

2022 MEDC KEY PERFORMANCE INDICATORS - METRICS

Strategic Objectives <i>Set S.M.A.R.T objectives: Specific, Measurable, Actionable, Relevant, Time-related</i>	Outcome <i>What is the desired result of this objective?</i>	Actionable Goals <i>What are our actionable goals to help us achieve this objective?</i>	Measurable Metrics <i>What metrics will show progress towards the outcome?</i>	KPI <i>Key Performance Indicator based on Previous Data.</i>
1. Business Attraction: Seek out qualified businesses in identified targeted industries to relocate to the City of McKinney.	Increase the business footprint, commercial tax base, and provide high skilled jobs in McKinney.	<ol style="list-style-type: none"> Utilize digital media outreach programs, including paid ad campaigns. Host FAM tours and Site Visits with prospects. Participate in industry trade shows, and direct marketing trips. 	See Metrics Chart	<ol style="list-style-type: none"> Maintain an active project pipeline of a minimum of twenty (20) projects. Host at least two (2) FAM Tours and two (2) Site Visits annually. Participate in a minimum of five (5) industry trade shows and one (1) trade mission.
2. Marketing: Refine and update uniform marketing campaigns, social media channels and website for the MEDC to clearly showcase the City of McKinney as a business and lifestyle destination and promote development opportunities.	The MEDC will have active physical and digital marketing campaigns that engage our customer and resident base to showcase McKinney, as well as an updated and state of the art website with community and site selector information.	<ol style="list-style-type: none"> Create focused content to targeted audiences through organic and paid marketing campaigns. Increase customer engagement with our marketing campaigns. Convert marketing targets into project leads. Launch targeted industry newsletters in addition to the quarterly brokers and community newsletters. 	See Metrics Chart	<ol style="list-style-type: none"> Launch a minimum of five (5) targeted marketing campaigns. Maintain a 40% open rate for all marketing automation campaigns. Launch at least five (5) targeted industry newsletters. Increase consumer organic engagement on marketing platforms by 5% over national industry average.
3. Research and Development: Utilize business intelligence to provide comprehensive data for internal uses and external marketing efforts. Additionally, continue to enhance the overall technology infrastructure within the City through a variety of initiatives.	The MEDC will achieve a higher level of comparative insight and technology infrastructure that differentiates McKinney as a market for business attraction and better communicate our value proposition to internal and external stakeholders.	<ol style="list-style-type: none"> Create varied set of information databases for strategic and outreach use. Refine "Fast Facts" sheets with new information for website. Continue McKinney's efforts in building a next generation technology ecosystem. 	See Metrics Chart	<ol style="list-style-type: none"> Complete workforce inventory for the City of McKinney and Collin County. Upload updated "Fast Facts" and demographics on the website Construct at least one (1) wireless technology pilot project. Rebuild and develop new AR (Augmented Reality) Commercial Development / Community Mapping platform. Develop RFP and select broadband provider for COM broadband master plan efforts.

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4. Lead Generation: Participate in trade missions, direct marketing trips, industry conferences, and localized events to recruit national and international business prospects to promote McKinney as the destination city in North Texas for corporate and regional investment.	Generate high skill high wage business, corporate and development projects in the City of McKinney.	<ol style="list-style-type: none"> 1. Participate in national and international trade missions. 2. Participate in national and international industry conferences. 3. Build relationships with local and regional brokerage and site selector communities. 4. Participate in brokers and site selectors conferences and events. 	See Metrics Chart	<ol style="list-style-type: none"> 1. Generate at least twenty-five (25) national and international project leads. 2. Send out quarterly newsletters to brokers and site selectors via the marketing automation platform. 3. Participate in a minimum of four (4) National Site Selector events.
5. Community Outreach: Engage and connect with the local community to educate on what the MEDC does and the impact our efforts have on the local economy and quality of life.	Increase community awareness on the missions and goals of the MEDC. Increase transparency of MEDC operations to create citizen confidence in our economic development efforts.	<ol style="list-style-type: none"> 1. Engage with the residents of the City of McKinney through neighborhood community events. 2. Engage with the citizens of McKinney through MEDC sponsored outreach initiatives and communications. 3. Launch quarterly newsletter aimed at informing the community about the economic impact the MEDC is creating in the community. 	See Metrics Chart	<ol style="list-style-type: none"> 1. Host two (2) Community forums annually. 2. Participate in ten (10) local brokerage / real estate organizational events annually. 3. Deploy quarterly community newsletters annually .
6. Commercial Investment: As a primary objective, the MEDC will seek opportunities for increasing the commercial tax base of the City of McKinney.	Increase ratio of commercial tax base to residential tax base.	<ol style="list-style-type: none"> 1. Seek out development projects for available land. 2. Seek out business recruitment opportunities. 3. Utilize MEDC assets as conduit for development activity. 	See Metrics Chart	<ol style="list-style-type: none"> 1. Have an active capital investment pipeline of \$200M from MEDC projects annually (Calendar Year). 2. CapEx \$304M of contracted projects.

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7. Business Retention & Expansion: Engage local McKinney based businesses to build and maintain relationships as well as seek out any assistance or expansion opportunities.	Maintain relations with the business community and be available for all business assistance and expansion needs.	1. Conduct BRE visits with local businesses based on the tier businesses plan. 2. Create a client enhancement plan to build relationships with McKinney businesses. 3. Develop programs and initiatives for business assistance. 4. Create local business assistance landing page on the website.	See Metrics Chart	1. Engage sixty (60) McKinney businesses for visitation 2. Catalog and report the top ten (10) employers on the website annually. Reach out to T10 employers at least one (1) time per year. 3. Launch local business assistance landing page on the website. 4. Host two (2) local business events and roundtables.
8. Innovation & Technology: Continue building out the technology ecosystem through continued start-up recruitment and providing ancillary services to those companies through a future technology organization.	Through fostering innovation in entrepreneurship through MEDC programming, we will position the City of McKinney as an innovation economy that attracts and supports technology and Innovation.	1. Develop programs and initiatives that are aimed specifically at start-ups and entrepreneurs. 2. Develop a support and mentorship pipeline for entrepreneurs and start-up companies to create opportunities for collaboration. 3. Foster the creation of a technology support organization that will aid the entrepreneurship community.	See Metrics Chart	1. Have minimum ten (10) new Innovation Fund projects annually. 2. Participate in two (2) conferences aimed toward start-up's and entrepreneurships 3. Develop framework for independent Tech Support organization for implementation.

2022 City Council Goals:

- 1.) Complete at least two (2) infrastructure plans by September 2022
- 2.) Participate in a minimum of five (5) industry trade shows and missions by September 2022.
- 3.) Deploy four (4) quarterly newsletters by September 2022.
- 4.) Deploy broader joint marketing strategy with EDC/CDC/CoC (TKI Airport Goal)

* Target for Job Creation & Retention - 1,000 jobs

** Based off Agreement Execution Date

We cannot predict the economic impact of the ongoing global pandemic. Strategic Objectives and Metrics may be altered in response to unforeseen circumstances.