

# ORGANIZATIONAL REPORT

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2022 - August



McKinney Economic Development Corporation

MEDC Board,

I hope you are all surviving the heat. It's been a brutal summer this year and that dovetails into the heat rising within MEDC's projects. Despite the numbers so far this year, we have a strong project pipeline that we are diligently working on to bring those wins to McKinney. We experienced such a steep curve of investment over the past 4 years and in the normal ebb and flow of economics, we are having a "leveling off" year. But not to worry, we have some great projects that we believe are close to announcement in Q4.

We have made numerous changes in the MEDC over the past 4 years, I believe all for the better. From an organizational standpoint, we are stronger than ever. Our team is working hard to develop new innovative programs for business retention, technology and innovation and new business recruitment. I am looking forward to our Fall Board retreat where we can cultivate new strategies and discuss the various new market factors that are influencing site decisions and locations.

### **Organizational Activity Report**

- New Organic Leads: 10
- RFPs received: 11
- RFPs responded to: 5
- Total Pipeline Projects: 26
- New Pipeline Projects: 3

### **Business Retention and Expansion**

- The next Tech & Trucks event will be held on September 6, 2022, at Serendipity Labs and will be a gathering place for tech founders & CEOs.
- BRE Visits: 4
- Annual BRE Total: 58

### **Business Development**

- Site Visit held on July 22, 2022, for Project Bergamot. Staff connected Project Bergamot with a local company to tour their facility, and the two companies have continued conversations and are exploring a potential partnership. Staff arranged visits to two co-working spaces for the visit.

### **Marketing / Communications**

#### **Marketing / Networking Events Attended**

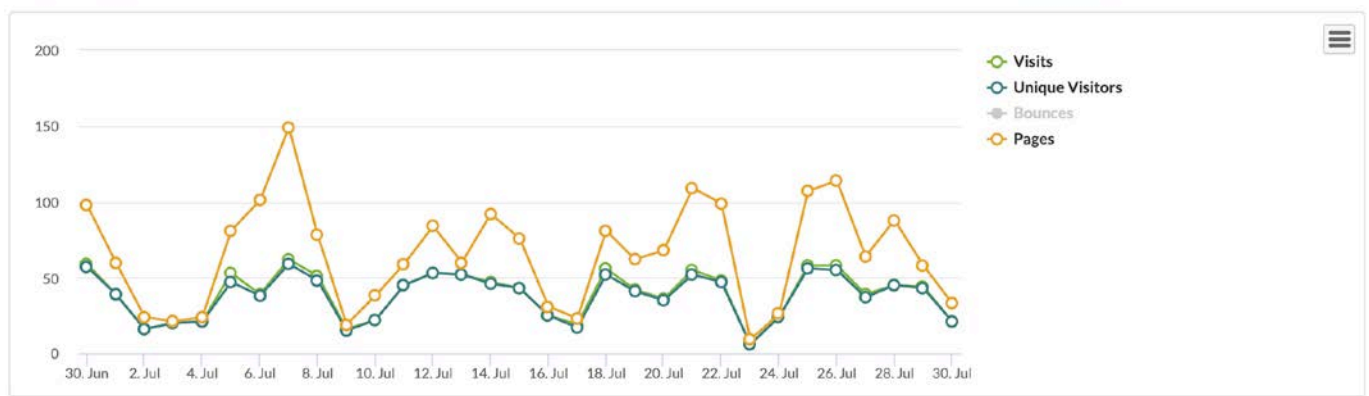
- In partnership with the City Manager's Office, Madison presented on economic development to a delegation of students from Centro de Investigación y Docencia Económicas A.C. out of Mexico on July 21, 2022.
- Madison attended the 10<sup>th</sup> anniversary "Birthday" celebration of Baylor Scott & White McKinney on July 20, 2022.
- The MEDC program, "Innovation Fund," was nominated as a finalist for the DCEO Nonprofit & Corporate Citizenship Awards 2022. While the MEDC did not win, attending the event provided great exposure to the fund and opportunities available for tech-startups in North Texas. Staff and board members attended the event.
- Staff attended the Chamber of Commerce Quarterly Luncheon on July 19, 2022, hosted by the McKinney Chamber of Commerce.

### **Website Visits**

We have continued to see sustained frequent web visits in July. Our top visits continue to be our home page and our Innovation Fund page. The spike you see below on July 7 was related to some social content about Contraforce and the health of Collin County. This was our top-performing social content in July as you'll see later in this report.

**73%** Bounce Rate   **1,177** Total Visitors   **1,214** Total Visits   **2,036** Total Page Impressions   **1.7** Avg Page Views   **2.3** Avg Minutes On Site   SITE STATS


### Web Visits



### Social Media : Instagram and Facebook

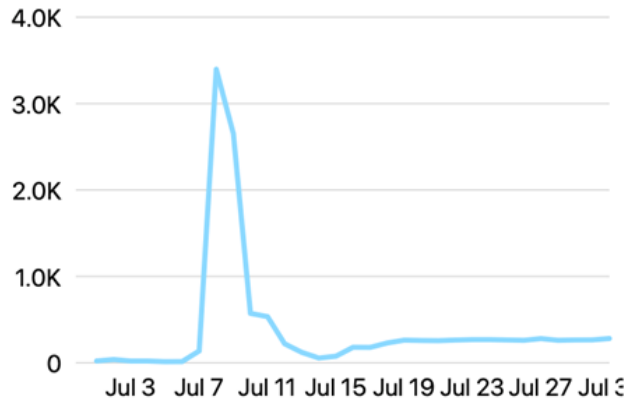
Our reach on Instagram and Facebook is growing, with posts performing well all through July. This graph illustrates our organic (unpaid) reach with posts. We continue to see far better performance on Facebook versus on Instagram.

## Reach

 Export ▼

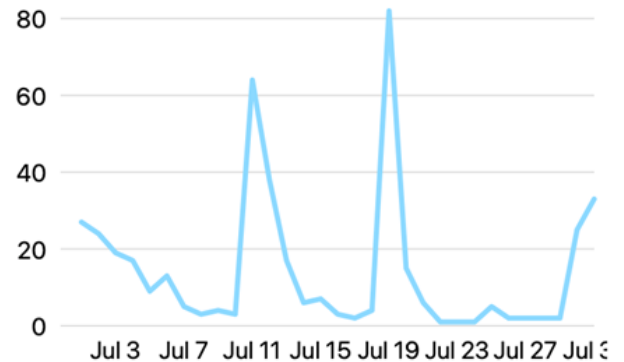
## Facebook Page reach ⓘ

7,933 ↓ 34.8%



## Instagram reach ⓘ

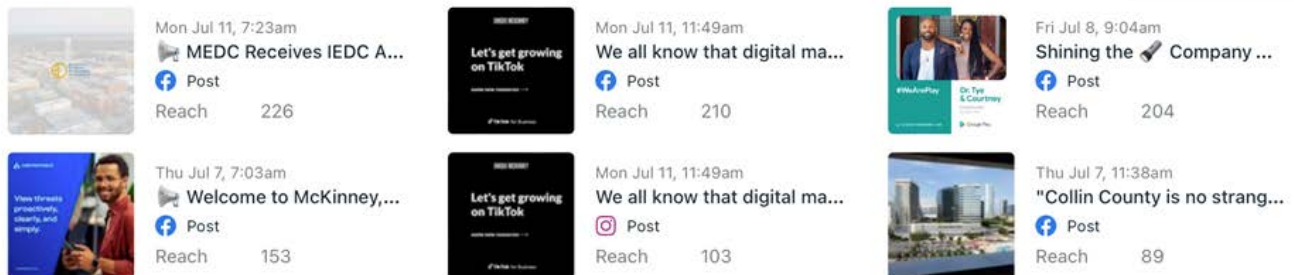
360 ↓ 72.7%



Our top-performing posts in July: The announcement about the MEDC Accreditation, Contraforce Press Release, and a resource shared about TikTok for business.

## Content ⓘ

Sort by: Reach ▼



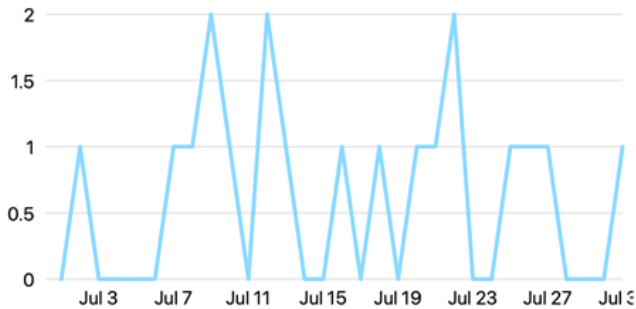
We added 19 new followers to Facebook and 7 new followers to Instagram. Again, unpaid organic reach.

## New likes and follows

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## Facebook Page new likes

19 ↓ 26.9%



## Instagram new followers

7 ↓ 58.8%

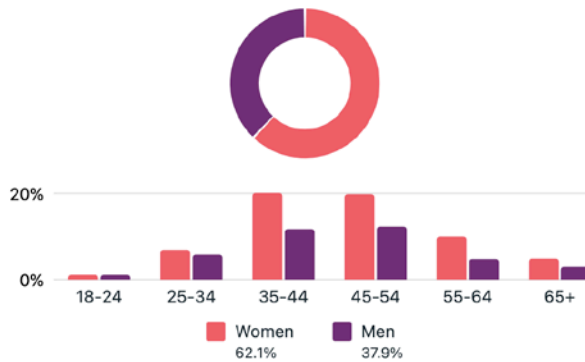


Our Audience Demographics for Facebook and Instagram are primarily located in McKinney, and we have a predominantly female audience.

## Facebook Page followers

925

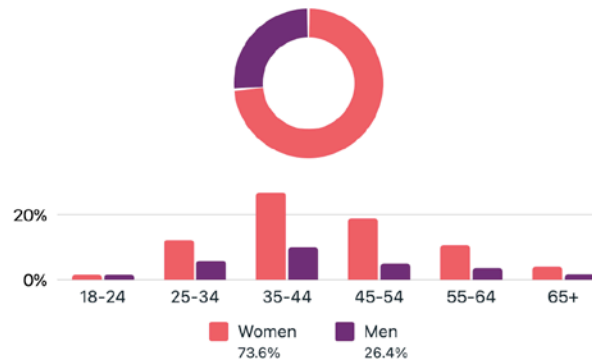
## Age &amp; gender



## Instagram followers

1,073

## Age &amp; gender



## Top cities



## Top cities



In July, we had 226 unique visits to our Facebook page, and 25 unique visits to our Instagram page. The spikes shown here reflect the Contraforce content and the AEDO accreditation.

## Page and profile visits

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## Facebook Page visits ⓘ

226 ↓ 49.1%



## Instagram profile visits ⓘ

25 ↓ 62.7%



## Social Media: LinkedIn

Our LinkedIn Audience has grown through the month of July, and we have focused on new content, consistent posting, and connecting with our audience. The content our visitors resonate with and are drawn to reflect in the Facebook data, as shown by the analogous traffic spikes. We have grown by 110 followers in July alone – on par with how we grew in June, so it seems steady and consistent.

## Follower highlights ⓘ

1,151

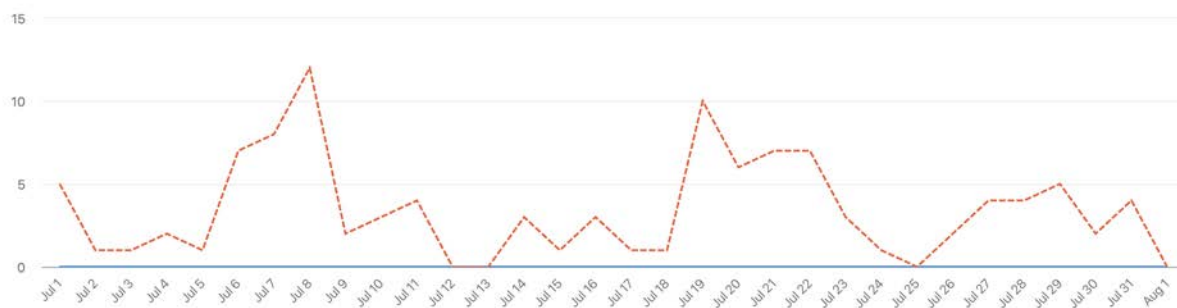
Total followers

110

New followers in the last 31 days

▲ 6.8%

## Follower metrics ⓘ



We are seeing a focus in the DFW area, while also receiving traction from areas we have targeted, including LA, Chicago, and New York. We are pushing to see more growth in our social media following from these regions. We have a variety of company sizes in our following, as well as a variety of industries with a heavy leaning towards Real Estate.



## Follower demographics

Job function ▾

Business Development · 248 (26%)



Sales · 92 (10%)



Operations · 79 (8%)



Finance · 64 (7%)



Community and Social Services · 55 (6%)



Real Estate · 35 (4%)



Marketing · 35 (4%)



Information Technology · 26 (3%)



Program and Project Management · 23 (2%)



Human Resources · 21 (2%)



## Follower demographics

Company size ▾

11-50 employees · 155 (16%)



1-10 employees · 122 (13%)



51-200 employees · 120 (13%)



1001-5000 employees · 114 (12%)



10,001+ employees · 99 (10%)



501-1000 employees · 89 (9%)



201-500 employees · 70 (7%)



5001-10,000 employees · 31 (3%)



Others · 159 (17%)



**Follower demographics**

Location ▾

Dallas/Fort Worth Area · 627 (65%)

San Antonio, Texas Area · 29 (3%)

Houston, Texas Area · 18 (2%)

Austin, Texas Area · 18 (2%)

Sherman/Denison, Texas Area · 14 (1%)

Greater New York City Area · 9 (1%)

Washington D.C. Metro Area · 7 (1%)

Greater Chicago Area · 7 (1%)

Greater Boston Area · 4 (&lt; 1%)

Greater Los Angeles Area · 4 (&lt; 1%)

**Operations**

- Staff continues to monitor and aid vendors and City IT Department relating to the build out of our new office. Preparation continues to ensure a smooth transition to our new office once completed.

**Technology Infrastructure**

City wide Fiber to the premise RFP selection will be announced shortly. Resolution to authorize contract negotiation to occur 08/16. This is a transformative project for the City and either the CMO or staff will provide quarterly updates on the progress. This project will include fiber to every home and business in the city, expansion of city fiber assets, a technology/smart cities pilot project, and an expansive broadband/fiber adoption marketing campaign. Total value of the investment will exceed \$80 million over four years without a dime of the taxpayer funds.

**Upcoming Trade Shows and Missions**

- August 23-24 Team Texas Economic Summit Conroe, TX, Michael Talley to attend
- September 19-22 Site Selectors Guild, Richmond, Virginia, Madison Clark to attend
- September 23-October 1 TXEDC Europe Mission Peter Tokar to attend
- October 29-November 4 TYG Expansion, Tainan Taiwan, Peter Tokar to attend
- November 15-17 Smart City Expo, Barcelona Spain, Peter Tokar and Mike DePaola to attend
- November 17 -18 Slush, Helsinki Finland, Peter Tokar or Mike DePaola to attend
- December 5-8 Economix, Columbus Ohio, Peter Tokar to attend

**Upcoming Events**

- September 13, NTCAR 2022 Charity Golf Tournament
- September 21, Bisnow - (more details to come)



**Committee Meetings**

- Finance Committee & Innovation Fund Committees meet on an as needed basis
- Marketing Committee meets the first Friday of the month
- Real Estate Committee meets the second Wednesday of the month