

McKinney Economic Development Corporation

July 2019 Organizational Report

Peter Tokar
MEDC President

MEDC Board of Directors,

June has been a very full month. We are coming to the close of the fiscal year, launching our new brand and finalizing many of the organizational updates that we have been working on for the past year. I want to recognize the staff of the MEDC as they have been working very hard and diligently to pull together the finishing touches on many of the items that are being presented this month. We have been talking about getting to the “tipping point” from an organizational perspective to start our aggressive campaign on the new strategy we have been working on and I am happy to say that we are there!

I knew that the first year was going to be one of the most challenging. We have made significant organizational changes in our strategy and operations that will continue to challenge us all. Our organization is not unlike economic development in general in that with change comes growing pains. However, the staff has embraced the tough road ahead of us and moving forward, we are now in the position to launch many of the new initiatives that we have been working on. I am proud of what we have all accomplished in the short year that it has been since I came to the organization and I believe that from this point on, the community is going to see the fruit of all that labor.

-Peter

President's Report:

A. Organizational Updates

- **5G Update:** Michael DePaola, 5G Technology Specialist, started on July 15th. I also had the opportunity this month to meet with two McKinney citizens (Tasha Escoto and Leigh Wilcox) on the strategic direction we are taking in regards to bringing 5G technology to McKinney. They provided valuable citizen feedback and research they have done on 5G technology that we will be evaluating as part of the entire 5G evaluation process. I appreciate them reaching out to our organization with their questions and concerns. We will remain committed to providing transparent information throughout this exploratory process to the public as we learn more about this technology and the impact it can have within the community.
- **High Performance Organization Training:** Following the cascade session by city manager Paul Grimes, the complete staff of the MEDC underwent a half day training with Joe Mazzola from the City through the HPO 101 training class. The class was well

received and we have had nothing but positive feedback on the training. A special thank you to Joe and his team for facilitating a wonderful training and to city leadership for providing this opportunity for employee growth and development.

- **Organizational Management Update:** In concert with being an HPO organization, we have established a new organizational management structure for the MEDC. I will be making a presentation at our July meeting on our new vertically integrated org chart and how it will impact the management and performance of the MEDC team.
- **Key Performance Indicators:** The final KPI's are being presented for board adoption. Following the adoption, we will report out on our year to date standing on the KPI metrics.
- **Board Onboarding Program:** As part of our continued organizational performance evaluations, we made some additional improvements to our board of directors' onboarding program. The program will be presented at the July meeting and will include a full program breakdown of how we intend to improve the process of welcoming in new board members to the MEDC.
- **Marketing Brand Launch:** We're officially LIVE with our new MEDC Logo and new Website UniqueMcKinney.com. We launched at the McKinney Chamber of Commerce quarterly luncheon with our new Logo and live website. We displayed our new trade show booth which was well received by all present. We will continue to make the rounds of displaying the new brand at chamber events through the next year. Our targeted marketing campaigns are kicking off starting July 15 on our social media channels and through targeted email marketing campaigns.
- **TAIWAN Trade Mission:** July 19, we will embark on a trade mission to Taiwan. While in country, we will be hosted by both Wistron and TYG (McKinney based companies) to talk about potential future growth need for both companies as well as visit 4 additional prospects. A full report of the trip will be made upon returning.
- **2019 Budget:** We will be presenting the 2019-2020 budget at this month meeting.

B. Organizational Activity Report

- RFPs received: 4
- RFPs responded to: 3
- New Pipeline Projects: 2
- New Project Leads: 3
- Networking Events: 2
- Planed Site Visits: 1

C. Marketing / Communications

- **Marketing Update:** Centipede Digital will be providing a full marketing update at the July board meeting. The focus of the presentation will be to showcase where we are in our current campaign and showcase what the next evolution of marketing for the MEDC will entail.
- **Industry Specific Social Media Campaigns:** As part of our official launch, we will be creating industry specific social media campaign that we will targeting to specific audiences on our available sites for development in McKinney. We will report the metrics of the campaigns as we launch.

- **UNIQUE MCKINNEY LAUNCH EVENT:** As stated above, we are officially live with our new website. We will continue to make updates as we further develop the brand. Starting in late July we will be launching our targeted social media campaigns promoting the new brand to the brokerage community and to targeted industries we are looking to attract to McKinney.
- **BISNOW (Allen Event):** We will be displaying our new Unique McKinney trade show booth at the upcoming Allen BISNOW event August 15th.
- **Community Partnership:** Met with the Chamber and CVB. We have the next 90-120 days planned out.

D. Business Retention & Expansion

- BRE Visits: 6
- Businesses Assisted: 25
- **New BRE Program Presentation:** Staff has been working diligently on a new and improved Business Retention and Expansion Program. A presentation of the full program will be made at the July board meeting but the new program will be much more comprehensive and aggressive program than the MEDC has even developed. The key components of the program will include increased community partnerships, expanded assistance opportunities and increased outreach opportunities within the community to expand the programs reach.

E. MEDC Committee Updates

- **Real Estate Committee:** The real estate committee met July 9 at the MEDC offices. We discuss development opportunities on both MEDC owned land as well as the status of Southgate development and how we can engage and support other developments underway in the City.
- **Marketing Committee:** The Marketing committee has a planned meeting on July 12th at the MEDC offices.
- **Finance Committee:** The finance committee held a meeting June 25th at the MEDC offices. During the meeting the committee reviewed a presentation of the proposed budget and reviewed allocations for the coming year.

F. Upcoming Events

- **BISNOW Event (Allen):** August 15th at the Delta Hotel in Watters Creek. MEDC will have a booth display at the event.
- **Chamber Development Lunch:** August 22nd – Location TBD (Proposed) The MEDC will again have a booth display and be inviting local brokers and developers to see the new branding and strategy for McKinney.
- **McKinney Manufacturing Roundtable:** Monday, July 22 – Emerson. This is the first of our new BRE events that we are co-hosting with the chamber of commerce. This event was created out of the new BRE program.

McKinney Economic Development Corporation

30 Day Social Media Insights Report

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**McKinney Economic Development Corporation - Social Media
Reporting Period: June 1, 2019- June 30, 2019**

Definition of Terms:

“Likes” – Favorable response to a post

“Shares” – A social media metric that shown how many users have promoted your content on their social media platform.

“Impression” – A social media metric that is used to show how many times our post has been shown in user feeds.

“Reach” – A social media metric that tells you how many people have read your post.

“Retweet” – A social media metric developed and exclusive to Twitter that tells how many times other users have shared your post. Similar to a share.

Highlights:

MEDC Social Media June 2019:

Total Number of Likes: 829 as of July 3, 2019

Twitter (Followers): 262

Instagram (Followers): 192

Facebook: 348

LinkedIn: 27

Number of Post: 238 as of July 3, 2019

Twitter: 62

Instagram: 53

Facebook: 81

LinkedIn: 42

Views:

Twitter: Reach- 194 40.6% Impressions- 14.6K 25.3%

Instagram: Reach- 186 Impressions- 549

Facebook: 26

LinkedIn: 101 461%

- Desktop: 32

- Mobile: 61

Shares:

Twitter (Retweet): 31

Instagram: N/A

Facebook: 48

LinkedIn: 2

Facebook: Social Media Performance

Total Number of Likes – 347

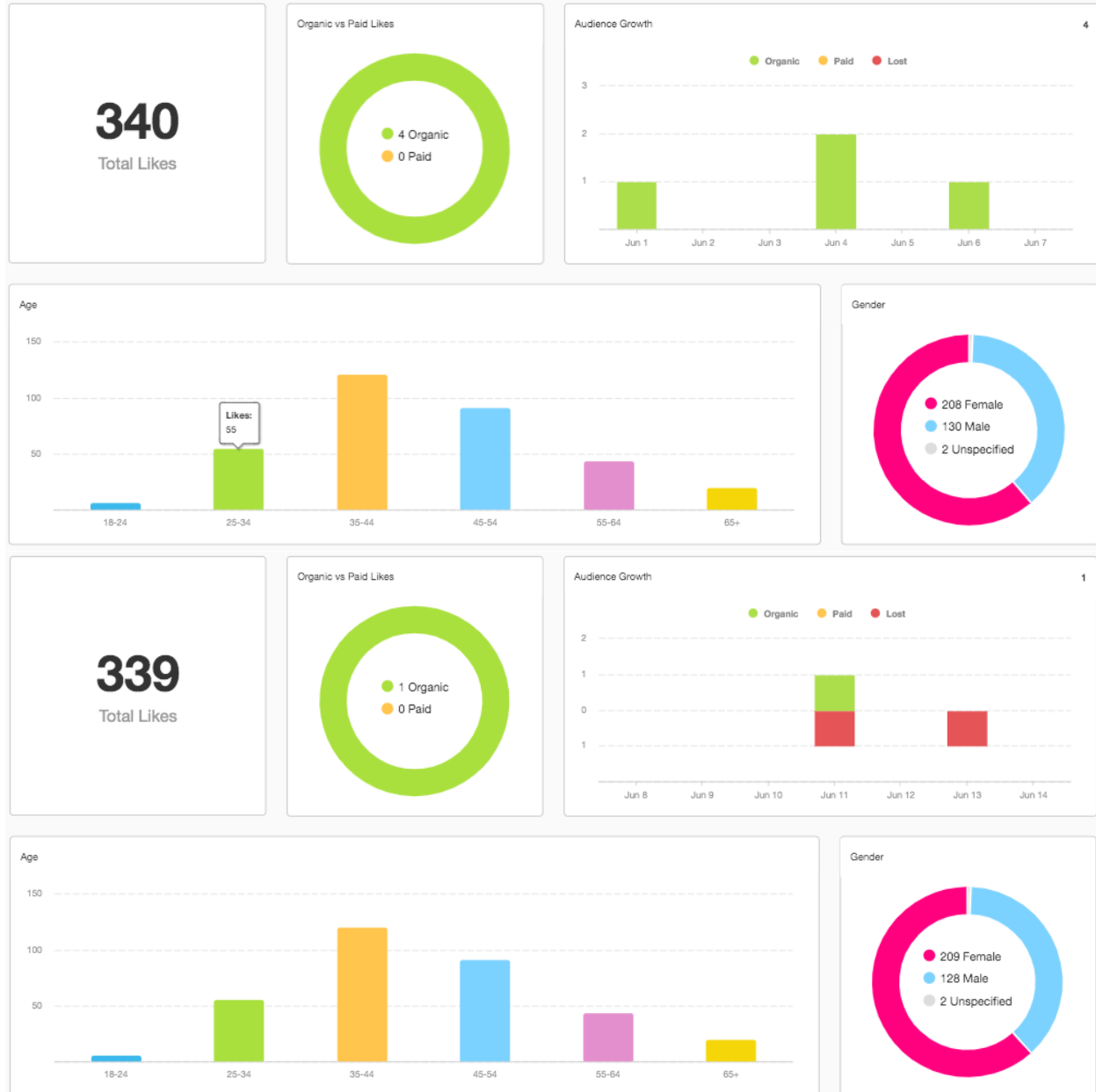
Key Definitions from Charts Below:

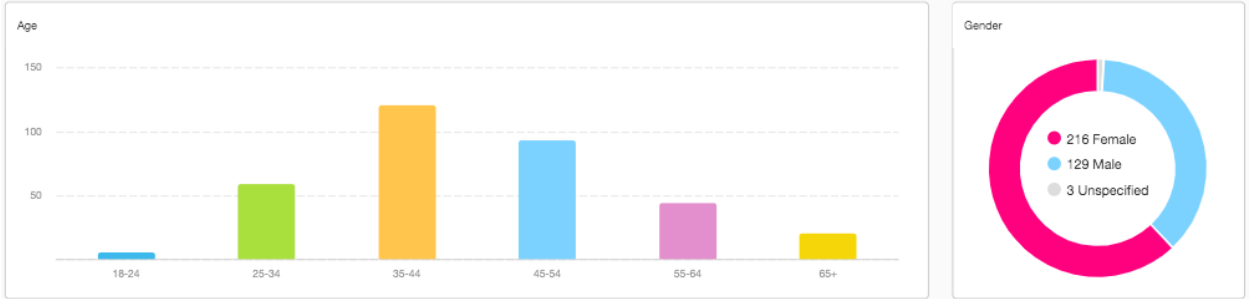
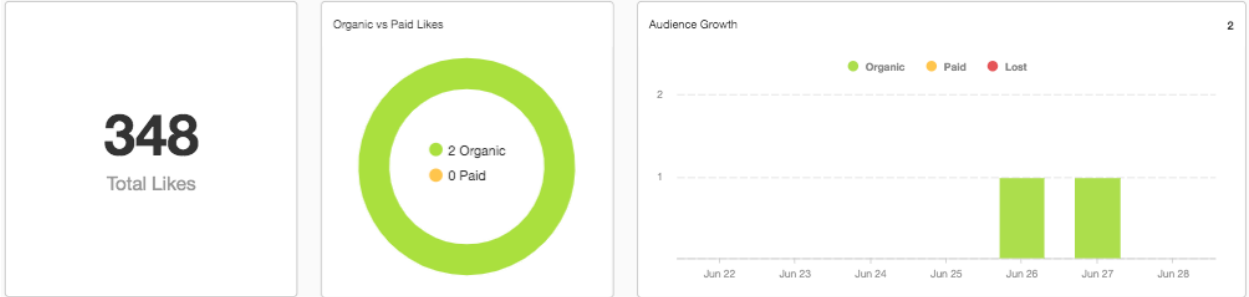
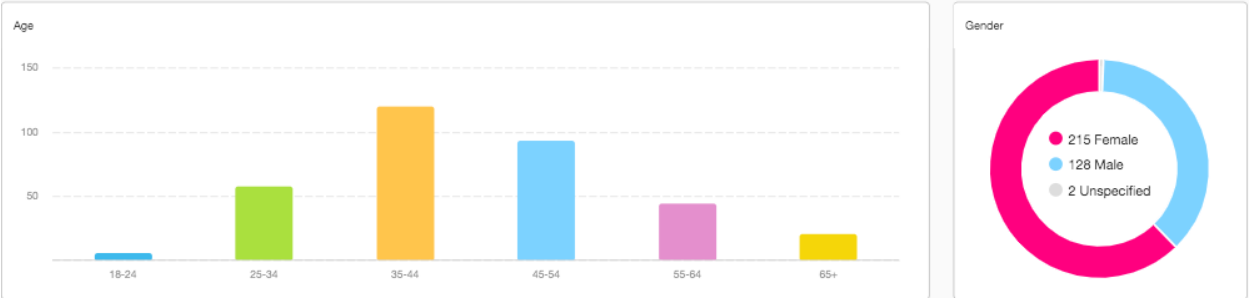
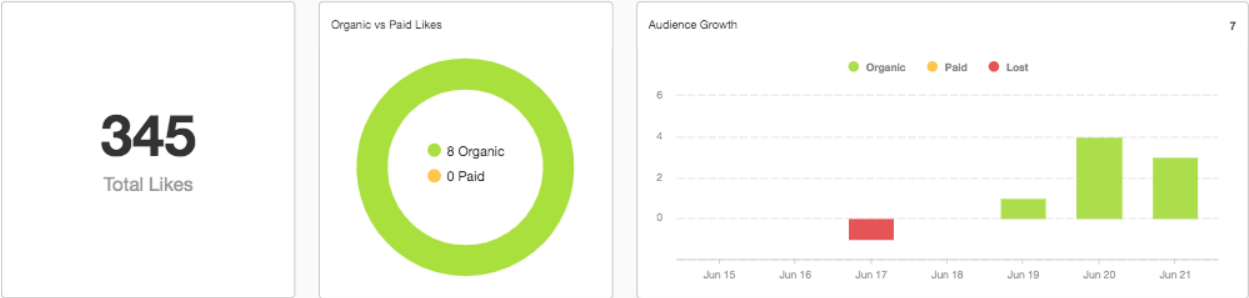
“Organic Reach (Like)” – The amount of likes generated from non-paid posting (Social Media paid advertising)

“Paid Reach (Likes)” – The amount of likes or reach that was achieved through paid posting (Social Media advertising)

Graphic: Likes based on Gender

The graphics below denote the “likes” received on Facebook relative to gender, Male and Female.





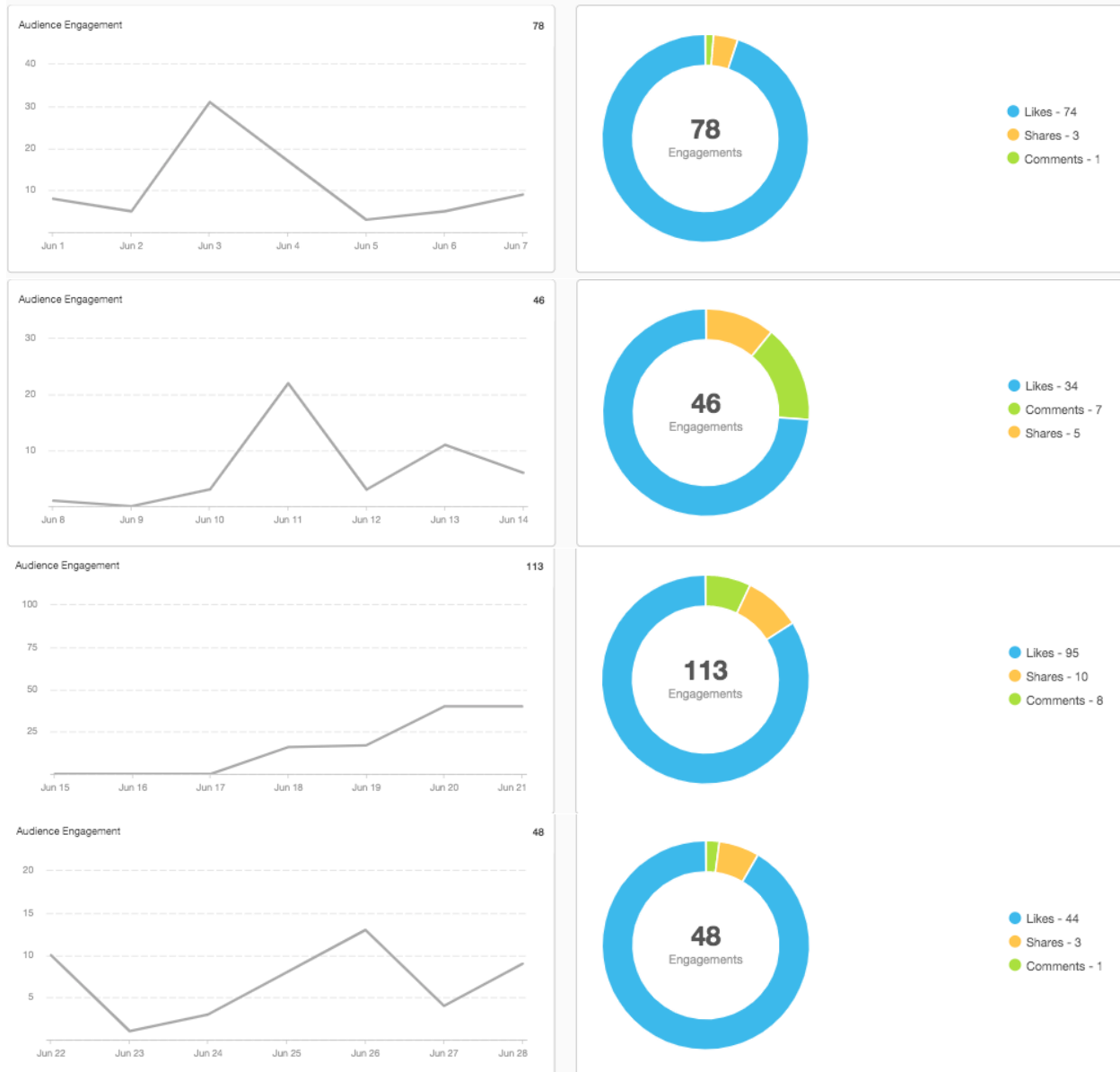
Facebook Metrics for Age Specific Audience

A large portion of our social media marketing is reaching our target age demographics as well as a host of other social demographic categories. Using our average age in the city, we want to target like audiences that have a higher probability of moving here.

AGE: 35-44 (Female – 216 / Male – 129 / Unspecified – 3)

Key Definitions:

“Audience Engagement” – Interactions and interest in our Brand by users



Facebook Posts: Audience Engagement

We seek to create more and more engagement with our targeted audiences. That is a key indicator that we are making progress with our social posts.

Key Definitions:

“Boost Post” – Paid Social Media Advertising. When you “boost” a post, you pay a nominal fee to guarantee that the post reached the target user or target user group. At any given time, you are only receiving at best 10% of the social media posts from just your friends. Social media tracks your interactions with other users, and based on the frequency of your interactions, prioritizes their posts to your social media feed. Paid boosting guarantees that your post hits their social media feed regardless of your interaction with them.

06/28/2019 10:53 AM		Danny Chavez speaking at the Dallas REAL Professionals			73		4 3		Boost Post
06/26/2019 4:09 PM		Team meeting this morning! Today we dove into High Performance			114		21 13		Boost Post
06/26/2019 1:14 PM		We look forward to having you all here in McKinney!			103		17 5		Boost Post
06/25/2019 2:39 PM		From Algona, Washington to McKinney, Texas a division of			120		6 9		Boost Post
06/21/2019 4:54 PM		Excited to introduce all of you to Danny Chavez our new Senior Vice			239		38 30		Boost Post
06/21/2019 3:31 PM		The History of McKinney, Texas. Neat learning about the history and			104		3 8		Boost Post
06/20/2019 12:18 PM		A beautiful day for a Ground Breaking for The Family Health			357		105 46		Boost Post
06/19/2019 2:03 PM		Western LLC "[Construction Update] Progress is being made on			87		6 6		Boost Post
06/18/2019 10:39 AM		Come visit anytime. #IndustrialPark #NewDevelopment #Moving			75		1 6		Boost Post
06/18/2019 9:27 AM		The Then and Now Exhibit is now open. McKinney is growing. We are			186		9 20		Boost Post
06/13/2019 11:56 AM		Tech Culture McKinney is a Hub for Technology, Ideas and Innovation.			110		6 15		Boost Post

Twitter – Key Social Media Metrics

Total number of Followers: 262

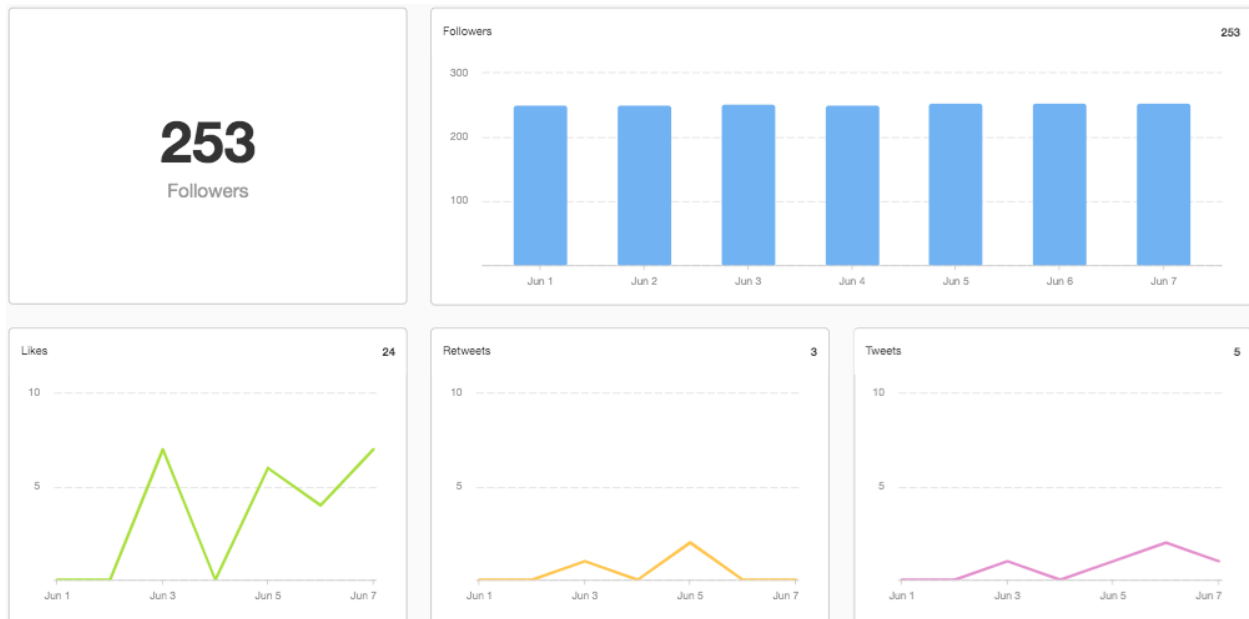
The reach of twitter depends on how many followers you have. Each month we seek to gain more followers. The more followers we obtain, the more successful our social media efforts are. Increases in followers also indicates that the information we are putting out is relevant and worth keeping up with.

Key Definitions:

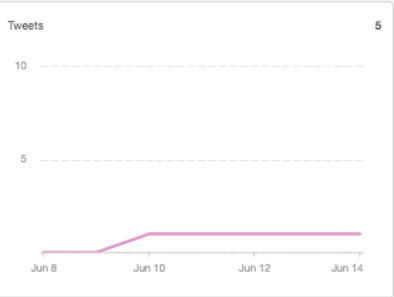
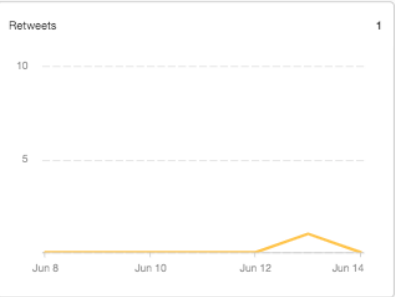
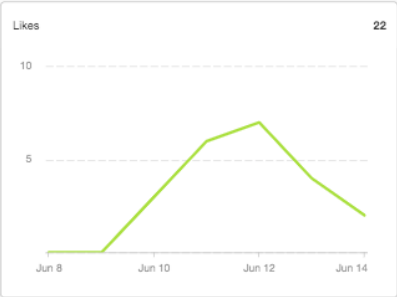
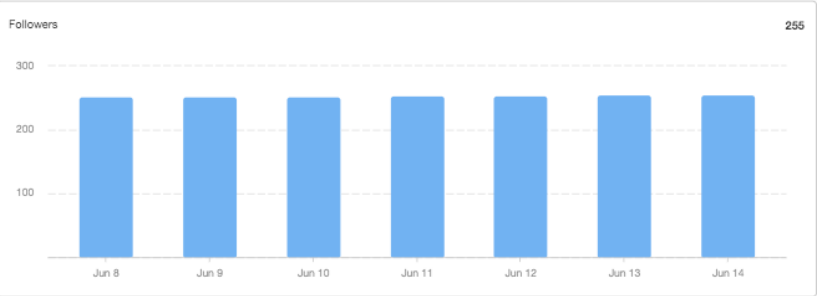
“Followers” - When you “Follow” a twitter user, you are subscribing to their twitter feed posts.

Meaning when that user makes a “tweet” you will be notified and can view their tweet on your Twitter feed.

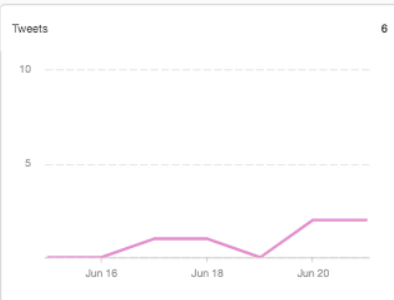
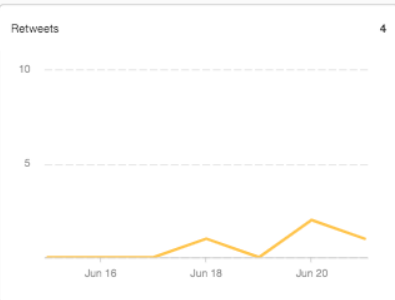
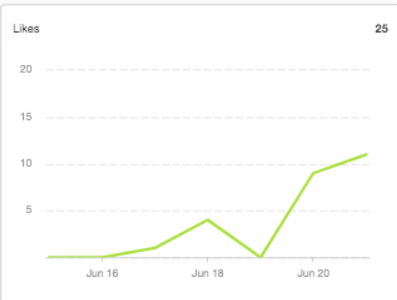
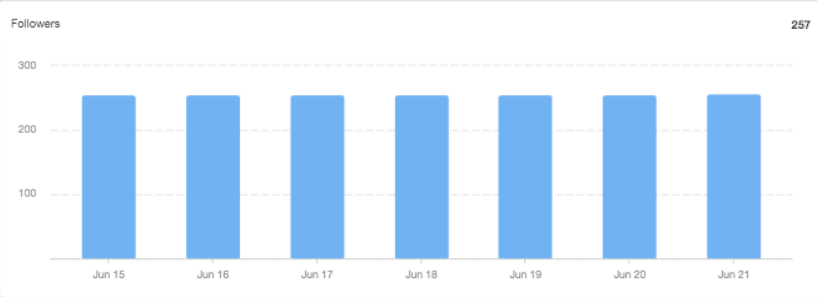
“Mentions” – Twitter “Mentions” are when another user references you or the organization in their personal tweet. This is indicated by posting the other users twitter handle that begins with “@”
(I just had a meeting with @johnDoe !)

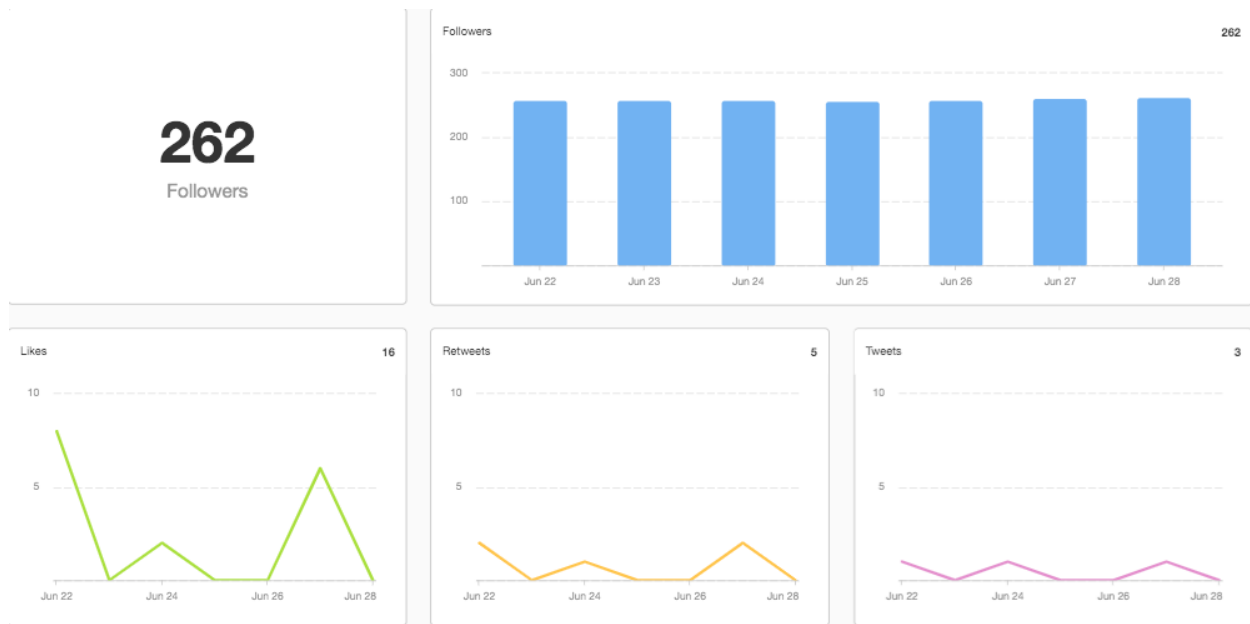


255
Followers



257
Followers





28 day summary with change over previous period



Top Twitter Post: Over the month of June 2019

Top Tweet earned 712 impressions

A Bachelor of Science in Technology and Cybersecurity has been approved at [@collincollege](#). Starting in 2020, students will be able to pursue a four-year degree.

[#UniqueMEDC](#) [#Unique_McKinney](#) [#TechEconDev](#) [#EconomicDevelopment](#) [#Technology](#) [#Cybersecurity](#)
pic.twitter.com/VWd0x1tH8d



5 3

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 115K people



Top mention earned 4 engagements



Danny Chavez

@DannyChavezTX · Jul 1

[#Global](#) powerhouses with name brands & mega-workforces: As much as they have different, these companies are in sync in a very literal way: They've opted to leave longtime [#headquarter](#) locations & head to [#Northtexas](#) [#dallas](#) [#mckinney](#) [#Texas](#) [@McKinneyTxEDC](#)
usnews.com/news/best-stat...

1

[View Tweet](#)

Top media Tweet earned 548 impressions

Ground work happening at HUB 121.

[#UniqueMEDC](#) [#Unique_McKinney](#) [#McKinneyTX](#) [#Relocation](#) [#HUB121](#) [#EconomicDevelopment](#) [#EconDev](#) [#Development](#) [#Investment](#) [#Broker](#) [#RealEstate](#) [#mixedusedevelopment](#)
pic.twitter.com/RMuTLI60ZB

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

[Get started](#)

JUL 2019 SUMMARY

Tweets	6	Tweet Impressions	3,833
Profile visits	69	Mentions	1
New followers	0		

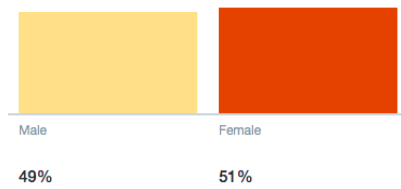
Interests

Interest name	% of audience
Dogs	98%
Science news	95%
Weather	94%
Technology	93%
Sports news	92%
Sporting events	89%
Politics	88%
Government	83%
Commentary	81%
Tech news	80%

Country

Country name	% of audience
United States	92%
Russia	2%
Canada	1%
United Kingdom	1%

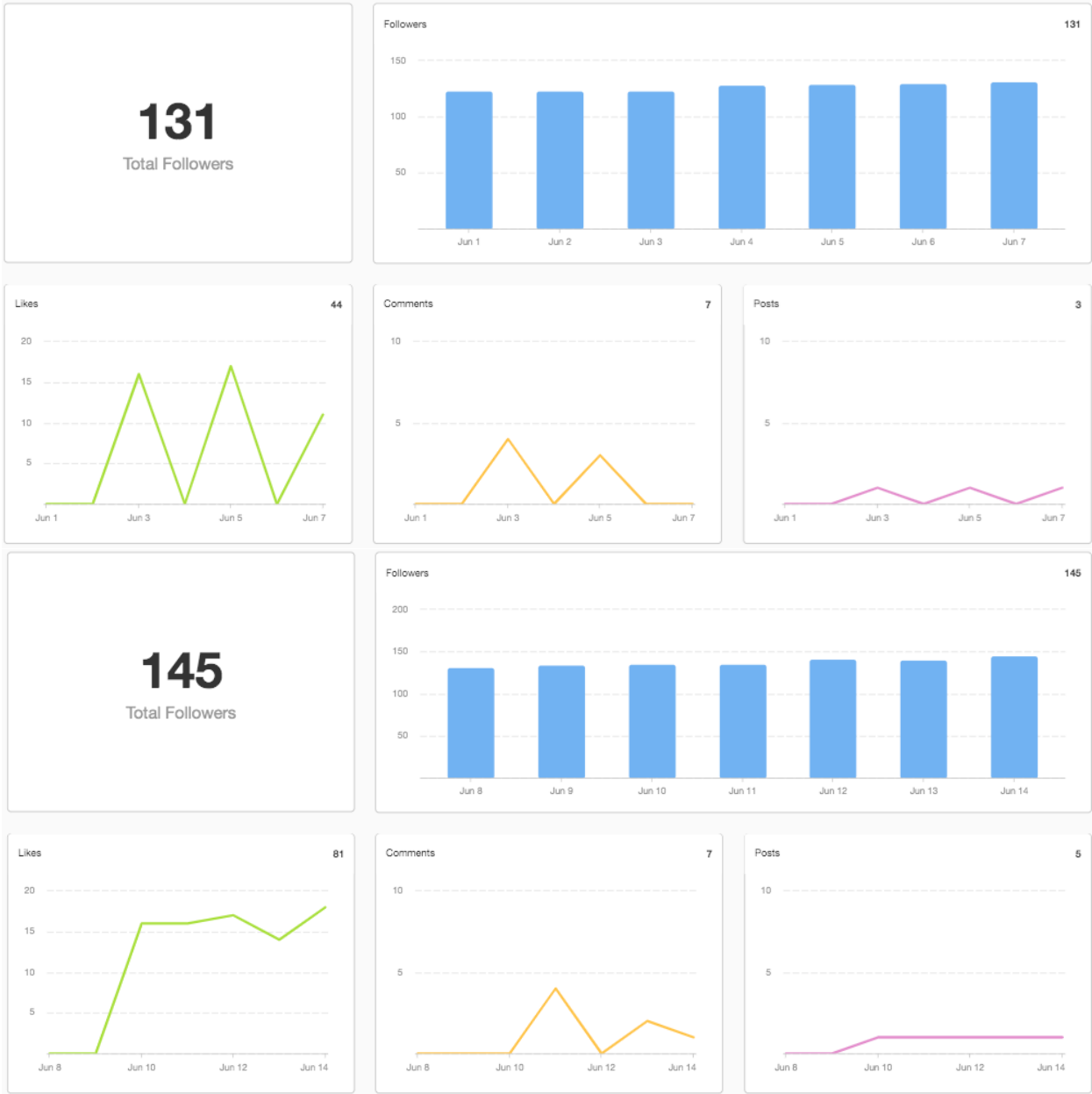
Gender

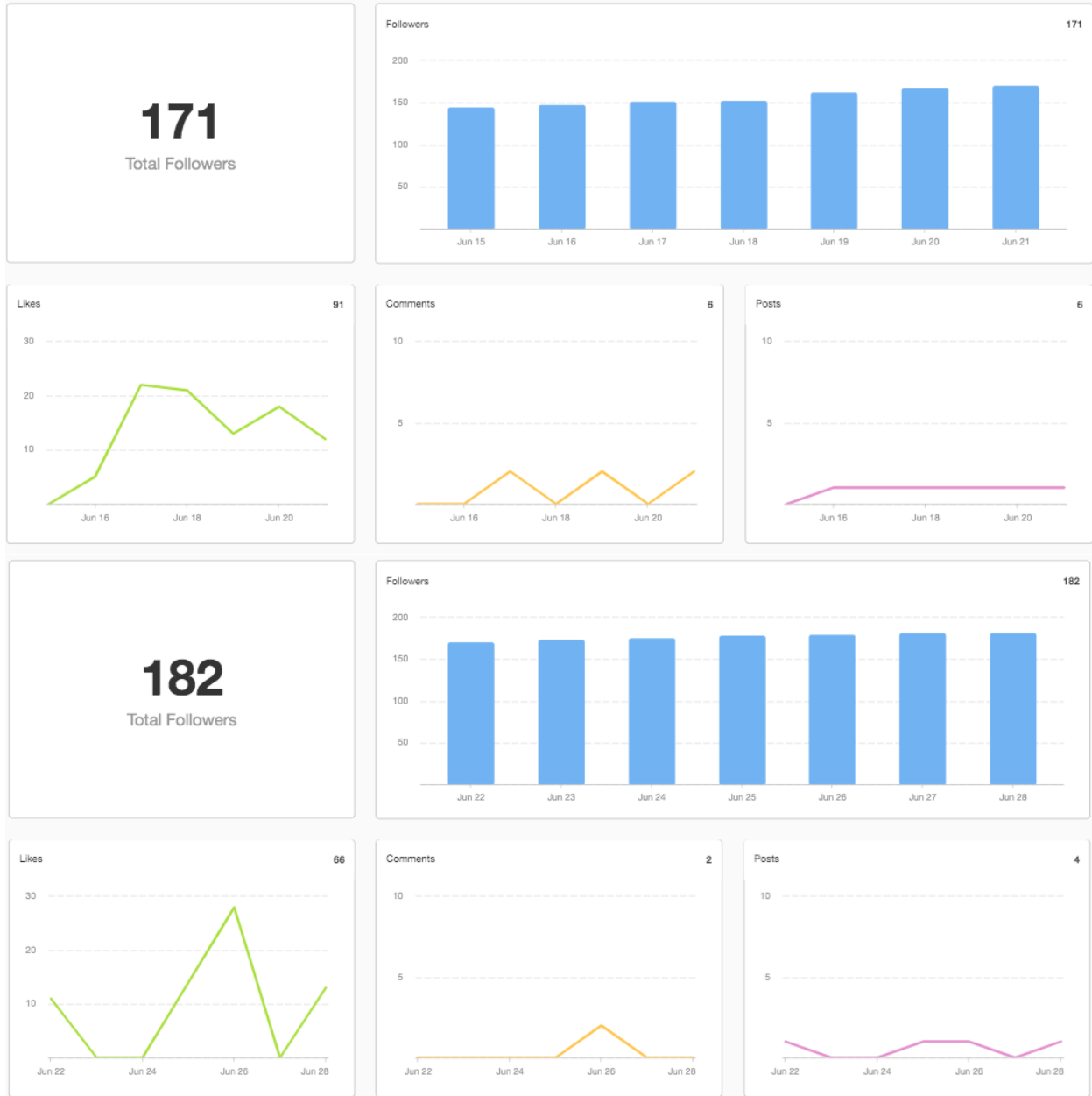


Instagram: Key Social Media Metrics




Total Number of Followers: 197






Like Twitter, we seek to gain more and more followers on Instagram. The platform is much different and is focused more on photography and short video of engagements than personal promotion. It is a great visual platform.















Instagram Post: Over the month of June 2019

Date	Post	Likes	Comments
Jun 7, 2019	 McKinney has over 16 Donut Shops. Tell us your favorite 🍩	11	0
Jun 5, 2019	 5G is the future of technology infrastructure that will help	17	3
Jun 3, 2019	 The McKinney Chamber Golf Classic @mckinneychamber	16	4

Date	Post	Likes	Comments
Jun 14, 2019	 McKinney National Business Park a master-planned indus	18	1
Jun 13, 2019	 @techculturemckinney is a Hub for Technology, Ideas and	14	2
Jun 12, 2019	 60 acres of mixed-use development, Southgate is located	17	0
Jun 11, 2019	 Come visit anytime. #IndustrialPark #NewDevelopment #McKinney	16	4
Jun 10, 2019	 Our Second Place Winner from the Golf Classic Tourname	16	0

Date	Post	Likes	Comments
Jun 21, 2019	 We are excited to introduce you all to Danny Chavez our n	12	2
Jun 20, 2019	 A beautiful day for a Ground Breaking for The Family Heal	18	0
Jun 19, 2019	 Renters are looking to leave these cities to come to Texas.	13	2
Jun 18, 2019	 McKinney National Business Park a master-planned indus	21	0
Jun 17, 2019	 McKinney Monday! The Then and Now Exhibit is now ope	22	2
Jun 16, 2019	 Happy Father's Day! #FathersDay #UniqueMEDC #Sundae	5	0

Date	Post	Likes	Comments
Jun 28, 2019	 Thank you for the opportunity to tour #Dynacraft yesterda	13	0
Jun 26, 2019	 Ground work happening at HUB 121. Are you excited abo	28	2
Jun 25, 2019	 We learned a lot of interesting things at StatLab last week	14	0
Jun 22, 2019	 From Washington to McKinney, Texas a division of Dynacr	11	0

LinkedIn: Key Social Media Metrics

Total number of LinkedIn Followers: 27

LinkedIn is a new social media platform that we are utilizing. We just launched and it will be interesting to see how fast we can grow our follower base with the new marketing campaign we just launched. The platform is primarily used for business promotion rather than personal promotion.

Engagement is shown not only from an individual user perspective, but from an industry perspective as well. Based on the job type the user has, we can gauge which types of industries are interested in the MEDC.

105 ▲425%
Page views

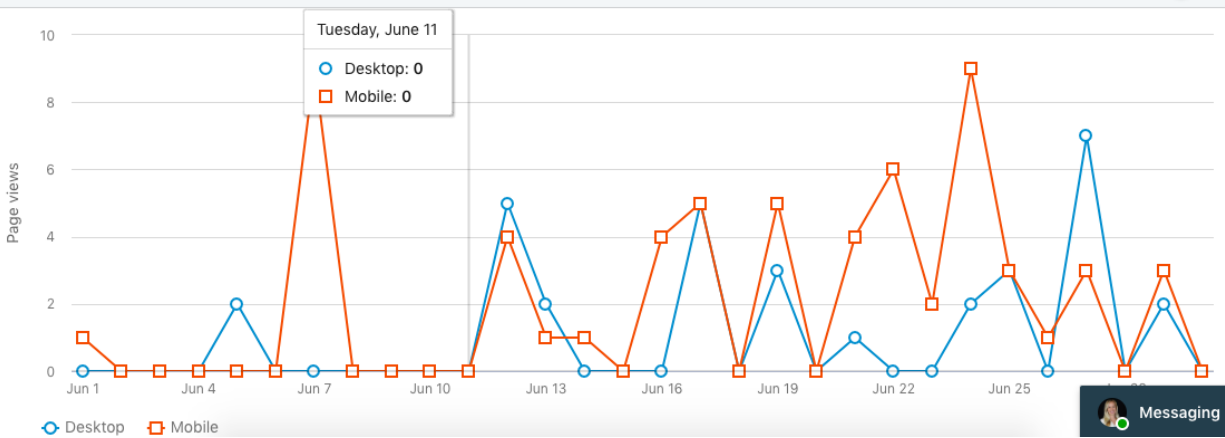
40 ▲300%
Unique visitors

7 ▲250%
Custom button clicks

Visitor metrics ⓘ

Time range: Jun 1, 2019 - Jun 30, 2019 ▼ Page: All Pages ▼ Metric: Page views ▼

Aggregate desktop and mobile traffic Off ☐




Visitor demographics ⓘ

Time range: Jun 22, 2019 - Jul 6, 2019 ▼ Data for: Job function ▼

Top job functions

	Visitors	% of Visitors
Business Development	15	30.61%
Information Technology	5	10.2%
Program and Project Management	5	10.2%
Media and Communication	4	8.16%
Support	4	8.16%
Accounting	3	6.12%
Legal	3	6.12%
Marketing	3	6.12%
Community and Social Services	2	4.08%
Human Resources	2	4.08%

Top Engagement in Industries.

A Bachelor of Science in Technology and Cybersecurity has been approved at... All followers	Kristen Ridout	7/8/2019	63	-	2	3.17%	4	0	0
A great tour at Dynacraft, a PACCAR Comapny on June 27, 2019 located at t... All followers	Kristen Ridout	7/1/2019	225	-	15	6.67%	5	0	0
Ground work happening at HUB 121. HUB 121 is the 22-acre mixed-use... All followers	Kristen Ridout	6/28/2019	186	-	5	2.69%	2	0	1
Please help us welcome LJA Engineering, Inc to McKinney! https://lnkd.in/e8AjxT... All followers	Kristen Ridout	6/26/2019	82	-	0	0%	1	0	0
From Algona, Washington to McKinney, Texas a division of Dynacraft a PACCAR... All followers	Kristen Ridout	6/25/2019	176	-	4	2.27%	5	0	0
5 things 5G will do that you didn't expect All followers	Kristen Ridout	6/24/2019	70	-	2	2.86%	2	0	0
Welcome Danny Chavez our new Senior Vice President of Business Developmen... All followers	Kristen Ridout	6/21/2019	1,978	-	75	3.79%	65	6	0
Family Health Center Ground Breaking. We are looking forward to this....	Kristen Ridout	6/21/2019	168	-	22	13.1%	5	 Messaging	