

Cayti Stein
Director of Marketing & Research
October 2014



Marketing:

- *Events*
 - October 13th - Hangar Groundbreaking & Celebration of the Wright Amendment going away was cancelled due to weather
 - MEDC will host a booth at the Dallas Builders Show with the City of McKinney on October 23
 - IEDC- Economic Development Conference October 20-22
 - NBAA- Aviation Conference Oct 21-24
 - Town Hall October 28th
 - Continue with Toyota events through October for MEDC staff & board
 - State of the City- November 6
 - Airfield honorary naming- November 10

- *Print Advertisements*
 - DFW Real Estate by Dallas Regional Chamber (Fall issue)
 - DRC Newcomer & Relocation Guide (distributed to Toyota employees)
 - NTX
 - Aggie Networking Event
 - McKinney Magazine October & November issue which will be B2B
 - November issue will be focused on businesses. They have taken many ideas from the MEDC video for photography and the flow of the issue

- *Print Marketing*
 - MEDC "Leave Behind" Marketing Material
 - MEDC Map updated
 - Updated business cards
 - MISD Flyer with info related to school district
 - McKinney National Airport brochure

- *Website*
 - New "Available properties" links to McKinney Corporate Center and McKinney National Airport—will be adding Texas Crossing to this list
 - All press releases are available on website at the same time they are released

- Will be adding board members & bios to page
- *On-line Advertisements*
 - MEDC has been running an “Ad-Words” campaign that is run through google
 - Helps with SEO & website traffic
 - Able to target specific areas, currently running in California
 - Land on “hidden page” on our website that was specifically created for prospects from California
- *Public Relations*
 - Margulies Group
 - No press releases were sent out from Margulies this month.
 - 2 drafted—one was released from the city and one was not distributed
 - Press (attached)
 - [McKinney #1 Best Place to Live](#)
 - McKinney National Airport hangar groundbreaking (attached)
 - [McKinney seeks public input for Police Chief](#)
 - [Town Hall on October 28](#)
- *Videos*
 - 3 minute Aerial film of McKinney is filmed and finished.
 - 3 minute aerial video is accessible on homepage of MEDC here: www.mckinneyedc.com
 - Have received outstanding feedback about the video—phone calls from residents just to compliment the video.
 - 9,160 views already, making it the 2nd most watched video on McKinney Vision’s YouTube channel
 - 6 minute aerial film of McKinney is drafted but not complete. I can show the draft now, but the video will include graphics throughout with statistics about McKinney
- *Social Media*
 - MEDC’s social media has received a lot of response lately:
 - Facebook- 952 likes (up from 542 in October 2013)
 - Twitter- 204 followers
 - LinkedIn- 55 followers (up from 0 in October 2013)

Airport

- Print Material

- McKinney National Airport “Leave Behind”
- Hangar Flyer
- Tri-fold sized print material for Toyota
- Ad in McK Magazine November’s B2B issue
- #1 FBO buttons will be ordered for the FBO & trade shows
- Promotional products ordered: koozies, car chargers

Additional

- Attended DCI Marketing Summit in September. DCI will release a marketing research report with information about most effective marketing techniques to site selection consultants. It will be released at IEDC (this week) and I will present it at the next board meeting.
- Upcoming Events:
 - Toyota weekly events—MEDC is the month of October
 - Thursday/Saturday evening working booth to educate Toyota staff that are relocating to North Texas from 5:30 pm- 8:00 pm
 - *THANK YOU to all that have been helping staff work the booth for the Toyota events. Board members & community volunteers have been so helpful and supportive. We are very grateful for your support & leadership!*



City of McKinney News Release

FOR IMMEDIATE RELEASE

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McKinney #1 on *Money Magazine's* Best Places to Live in America Up from #2 in 2012, only Texas city in the top 15

McKINNEY, Texas (Sept. 22, 2014) – It's official...McKinney is the best place to live in the country. *Money Magazine* revealed its [Best Places to Live in America](#) list, and McKinney ranks #1.

McKinney earned this distinction based on data like housing affordability, education, healthcare, arts and culture, and safety. The ranking also takes into account intangible factors, like a sense of community. McKinney debuted on the list at #14 in 2008 and has climbed every year, coming in at #5 in 2010 and #2 in 2012. In the Best Places to Live listing, *Money* ranks cities with populations between 50,000 and 300,000 every other year.

"We have always believed McKinney is among the very best places to live in the country – if not THE best. It is incredibly rare for a city to consistently rank in the top 15 on this list, and to move from #14 to #5 to #2 and now all the way to the top of the list is an honor for our community, and we thank *Money Magazine* for the recognition," said McKinney Mayor Brian Loughmiller. "We remain dedicated to providing residents and businesses with the best service for the best value in hopes our efforts make a difference in the lives of those who choose to call McKinney home."

Money writers visited McKinney to interview residents and city leaders and to assess new developments in McKinney since their last visit in 2012. In addition to statistics, the list takes into account the qualities that make a great home. Excellent schools, beautiful

parks and open spaces, affordable and diverse housing, a growing job market and a vibrant downtown, McKinney has become one of the most desirable places to live, not just in the metroplex, but in the entire country.

“In a country so full of great places, choosing the best is no easy task...Underlying McKinney’s homey Southern charm is a thoroughly modern city. The area is a hotbed for growth-industry jobs...Career and college prep are big in McKinney’s schools.”

-*Money Magazine*

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About McKinney

McKinney, Texas, is unique by nature. The city is #1 on America’s Best Places to Live list published by *Money Magazine*. As one of the fastest-growing cities in the U.S., McKinney has a current population of more than 149,000. Established in 1848, the city is located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers rolling hills, lush trees, a historic downtown square and unique neighborhoods and developments. Visit the city’s website at www.mckinneytexas.org.



City of McKinney News Release *FOR IMMEDIATE RELEASE*

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McKinney National Airport Celebrates groundbreaking of new hangar Oct. 13, day of Wright Amendment expiration

TKI is the Wright Place for Corporate and General Aviation Aircraft

McKINNEY, TEXAS (Oct. 9, 2014) – McKinney National Airport is celebrating the end of the Wright Amendment by breaking ground on a new 18,000-square-foot hangar. The ceremony on Monday, Oct. 13 at 3 p.m. at the airport, 1500 E. Industrial Blvd., will include brief comments by city officials and a ceremonial groundbreaking. In September, the McKinney Community Development Corporation (MCDC) approved a \$1.5 million project grant for the hangar.

“Increased commercial operations at Love Field Airport will potentially make it tougher for corporate pilots to meet

demanding schedules. McKinney National Airport is an excellent option for corporate jets in the metroplex,” said McKinney Mayor Brian Loughmiller. “Our airport offers amenities like on-site customs, location on the fringe of Class-B airspace and award-winning ground services without the inevitable wait times that come with more planes competing for access to taxiways and runways.”

The new hangar will accommodate transient aircraft of all sizes, from small, single-engine aircraft to large jet aircraft for either long-term or short-term stays. The project is expected to be complete within a year.

“This addition offers needed additional storage space for general aviation and business customers. We anticipate an increase in traffic with the end of the Wright Amendment, and we want to be prepared,” said Ken Wiegand, McKinney National Airport Executive Director.

McKinney National Airport is home to corporate jets that travel worldwide. Formerly Collin County Regional Airport, the general aviation business airport was renamed following the city’s purchase of the airport facilities and fixed base operator (FBO) in November 2013 and after receiving a national designation by the FAA. The national category designation is earned by the number of annual operations, sophistication of infrastructure, aero-medial service and number and type of based aircraft. Only 84 general aviation airports in the country are in this national category.

McKinney Air Center, FBO that provides fuel and other services to aircraft at McKinney National Airport, was voted best in the nation in the 2014 Pilots’ Choice Awards by FltPlan.com. The airport’s control tower was also voted best in the nation because of the excellent service air traffic controllers provide.

In 2012, \$70 million in upgrades were completed at McKinney National Airport. Improvements included the completion of a

new, longer and wider runway with more weight-bearing capacity, a state-of-the-art air traffic control tower and managed perimeter access control.

This year, Monarch Air, a leading provider of aviation services, announced the lease of a significant portion of a 53,750 square-foot hangar and office facility at the airport to offer a wide range of services including aircraft maintenance, flight training, charter service, fleet management, acquisitions and sales for the private sector.

In addition to Monarch Air, First Flight selected McKinney National Airport as its new headquarters. First Flight is a fully licensed air ambulance company that provides around-the-clock medical air transport for emergency and nonemergency patients from rural area hospitals.

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About McKinney National Airport

McKinney National Airport (TKI) is a general aviation reliever airport located in McKinney, Texas. The airport is the North Texas airport of choice for business and personal aviation transportation with convenient access to surrounding cities in the Dallas-Fort Worth Metroplex. McKinney National Airport offers full service for corporate fleets and general aviation. Visit www.flytki.com to learn more.

About McKinney Air Center

McKinney Air Center is the fixed-base operator (FBO) for McKinney National Airport, located in McKinney, Texas. McKinney Air Center is ranked the No. 1 FBO in the U.S. by fltplan.com as part of the Pilot's Choice Awards. The FBO offers the full range of amenities in a customer-focused, welcoming atmosphere. The renovated and upgraded facilities offer the technology and comfort customers expect. To learn more visit www.mckinneyaircenter.com.



City of McKinney Press Release

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City of McKinney seeks public input in search for new police chief

McKINNEY, Texas (Oct. 9, 2014) – The City of McKinney will conduct a series of public input meetings aimed at giving city leaders insight into what residents hope to find in a new police chief. Residents have the option to attend an open meeting to provide input on Wednesday, Oct. 22 or Thursday, Oct. 23 from 6:30—8 p.m. at McKinney City Hall, 222 N. Tennessee St.

Feedback gathered at these meetings will help establish community priorities for the police chief position as the national search begins. The city will work with The Mercer Group Inc., an independent external executive recruiting firm, to conduct the search for qualified candidates.

At the meeting, Interim City Manager Tom Muehlenbeck and Jim Mercer of The Mercer Group Inc. will update the public on the search process and timeline.

David James has been serving as interim police chief since May. James will work in this capacity until the City of McKinney completes its nationwide search for a permanent police chief.

For more information, please contact Amy Jeter at 972-547-7503.

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McKinney Connects town hall meeting on Oct. 28

City Leadership engage with residents

McKINNEY, Texas (Sept. 29, 2014) – The City of McKinney will host McKinney Connects, a District 3 town hall community meeting on Tuesday, Oct. 28 at 7 p.m. at Dr. Jack Cockrill Middle School, 1351 Hardin Rd. The entire community is welcome and encouraged to attend.

Residents will receive updates on various city projects and City Council members will be available to answer questions. To learn which City Council district you live in, [visit the McKinney website](#).

For more information about McKinney Connects, call 972-547-7505.

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