

Cayti Stein
Director of Marketing & Research
June 2015



Marketing:

- *Events*
 - MEDC committed to sponsoring a series of 3 Bisnow events this summer. Bisnow is a networking event for commercial realtors, developers, construction companies, etc.
 - **DATE CENTERS:** July 22 at 7:30 am (location TBD)
 - Sponsored at the “commercial level” with 90-second elevator pitch.
 - Link to event is available here:
<https://www.bisnow.com/events/preview/238>
 - **MIXED USE DEVELOPMENTS:** Location & date TBD
 - Sponsored at the “moderator level” and McKinney will actually moderate the entire event. The Mayor has agreed to moderate.
 - We will have the opportunity to have a “mixer” the night before the event with panelists, I will provide details as they come.
 - **CAPITAL MARKETS:** Location & date TBD
 - Sponsored at the “commercial level” with 90-second elevator pitch.
- *Regional Labor Study*
 - North Central Texas Council of Governments (NCTCOG) is proposing a regional labor study for North Texas. It would include 14 counties in the DFW area, excluding Dallas & Tarrant counties.
 - Attached is the project elements, benefits and detailed information
- *Photography*
 - I am working with Brian Aiken, the videographer we used for our aerial videos, to take professional photos from the ground and “above” for use in marketing materials. We are utilizing Brian’s talents from a drone and a professional photographer from the ground for 35 professional photos. We

shoot on June 17. (Did I mention Brian Aiken moved his business to McKinney? He is working out of the Valliance Bank Building now... literally right down the hall.)

- *Print Materials*
 - Creating “one sheet” pieces that will highlight each of our target markets
 - New folders for MEDC

- *Print Advertisements*
 - Texas Real Estate Business- full page ad
 - Site Selection Magazine- full page ad
 - NTX Magazine- full page ad

- *Website*
 - Board headshots and bios are on the MEDC website and available [here](#)
 - “Why McKinney” → “About Us” → “Board and Agendas”
 - Please send me your biography if you have not done so already.

- *Other*
 - MEDC participated in the NTCAR Golf Tournament on June 1
 - 2 hole sponsorships & 1 golf team representing MEDC
 - Gave away an iPad – the winner happened to be the broker that represented FedEx, Barclays and is currently working with Project Home. John and I took him to lunch on June 2 and gave him the iPad
 - We had a team for the McKinney Chamber of Commerce golf tournament- the WERX represented MEDC.
 - MEDC had a booth at the SERVE McKinney event on June 10. BIG thank you to Mr. Lindsay for joining the staff and educating residents about the MEDC Board.