



## McKinney Economic Development Corporation

Marketing and Research Activity

*Abby Liu, Interim President—Marketing*

*Madison Clark, Business Development Specialist—Social Media Posting*

April 2018

### Highlights:

MEDC marketing and research projects in March/April 2018:

- Moss had a successful Ribbon Cutting on April 4<sup>th</sup>. Mayor Fuller had the honor of the Ribbon Cutting along with Moss President Scott Moss. MEDC Secretary/Treasurer Clark, Board Member Jones, Board Member Minissale and Staff attended the well-attended celebration of Moss' relocation of its Texas regional office to McKinney.
- The hard copies of Southgate Marketing Brochure is completed and available at MEDC and MCDC. The digital version is also available.
- MEDC staff are working with city Communications & Marketing Department staff to finalize an RFP template. This template will be used as a standard for all RFPs.
- MEDC staff are working with city Communications & Marketing Department staff to develop a standard PowerPoint presentation to be used when presenting McKinney.
- Strategic advertising
  - 2018 Texas Economic Development Guide
    - Print and digital
- Sponsorships
  - McKinney Chamber of Commerce Golf Classic
  - CREW Dallas CIC partnership

The *Texas Economic Development Guide* will be bundled with the May 2018 edition of *Site Selection Magazine*, which reaches prominent Site Selection Consultants and C-Suite decision makers. Last year, this audience accounted for 816 total projects, \$74.4 billion in capital investment, and 72,063 new jobs in the United States.

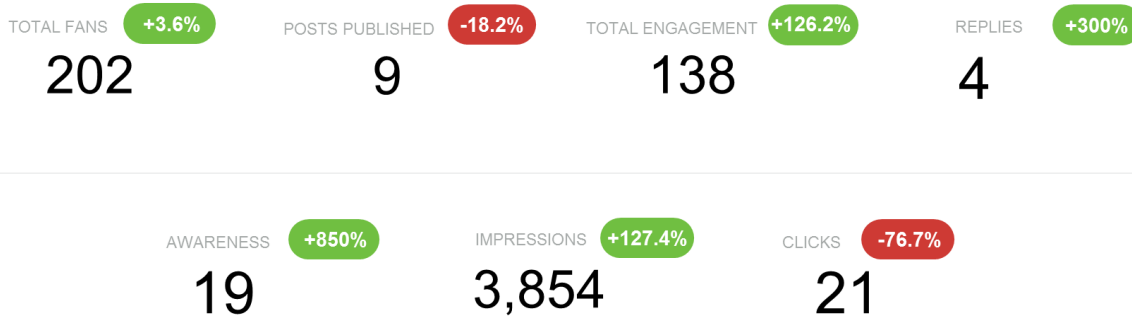


## Facebook Insights:

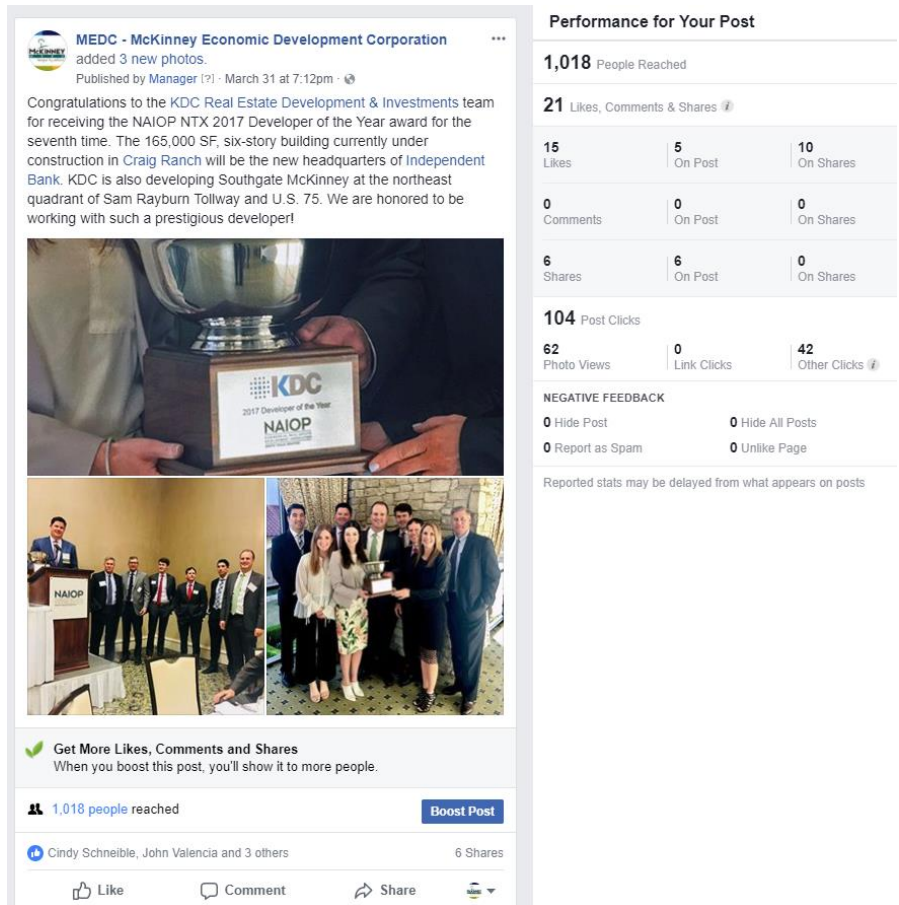
Facebook and Twitter screenname: McKinneyTxEDC.

Reporting Period: March 1, 2018- March 31, 2018

The dashboard below represents key metrics month-over-month.



Top Facebook post by reach and engagement:





## Twitter:

The dashboard below represents key metrics month-over-month.



### Top Tweet earned 2,628 impressions

The [@CityOfMcKinney](#), through guidance by our City Council, always strives to improve services for residents. "Our city is growing in leaps and bounds, and we are thankful to be able to meet the growth with top-notch facilities and personnel," McKinney Fire Chief Daniel Kistner. [twitter.com/mckinneytxfire...](#)

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View Tweet activity

View all Tweet activity

### Top mention earned 62 engagements



GoBigInTexas

@GoBigInTexas · Mar 19

#TxEDC is proud to attend #SSGCincy alongside our Lone Star State partners @ConroeEDC, @LubbockEDA, @McKinneyTxEDC, @PearlandEDC, and @SchertzEDC to show why companies succeed when they #GoBigInTexas [ow.ly/NbX430iXUxy](#) [pic.twitter.com/01BFnh4tJj](#)



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