach on Instagram and Facebook is growing, with posts performing very well all through April. This graph illustrates our organic (unpaid) reach with posts.

#### Reach

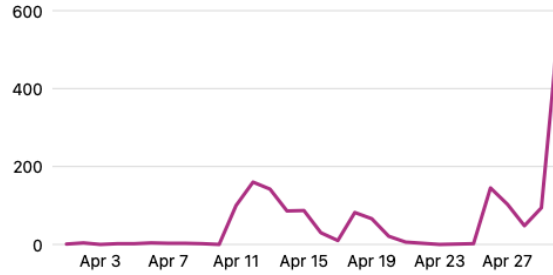
##### Facebook Page reach

5,273 ↑ 1.1K%



##### Instagram reach

1,196 ↑ 258.1%

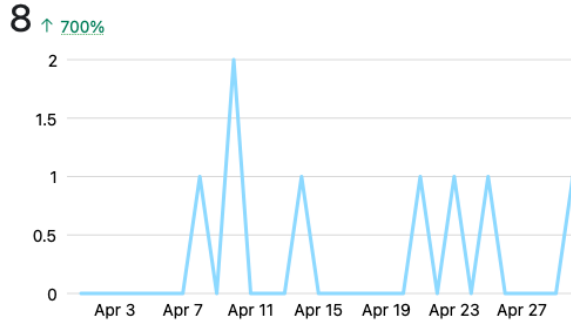


Our top performing posts in April: A company Spotlight on Techwind, and a Reel (video) of our visit to MRO Americas.

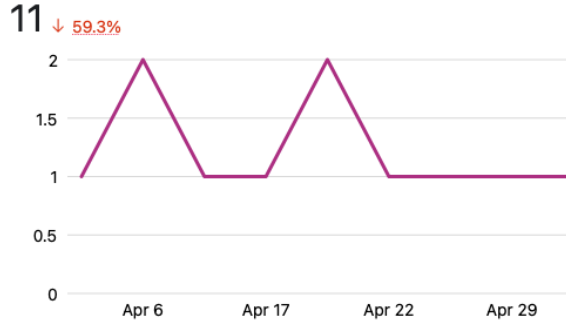
We added 8 new followers to Facebook and 11 new followers to Instagram. Again, unpaid organic reach.

New likes and follows

Facebook Page new likes



Instagram new followers



Our Audience Demographics for Facebook and Instagram is primarily located in McKinney, and we have a more female based audience.

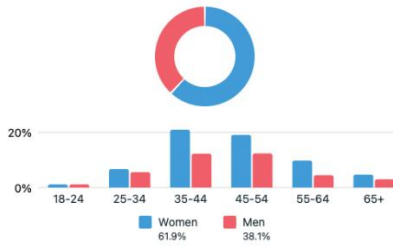
Audience

Current audience Potential audience

Facebook Page followers

878

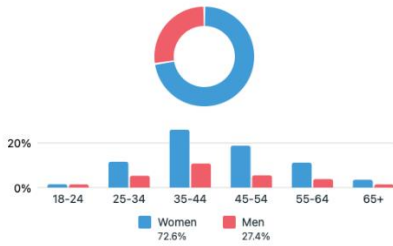
Age & gender



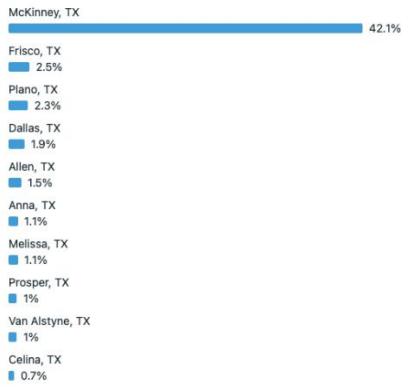
Instagram followers

1,058

Age & gender



Top cities

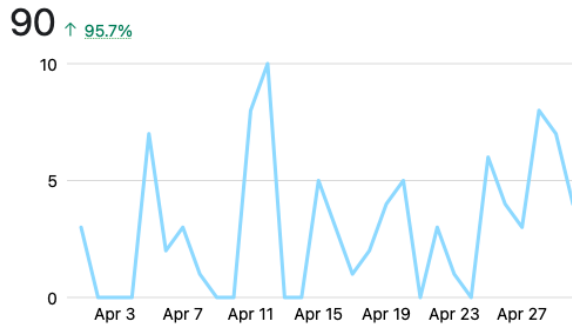


Top cities

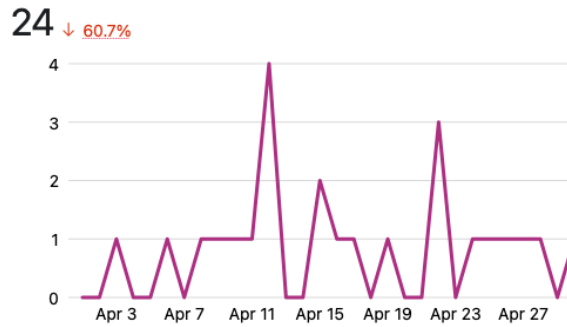


We had 90 unique (new) visits to our Facebook page, and 24 new visits to our Instagram page in April.

**Page and profile visits**  
Facebook Page visits ⓘ



Instagram profile visits ⓘ



**Social Media: LinkedIn**

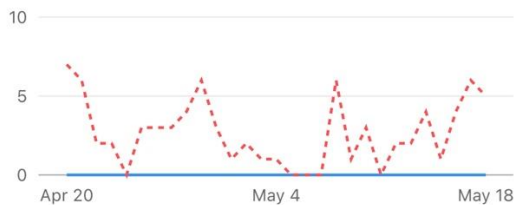
Our LinkedIn Audience has grown through the month of April, and we have focused on new content and consistent posting and connecting with our audience. We have grown by 78 followers in April alone.

**Follower highlights** ⓘ

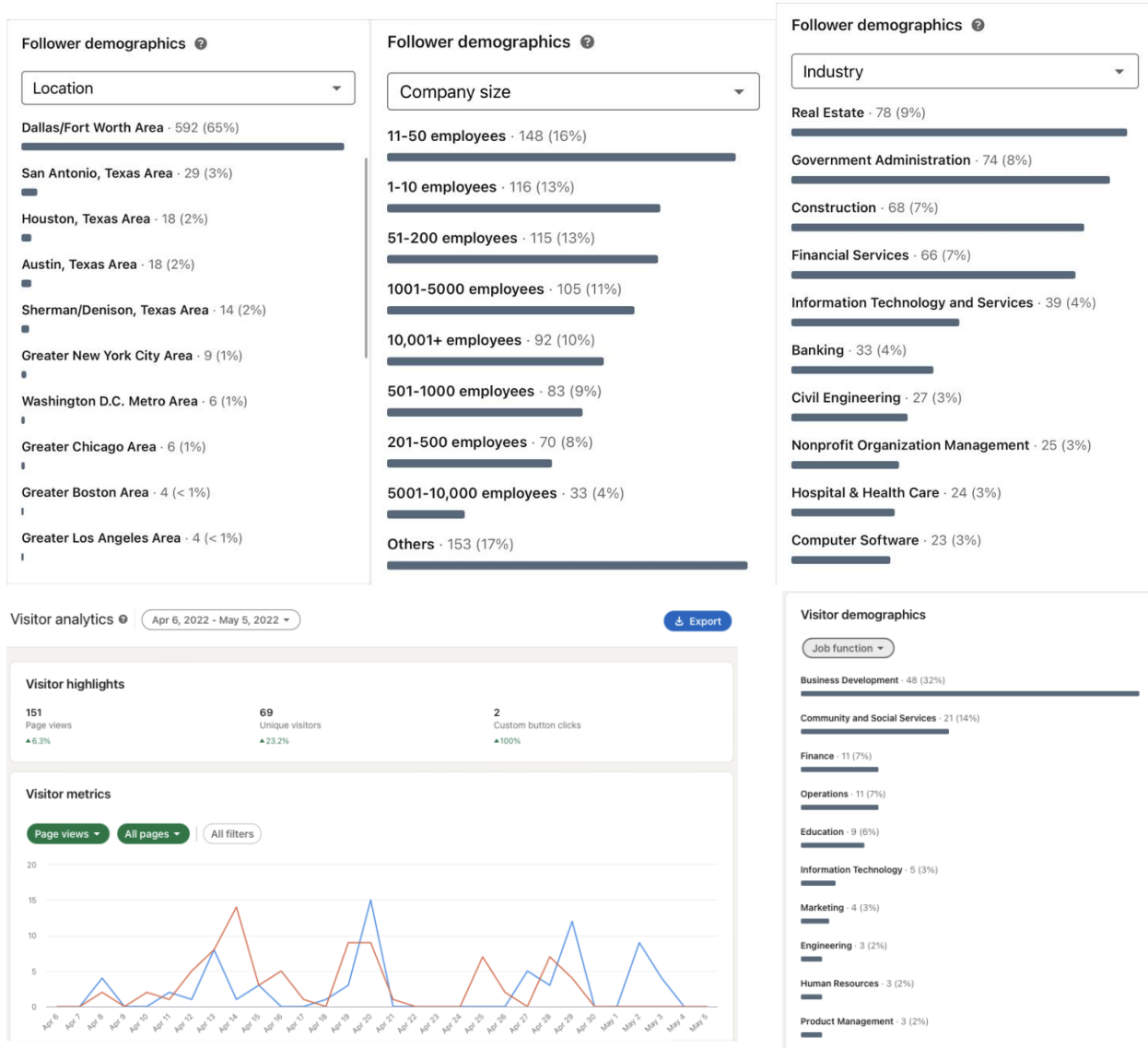
915  
Total followers

78  
New followers in the last 30 days  
▲ 62.5%

**Follower metrics** ⓘ



We are seeing a focus in DFW area, while also having some traction from areas we have targeted, such as LA, Chicago, New York. We are pushing to see more growth in our following from these areas. We have a variety of company sizes in our following, as well as a variety of industry with a heavy leaning toward Real Estate.



**Operations**

- The Byron Nelson was a remarkable success! The MEDC staff received numerous compliments and thanks for a job well done. Attendance to our suites over the four days averaged 70%, with Thursday being the lowest at 46% & 57% and Sunday being the highest at 77% in each suite. A survey has been emailed to staff and Board members. We look forward to improving the experience each year for our invited guests so please provide your feedback.

- A Finance Committee meeting is scheduled on Monday, June 6<sup>th</sup> to review the first draft of the FY 2023 budget. The goal is to bring it before the Board on June 21<sup>st</sup> for approval.
- Progress continues with the build out of the Kaizen office building. Staff continues to work with McKinney CDC and Chamber to finalize the office lease. The Lake Forest office lease has been finalized and is fully executed.

### **Research and Development**

- Broadband RFP submission closed 05/13
- Received 12 responses, evaluation will occur over the next month with selection hopefully occurring in July 2022.

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

- May 30–June 2 Hannover Messe, Germany, Peter Tokar to attend
- June 10 TCMA BRE Panel Discussion, Cedar Creek TX, Madison Clark to attend
- June 20-23 Collision, Toronto Canada, Michael Talley & Mike DePaola to attend
- July 16-23 Farnborough Air Show, London England, Peter to attend
- July 21-22 Consultant Connect New York, Michael Talley to attend
- October 29–November 4 TYG Expansion, Tainan Taiwan, Peter Tokar and Abby Liu to attend
- November 15-17 Smart City Expo, Barcelona Spain, Peter Tokar or Mike DePaola to attend
- November 17 & 18 Slush, Helsinki Finland, Peter Tokar or Mike DePaola to attend
- December 5-8 Economix, Columbus Ohio, Peter Tokar to attend

### **Upcoming Events**

- May 19, NTCAR “Q2: A Success Story. The Byron Nelson & The Thriving 121 & 75 Corridor”
- June 2, Serve McKinney
- June 27, McKinney Police Association Golf Tournament
- September 13, NTCAR 2022 Charity Golf Tournament

### **Committee Meetings**

- Finance Committee meeting is scheduled for Monday, June 6 at 4:00.
- Marketing Committee meets the first Friday of the month
- Real Estate Committee meets the second Wednesday of the month

### **Articles**