

# McKinney Economic Development Corporation

## November 2019 Organizational Report

Peter Tokar  
MEDC President

### President's Report:

#### A. Organizational Updates

- **SAVE THE DATE:** Our Holiday Party is scheduled for Thursday, December 12<sup>th</sup>, 6:00 pm – 9:00 pm at Local Yocal BBQ & Grill. Our gathering will be held in their new event space, The Augustus. Board, Staff, Mayor Fuller, Paul Grimes, Mark Houser, City Liaisons and guests will enjoy a plated dinner. Menu options and further details will be forthcoming.

#### B. Organizational Activity Report (October 2019)

- RFPs received: 6
- RFPs responded to: 2
- Total Pipeline Projects: 13
- New Pipeline Projects: 0
- Project Visits: 1

#### C. Marketing / Communications (October 2019)

- **Marketing Update:**
  - Marketing Trips: 4
  - Marketing Events: 3
- **Marketing Automation:** Staff attended an informative and in-depth training on automation system, along with email buildouts, dynamic content and workflows.
- **Website:** Website is continually being updated and tweaked based on team's input, trends in the market and search engine optimization needs. The application and information re: the Innovation Fund is being written and will be on the website by end of next week. Kate will meet with Tracy and Gere' in November to go over more website edits. See social media/website report on page 4.
- **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.
- **Content Development:** We have been meeting with McKinney-based businesses to conduct interviews, take action shots and video clips in order to build up content for MEDC Business Spotlight strategy. "Series" launching in November and continuing on a cadence. Worked with Abby Liu on Power Women interview for Bisnow (article launch in November 2019, along with award ceremony scheduled for November 12)
  - Blogs Launched (October)
    - *Progress Continues At The New Terminal At McKinney National Airport – And It's Just 'Plane' Awesome!*

- *There's No Place Like McKinney. Stay A Night or Two – You'll See What We Mean.*
- *Did You Know? McKinney Had The First Privately Held LEED Platinum Building.*
- *Does Weather Affect Your Business? Find Out Why McKinney May Be The Perfect Place For You.*
- *McKinney Achieves Highest Safety Classification*
- *McKinney Ranks #2 for "Most Surprising Cities To Live In If You Want To Make A Lot Of Money"*
- Met with Visit McKinney to discuss how we can collaborate, plus we plan to do a virtual tour of the McKinney (owned) hotels in December 2019.

#### **D. Technology Infrastructure Updates**

- **Wireless Committee** – External Consultant:
  - Selection of **HR GREEN** as external wireless consultant.
- **Wireless Committee** – Education:
  - Multiple carriers have reached out to the MEDC about providing an educational presentation to the committee and decision makers to discuss wireless equipment details and specific use cases of next gen services. We are in the process of scheduling these meetings for our committee members to ensure that all members have the same level of wireless technology knowledge.
- **Wireless Committee** - Communication Plan:
  - City hosted Wireless Technology FAQ page has received 188 unique views since the launch. The high was on October 24<sup>th</sup>, with 73 page views.
- **Electric Vehicle Charging Infrastructure** - City of McKinney/MEDC Partnership:
  - MEDC has partnered with the City and Project Axe to explore the process to bring Tesla branded EV charging infrastructure to Downtown McKinney.

#### **E. Business Retention & Expansion (October 2019)**

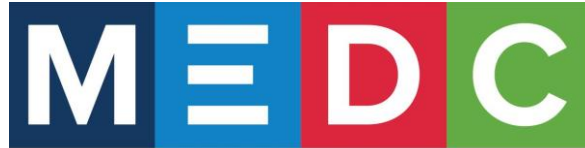
- BRE Visits: 5
- Annual BRE Total: 84
- Businesses Assisted: 6
- **BRE Partner Events: 1**

#### **F. MEDC Committee Updates**

- **Real Estate Committee:** Next meeting date TBD, Joanne working to find a day/time that works with the committee's schedules.
- **Marketing Committee:** Regularly scheduled meeting following the board meeting.
- **Finance Committee:** No meeting scheduled at this time.

#### **G. Upcoming Events**

- Smart City World Congress, November 18<sup>th</sup> – 23<sup>rd</sup> , Barcelona, Spain
- MEDC Holiday Party, Thursday, December 12<sup>th</sup>, 6:00 pm – 9:00 pm, Local Yocal BBQ & Grill

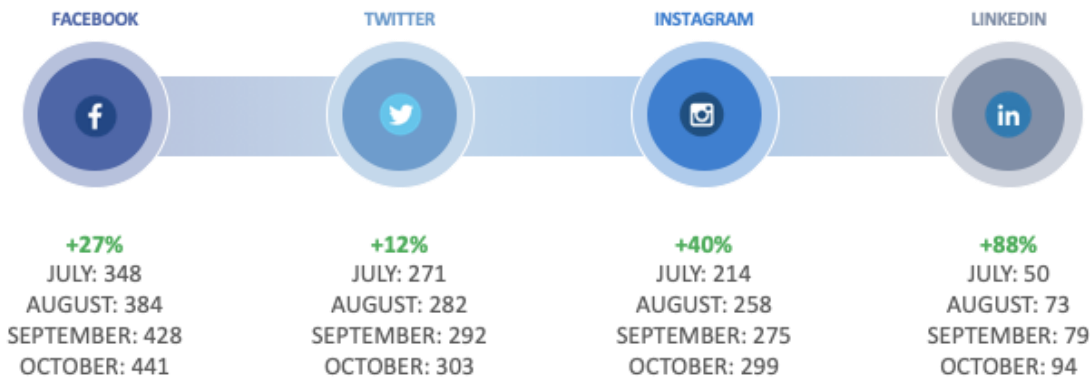


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Social Media/Website Report  
October 1-31

**Social Media:**

Overall each social platform is increasing in both fans/followers and also engagement! The content being placed on each platform has a call to action, which is resulting in an increase web traffic and increase in total website page views.



**Website:**

Overall the website is experiencing an increase in visits on a daily basis, along with increasing ranking on Google. The unique visitors count is rising, along with the amount of time spent on the website; we can see that social is aiding in the unique visitors, along with the focused blog content.



**Top Entrance Pages**

[View All](#)

1	home page	51.88%
2	/announcements/mckinney-ranks-2-for-most-sur...	7.31%
3	/travel/progress-continues-at-the-new-terminal-a...	6.32%
4	/board-and-agendas/	3.46%
5	/leadership/	2.08%

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