



## McKinney Economic Development Corporation

Marketing and Research Activity

*Madison Clark, Business Development Specialist*

September 18, 2018

### Highlights:

MEDC marketing and research projects in August 2018:

- The Bisnow 121 Corridor Update held at the Sheraton McKinney was well attended with nearly 520 people in attendance. Mayor Pro-Tem Tracy Rath provided a welcome, and MEDC Chairman Jason Burress moderated the panel on Development Opportunities along the 121 Corridor. The event was followed by a Familiarization Tour for invited guests to tour development opportunities in McKinney. Feedback from both events was positive and guests mentioned they were glad to have MEDC participate in bringing greater awareness to McKinney.
- MEDC was a sponsor at the NTCAR Commercial Real Estate Expo on August 29, 2018. The event brought developers, realtors, financing entities and many others who MEDC staff made contact with as guests entered the event.

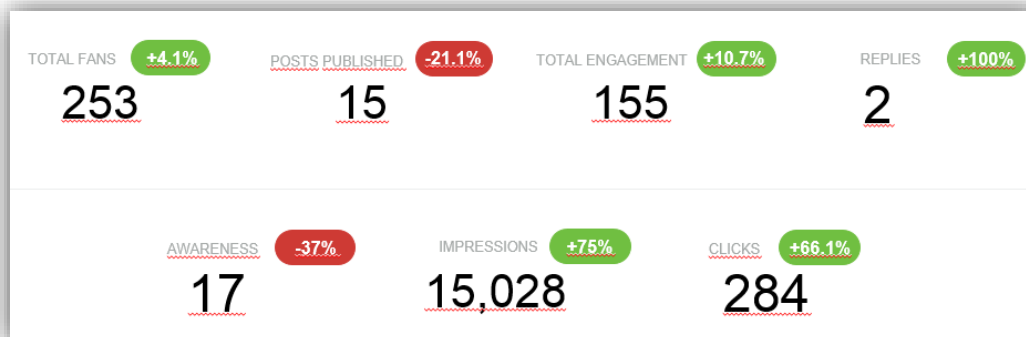
Upcoming Events:

- Corenet Golf Tournament: MEDC will be a hole sponsor and have a foursome spot at the tournament on October 29, 2018.

### Facebook Insights:


Facebook and Twitter screenname: McKinneyTxEDC.

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



The dashboard represents key metrics month-over-month.


Top Facebook post by reach and engagement:




**MEDC - McKinney Economic Development Corporation**

Published by Madison Clark [?] · August 28 at 3:29 PM · 🌐


Today [Independent Bank](#) celebrated their six-story vertical reach into the McKinney, Texas skies! General contractor, [Rogers-O'Brien Construction](#) hosted the ceremony and a construction beam was signed by attendees, a tree displayed (a construction tradition) atop the beam to be placed on the rooftop of the building, and lunch served along with remarks from key leaders in the project. Congratulations on this milestone!





**Get More Likes, Comments and Shares**  
Boost this post for \$5 to reach up to 2,200 people.

[View Insights](#)
[Boost Post](#)

 Verna Miller, Madison Clark and 13 others
 6 Shares

**Performance for Your Post**

**1,267** People Reached

**77** Reactions, Comments & Shares ⓘ

<b>69</b> Like	<b>15</b> On Post	<b>54</b> On Shares
<b>2</b> Love	<b>0</b> On Post	<b>2</b> On Shares
<b>0</b> Comments	<b>0</b> On Post	<b>0</b> On Shares
<b>6</b> Shares	<b>6</b> On Post	<b>0</b> On Shares

**155** Post Clicks

<b>28</b> Photo Views	<b>0</b> Link Clicks	<b>127</b> Other Clicks ⓘ
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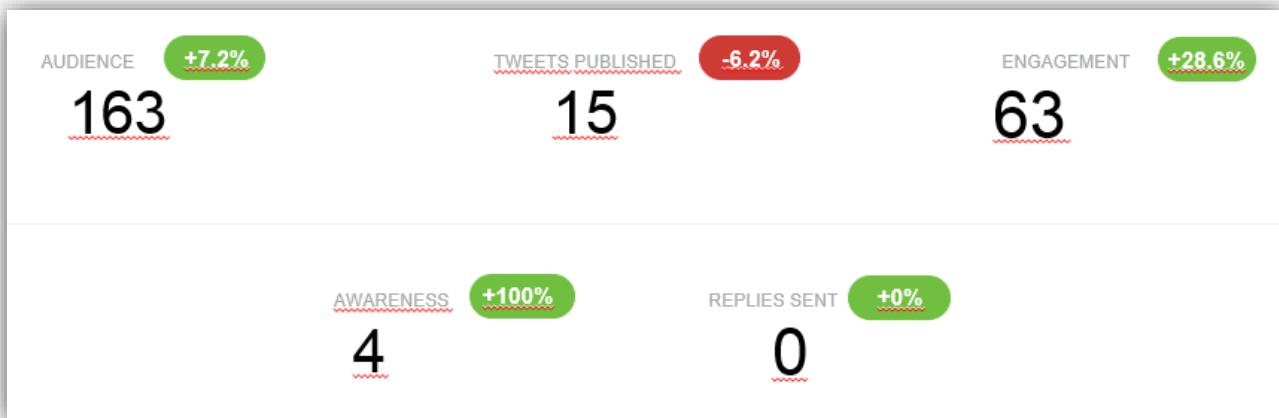
**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

## Twitter:

The dashboard represents key metrics month-over-month.



### Top Tweet earned 880 impressions

David Brooks, Chairman & CEO of @IndependBank, Bill Guthrey, Senior VP/Partner, @KDC\_Development, and John Valencia, MEDC are all smiles at today's topping out ceremony for #IndependentBankTX new Corporate HQ.  
pic.twitter.com/NctkBeLFMW



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### Top media Tweet earned 489 impressions

Hey @Google 🤖 -- glad to see the partnership with @collincollege right here in @CityofMcKinney! #IT #ITworkforce #tech #techworkforce #McKinneyTX  
bizjournals.com/dallas/news/20...  
pic.twitter.com/rGPY6tvIBA



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