

# McKinney Economic Development Corporation

## November 2020 Organizational Report

Peter Tokar  
MEDC President

### Organizational Report:

MEDC Board,

We are beginning to tabulate our end of the year metrics and have found we are doing better than expected. The pandemic has taken a toll on the economy, but I am pleased to announce we have survived better than most. I believe this is a testament to our community, the businesses in our community, and the leadership and cooperation we have demonstrated, all joining together to support McKinney. I am looking forward to reporting on our success this year and applaud the efforts of our staff to innovate during this time.

### Organizational Updates

- MEDC Chairman Brian Loughmiller, Board members, City Manager Paul Grimes, and Staff attended the KVP Ribbon Cutting on October 23<sup>rd</sup>.
- Staff is continuing to work on the requirements for the MEDC application to be an Accredited Economic Development Organization (AEDO) via the International Economic Development Council (IEDC).
- Staff is planning a “Red Carpet Tour” for the AT&T Byron Nelson at TPC Craig Ranch. A list of targeted VIP’s to join the tour has been developed.
- Danny Chavez is a finalist for the “Innovation Advocate of the Year” award for the implementation of our Innovation Fund. The Innovation Fund has helped craft the innovation ecosystem in McKinney.
- We will begin searching for a new project manager to join our team in early December. This position will support our overall projects team and help manage the volume of new projects.

### A. Organizational Activity Report (October 2020)

- \*Total Leads: 9
  - Qualified Leads: 6
  - RFPs received: 2
  - RFPs responded to: 2
  - Total Pipeline Projects: 32
  - New Pipeline Projects: 3
- \*Leads include RFPs, RFIs, and direct inquiries from site selectors, brokers, company representatives, etc.

### B. Innovation Fund Projects

- Redwood

### **C. Technology & Infrastructure Update**

- Staff is working with a third party to evaluate the East McKinney fiber extension and wireless coverage expansion, starting with the McKinney Grain Project.
- Staff is working with District 121 owners, developers, and a third party to future proof the development with dense fiber deployment, above ground wireless access points, and in building wireless solutions.
- Staff is continuing to work with AT&T Byron Nelson and Craig Ranch Intl. to ensure patrons and media alike have exceptional connectivity during the tournament.
- **Development Services:**
  - Staff is working with Development Services to better serve our customers and save City employee time.
    - MEDC is gaining access to EnerGov to track permits, applications, etc.
    - Development Services is assisting with developing a water/sewer utility specific GIS portal to ensure we can provide accurate utility information when requested.

### **D. Business Retention & Expansion (October 2020)**

BRE visits are currently being conducted virtually. We are committed to reaching out to our local McKinney businesses to gauge the broader impact the COVID-19 situation is having on the business community. We are working diligently with the City of McKinney and the larger effort to provide support to our business community through all the city partners.

- BRE Visits: 0
- Annual BRE Total: 41
- BRE Partner Events: 0
- Virtual BRE Calls: 0

### **E. Marketing / Communications (October 2020)**

Staff attended Bisnow: Future of DFW's Northern Suburbs in Allen on October 27<sup>th</sup>.

- **Marketing Update**
  - Marketing Trips: 0
  - Marketing Events: 1
- **Social Media Campaigns:** See attached report

### **F. Upcoming Events**

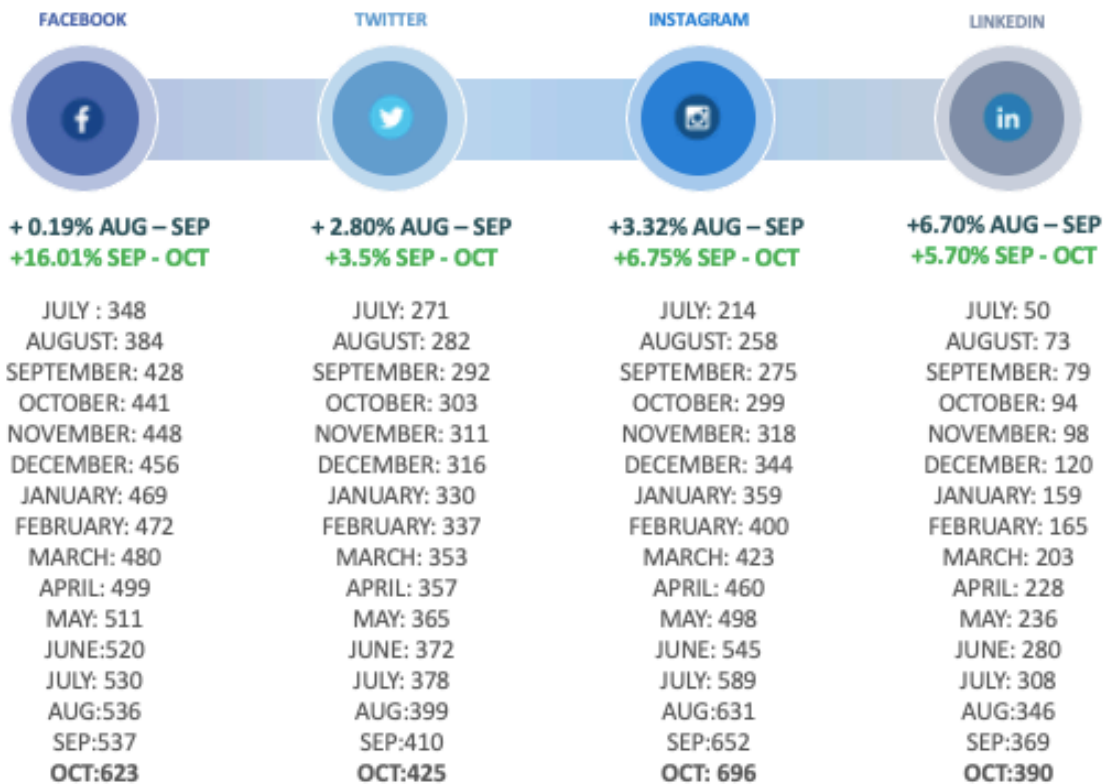
- December 2<sup>nd</sup>, Chamber of Commerce/MEDC Business Development update, 11:30am, Zoom
- December 11<sup>th</sup>, MEDC Holiday Party, 6:30 pm, Ricks Chophouse

# Social Media and Website Report

October, 1 – 31, 2020.

## Social Media:

In October, we implemented the new social media schedule to better align with the current engagement trends. This caused a significant increase in engagement and followers. The most noticeable growth was Facebook, with 16.0%, followed by Instagram. We also saw a rise in our post comments, which means our audience responds well to internal news and showcasing the business development community.



## LinkedIn:

KVP and leadership's post had multiple interactions in both LinkedIn and Facebook.

### EVP, Abby Liu's 10<sup>th</sup> year Anniversary

- Impressions: 1,217
- Likes: 42

McKinney Economic Development Corporation  
390 followers  
1w • 🌐

This week we awarded our Executive Vice President, Abby Liu, for her ten years of service! Abby is a valued employee and said, "I appreciate the opportunity to work at the MEDC and serve McKinney. It has been ...see more

UNIQUE MCKINNEY  
*Thank you Abby*

42 · 12 Comments

Best of luck... Inspiring... Great to hear... Congrats... >

Like Comment

Organic impressions: 1,217 Impressions Show stats

### KVP Ribbon Cutting

- Impressions: 398
- Likes: 18

McKinney Economic Development Corporation  
390 followers  
1w • 🌐

Sneak peek at today's **KVP International, Inc.** Ribbon Cutting event!  
✂️ Stay tuned for more! 🎉  
#uniquemckinney #relocation #workforce #headquarters #siteselection

18 · 1 Comment

Like Comment

Organic impressions: 398 Impressions Show stats

## Website:

In October, the majority of website traffic continues to stem from 'Press Release Marketing' efforts. Our current target audience engages with relevant content, and new referral traffic sources have appeared, such as Texas EDC and McKinney Chamber.

### SEPTEMBER



### OCTOBER



## Referrals and Top Pages:

### Referral Traffic:

- LinkedIn
- Dallas Innovates
- Dallas Business Journal
- Business In Texas (Texas EDC)
- Dallas Morning New
- McKinney Chamber.

### Top Pages Visited:

- Innovation Fund
- Leadership
- News – My Telemedicine
- History Of McKinney
- Subscribe (Newsletter.)
- Economic Incentive
- Demographics.