

# 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 15<sup>th</sup>. 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 15<sup>th</sup>.
- **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 discussed 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 12<sup>th</sup> at the MEDC offices.
- **Finance Committee:** The finance committee held a meeting June 25<sup>th</sup> 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 15<sup>th</sup> at the Delta Hotel in Watters Creek. MEDC will have a booth display at the event.
- **Chamber Development Lunch:** August 22<sup>nd</sup> – 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.