

2019 MEDC KEY PERFORMANCE INDICATORS

Strategic Objectives <i>Set S.M.A.R.T objectives: Specific, Measurable, Actionable, Relevant, Time-related</i>	Outcome <i>Who 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. Lead Generation: Continue to seek out new business and development opportunities through professional organizations, lead generations services and networking with Dallas/Ft. Worth region partners.	Recruit new development opportunities and business projects for the City of McKinney; increase awareness to brokers, site selectors and international businesses.	1. Participate in networking events with regional and local organizations, lead generation services and through networking and partnerships with key local, regional, national and international resources.	1. # of New Projects 2. #of RFP's received 3. # of RFP responded 4. # of networking events attended 5. # of new contacts generated	1. Generate at least 15 new projects in 2019 2. % of actual projects vs. prospect projects to be above 20% 3. Generate at least 50 new leads 4. Attend at least 75 regional events
2. Marketing: Coordinate to create a uniform marketing campaign for the MEDC to clearly showcase the City of McKinney as a business and lifestyle destination and promote development opportunities.	Create dynamic business attraction and assistance material for the MEDC.	1. Hire a marketing and design firm to create campaign. 2. Design and Launch marketing campaign. 3. Distribute marketing materials locally and via social media channels	1. # of outbound campaigns sent. 2. #of responses/clicks of publications	1. Complete marketing campaign on time and on budget. 2. Have open rate of at least 40% of digital material distributed 2. Distribute to at least 20 unique strategic marketing targets.
3. Website/ Social Media: Refresh the existing MEDC website with updates in information and design. Revamp existing social media channels to properly represent MEDC communications.	The MEDC will have the most accurate, up to date and relevant economic development website available.	1. As part of our marketing contract have a complete web design as part of the contract. 2. Create new social media channels to launch the new marketing campaign 3. Hire dedicated social media & Marketing manager	1. Completion of website redesign and launch 2. Launch of Social Media channels 3. Website and Social Media Metrics	1. Increase traffic to the MEDC website by 30% in the first year of launch. 2. Increased Social Media Viewership, likes, Subscriptions, etc. (See attached Metrics Schedule)

2019 MEDC KEY PERFORMANCE INDICATORS

<p>4. Outbound Recruitment: The MEDC will participate in outbound trade missions to recruit national and international business prospects to promote McKinney as the premier city to locate and grow business in the Dallas/Ft. Worth Metro.</p>	<p>Increase Awareness and promote development opportunities in the City of McKinney and showcase as a business, lifestyle and technology destination.</p>	<ol style="list-style-type: none"> 1. Look for trade opportunities with regional and national organizations. 2. Participate in national and International trade missions. 3. Participate in national and international industry conferences. 	<ol style="list-style-type: none"> 1. # of trade shows, trade missions and conferences attended for the year. 2. # of projects leads and actual projects resulting from activity 	<ol style="list-style-type: none"> 1. Generate at least 5 national and international project leads as result of activity. 2. Attend at least 5 trade shows, mission and conferences annually as budget allows.
<p>5. Infrastructure Development: Utilizing Infrastructure Led-Economic Development principles, the MEDC will seek to engage technology infrastructure providers to invest in tech infrastructure that will serve as a catalyst for business attraction and community lifestyle improvement.</p>	<p>Have technology infrastructure plan ready for implementation to market to prospective tech businesses</p>	<ol style="list-style-type: none"> 1. Work with City of McKinney on strategic infrastructure plan. 2. Engage infrastructure consultant in developing implementation plan. 	<p>TBD upon plan</p>	<ol style="list-style-type: none"> 1. Have tech infrastructure strategy completed and implemented. 2. Engage at least one (1) development as test site for tech infrastructure rollout
<p>6. Increase Commercial Tax Base: As a primary objective, the MEDC will seek opportunities for increasing the commercial tax base of the City of McKinney to help balance the proportion of tax base from relying heavily on residential property tax.</p>	<p>Help bring balance to City of McKinney tax digest.</p>	<ol style="list-style-type: none"> 1. Seek out development projects for available land. 2. Create programs to incentivize development. 3. Utilize MEDC assets as conduit for development activity. 	<ol style="list-style-type: none"> 1. Annual percentage of commercial to residential tax digest. 	<ol style="list-style-type: none"> 1. Swing the balance of the tax base digest for the overall city budget from residential to commercial by 3% annually.
<p>7. Build B.R.E Program: Develop a personalized Business Retention and Expansion program to serve the existing McKinney business community.</p>	<p>Have dedicated resources and outreach to existing McKinney business to prevent relocations out of the city.</p>	<ol style="list-style-type: none"> 1. Build structured program for BRE. 2. Find community volunteers to participate in BRE program 3. Partner with existing community organizations to increase awareness of program and program reach 	<ol style="list-style-type: none"> 1. # of business visits annually. 2. # of businesses assisted 3. # of inbound inquires for assistance 4. # of community volunteers in program 5. Community survey providing program feedback. 	<ol style="list-style-type: none"> 1. Assist at least 50 McKinney businesses annually. 2. Have available pipeline of at least 25 different assistance opportunities for growing and expanding businesses.

2019 MEDC KEY PERFORMANCE INDICATORS

8. Competitiveness: Enhance McKinney Assets in a manner that ensures business attraction and expansion wins.	Establish reputation of excellence and opportunity for McKinney in Dallas/Ft. Worth metro and beyond.	1. utilize new brand and marketing assets to showcase McKinney is at the top of our Game.	1. # of inquires and RFP received. 2. Annual competitiveness survey	1. At least 5% annual increase in project volume vs previous year generated by organizational efforts. 2. Host at least 3 broker and Site Selector events annually.
--	---	---	--	--

City Council Goals: 1. Implement local employer newsletter by September 2019 2. Develop BRE networking program consisting of local businesses and c-suite executives to represent McKinney in the marketplace by September 2019				
---	--	--	--	--

Annual Performance Metrics: Reported Quarterly and

SOCIAL MEDIA	WEBSITE	BUSINESS ATTRACTION	BUSINESS RETENTION	MARKETING
Number of Likes	Number of Visits	RFP Received	BRE Visits	Marketing Events
Number of Followers	Length of Visit	RFP's Responded to	BRE Events	Networking Events
Number of Impressions	Heat Maps of visits	New Projects	New Retention Projects	Trade Shows
Number of Shares	Location Data of Visitors	Project Wins	Retention Wins	Conferences
Number of Subscribers	% increase of visits	New SQ Footage	New Expansion Projects	Trade Missions
Number of Views	# of searches for MEDC	New Capital Investment	Expansion Wins	Broker Outreach
Number of Posts		New Job Creation	Retained SQ Footage	Site Selector Outreach
% increase Month over Month			Expanded SQ Footage	Digital Outreach
% Increase Annually			Retained Jobs	
			Expanded Jobs	
			Retained Cap Investment	
			Expanded Cap Investment	
			Businesses Assisted	