



McKinney Economic Development Corporation

Board Presentation - July 16, 2019
Organizational Updates

NEW BUSINESS RETENTION & EXPANSION

Community Impact of Business Retention & Expansion

The New “Three Legs Of The Stool” Of Economic Development



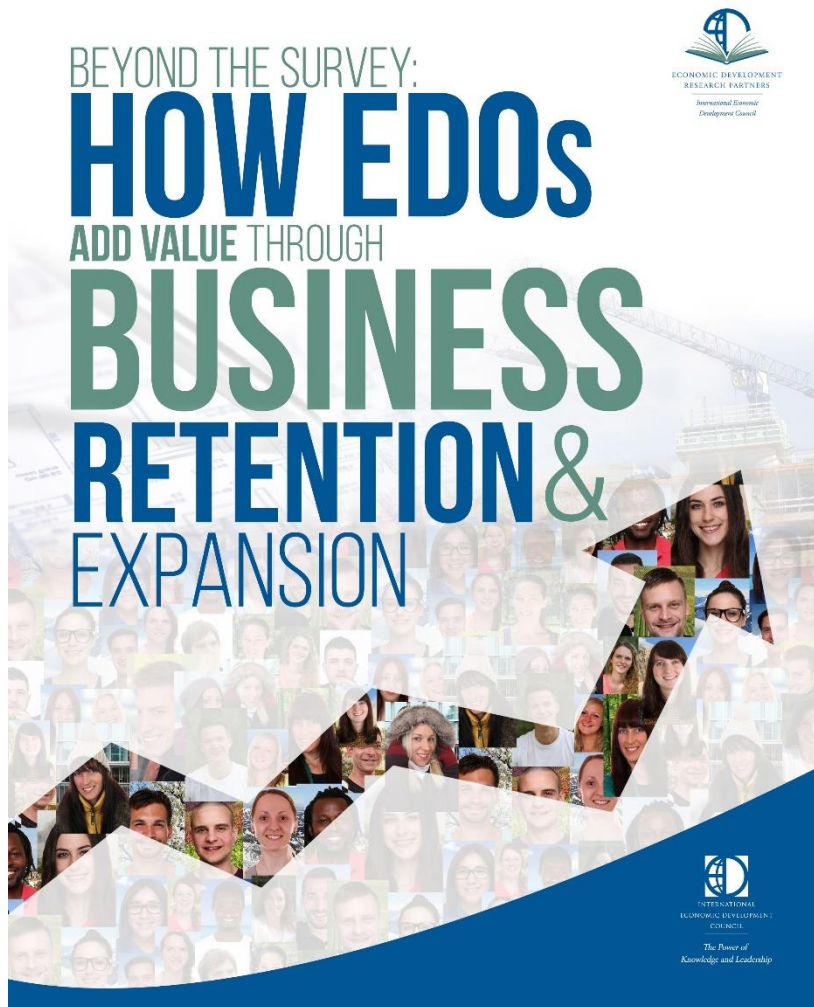
THEN

Traditional 'Three Legs
of the Stool' Focus



NOW

Expanded Focus Integrates
Talent and Placemaking



International Economic Development Council: Business Retention & Expansion Training Course

Attended Training February, 2019

Key Takeaways:

- Using Community Partners to reduce redundancy and to be more efficient and effective with time and resources
- Establishing, maintaining and upgrading our BRE program
- Creating effective models for business visitations
- Customer-Relationship Management (CRM) techniques
- BRE program marketing techniques
- Identifying early warning indicators of businesses in need
- Cluster and industry-focused BRE programs
- Tracking and analyzing customer feedback and responses
- Quantitative and qualitative economic development metrics

CORE FOCUS OF NEW BRE PROGRAM

BRE SUCCESS

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BRE ACTION PLAN

Community Partnerships

BUSINESS VISITATION

Achieve Maximum Exposure with minimum duplication



Planned Annual Visits

300

Per Year



Partner Visits

9

Scheduled Through September



Partner Visits

5

Scheduled Through September

BRE ACTION PLAN

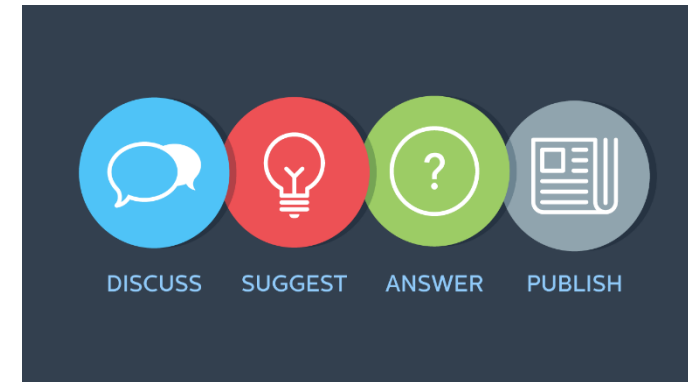
Community Outreach



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WORKSHOPS & ROUNDTABLES



COMMUNITY FORUMS

BRE ACTION PLAN

BRE Tool Kit

Development of Tool Kit to address business needs across all platforms



BRE ACTION PLAN

BRE Marketing



**McKinney Business
Newsletter**



**Targeted Email
Marketing Campaigns**



**Social Media
Spotlights & Promotions**

BRE ACTION PLAN

Program Evaluations & Metrics

BRE Visits:

Measured Annually, we will evaluate our success on the number of visits we are able to achieve per year.

BRE Events:

Through our BRE events, we will look at the exposure we generate within the attendance rates and feedback from attendees on the content presented.

Business Assistance:

Both the quality of assistance provided to businesses as well as the utilization of the programs and resources we provide will gauge the success of our assistance opportunities.

Annual Competitiveness Report:

The MEDC will complete an annual competitiveness study to ensure that the programs and assistance we offer is relevant and up to date.



QUESTIONS

