

ORGANIZATIONAL REPORT

2021 - April



McKinney Economic Development Corporation



MEDC Board,

We are making steady progress on several larger projects with some good announcements to come in the near future. We are on target to exceed our 2021 metrics. Our project pipeline is still at a record high with only organic leads coming in. We should see a return to outbound travel later in the year so we can generate even more interest in McKinney through our outbound marketing and recruitment strategy.

It is hard to believe, but year one of the AT&T Byron Nelson tournament is just a month away. We have had a better-than-expected response to our invitations for the Red-Carpet VIP event we will be hosting at the tournament. We expect this to be one of the biggest recruitment events we will have this year.

Organizational Updates

- Staff attended Budget Kick-off at City Hall on March 4th to prepare the FY21-22 Budget Planning Process.
- Staff continues to work on the requirements of the MEDC application to be an Accredited Economic Development Organization (AEDO) via International Economic Development Council (IEDC). The Application is targeted to be completed and submitted in May.
- We are currently interviewing for a new project manager and hope to have them in place by early May.

Organizational Activity Report (March/2021)

- *Total Leads: 15
- Qualified Leads: 7
- RFPs received: 12
- RFPs responded to: 3
- Total Pipeline Projects: 30
- New Pipeline Projects: 5

*Leads include RFPs, RFIs, and direct inquiries from site selectors, brokers, company representatives, etc.

Technology & Infrastructure Update

- Infrastructure design and preliminary construction has begun on Project Splice.
- Ongoing meetings with service providers to promote 121 corridor vision and the value it can bring their businesses.

Business Retention & Expansion (March / 2021)

BRE visits are currently being conducted virtually. We are committed to reaching out to our local McKinney businesses to gauge the broader impact the COVID-19 situation is having on the business community. We are working diligently with the City of McKinney and the larger effort to provide support to our business community through all the city partners.

- BRE Visits: 2
- Annual BRE Total: 2
- BRE Partner Events: 0
- Virtual BRE Calls: 0

Marketing / Communications (March/2021)

- Marketing Trips: 1
 - IEDC: 2021 Virtual Leadership Summit, March 15-16
- Articles:
 - Dallas Business Journal - RELOCATION STATION: “73 corporate prospects are eyeing McKinney, city official says.” [\(view\)](#)
 - Dallas Business Journal - RELOCATION STATION: “These sites in McKinney could land the next big HQ.” [\(view\)](#)
 - Recycling Today – “Petoskey Plastics expands to Texas.” [\(view\)](#)
 - FDI International – Two-page article ([view](#) – page 88 -89)
 - Community Impact - “Construction completed on McKinney’s new federally qualified health center.” [\(view\)](#)
 - Dallas Morning News - “McKinney residents will soon have new option for health care.” [\(view\)](#)
- Paid Publications
 - McKinney Texas Guides – insert (*Print*)
 - FDI International – front back-cover [\(view\)](#)
 - McKinney Chamber 2021 -2022 Community and Relocation Guide – Half-page (*Print*)
- Mentions
 - City of McKinney YouTube video – The City At Work “MEDC 2021 Update.” [view](#)
- Ongoing Projects:
 - Staff continues event planning for the AT&T Byron Nelson and is collaborating with the City, MCDC, Chamber, and Airport. Staff is preparing a Virtual Realty tour of McKinney to be available for guests at the AT&T Byron Nelson. A scouting tour of the locations was held on March 30th.
 - Staff continues to plan the 2021 Virtual Community Awards “Watch Party” to be hosted at MPAC with MCDC, Visit McKinney, McKinney Main Street, and the City Manager’s Office.
- Social Media & Website Report: **See attached**

Upcoming Trade Shows and Missions

- Consultant Connect: Phoenix Summit, April 8-9, Danny Chavez to attend
- TEDC Mid-Year Conference, June 9-10, Staff to attend
- TxEDC: Site Selectors Guild Sponsorship, June 10-12, Peter Tokar & Danny Chavez to attend
- Mobile World Congress Barcelona, June 27th-July 1st, Peter Tokar and Michael DePaola

Upcoming Events

- Chamber Awards Watch Party, April 22nd, 4:00 p.m.-6:00 p.m.
- CCIM Golf Tournament, May 3rd, 11:00 a.m. – 6:00 p.m.
- AT&T Byron Nelson, May 13th- May 16th
- 24th Annual Chamber Golf Classic, May 17th

Committee Meetings

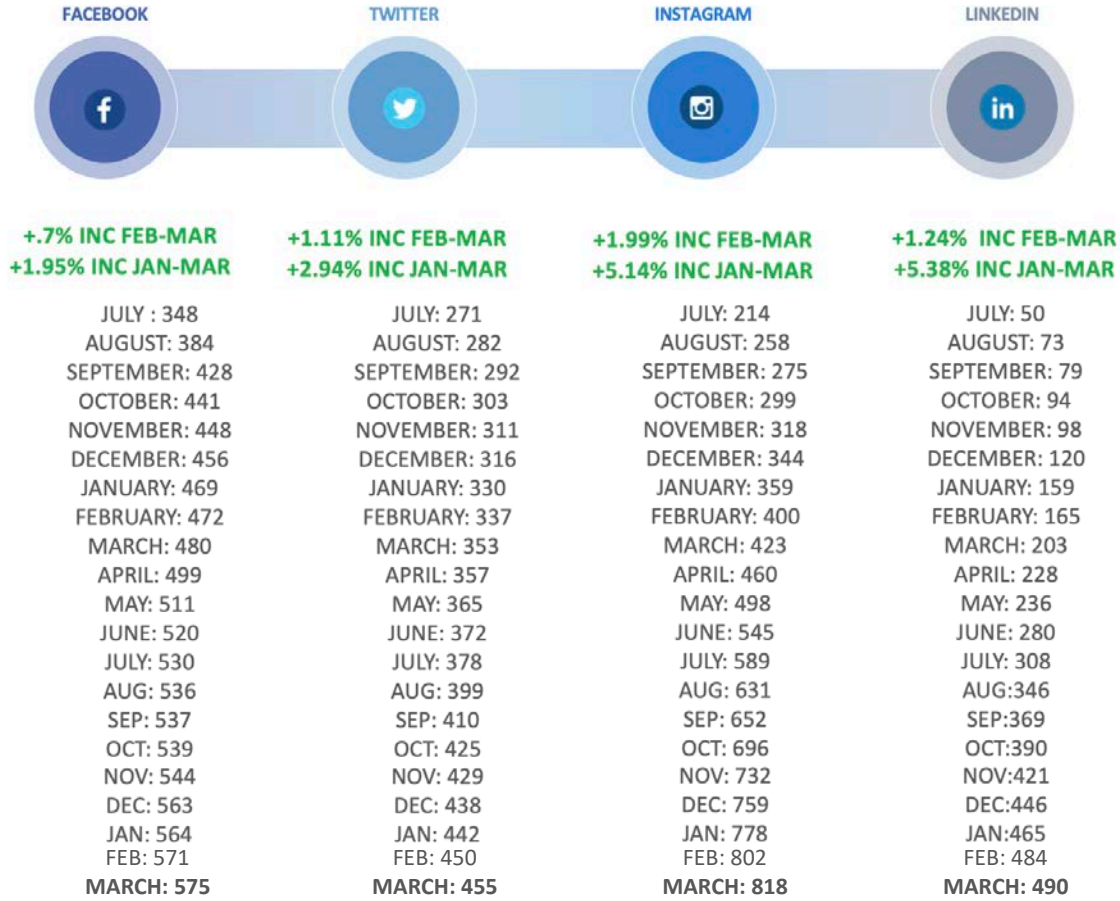
- Finance Committee met on March 11th.
 - Current Fiscal year (FY20-21) Budget Transfer
 - Bond Issuance
- Marketing Committee met on March 16th.
 - February Social Media Report
 - 2021 Website Update
 - Byron Nelson landing page
 - Byron Nelson VIP invitation

Social Media & Website Report

March 2021

Social Media


March saw a slight increase in social channel followers, across all platforms. Instagram took the highest increase for the month, with the highest engagement coming from our steady followers on Facebook.



Social Media Highlights:

March brought new engagement with posts pertaining to development around the City with the Kaizen Development for District 121 and the Family Health Center in McKinney.

Reach: 194 | Likes: 20




unique_mckinney · Follow ...

unique_mckinney Kaizen Development Partners, LLC is preparing to break ground on McKinney's newest tower, District 121, making it one of Collin County's largest new office projects. The state-of-the-art, eight-story, 200,000-square-foot speculative building will be located at the northeast corner of State Highway 121 and Alma Road. 🏗️

20 likes
MARCH 1

Reach: 155 | Likes: 10



unique_mckinney · Follow ...

unique_mckinney @massdesigngroup, a nonprofit architecture-and-design collective based in Boston and Rwanda, has been featured in the @wsj for its novel concept of creating architecture that serves as a medium for healing. 🙏

The group's most recent project is the Family Health Center on Virginia, located in McKinney! 🏗️ The new state-of-the-art 25,000 square-foot facility

10 likes
MARCH 23

Website

The snowstorm and its dramatic effect on utilities directly impacted our website's traffic in February; however, in March we saw an increase in website traffic that exceeded January 2021 website traffic count by 10%.

The redesign of the website has taken place. The homepage has already been completed with positive feedback thus far. More changes will continue to emerge across the entire site and will be active before our promotional efforts for the AT&T Byron Nelson begin.

FEBRUARY

588 Total Visitors

609 Total Visits

1,145 Total Page Impressions

1.9 Avg Page Views

3.1 Avg Minutes On Site

MARCH

856 Total Visitors

879 Total Visits

1,740 Total Page Impressions

2.0 Avg Page Views

7.4 Avg Minutes On Site

Referrals and Top Pages

We continue to see site selectors placing direct links to our site, benefiting our Search Engine Optimization (SEO) and direct search traffic. As the redesign of the website continues to take shape, we will be closely monitoring the changes to the top pages visited and entrance pages.

Referral Traffic:

- Google
- Baidu (Asian equivalent of Google)
- McKinney Texas.org
- Facebook
- LinkedIn

Top Pages Visited:

- Homepage
- Leadership
- Innovation Fund
- Demographics
- Quality of Life