Cayti Stein
Director of Marketing & Research
September 2015

Marketing:

- *Events*
  - MEDC sponsored a series of 3 Bisnow events. All 3 have taken place; we are still receiving phone calls & emails and following up with meetings. The staff is happy with the results of the event sponsorships.
  - Joint Event- McKinney & Allen Brokers event hosted by the DBJ
    - Met with AEDC team on 9/11 to discuss joint event and planning
    - **This event would focus on the development opportunities along 121 in McKinney and Allen. The event would be held in either Allen or McKinney.**
  - NTCAR (North Texas Commercial Association of Realtors) Expo was on September 2 from 4-8 pm. MEDC had a booth, John was at the event with me networking and working the booth. Over 400 brokers attended this event; it was very successful and gave McKinney excellent exposure.
  - I attended a TeamTexas Logistics Forum on September 2-3, this event/training was very good information for RFP responses.

- *Photography*
  - We have worked with a photographer for a "refresh" of photos. At this point, pictures have been selected and I will work with the marketing department to make sure we have selected all appropriate photos that can be used moving forward. Once that is complete, the photographer will edit the photos we select.

- *Marketing Meetings*
  - I have a monthly meeting with Anna & Denise from the marketing and communications team. We discuss all upcoming advertisements, marketing strategy, PR, print materials, events, etc. and coordinate efforts.
  - I also attend monthly roundtable meetings with all partner organizations (MCVB, Main Street, MCDC, Airport, Marketing, MPAC) to provide a monthly marketing update to our partners.

- *Print Advertisements*
  - NTX Magazine- full page ad
  - DFW Real Estate- Summer issue full page advertisement

- *Website*
  - MEDC's website will be updated & revamped starting in January/February timeframe
  - All city-managed websites will have responsive design, so if you access the website through a mobile device or have a smaller window open on your computer, the webpage will resize to best fit the screen.