

Cayti Stein
Director of Marketing & Research
February 2015



Marketing:

- *Events- upcoming (reminder)*
 - February 21, 2015 Collin College's Stetson and Stiletto Standoff
 - 6:00 pm at Spring Creek Campus 2800 E. Spring Creek Pkwy in Plano
 - MEDC is sharing a table with MCDC- we have 4 tickets. RSVP to cstein@mckinneyedc.com
 - February 26, 2015 Sheraton McKinney Grand Opening
 - 5:30 pm at the Sheraton McKinney Hotel
 - 1900 Gateway Blvd McKinney, TX 75070

- *Print Materials*
 - Community Profile has been updated

- *Print Advertisements*
 - DFW Economic Development Guide 2015
 - Inside cover
 - Texas Real Estate Business- full page ad
 - Site Selection Magazine- full page ad
 - NTX Magazine- full page ad

- *Public Relations*
 - Margulies Group Report
 - Press (attached)
 - [People choose McKinney, TX for jobs and affordable housing](#)
 - [TUPPs Brewery celebrates near completion of construction with ribbon cutting ceremony](#)
 - WFAA highlighted TUPPs in their news segment available [here](#)
 - Interviewed by 102.1 The Edge
 - Dallas Morning News
 - North Texas e-News

- MEDC year-end newsletter is available [here](#)
 - Opened by 473 individuals

- *Videos*
 - 6 minute video: [McKinney, TX- Building on Success](#)
 - Published to YouTube on January 29
 - More than 1,500 views as of February 10, 2015
 - More than 105 shares on MEDC Facebook, reaching 16,000+ people (**note**: this does NOT count towards the total views on YouTube)
 - 3 minute video: The Sky's the Limit
 - Published to YouTube on August 11
 - More than 11,800 views as of February 10, 2015
 - VIEWER GEOGRAPHY
 - 7,085 Texas
 - 779 California
 - 233 Florida
 - 191 New York
 - 179 Illinois
 - 144 Louisiana
 - 127 Colorado
 - McKinney, TX We Mean Business
 - Published to YouTube in December 2013
 - Nearly 850 views

- *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.



Media Coverage Report
January 2015





TUPPS Brewery Celebrates Near Completion of Construction with Ribbon Cutting Ceremony

OVERVIEW

Ribbon cutting coverage received more than \$5,300 in ad value. TUPPS Brewery's Facebook page likes increased from 900+ to 1,358 (more than 40% growth).

HEADLINES

The logo for Dallas News.com, featuring the text "dallasnews.com" in a blue, lowercase, sans-serif font. The ".com" part is enclosed in a blue circle.

New brewery ready for business after renovating historic McKinney mill

The logo for North Texas e-News, featuring the text "North Texas e-News" in a large, black, gothic-style font.

TUPPS Brewery celebrates near completion of construction with ribbon cutting ceremony

The logo for McKinney Courier-Gazette, featuring the text "mckinney" in a blue, lowercase, sans-serif font, and "courier-gazette" in a black, lowercase, serif font below it.

Let the beer times roll: Brewery to open at historic Cotton Mill in McKinney

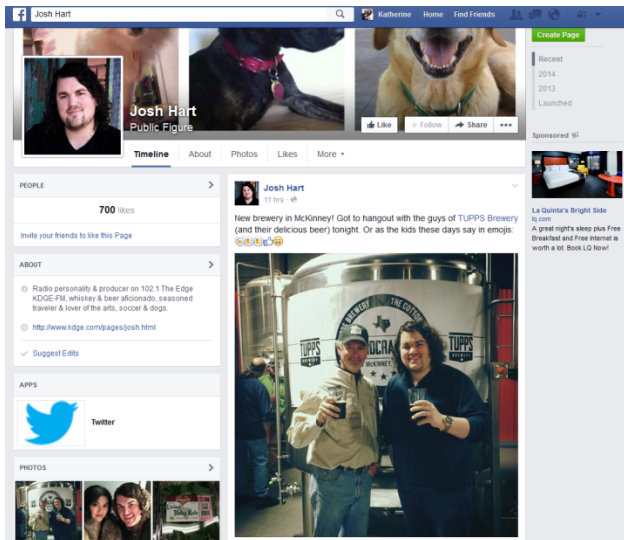


***TUPPs Brewery Celebrates Near Completion of Construction
with Ribbon Cutting Ceremony***



***TUPPs Brewery Celebrates Near Completion of Construction
with Ribbon Cutting Ceremony***

SOCIAL MEDIA







TWEETS 2,641 FOLLOWING 124 FOLLOWERS 4,201 FAVORITES 4,512 LISTS 6

Josh on The EDGE

@MR.JOSHUAHART
 On-Air mornings on @1021EDGE.
 #JaggerMornings/ Whiskey Drinker for
 Dallas Morning News: bit.ly/1yY0eYg
 Dallas, Texas
 facebook.com/MrJoshuaHart
 Joined March 2012

Tweet to Josh on The EDGE

4 Followers you know



695 Photos and videos



Tweets Tweets & replies Photos & videos

Josh on The EDGE @MRJOSHUAHART · 11h
 Met with the guys of @TuppsBrewery in
 @CityOfMcKinney Good times & great beer.



View more photos and videos

Who to follow · Refresh · View all

KABB FOX 29 @KABBF...
 Trinity Groves @trinitygroves
 The White House @Whi...

Popular accounts · Find friends

Trends · Change

Super Bowl
 BCCI
 #BetiBachaoBetiPadhao
 #HoloLens
 #ExplainThe90sIn4Words
 N Srinivasan



mrjoshuahart Follow
 13 hours ago

I got a sneak peak of the new #Tupps #Brewery in #McKinney #Texas. Great guys and excellent #craftbeer. Already looking forward to going back. #tuppsbrewery #beer 🍺🍺🍺🍺

larraldejanell, christymorris, irikekemplefa6d and 31 others like this.

christymorris
 That's our family friend's place! Hope you enjoyed it!!

mrjoshuahart
 @christymorris very good!

Leave a comment...



TUPPs Brewery Celebrates Near Completion of Construction with Ribbon Cutting Ceremony

McKinney, Texas (January 23, 2015) – On January 22, TUPPs Brewery held its ribbon cutting ceremony to celebrate the ending of construction for McKinney’s newest craft brewery. The brewery, located at the McKinney Cotton Mill, has been finished out using materials reclaimed from the 110-year-old-mill. TUPPs will offer brewery tours and a special events venue to the community. Their beer will be available at major bars, restaurants and pubs throughout the region.

Representatives from the brewery and the City of McKinney were in attendance to celebrate the brewery’s milestone. “We’re excited to welcome TUPPs to McKinney and expand the city’s involvement in Texas’ craft beer scene,” said McKinney Mayor Brian Loughmiller.

North Texas craft breweries continue to gain popularity. They provide the opportunity for visitors to taste beers they normally wouldn’t try while touring the facility and learning about the brewing process. Many of the breweries offer social events such as happy hours and some facilities have space available to rent for private events. According to the Texas Craft Brewers Guild, Texas craft breweries made 833,191 barrels of beer in 2013, an increase of 17.6 percent. The Texas Guild notes that Texas alone was responsible for 848,000 barrels of the craft beer produced last year, ranking seventh out of all 50 states.

“TUPPs Brewery has a sense of place. We are proud to be in Texas, in the great city of McKinney and located at the Historic Cotton Mill. When you visit, you will experience a state-of-the-art craft beer production facility as well as a beer garden that features a casual artistic feel,” said Keith Lewis, Co-Founder and President.

The 15,000 square-foot warehouse boasts a state-of-the-art brewhouse with high-tech hydrometers, microscopes and other sophisticated monitoring devices that allow the brewery to deliver high-quality ales with a high degree of consistency. The McKinney Economic Development Corporation provided assistance for the new brewery.

The name TUPPs, came from shortening the name of the head brewer and co-founder, Tupper Patnode. More information about TUPPs Brewery can be found at www.TUPPsbrewery.com.

About TUPPs Brewery

Located in the historic Cotton Mill, TUPPs Brewery is McKinney's newest brewery. What started out as a hobby and passion for beer for founders Keith Lewis and Tupper Patnode grew into a 15,000 square-foot brewery with state-of-the-art brewing equipment. TUPPs brewery will open to the public early 2015. More information about TUPPs Brewery can be found at www.TUPPsbrewery.com.

About the McKinney Economic Development Corporation

The McKinney Economic Development Corporation (MEDC) was created in 1993 to support the development, expansion and relocation of new and existing companies. The MEDC is an organization with a mission to work to create an environment in which community-oriented businesses can thrive. The MEDC is actively pursuing investments in; Aeronautics /Aviation; Corporate headquarters; Emerging technology; Healthcare and Medical Device Manufacturing; Professional services; Renewable energy. For more information visit www.mckinneyedc.com.

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City of McKinney News Release

FOR IMMEDIATE RELEASE

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People choose McKinney, Texas for jobs and affordable housing

Citizen survey shows city offers lucrative reasons to those looking to relocate

McKINNEY, Texas (Feb. 5, 2015) – McKinney, Texas has consistently been one of the fastest growing cities in America since 2000, with an average of four percent growth each year. The city is a great place to live and raise a family – a fact supported by data compiled by *Money Magazine* that led to McKinney being named #1 on the list of Best Places to Live in America in 2014. Among the main reasons people moved to McKinney in past 10 years were to be closer to work and for affordable housing options, according to a recent citizen satisfaction survey conducted by the City of McKinney.

“People choose to make McKinney home for a number of reasons, like exceptional opportunities in education, continually growing recreational amenities, safe neighborhoods, free community events and access to jobs,” said Mayor Brian Loughmiller. “These factors played a major part in the community’s growth and successful national recognition.”

Seventeen percent of those who recently moved to McKinney did so for the job opportunities in and near the city according to the survey. McKinney announced several major businesses moved to the city in 2014, and existing companies started expansion projects, bringing numerous new jobs to the area, including Hisun Motors Company, Encore Wire Corporation, UPS, and Barclays Bank.

“McKinney offers the perfect mix for successful business development. The city has a highly educated workforce, there is land available for expansion, we offer competitive incentives to businesses, and our convenient location in the metroplex and nationally acclaimed quality of life are great for employees,” said Mayor Loughmiller.

In addition to the people who moved to be closer to their job, 13 percent of new McKinney residents moved for the city’s affordable housing options. McKinney offers a rich variety of architectural styles, neighborhoods and price points. Well-established communities and the historic district are complemented by still-growing neighborhoods.

“While many factors combine to make McKinney a truly special place in America, it is the people in McKinney who bring these vibrant qualities to life. That community spirit is embodied in a friendly, safe and inviting city that holds strong ties to its roots and history. McKinney is truly a unique community, and we are proud that so many people recognize that and continue to move here to make their home,” said Mayor Loughmiller.

For more information on McKinney, Texas and the citizen survey results, visit the city’s website at www.mckinneytexas.org.

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About McKinney

McKinney, Texas, is unique by nature. The city is #1 on the list of Best Places to Live in America, published by *Money Magazine*. McKinney has a current population of more than 155,000. Established in 1848, the city is located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers award-winning schools, a vibrant historic downtown, diverse housing options, a robust economy and a uniquely beautiful natural setting, with rolling hills and lush trees. Visit the city’s website at www.mckinneytexas.org.

PLEASE SAVE THE DATE
FOR THE

SHERATON
McKINNEY
GRAND OPENING

THURSDAY, FEBRUARY 26
AT 5:30 IN THE AFTERNOON
SHERATON MCKINNEY
1900 GATEWAY BLVD.
MCKINNEY, TX 75070



Collin College and the Collin College
Foundation cordially invite you to attend
our trivia challenge and fund raiser,
benefiting student scholarships.

STETSON STILETTO STANDOFF

Saturday, Feb. 21, 2015

COCKTAIL RECEPTION | 6 P.M.

BUFFET DINNER | 6:30 P.M.

STANDOFF | 7:30 P.M.

Master Of Ceremonies

STEVE STOLER

RSVP By Saturday, Feb. 13

Reply Card Enclosed

Attire: 1985

*For additional information, please contact
Kim Davis at kadavis@collin.edu
or 972.599.3147.*