

2019 MEDC KEY PERFORMANCE INDICATORS

Strategic Objectives <i>Set S.M.A.R.T objectives: Specific, Measureable, Actionable, Relevant, Time-related</i>	Outcome <i>What is the desired result of this objective?</i>	Actionable Goals <i>What are our actionable goals to help us achieve this objective?</i>	Measurable Metrics <i>What metrics will show progress towards the outcome?</i>	KPI <i>Key Performance Indicator based on Previous Data.</i>
1. New Business Attraction Projects: Continue to seek out qualified businesses in indetified targeted industries to relocate to the City of McKinney.	Increase the business footprint, commercial taxbase and provide high skilled jobs in McKinney.	1. Utilize digital media outreach programs 2. Participate in industry and trade shows 3. Host FAM tours with prospects	See Metrics Chart	1. Maintain an active project pipeine of min 20 projects. 2. Host at least 1 FAM Tour Annually 3. Participate in Industry Trade Shows and Missions
2. Marketing: Coordinate to create a uniform marketing campaign for the MEDC to clearly showcase the City of McKinney as a business and lifestyle destination and promote development opportunities.	Create dynamic business attraction and assistance material for the MEDC.	1. Hire a marketing and design firm to create campaign. 2. Design and Launch marketing campaign. 3. Distribute marketing materials locally and via social media channels	See Metrics Chart	1. Complete marketing campaign on time and on budget. 2. Have open rate of at least 40% of digital material distributed 2. Distribute to at least 20 unique strategic marketing prospects
3. Website/ Social Media: Refresh the existing MEDC website with updates in information and design. Revamp existing social media channels to properly represent MEDC communications.	The MEDC will have the most accurate, up to date and relevant economic development website available.	1. As part of our marketing contract have a complete web design as part of the contract. 2. Create new social media channels to launch the new marketing campaign 3. Hire dedicated social media marketing manager	See Metrics Chart	1. Increase traffic to the MEDC website by 30% in the first year of launch. 2. Increased Social Media Viewership, likes, Subscriptions, etc. (See attached Metrics Schedule)

2019 MEDC KEY PERFORMANCE INDICATORS

4. Outbound Recruitment / Lead Generation The MEDC will participate in outbound trade missions to recruit national and international business prospects to promote McKinney as the premier city to locate and grow business in the Dallas/Ft. Worth Metro.	Increase Awareness and promote development opportunities in the City of McKinney and showcase as a business, lifestyle and technology destination.	1. Look for trade opportunities with regional and national organizations. 2. Participate in national and International trade missions. 3. Participate in national and international industry conferences.	See Metrics Chart	1. Generate at least 5 national and international project leads as result of activity. 2. Develop database of Site Selectors & Brokers 3.
5. Infrastructure Development: Utilizing Infrastructure Led-Economic Development principles, the MEDC will seek to engage technology infrastructure providers to invest in tech infrastructure that will serve as a catalyst for business attraction and community lifestyle improvement.	Have technology infrastructure plan ready for implementation to market to prospective tech businesses	1. Work with City of McKinney on strategic infrastructure plan. 2. Engage infrastructure consultant in developing implementation plan.	See Metrics Chart	1. Have tech infrastructure strategy completed and implemented. 2. Engage at least one (1) development as test site for tech infrastructure rollout
6. Increase Commercial Tax Base: As a primary objective, the MEDC will seek opportunities for increasing the commercial tax base of the City of McKinney to help balance the proportion of tax base from relying heavily on residential property tax.	Help bring balance to City of McKinney tax digest.	1. Seek out development projects for available land. 2. Create programs to incentivize development. 3. Utilize MEDC assets as conduit for development activity.	See Metrics Chart	1. Bring in a minimum of \$100M in capital investment from MEDC projects annually (Calendar Year) 2. Aim for an increase in Capx of at least 20% Year over Year
7. Build New B.R.E Program: Develop a personalized Business Retention and Expansion program to serve the existing McKinney business community. Have BRE Program in place by Sept. 30, 2019.	Have dedicated resources and outreach to existing McKinney business to prevent relocations out of the city.	1. Build structured program for BRE. 2. Find community volunteers to participate in BRE program 3. Partner with existing community organizations to increase awareness of program and program reach	See Metrics Chart	1. Visit at least 300 McKinney businesses annually. 2. Engage top 10 Employers at least 3 times per year. 3. Host two community forums annually

2019 MEDC KEY PERFORMANCE INDICATORS

City Council Goals:

1. Implement local employer newsletter by September 2019
2. Develop BRE networking program consisting of local businesses and c-suite executives to represent McKinney in the marketplace by September 2019
3. Assemble core leadership team of local executives in order to host events for local employers by September 2019