

**Cayti Stein**  
**Director of Marketing & Research**  
**March 2014**



**Projects:**

- MEDC has received 12 RFPs in 2014. These leads have come from the Governor's office, Dallas Regional Chamber.

**Research:**

- *GIS*
  - Available on MEDC's Website- Site Selection → Available Properties → Maps
- *DCI- Location Advisors*
  - Ability to search site selectors
- *AMSTAT*
  - Provides detailed information on the worldwide fleet of corporate, business and private jets.
    - Able to search Addison & Love Field Airports. Results are sent to

**Marketing:**

- *Print Advertisements*
  - Dallas Regional Chamber Economic Development Guide
  - DFW Real Estate
    - 3 page spread in DFW Real Estate Summer/Fall and Winter/Spring issues
  - DCEO- Real Estate Issue
    - January 2014 1/3 page ad next to Editor's Note
    - McKinney Corporate Center @ CR is also advertising
  - NTX
    - Full Page Advertisement- produced annually
  - Economic Development Guide
    - Inside cover
- *Print Marketing*
  - MEDC "Leave Behind" Marketing Material
    - Community Profile
    - 1 page sheet for trade missions
    - Collide Center Brochure

- *Social Media*
  - *E-Newsletter*
    - Reach over 1,000 readers
    - Continue to send out e-newsletter periodically to update on projects in McKinney
  - Facebook, Twitter & LinkedIn
    - Reach 700 “friends” on Facebook, 140 on Twitter & 20 on LinkedIn
- *Public Relations*
  - Margulies Group
    - Coverage Report (attached)
  - Press (attached)
    - [Most Charitable Zip Codes](#)- Dallas Business Journal
    - [PSA Ground Breaking](#)
    - [Entrepreneurs get a Latte Support from the Collide Center](#)
    - [Local Start-up gives communities a safer alternative to anonymous classified listings](#)
  - Dallas Regional Chamber
    - 2.12.14- Attended DRC’s meet and greet of Texas Secretary of State Nadita Berry
- *Videos*
  - MEDC Marketing video is finished & on MEDC’s website (homepage)
  - Testimonials are on our website
- *Airport Marketing*
  - NBAA
    - Schedulers & Dispatchers January 14-17 in New Orleans
  - Print Ads
    - Relocation Guide- McKinney Chamber
    - Relocation Guide- Plano Chamber
    - DFW 40<sup>th</sup> Anniversary Ad
    - Considering a billboard
  - Print Material
    - McKinney National Airport “Leave Behind”
    - Hangar Flyer
  - Promotional Items
    - Intended to get McKinney National Airport’s name recognized
      - Car Chargers
      - Button-down shirts
      - Pens
      - Lanyards

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Mar 7, 2014, 2:09pm CST | **UPDATED:** Mar 10, 2014, 11:16am CDT

## The List: The Most Charitable ZIP Codes in North Texas



### Erin Amburgey-Sood

Research Director- Dallas Business Journal

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As a nation, charitable giving totaled \$417.80 billion in 2013, up 13.3 percent from \$369 billion in 2012, according to Atlas of Giving's year-end report. Texas lagged slightly behind the national average with only a 10 percent increase in contributions.

In North Texas, some cities are frugal and some cities are generous when it comes to charitable contributions. Using data from geographic information systems provider Esri's Updated

Demographics index (2013) and their Bureau of Labor statistics information, I calculated the most charitable ZIP Codes in the region.

Take a look and see which local ZIPS gave the most cash in 2013. [Click here to view the List of the most Charitable ZIP Codes.](#)

And take a look below at Esri's digital interactive map to see where your ZIP stacks up in charitable contributions.



What are the most charitable ZIP codes in North Texas?





## **PSA News Release** *FOR IMMEDIATE RELEASE*

Contact: Starla Seabaugh [sseabaugh@psaplano.org](mailto:sseabaugh@psaplano.org) 972-208-5437

**PSA BREAKS GROUND ON NEWEST FACILITY** Fourth facility to be located in McKinney

PSA, one of Texas' largest youth sports organizations, will break ground on a 90,000 square-foot recreation facility at Gabe Nesbitt Community Park on Eldorado Blvd in McKinney, Texas on Tuesday, Feb. 18 at 2pm. City of McKinney officials and PSA executives will be on hand to celebrate the event. The state-of-the-art facility will feature 8 basketball/volleyball courts with wood floors, an indoor soccer/football turf arena, a full service food court and other amenities. Construction will begin shortly with a planned opening by the end of 2014.

"We are excited to bring PSA next door to the 6,000 McKinney kids who already play with us", said Don Blackwood, PSA General Manager. "For many years, our McKinney families have driven to our other facilities to play; now they will have a beautiful facility to call their own".

"I want to thank the board members of our McKinney Community Development Corporation for their efforts in bringing projects like PSA McKinney to our city in a way that is economically feasible while at the same time being of the high quality that is expected by our residents," said Mayor Brian Loughmiller.

"PSA McKinney will dramatically improve facilities for youth

sports in our community, and will provide for an enhanced quality of play not accessible today. Additionally, the facility will have a significant impact on local businesses with its capacity to accommodate 1.5 million visitors each year,” said George Fuller, MCDC Board Chair.

What: Groundbreaking at site of new PSA facility with McKinney and PSA officials  
Where: Gabe Nesbitt Community Park, 7001 Eldorado Blvd in McKinney, 75070  
When: Tuesday, Feb. 18 at 2pm

## **ABOUT PSA**

PSA was founded as a non-profit agency in 1970 and provides year-round recreational and competitive sports leagues, skills academies, select sports and camps to over 77,000 kids annually. Approximately 5,000 volunteers and the PSA Staff administer sports including Basketball, Soccer, Volleyball, Baseball, Softball, Football, Cheer, Martial Arts, Rugby, Track and Golf. PSA currently has three facilities, PSA 1 and PSA 2 located in Plano and PSA Murphy located in Murphy.

## **ABOUT MCKINNEY**

McKinney, Texas, is unique by nature. As one of the fastest-growing cities in the U.S., McKinney has a current population of more than 149,000. Incorporated in 1848, the city is located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers rolling hills, lush trees, a historic downtown square and unique neighborhoods and developments. The city ranks No 2 on the *Money* Magazine Best Places to Live in America list. Visit the city’s website at [www.mckinneytexas.org](http://www.mckinneytexas.org)

## **ABOUT MCKINNEY COMMUNITY DEVELOPMENT CORPORATION**

MCDC is an organization with a mission to promote and preserve quality of life in McKinney, TX. The corporation was established in 1996 when voters approved a one-half cent sales tax to be used for fund community, cultural and economic development projects that maintain and enhance quality of life for McKinney residents and visitors. For more information about MCDC, please visit [www.mckinneycdc.org](http://www.mckinneycdc.org)

To learn more about PSA, please contact:

PSA 6500 Preston Meadow Drive Plano, TX 75024 Phone: 972-208-5437 Website: [www.psaplano.org](http://www.psaplano.org) Email: [staff@psaplano.org](mailto:staff@psaplano.org)



# MCKINNEY online



MCKINNEY MAGAZINE / FEBRUARY 2014 / ENTREPRENEURS GET A LATTE SUPPORT FROM THE COLLIDE CENTER

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## Entrepreneurs Get a Latte Support from the Collide Center

Coffee Collide Thursdays provides an informal setting to discuss success and roadblocks

NEWS RELEASE



MCKINNEY (Feb. 14, 2014) — Coffee at the Collide Center provides the perfect setting for entrepreneurs and experienced business owners to mingle. Every Thursday from 9:30 a.m. to 10:30 a.m. you'll find a mix of people from startups to bankers chatting over a cup of coffee and donuts. The Collide Center and the McKinney Economic Development Corporation hosts *Coffee at the Collide Center* to support its local tenants and the growing business community in McKinney.

"Many of us are heads down getting our companies off the ground so once we start our day we sometimes don't come up for air," Sudy Bharadwaj, founder of [Jackalope Jobs](#), a platform that helps job seekers find a job via their social networks and a Collide Center tenant. "It's nice to know every Thursday we can start off the day talking to business leaders and other entrepreneurs to gain perspective and insight on what we are working on."

"I came to meet potential clients," said Jorge Marin, VP of F&M Bank. "I am not a Collide Center tenant but I've talked with many of the tenants here and there's a lot of potential. As a banker I know what information is needed to get a loan and have been able to provide advice to them on how they can be better prepared when looking or applying for financing"

Networking is crucial for all businesses not just startups, whether it's getting advice from a seasoned professional, a new idea for marketing your product or service, or a simple introduction to a contact – the McKinney Economic Development Corporation and The Collide Center are trying to make it a little easier and more fun. The group changes week to week so you never know who you might meet!

For more information about events "like" the McKinney Economic Development Corporation [Facebook page](#) and The Collide Center [Facebook page](#).

The Collide Center provides work space, resources and training for tech start-ups in their initial stages so that they can grow and eventually move into their own office space, creating quality jobs in our community. The Collide Center is open to companies working on cool or innovative products and emerging technologies. A company must be

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### Buy Local — McKinney First!

looking toward growth or growing a business model. For more information on the Collide Center, contact the MEDC at 972-562-5430 or visit [mckinneyedc.com](http://mckinneyedc.com).

#### About The Collide Center

*The Collide Center aims to support emerging technologies and to develop innovative industries within the City of McKinney by providing a range of services to entrepreneurs and start-ups. Curious complex with McKinney's Economic Development Corporation developed The Collide Center as a hub designed to provide workspace, education, support, events and workshops to businesses in McKinney. The Collide Center is a co-working space with Incubator and Accelerator programs geared toward fostering success for entities. Additionally, the center provides a "Collide Corridor" area for anyone to come to, meet up, work and otherwise collide with other innovators to spur new ideas and collaborate on possible ventures. Visit [collidecenter.com](http://collidecenter.com) for more information.*

#### About McKinney Economic Development Corporation

*McKinney, Texas, is unique by nature. As one of the fastest-growing cities in the U.S., McKinney has a current population of nearly 141,000. Incorporated in 1848, the city is located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers rolling hills, lush trees, a historic downtown square and unique neighborhoods and developments. Within a 30-minute drive to both DFW International Airport and Dallas Love Field, McKinney is also home to Collin County Regional Airport. Featuring multiple visionary developments and with lots of land to grow, the city is primed for economic development. McKinney ranks No. 2 on the Money Magazine Best Places to Live in America list and as a Top 100 Community in America for Young People by America's Promise Alliance. Visit the MEDC website at [mckinneyedc.com](http://mckinneyedc.com).*

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Buy Local – McKinney First! is a program of the McKinney Chamber of Commerce, funded in part by the McKinney Community Development Corporation.

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# Local start-up gives communities a safer alternative to anonymous classified listings

## McKinney, Texas startup says no more to unsafe classified lists



MCKINNEY, Texas, Feb. 27, 2014 /PRNewswire/ -- Founded out of The Collide Center, a start-up incubator based in McKinney, Texas, Curious Marketplaces makes it safe and secure to buy and sell new and used goods exclusively with the people in a community.

Originally started by providing exclusive online marketplaces for passion specific communities like barrel racing and chess, Curious Marketplaces is now bringing its solution to local communities to offer an easier and safer alternative to unsafe classified sites.

"It used to be that a simple free way to list things in your community out weighted the random scammers, spammers, and creepers that lurked on those sites. But now the threats are more real and more prevalent. So we sought to do something about it, because it is unacceptable for local residents to take such risks when simply wanting to find, buy and sell locally," said Jason Adams, CEO of Curious Marketplaces.

As residents of McKinney, Texas, voted the #2 best place to live by Money magazine, the company thought it appropriate to launch the first Curious Community Marketplace here. [McKinneyCurious.com](#) is the safe and secure place for McKinney residents to buy and sell their stuff. McKinney residents can buy using a credit card or their secure PayPal account and pick up their items locally without the need to carry cash. Many transactions carry the PayPal buyer/seller protection. Additionally, Curious Marketplaces takes steps to ensure the online community is gated so not just anyone can get in.

"The ability to safely and easily buy and sell your stuff with your community is long over due. That's why we partner with local newspapers, niche publications, national and local associations and organizations of all kinds so they can give their residents and members their very own community marketplace," says Mr. Adams.

Whether you're part of a community of people that play chess, mountain bike, barrel race or simply live in the same location, we want to help you create a safe marketplace for your community.

About [CuriousMarketplaces.com](#)

Curious Marketplaces is a network of exclusive community marketplaces dedicated to providing a safe place for a community to find, buy and sell exclusively to each other. Whether that is a community of people who barrel race, or love chess, or live in McKinney, TX, we make it possible to buy and sell with the people you trust. But, we're more than just marketplaces. We're a technology company passionate about entrepreneurship. That's why many of our marketplaces are started by individual entrepreneurs growing their passion.

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