

McKinney City Council

Informational Series

McKinney, Texas: Unique by Nature
Presented by CoCo Good
Director of Communications & Marketing



McKINNEY, TEXAS: UNIQUE BY NATURE



- A brand and its purpose
- The process for arriving at McKinney's brand
- Creating and using campaigns for targeted audiences



What is a **BRAND?**



MORE THAN JUST A LOGO

Simply put, a brand is your **story**, your **reputation** (experiences) and your **community's DNA**.

A brand communicates who you are

YOUR BRAND IS YOUR IDENTITY



- A brand represents a promise of what a community, corporation or product stands for and what it is committed to being (30,000 ft. level)
- Broad enough to apply to messaging across full spectrum of communications
- Brands have longevity and live beyond trends and fads
- Central messaging platform for storytelling
- Guides all communication so that it looks and feels cohesive



A campaign communicates what you do

IT'S AN EXPRESSION OF WHAT YOU HAVE TO OFFER

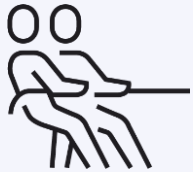
- A campaign is a short-term initiative promoting an organization's specific service or product
- Designed to elicit action from a narrower, targeted audience
- Campaigns often take their cue from current trends. Much like a new hairstyle or new suit, it's timely and current, but it doesn't change who you are (or your brand) at the core



From Katja Schindler, Stephan & Brady Marketing Communications

Achieving what others only attempt

ONE VOICE, MESSAGE & BRAND



Communities see improvement in their overall awareness when all the main sectors of a community are aligned to a common strategy.

- Many cities attempt but can't make it happen
- Successful brand creation is time-intensive (1+ years), requires large investment, cooperation among groups and a commitment to break down silos



McKinney branding: Why was it needed?

WE WERE AWASH IN LOGO SOUP

- Marketing in silos
- Inconsistency
- Missed opportunities/confusion as to which assets to embrace
- Rapidly growing and needed to differentiate ourselves in the market
- Put us on the map with our own unified identity (not just “north of Dallas”)



The city had so many logos in use, imagine how scattered the messaging was at that time.

SEVEN LOGOS IN USE IN 2004

What did we want to accomplish?

ONE VOICE, MESSAGE & BRAND



- Paint a clear picture of the essence of McKinney
 - Who we are as a full community and our differentiators
- Get all groups aligned under overall marketing umbrella plan
 - Allow creation of sub-plans and campaigns to reach target audiences and needs within the overarching framework – supporting the whole
 - Maximize collective marketing dollars (taxpayer) – reduce overlap and redundancies
 - Build marketing awareness for McKinney, opening the door to aggressively sell McKinney assets



Who was involved?

CREATING A COMMUNITY-OWNED BRAND



- Team players in developing the brand:
 - City Council and Leadership
 - Economic Development Corporation
 - Community Development Corporation
 - Convention & Visitors Bureau
 - Main Street, Performing Arts Center
 - McKinney National Airport
 - Community
 - Key stakeholders/focus groups
 - Boards and commission members
 - Citizens



Why is research important?

DATA-DRIVEN AND INTENTIONAL DISCOVERY



- Your brand must be authentic:
 - You must be what you market.
 - You cannot successfully market what you simply wish to be.
- Therefore, without proper research:
 - You cross your fingers and are completely unaware whether anyone actually will listen... let alone act



What research did we do?

DATA-DRIVEN BRAND CREATION



Partnered with nationally-renowned branding and research company. Data driven and intentional process.

14 qualitative and quantitative research methods included:

- Marketing audit
- Key constituent analyses
- Focus groups
- Stakeholder surveys
- Inquiry and visitor origin mapping
- Hospitality Development Index
- Prizm reports
- Man-on-the-street interview
- Target audience perception study
 - Visitors (business and leisure)
 - Hoteliers
 - Business prospects (sold and unsold)
 - Site selection consultants
 - State tourism office
 - State economic development executives



What did the research show?

COMMON THEMES



- The words “Unique” and “nature” surfaced repeatedly
- The unique nature and inherent character of our community, as well as our natural assets
- Great to be close to Dallas, but we’re our own community
- Conscientiously planning our development in face of growth
- Strong community pride and community spirit – hometown feel
- People love many things about McKinney, not just one thing
 - Well-rounded - arts, downtown, education, parks, businesses, quality of life, events, entertainment, airport etc.
- Dichotomy is our strength – old and new, large but hometown feel, traditional and nontraditional developments, amenities and open space
- Not a “concrete jungle” – modern amenities, but feels different than surrounding cities



The result: A community brand

WHAT DOES IT MEAN TO BE UNIQUE BY NATURE?



- Introducing the entire messaging platform:
 - The tagline speaks to our inherently unique nature and character of the community;
 - A nod to our natural beauty: rolling hills, unique parks, streams and lakes. Access to nature within easy reach.
- Represents the community as a whole – with supporting messaging in each area
- Logo is a reminder of the “essence” of the entire community of offerings/seal of approval of sorts

Making a splash instead of a trickle

CREATING AWARENESS & RECOGNITION



- Launched in unison, embedded widely and quickly
- 8-page special section on McKinney inserted into every Dallas Morning News, reaching 550,000 households
- Chamber's McKinney Living - delivered to every McKinney household
- Leader speeches and branding "road show"
- Movie theater ads and highway billboard
- Branded ads across multiple platforms
- City TV channel and video production
- Newsletters and water bill stuffers
- Websites
- Employee communications



NEWLY BRANDED MATERIALS & ASSETS

Initial rollout included:

- Repainting water towers
- Street signage/wayfinding
- Building and office signage
- Fleet vehicles
- Uniforms
- New business cards and letterhead



How is the brand received?

The Dallas Morning News
Texas' Leading Newspaper Dallas, Texas, Thursday, Feb. 3, 2005

It's Personal

Slogans can help cities capture a unique identity

Personality matters to cities. Image matters. Slogans too.

Sure, it's easy for the more cynical, especially editorial writers, to poke some fun at cities when they spend months and thousands of dollars on a new marketing slogan. And sometimes, cities like Dallas deliver more than such critics can hope for when they say they want to shed their J.R. Ewing-big-hair-1980s image and then stand behind something like "Live large, think big."

But McKinney, at least, has hit a home run. McKinney, Texas: Unique by nature.

The city plans to spend almost \$250,000 to launch a branding campaign, and already spent \$62,000 on the process of developing a logo and slogan. A consultant worked for months with residents and leaders to determine what set McKinney apart, what should make people want to live, visit or do business there. And then, of course, the consultant had to try to encapsulate that in a few key words.


Not an easy assignment, and not a perfect result. After all, does the slogan full-capture the city's rapid growth, the fact that it is a great place to embark, perhaps, on a new business venture? Eh. Or that it is home to the county's only business airport? Well...

But no slogan, no logo, can possibly capture all that a city is. If it could, then such a monolithic city probably is not worth marketing.

But "Unique by nature" works. The city is unique to its core, with one of the state's largest residential historical districts and the city's authentic downtown, which other cities have tried to duplicate in the name of "new urbanism."

And the city, though it is not discussed much, does have a greater diversity of natural beauty than almost any other in North Texas. Streams, grasslands, farmland and hills. Hills! Yes, McKinney has hills, in case you didn't know.

So does the new logo, which will start popping up on city vehicles and property around town. A welcome addition. A display of personality.



EMBRACED BY THE COMMUNITY & MEDIA

- Outpouring of citizen support: 180,000+ brand ambassadors
- DMN - "McKinney has hit a home run."
- "Unique by nature" works. The city is unique to its core..."
- "...and the city does have a greater diversity of natural beauty than almost any other in North Texas."
- "A welcome addition. A display of personality."





Editorials **repeatedly reinforce** the brand and essence of the community.

McKinney was chosen for **the totality of assets** we have in the community, **not any one thing.**



Reporter verified everything we told her about McKinney **was true** in her **independent research** and talks with members of the community.

Brand commitment: Holding true to its origins

BUILDING A FLEXIBLE-GROWTH BRAND



- Designed to evolve and adapt with our growth – fastest growing city in nation at adoption
- Brand still holds true to city vision 13+ years later

2020 Vision Statement

McKinney, Texas is a natural beauty with a vibrant historic district, great places to live and a strong economy. People are friendly neighbors, experience convenient living and enjoy an active lifestyle. We take pride in McKinney! McKinney – A timeless community with infinite possibilities.

(From the 2003 Council Goals and Strategic Plan)

2040 Vision Statement

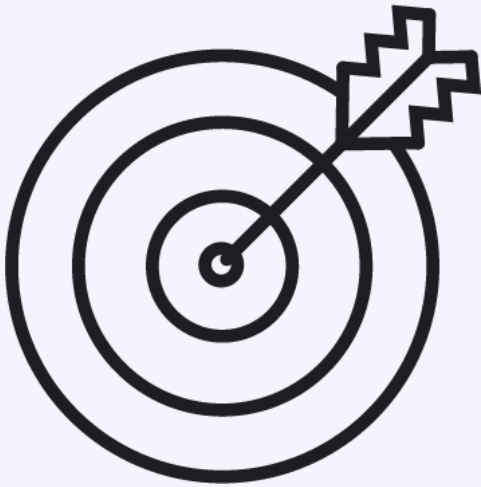
We are One McKinney – a united community that supports the diversity of its economy and people. We celebrate our natural and cultural assets, and invite private developments that create places of lasting value. Smart public and private investments ensure McKinney remains a top choice for people to live, work, play and visit through 2040 and beyond.

How are we staying fresh?

KEEPING IT CURRENT

- The best brands flex and change, but stay consistent over time
- Recognizable and protects investment
- Brand colors, fonts, color palettes and campaigns continually evolve with design trends





**How is the brand
used in targeted
marketing?**

THE COMMUNICATIONS & MARKETING TEAM



CoCo Good
Director



Denise Lessard
Communications and
Media Manager



Michelle Feldker
Communications and
Media Specialist



Joey Barr
Video Producer



Frances La Rue
Communications and
Media Specialist



Sidney Diongzon
Video Producer



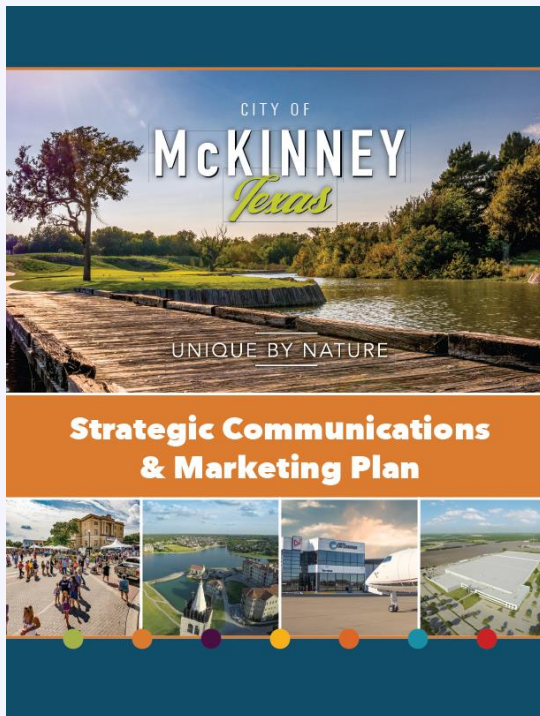
Susan Mardele
Web Coordinator



Laura Smetak
Graphic Designer

Strategic marketing/campaigns

REPETITION & CONSISTENCY ARE KEY



- Marketing opens the door to the sale – awareness of who we are/what we have to offer (individual campaigns)
- Marketing toolkit to pull from - sub campaigns enhance and support the overall brand rather than divide the overall impact
- Partnership, data driven



Umbrella branding architecture

McKINNEY MARKETING STRATEGY – COLLECTIVE SUM



City communications



WHO WE ARE TALKING TO:

- Residents, businesses/developers, visitors (both established and potential) – The Live, Work, Play model
- Employees, job seekers
- Our neighbors – Our sister cities
- Media: News and editorial

WHAT WE ARE SAYING:

- Overview of the community, who we are
- Individual messages from 25+ departments
- Transparency, open information
- Council messages and communications
- Crisis and public safety communication
- Internal employee communication

Economic Development

McKINNEY ECONOMIC DEVELOPMENT CORPORATION

McKINNEY, TEXAS

The Best Place to **Live, Work, Play**

Connecting Business

Many factors combine to make McKinney a truly special place in America, but the people here bring these vibrant qualities to life. The community spirit embodied in a friendly, safe and inviting city holds strong ties to roots and history while ensuring growth and development.

McKinney offers the perfect mix for successful business development: a highly educated workforce, availability of land for expansion, convenient location to the DFW International Airport, competitive economic and a nationally acclaimed quality of life. The McKinney has moved forward on several fronts to create new opportunities for economic growth in the coming years. City efforts are strongly focused on attracting, retaining and expanding businesses that add vitality to the local economy.

McKinney is home to McKinney National Airport, the premier general aviation airport in North Texas. With more than 1,000 feet of runway, on-air traffic control tower, private U.S. customs and a full service FBO/charter operator, McKinney National Airport attracts local businesses who travel both domestic and internationally. McKinney Air Center, McKinney National Airport's fixed based operator is rated #1 in the country in 2017. *Pilot's Choice Awards by HRPan.com.*

McKinney is home to McKinney National Airport, the premier general aviation airport in North Texas. With more than 1,000 feet of runway, on-air traffic control tower, private U.S. customs and a full service FBO/charter operator, McKinney National Airport attracts local businesses who travel both domestic and internationally. McKinney Air Center, McKinney National Airport's fixed based operator is rated #1 in the country in 2017. *Pilot's Choice Awards by HRPan.com.*

Quality of Life

Those who travel for work or play can enjoy a variety of options from modern and sleek or historic hotels to more intimate settings to meet their traveling needs. Enjoy a retail and business stay in a hotel with a convention center, a full service restaurant and bar, or longer stay in a lush farmhouse overlooking a championship golf and breakfast nestled in the heart of historic downtown.

For an end of the world experience, Adventure seekers often, shops and restaurants inspired by the ancient beauty of a Croatian village along the Adriatic seacoast. From cobble-stoned streets and Croatian Mediterranean architecture to the unadorned island chapel and landmark Bell Tower, Adriatic offers spectacular lake-side views for the ultimate retreat. The coming together of new and old, historic and trend setting, daytime festivals and nightlife activities embodies the spirit of McKinney.

Business Incentives

MEDC provides incentives based upon job creation, capital investment and the project's impact on the local economy. Incentives are tailored for qualifying projects but generally include one or more of the following:

- Direct Financial Incentives on Franchised Leases based upon Job Creation
- Infrastructure Improvement Grants
- Multifactor City Tax Abatement
- Impact/Phased Development Fee Waivers
- Reimbursement for State or Texas Economic Development Incentives
- Assistance in applying for Texas Workforce Commission Programs

* There is a right-to-work state and McKinney's non-union environment and available labor pool are attractive for manufacturers.

Key Facts

- Population (2017) 168,308
- Population Growth (2000-2017) 210%
- Unincorporated County 518,343
- Median Age 33
- Median Household Income \$82,988
- High School Graduate or Higher 93%
- Bachelor's Degree or Higher 48%
- Cable College Enrollment 52,000
- Developed within city limits: 60%

* McKinney ranks in the TOP 15 fastest growing large cities according to year population estimates released by the U.S. Census Bureau.

WHO WE ARE TALKING TO:

- Global and national corporate decision makers (our differentiators within Texas)
- Developers, brokers, site selectors and consultants
- Existing McKinney businesses for future growth/expansion/retention

WHAT WE ARE SAYING:

- McKinney is pro-business, pro-growth
- Acclaimed quality of life, a place where businesses/employees want to call home
- Diverse economy, housing and workforce

Community Development

Buying local makes a lot of cents.

Every time you **shop and dine** in McKinney, sales tax revenue stays in our community to support quality of life projects like **local parks, recreational facilities and annual events**. It's money well spent.



ENJOY ARTS IN BLOOM
DOWNTOWN MCKINNEY
APRIL 13-15

McKinney Community Development Corporation
McKinneyCDC.org

RETAIL DESTINATION MCKINNEY TEXAS

POPULATION **359,241**
2017 ESTIMATED RETAIL TRADE AREA POPULATION

AVERAGE HOUSEHOLD INCOME **\$125,712**

POTENTIAL RETAIL SALES **\$5,767,014,344**
ACTUAL SALES **\$2,697,676,778**
RETAIL OPPORTUNITY **\$3,069,337,566**

McKinney was chosen as Money Magazine's #1 Best Place to Live in America in 2016, and its historic downtown is a major tourist destination. We're growing and so are our retail opportunities.

RESTAURANTS • COMMERCIAL • SPECIALTY RETAIL • HOTELS

McKinney Community Development Corporation
McKinneyCDC.org

Chris Thompson, President
952.544.0296 • info@mcinneycdc.org
Nancy Shaban, Account City Manager
952.544.0297 • info@mcinneycdc.org

Community Impact
Making a Difference in McKinney



Every time you **shop and dine** in McKinney, sales tax revenue stays in our community to support quality of life projects like **local parks, recreational facilities and annual events**.



McKinney Community Development Corporation
McKinneyCDC.org

McKINNEY COMMUNITY DEVELOPMENT CORPORATION

“McKinney awarded grant funds totaling more than **\$138,000,000**”


Investing in McKinney

Since 1996, the McKinney Community Development Corporation has been dedicated to making McKinney, Texas, an even better place for its residents to live and enjoy life.

By funding community and economic development projects, we strive to better our past, celebrate today and plan for our future. McKinney's population is growing at a record pace, but we are committed to building fast to the values that make McKinney such a special place to live, work and visit.

McKINNEY CDC
Unique by nature.

McKinney Community Development Corporation
9900 E. Lake Forest Dr., Suite 100
McKinney, Texas 75070
214-544-0296
info@mcinneycdc.org
www.McKinneyCDC.org



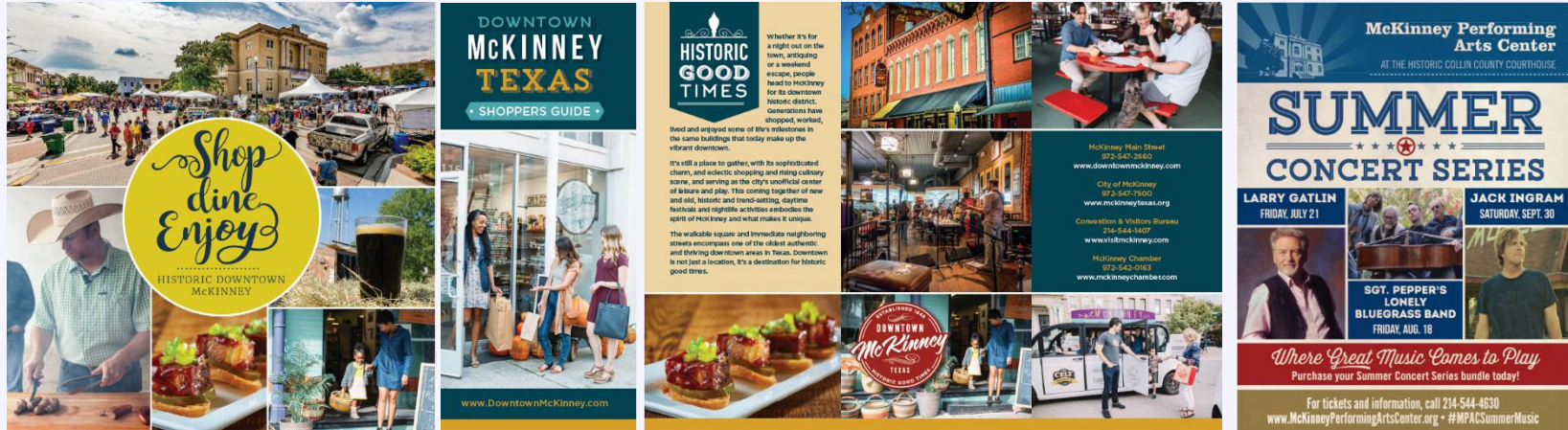
WHO WE ARE TALKING TO:

- Local residents and businesses, visitors
- Prospective retail, restaurants and corporate considering relocation to McKinney
- Grant-eligible organizations

WHAT WE ARE SAYING:

- Buying local supports quality of life projects
- Growing retail, restaurant and corporate opportunities
- Community impact, quality of life enhancements, grants

Historic Downtown



WHO WE ARE TALKING TO:

- Residents and potential local, regional and national visitors
- Businesses seeking unique location and atmosphere
- Event attendees

WHAT WE ARE SAYING:

- Downtown as a unique shopping, dining and entertainment destination
- Community events in downtown
- Performances and events at MPAC
- Historic preservation of downtown: authentic historic district

Visit McKinney

VisitMcKinney.com/TME

explore MCKINNEY

attractions

HISTORIC DOWNTOWN DISTRICT
This area of the historic McKinney district is home to antique shops, museums, restaurants, galleries and boutiques. Just a short walk from downtown McKinney.

McKINNEY FARMHOUSE MUSEUM
This historic house, located on the corner of the historic McKinney district, is a must-see for anyone visiting McKinney.

COLLIN COUNTY FARM MUSEUM AT WINTER PARK
This historic house, located on the corner of the historic McKinney district, is a must-see for anyone visiting McKinney.

FRANCIS B. BROWN COUNTY HISTORIC HOME
This historic house, located on the corner of the historic McKinney district, is a must-see for anyone visiting McKinney.

LAUREN MUSEUM
This historic house, located on the corner of the historic McKinney district, is a must-see for anyone visiting McKinney.

WILSON HOUSE & MUSEUM
This historic house, located on the corner of the historic McKinney district, is a must-see for anyone visiting McKinney.

TOPPS MUSEUM
This historic house, located on the corner of the historic McKinney district, is a must-see for anyone visiting McKinney.

THE TEXAS HISTORIC HOME
This historic house, located on the corner of the historic McKinney district, is a must-see for anyone visiting McKinney.

FOR MORE DETAILS ON ATTRACTIONS & THINGS TO DO VISIT MCKINNEY.COM/GUIDE

MCKINNEY CONVENTION & VISITORS BUREAU

OUR VISION
The vision of the McKinney Convention & Visitors Bureau is to attract visitors and residents to McKinney.

OUR MISSION
The mission of the McKinney Convention & Visitors Bureau is to generate economic growth by marketing McKinney to event planners and visitors.

TEXAS HOTEL TAX EXPENDITURE REQUIREMENTS

STATE-APPROVED USES OF LOCAL HOTEL OCCUPANCY TAX REVENUE: The State of Texas has approved the use of local hotel occupancy tax revenue for the following purposes:

PROJECT OR PURPOSES MUST MEET THE FOLLOWING CRITERIA:

CRITERIA A: Every expenditure of the local hotel occupancy tax revenue must be for a project or purpose that is in the public interest and for the improvement, development, or maintenance of the local hotel occupancy tax revenue.

CRITERIA B: Every expenditure of the local hotel occupancy tax revenue must be for a project or purpose that is in the public interest and for the improvement, development, or maintenance of the local hotel occupancy tax revenue.

CRITERIA C: Every expenditure of the local hotel occupancy tax revenue must be for a project or purpose that is in the public interest and for the improvement, development, or maintenance of the local hotel occupancy tax revenue.

CRITERIA D: Every expenditure of the local hotel occupancy tax revenue must be for a project or purpose that is in the public interest and for the improvement, development, or maintenance of the local hotel occupancy tax revenue.

meet MCKINNEY TEXAS

WE SPECIALIZE IN SMALL MARKET MEETINGS

VisitMcKinney.com/TME | 888-649-8499

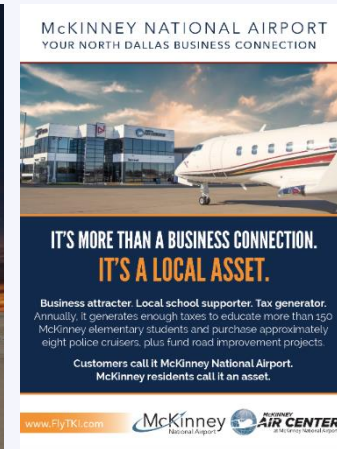
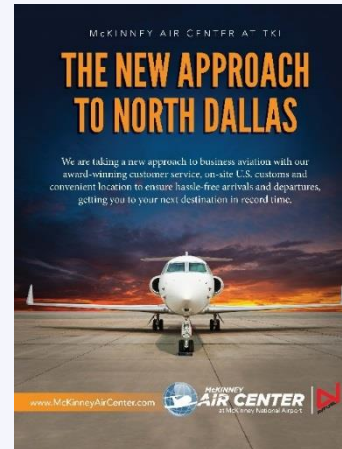
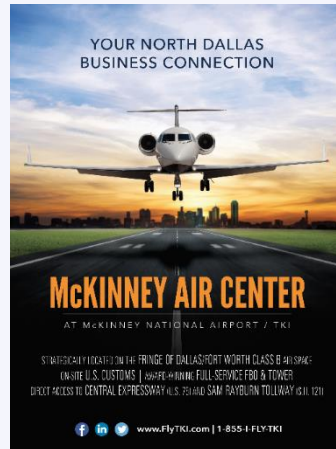
WHO WE ARE TALKING TO:

- Residents and potential local, regional and national leisure visitors
- Meeting and event planners
- Sporting tournaments, fitness enthusiasts

WHAT WE ARE SAYING:

- McKinney as a destination for shopping, dining and entertainment
- Location close to Dallas
- Authentic historic district, natural settings
- World-class amenities and unique venues
- Great people and customer service

Airport



WHO WE ARE TALKING TO:

- Aircraft owners, pilots and operators
- Flight crews, schedulers and dispatchers
- Aeronautical businesses and service providers
- Corporate fleets
- Residents/businesses (awareness)

WHAT WE ARE SAYING:

- Convenient ground and air location, close to Dallas and surrounding cities
- Onsite customs, award-winning customer service, air tower
- Local asset, tax generator, business attractor, school supporter

Collaborative Marketing

MAKING THE MOST OF MARKETING DOLLARS



- Forbes
- USA Today
- D Magazine
- Dallas Morning News
- Southern Living
- Texas Monthly
- American Airlines
- Southwest Airlines Spirit
- Martha Stewart Living
- Food and Travel
- Trip Advisor
- Pandora
- Modern Luxury
- Super Bowl XLV
- Where and Where Maps
- Multiple magazine covers



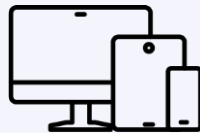
Hitting your target

STORYTELLING – VOLUME – CITY ALONE



Strategic Marketing and Creative Services

- Advertising and marketing plans
- Brand management
- 200+ Campaigns developed in 2017
- 750+ graphic design pieces
- 30+ Publications
- 3 Citizen surveys



Digital Strategy and Online Communications

- 2.3 million sessions on city websites in 2017
- 5.5 million page views on city websites in 2017
- 1 million social media impressions in 2017



Media and Public Relations

- \$2.5 million positive media value in 2017



Video and Broadcast Services

- 1 million+ minutes viewed on YouTube alone

Award-winning communications

MEASURING SUCCESS THROUGH THE YEARS

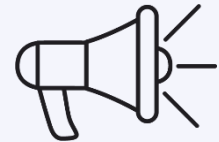
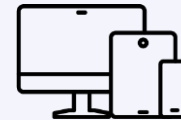


- Brand and strategic plans award winning
- Communications & Marketing Department – more than 70 awards since brand launch (plus partner entities)
- Shows quantitative measurements of success
 - Must show results gained
 - Serves as brand check up
- The Gold standard
 - Continue to consult with other cities locally, nationally and internationally



Award-winning communications

12 AWARDS SINCE JANUARY 2018



Best Internal Communications

- **Communications & Marketing Brochure**
 - TAMIO 1st Place
- **R.I.S.E. Campaign**
 - TAMIO 1st Place
 - Hermes Honorable Mention
- **2017 Employee Benefits Guide**
 - Hermes Gold

Best Report

- **2017 Annual Progress Report**
 - TAMIO Award of Excellence
 - Hermes Platinum

Best Graphic Design

- **McKinney National Airport Poster**
 - TAMIO Award of Honor
- **Police Department's Road Rage**
 - Hermes Honorable Mention

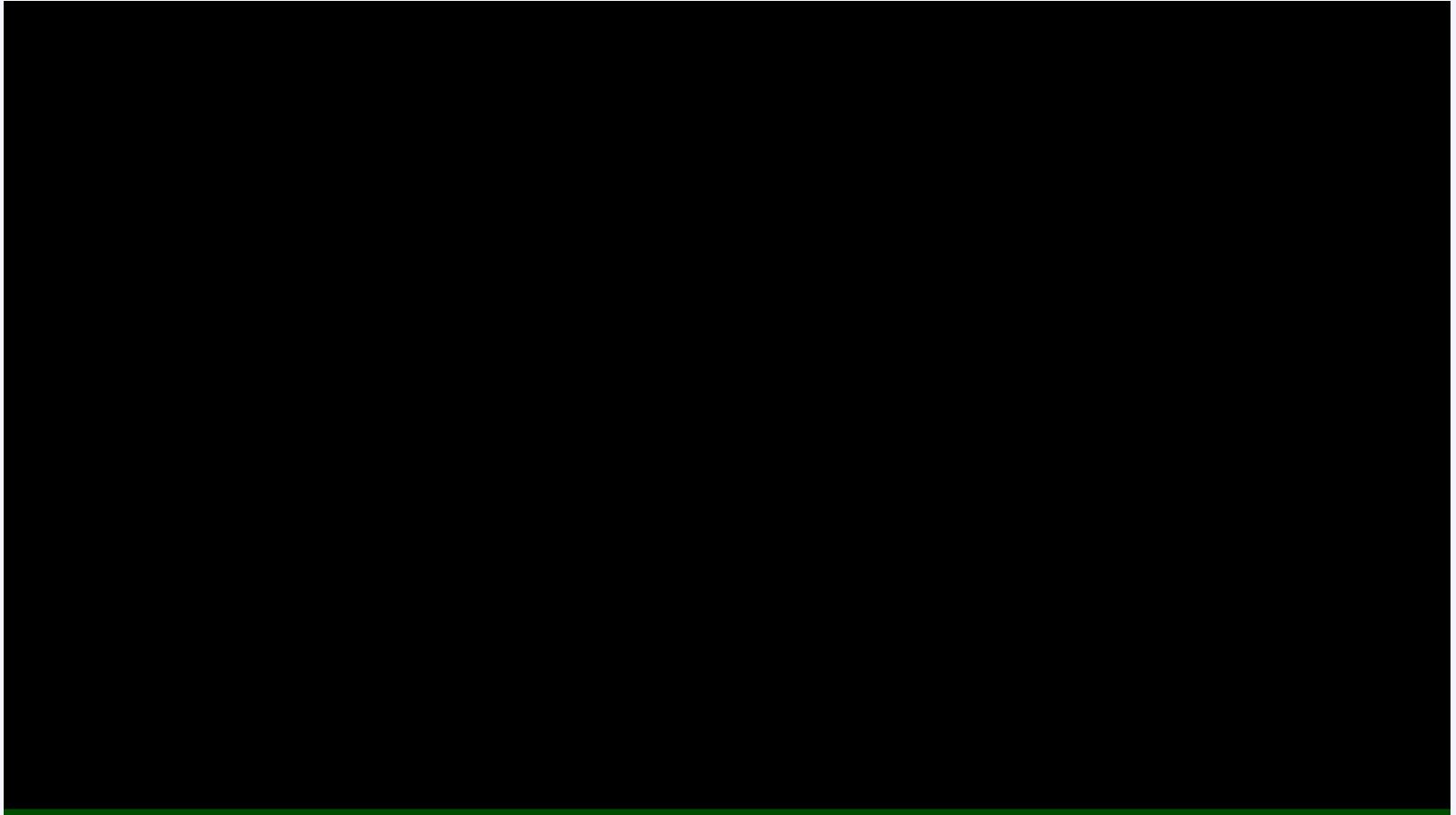
Best Website

- **MEDC Website**
 - TAMIO Award of Honor
 - Hermes Honorable Mention

Best Marketing Campaign

- **Water Service Line Replacement Program Campaign**
 - TAMIO 1st Place
 - Hermes Gold

Living the brand



To view this video on YouTube: <https://youtu.be/VUztrboDtrU>