

ORGANIZATIONAL REPORT

2021 - June



McKinney Economic Development Corporation



MEDC Board,

May was an exciting month for the MEDC. Most notably, the groundbreaking with Kaizen Development Partners for the new 200K sf office building in District 121 and the amazing Byron Nelson PGA Tournament. I want to give a special recognition to the MEDC staff for the incredible job and effort that went into the planning and execution of our Red-Carpet Tour at the Byron Nelson. We hosted over 200 developers/site-selectors/brokers and guests at the tournament in our hospitality suite and generated lots of great new interest in McKinney. We already are following up with several of them for potential new projects and developments.

We have more exciting announcements to come this summer and have a host of new projects coming through the pipeline. We are starting to see trade shows and industry conferences start to resume in person and look forward to taking McKinney on the road again.

Organizational Updates

- We have completed interviews for the new project manager and have made an offer to our top candidate. They have accepted the position and are currently going through the HR screening process. We hope to introduce them to you at the next board meeting!
- AEDO Certification efforts have resumed now that we are through the Byron Nelson. We are finalizing our application for submission this summer.
- The MEDC Operations team has done a great job on the 2021-22 budget that is being presented to you for consideration. We have optimized our spending to keep our operational budget under 20% of our total budget. Thank you to the Ops team and City Finance Department for their hard work.
- Bonds: The City Finance department completed our refinance of our existing debt obligations to create significant saving for the MEDC. We are in a strong financial position thanks to their hard work. Thank you, Mark Holloway and his team at the City.

Organizational Activity Report (May /2021)

- *Total Leads: 18
- Qualified Leads: 12
- RFPs received: 10
- RFPs responded to 3
- Total Pipeline Projects: 23
- New Pipeline Projects: 4

*Leads include RFPs, RFIs, and direct inquiries from site selectors, brokers, company representatives, etc.

Technology & Infrastructure Update

- Staff continues to work on District 121 fiber and wireless infrastructure.
- Staff has begun working with city counterparts in fiber master planning efforts.
- Beginning discussions with fiber providers to develop fiber ring along technology corridor.

Business Intelligence

- Initial draft of business inventory completed, totaling more than 6k businesses in McKinney.
- Next steps will include work with projects team to determine process on how to verify data, employee count, and NAICS codes.

Business Retention & Expansion (May/ 2021)

We have promoted Madison Clark on our MEDC team to BRE Manager. Madison has a passion for local business and will be working with our BRE partners to reformat the BRE Program post-covid.

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: 1
- Annual BRE Total: 6
- BRE Partner Events: 0
- Virtual BRE Calls: 0

Marketing / Communications (May/2021)

- Marketing Trips:
 - Consultant Connect: Chicago Summit, May 20-21, Danny Chavez
- Marketing Events
 - Staff attended “Women in Service” Luncheon, May 6th.
 - Staff sponsored 2021 AT&T Byron Nelson PGA Tournament, May 13-16.
 - Staff sponsored 24th Annual McKinney Chamber Golf Tournament, May 17th
- Familiarization Tours
 - Hosted Three Wall Capital during the AT&T Byron Nelson PGA Tournament
 - Hosted McGuireWoods Consulting during the AT&T Byron Nelson PGA Tournament
- Groundbreaking
 - Kaizen hosted a groundbreaking at District 121 for the construction of the new 8 story Class A office building on May 10th.
- Ongoing Projects:
 - Staff continues to work on the requirements of the MEDC application to be an Accredited Economic Development Organization (AEDO) via International Economic Development Council (IEDC).
- Newsletters upcoming dates:
 - Community Development – In progress
 - Economic Development Overview – In progress
 - Technology and Innovation – In progress
- Social Media & Website Report: **See attached**

Upcoming Trade Shows and Missions

- TEDC Mid-Year Conference, June 9-10, Abby Liu to attend
- TxEDC: Site Selectors Guild Sponsorship, June 10-12, Peter Tokar & Danny Chavez to attend
- Consultants Forum: Virginia, June 21-23, Danny Chavez to attend
- BISNOW- The Evolution of DFW Offices, July 13, Staff to attend
- Consultant Connect: Chicago, July 15-16, Danny Chavez to attend

Upcoming Events

- Serve McKinney Webinar, June 3rd
- Tacos and Tours with Common Desk, June 5th
- CEO Breakfast Series, June 8th
- Board Members with terms ending: Reapply by June 18th
- Collin County Children's Advocacy Center Groundbreaking, June 22nd
- NTCAR Golf Tournament, June 28th
- McKinney Police Association Golf Tournament, June 28th
- Chamber Development Update: Manufacturing/Industrial, June 29th
- McKinney Chamber Quarterly Luncheon, July 26th

Committee Meetings

- Finance Committee met on May 10th
 - MEDC FY21-22 Budget

MEDC IN THE NEWS: This new section is dedicated to showcasing all the positive press that the MEDC and MEDC Staff have generated on various media outlets and platforms.

- **Articles:**
 - [Craig International unveils master plan for District 121 mixed-use development in McKinney](#) – Community Impact (May 6, 2021)
 - [Craig International to begin \\$250M McKinney Mixed-Used Development](#) – BISNOW News (May 7, 2021)
 - [Construction begins on McKinney's first Class A multi-tenant office building](#) – Community Impact (May 13, 2021)
 - [Deal Ticker: Developers Break Ground on \\$250 Million Mixed-Use Project in McKinney](#) – D Magazine (May 13, 2021)
 - [Construction starts on new office tower in McKinney's Craig Ranch](#) – The Dallas Morning News (May 14, 2021)
 - [Artificial intelligence company Aiotics brings headquarters to McKinney](#) – Community Impact (May 27, 2021)
 - [McKinney's bustling tech hub gains another artificial intelligence startup](#) – The Dallas Morning News (May 27, 2021)
 - [AI start-up putting headquarters in McKinney, plans for job growth](#) – Dallas Business Journal (May 28, 2021)
 - [Fast-Growing Robot Tech Company Plots McKinney Headquarters](#) – D Magazine (June 3, 2021)
 - [Robot lawn mower tech firm robin Autopilot moves to McKinney after consolidation](#) – The Dallas Morning News (June 3, 2021)
 - [Artificial Intelligence company, Aiotics, establishes headquarters in McKinney](#) – North Texas e-News (June 3, 2021)
 - [Robin Autopilot relocates to McKinney](#) Irrigation & Green Industry (June 7, 2021)
- **Speaking Engagements**
 - IEDC 2021 Economic Future Forum: Danny Chavez to moderate panel on “Tacts for Repositioning Commercial Development”. June 7-8. More information to be found [here](#)

Social Media & Website Report

May 2021

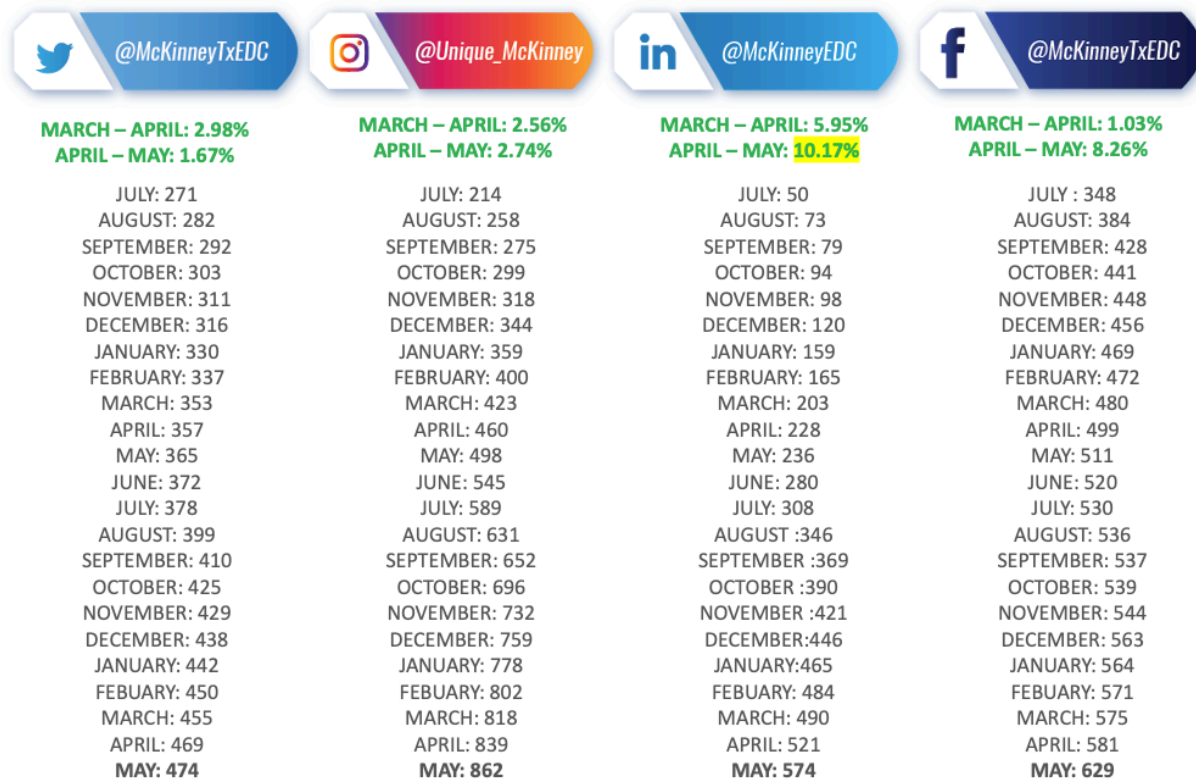
Social Media

All channels continue to have a steady, organic growth. However, LinkedIn and Facebook presented dramatic changes in May.

LinkedIn developed a 10.17% increase in new followers, 70% higher than April (5.95%).

The majority of newly added followers come from new technology, real estate development, health, and financial industries. 78% possess senior-level positions or higher.

In addition, Facebook also experienced a drastic increase of 8.26%, with a 370% increase in our content reach.



Social Media Highlights:

Our content continues to increase **engagement rates** and **Impressions**.

*Engagement rate

Calculated as: *Clicks + Likes + Comments + Shares + Follows + Reactions.*

*Impression.

when the content appears at least 50% on the user's screen (news feed or SM homepage), or when content is clicked.

AT&T Byron Nelson – Facebook

Impressions: 2,850

Reactions: 71

McKinney Economic Development Corporation
574 followers
3w · 🌐

The 2021 AT&T Byron Nelson was an amazing experience!
On behalf of the MEDC, we want to thank all our attendees for joining our Skybox and FAM tour. ...see more

👍 71 · 💬 2 comments

Like Comment

Organic impressions: 2,850 Impressions Hide stats ^

Kaizen District 121 Groundbreaking - LinkedIn

Impressions: 4,591

Reactions: 84

McKinney Economic Development Corporation
574 followers
3w · 🌐

This week, we attended the groundbreaking ceremony for District 121! McKinney's latest home for destination shopping, chef-driven dining, craft beer brewing and live entertainment.
Phase I of this project consists of a 200,000-square-foot office building by Kaizen Development Partners, LLC

#development #cre #uniquemckinney

👍 84 · 💬 3 comments

Reactions
👍 👏 🙌 🥳 🙏 🙄 🤔 +76

Like Comment Share Send

Website:

The ongoing back-end improvement and the branding refresh have bolstered the overall performance of the website. As a result, there was a 110% increase in visits.

April

933 Total Visitors **979** Total Visits **2,237** Total Page Impressions **2.3** Avg Page Views **5.8** Avg Minutes On Site

May

1,029 Total Visitors **1,062** Total Visits **2,265** Total Page Impressions **2.1** Avg Page Views **6.5** Avg Minutes On Site

Referral Traffic:

- Google
- Dallas Business Journal
- Dallas Innovates
- LinkedIn
- Business in Texas (TxEDC)
- Go Team Texas

Top Pages Visited:

- Homepage
- Innovation Fund
- Leadership
- History of McKinney
- Demographics
- Property Information