

Cayti Huston
Director of Marketing & Research
October 2013



Projects:

- MEDC has received 60 RFP's in 2013. These leads have come from the Governor's office, Dallas Regional Chamber.
- 12 of those RFP's have been received in the last month. MEDC qualified for 8 of the RFI's and submitted proposals with qualified properties.
- Work with Planning and Development Department to complete these RFPs

Research:

- *GIS*
 - Working with David Desmond, City IT Department, to learn the ArcMap software
 - Ability to research McKinney properties/owners, etc.
 - iPad Application and in Oct./ Nov. will have an interactive map on MEDC's website under "Available Properties"
 - November board meeting will demonstrate the new tools available
- *North Central Texas Workforce Commission*
 - Have been in close contact with TWC for reports and information.
 - Met with 3 staff in September at North Central Texas Workforce Commission to go over research tools available to MEDC and tools available to TWC.
 - TWC is eager to get more involved in McKinney and is happy to meet with MEDC & prospects when prospect has specific questions on employment.
- *DCI- Location Advisors*
 - Ability to search site selectors
- *AMSTAT*
 - Provides detailed information on the worldwide fleet of corporate, business and private jets.
- *Sites on Texas 2.0*
 - Continuing to research demographic information in McKinney.
 - Have been contacted by brokers for specific demographic information

Marketing:

- *Print Advertisements*
 - Dallas Regional Chamber Economic Development Guide
 - Inside cover, full page
 - Only produced once per year, will be used throughout 2014
 - DFW Real Estate
 - 3 page spread in DFW Real Estate Summer/Fall and Winter/Spring issues
- *E-Newsletter*
 - Continue to send out e-newsletter periodically to update on projects in McKinney.
 - Who receives newsletter? McKinney residents, site selectors, prospects, community partners
- *Public Relations*
 - MEDC is utilizing David Margulies of Margulies Group to represent MEDC. We will continue to work collaboratively with the McKinney Marketing Department & Margulies Group on press releases.
 - Press (attached)
 - Emerson Purchased Oklahoma-based Company
 - Collin County Regional Airport acquisition
 - How is Anna attracting startups
 - Next steps approved for Gateway Hotel
 - Collin County listed at No. 10 on Best Counties to Work In
- *Events*
 - Raytheon SAS
 - City Council, State Elected Officials, Community partners, MCDL Board and MEDC staff/board welcomed Raytheon SAS to McKinney on Oct. 8-9
 - Reception at Rick's was very well received—Raytheon said they would like to have another dinner with McKinney partners to continue to build the relationship
 - State of the Community
 - Nov. 7th, hosted by the McKinney Chamber
 - Emerson Process Management
 - Emerson will host their grand opening on Nov. 8th. Will be a large event, but not open-house.
 - MEDC was able to facilitate TAPS to provide transportation to lunch from Emerson

- *20th Anniversary*
 - Report
 - MEDC is going to produce a printed “20th Annual Report”, recapping the success of MEDC since 2013. This report will include successful projects, information about McKinney’s economy and workforce.
 - The report will celebrate our past and promote our future with the emphasis on TEAMWORK between City and MEDC.
 - McKinney Marketing Department is currently working on the report
 - *Will distribute Annual Report at the 20th Anniversary Event*
 - Event
 - MEDC is planning to have an event to celebrate 20th Anniversary on December 12, 2013