

McKinney Economic Development Corporation

October 2019 Organizational Report

Peter Tokar
MEDC President

MEDC Board of Directors,

I had the pleasure this past month to participate in the Governor Abbott's Trade Mission to Japan. During the trip we spent one week in Japan visiting Japanese companies that have either made a recent investment in Texas or those companies looking for investment opportunities in Texas. In addition to business prospecting, the trip provided a great introduction to the Governor himself, his executive staff and the Texas Economic Development Corporation led by Robert Allen. Only a limited number of delegates are afforded the opportunity and I am fortunate McKinney was able to participate.

September 30th marks the close of our 2018-2019 Fiscal Year. I believe the MEDC had an exceptional year for being a year in transition. Our pipeline looks strong to close out the calendar year and we stand to mark 2019 as our most successful capital investment year to date. We have a new bar set for our 2020 goals and I believe we will only see record numbers in the future.

-Peter

President's Report:

A. Organizational Updates

- **New Staff Position:** The search will soon be underway for a new MEDC VP of Business Intelligence. This role will replace the former Data & Research Specialist and bring the position to a more prominent standing within the organization. With such a heavy importance on data, analytics and research, we need a seasoned professional for this position that can innovate new ways in which we collect, report and distribute data through the organization.
- **Japan Trade Mission:** Peter Tokar participated in the Governor's Office International Trade Mission to Japan on September 19th – 28th. The delegation included EDC's and Partners from around the state. Our mission was to engage those Japanese companies that have recently made an investment in Texas as well as meet companies that are interested in Texas as an investment opportunity.

B. Organizational Activity Report (September 2019)

- RFPs received: 4
- RFPs responded to: 2

- Total Pipeline Projects: 12
- New Pipeline Projects: 1
- Project Visits: 1

C. Marketing / Communications (September 2019)

- **Marketing Update:**
 - Marketing Trips: 4
 - Marketing Events: 5
- **MEDC Marketing Executive:** We will soon be on the hunt for a new MEDC Marketing Executive. Our Social Media Manager is no longer with us and we are developing the position to take a more active role in overall organizational marketing rather than just focusing on Social Media.
- **MEDC/City of McKinney Collaboration:** We are in the planning phase with the Chamber of Commerce on our next roundtable series and TECH TALK events.
- **Marketing Automation:** Launched a targeted quarterly development update newsletter to the professional site selector network. Staff is working on developing a broker newsletter as well. The next launch is scheduled for January 2020.
- **Marketing Video:** <https://drive.google.com/open?id=1mJlaOOtH1WW2ULclgKtdgYfFXyX9Xiyh>
- **Website Launch:** We are officially launched as uniquemckinney.com. Thanks to the City Marketing Department for helping finalize the transition of our old URL to our new servers so we can properly optimize the new site.
- **Social Media Campaigns:** Centipede has reorganized our Social Media Campaign calendar and will be continuing our social media presence in absence of the Social Media Manager. We should experience no lapse in content release.

D. Technology Infrastructure Updates

- **Communication Plan:**
 - The Wireless Technology FAQ has been completed and published. This is the first step in establishing outward facing communication with the community in a partnership with the City. <https://www.mckinneytexas.org/2209/Wireless-Technology-5G>
 - The timeline for community forums focused on wireless technology has shifted due to the selection of the consulting firm being delayed until late October.
- **5G Committee:** Interviews were completed on Sept 27. The committee selected an external wireless consulting firm. The task is with the City Manager's Office & Purchasing to negotiate contract details. A report is expected to go before council in late October.

E. Business Retention & Expansion (September 2019)

- BRE Visits: 6
- Annual BRE Total: 79
- Businesses Assisted: 1
- **BRE Partner Events:** The next scheduled event is Tech Talks-Risky Business on October 22nd at Tech Culture.

F. MEDC Committee Updates

- **Real Estate Committee:** The real estate committee met on September 18th at McKinney City Hall. The committee viewed a presentation from a mixed-use developer that is interested in starting a project in McKinney. The committee heard the presentation and directed staff to follow-up with them on formulating a formal proposal.
- **Marketing Committee:** The marketing committee held a meeting on September 17th. We reviewed the new website before the official launch, engaged in discussion about social media strategy and discussed the launch of our targeted email campaigns through our marketing automation software.
- **Finance Committee:** Next meeting to be scheduled in November.

G. Upcoming Events

- Monday, October 21st SRS Topping Out
- Tuesday, October 22nd BRE Tech Talk
- Monday, October 28th CoreNet Golf Tournament
- Thursday, December 12th MEDC Holiday Party at Local Yocal, more details to follow