UNIQUE MCKINNEY

MEDC Strategic Goal Setting Session 2020 Results

August 7, 2020

MEDC

McKinney Economic Development Corporation

Goal Setting Session Objectives

- Update MEDC's Mission and Vision
- Establish FY **2021** MEDC Key Performance Indicators & Organizational Metrics
- Determine MEDC industry investment priorities
- Evaluate current state MEDC resources and project optimization

MEDC Mission & Vision update

History

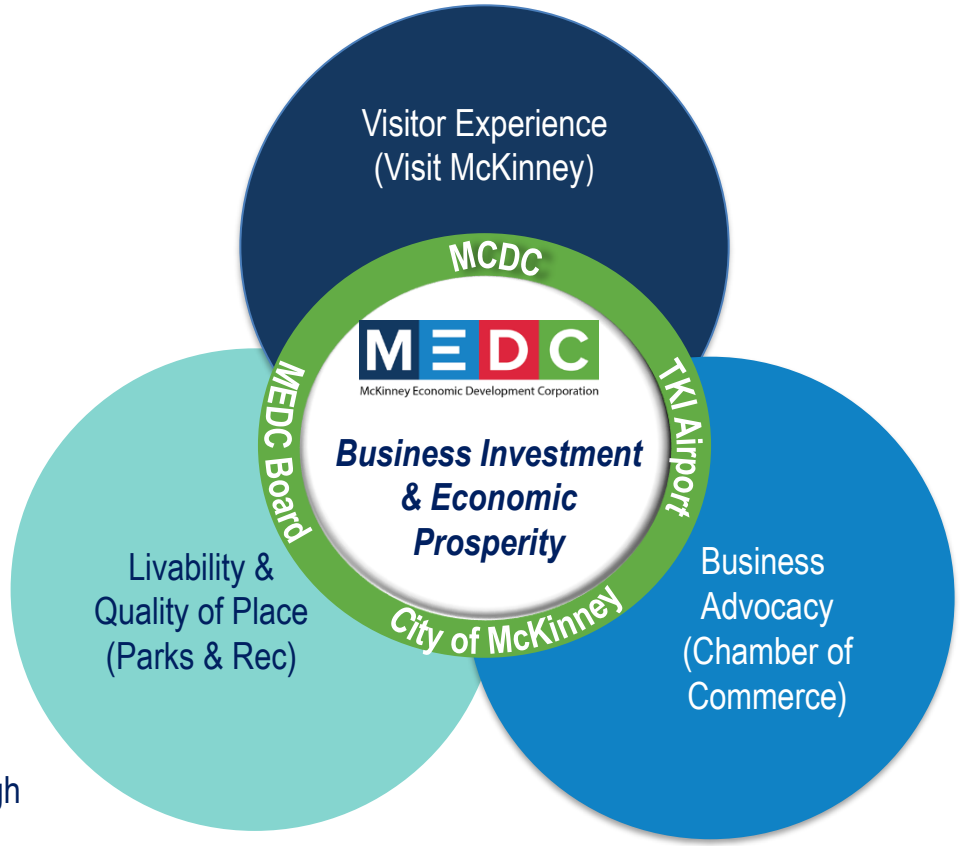
Created in 1993 to support the development, expansion, and relocation of new and existing companies in McKinney, Texas.

Mission

"Increase citizen value by growing the commercial tax base through targeted and strategic business recruitment, business growth and development in the City of McKinney"

Vision

To make McKinney the most desirable business location in North Texas through strategic investments in corporate culture, talent development and capital assets.



Fiscal years 2019 & 2020 – Refreshed Strategic Vision

- Build the MEDC of the Future
- Re-image MEDC ; Website, Branding and Marketing
- Improve staff competencies and overall talent level
- Focus MEDC land assets on strategic, destination driven development projects

Fiscal years 2019 & 2020 – Refreshed Strategic Vision

OBJECTIVE	HOW?	RESULTS
New Image	**Marketing** Brand update, new website and increased social media presence	*We changed the way people see McKinney, the MEDC and the opportunities that we offer*
New Industries	**Selectivity** We change our lens on projects, upping our game	*We see more Class A office developments versus history of low end industrial projects*
Focus on Technology & Infrastructure	**Innovation Economy** Enabled McKinney for the companies and projects of the future.	*McKinney is established as an innovation economy, positioned for the companies of the future.*
Renewed Organizational Strategy	**Ready for the Future** McKinney is a leading Economic Development Organization, no longer a follower.	*Increased growth potential in leading industries and quality of life*

FY 2021 MEDC Investment Strategy - Current and Future State

Updated policies are required to guide MEDC Investments

- Despite pandemic, market interest in McKinney is strong across industries and sectors, particularly large scale projects
- The MEDC project pipeline is at a historic high
- Current demand for MEDC investment pressures our financial resources; cash and borrowing
- Balance sheet heavily weighted in MEDC owned development properties, encumbering cash
- Revenue uncertainty in current and post – COVID environment drives need for investment prudence

Moving forward, MEDC will focus and prioritize investments in targeted industries & sectors

Targeted Industries Considerations

Current demand on MEDC resources increases expectations for return on investment

Workforce Totals

Collin County **496,793 |** by 2050 **1.43M**
McKinney **103,186 |** by 2030 **128,797**
Strong Tech Workforce: **7,500+**

*Source: 2020 Texas Workforce Commission

Income

McKinney Average Household **$116,134**
Collin County Average Annual Wage **$68K**

*Source: ESRI -2019 U.S. Census Bureau

Education*

High School Grad **93%**
Bachelor's Degree **48%**

*Source: ESRI – 2019 U.S. Census Bureau

McKinney Cost of Living

Median Single Family Home **+$350K**
Average Monthly Rent (1K SF) **$1500**

*Source: ESRI – 2019 U.S. Census Bureau

McKinney DOES NOT have

Public Transit
Abundance of Workforce Housing

=

McKinney residents are generally highly compensated and educated relative to national averages.

This is a positive attribute when recruiting industries seeking this workforce and lifestyle.

McKinney's cost of living requires higher wage base to live comfortably, generally
> $50,000 annually.

Current state of public transit and workforce housing makes < $50,000 jobs unsustainable as a growth metric.

FY2021 and beyond Targeted Industries for Investment

Building an Ecosystem of Development

MEDC will leverage our development resources, establishing McKinney as a development destination.

WORKFORCE DEVELOPMENT & QUALITY OF PLACE

- Business Attraction
- Business Retention & Expansion
- Foreign Direct Investment & Development
- Entrepreneurial Development
- Skills Training & Education

Prioritized Investments - Target Industries and Sectors

CORP OFFICE/HQ

Financial Services
Corporate HQ
Regional HQ

MEDC-OWNED

SouthGate Development
Lake Forest 46 Acre Development
Stacey Rd 58 Acre Development

CREATIVE/TECH

Technology Companies
Innovation Fund Companies
Creative and Digital Media

TECH INDUSTRIAL

Advanced Manufacturing
Medical Device Manufacturing
Bio Science & Life Science

MIXED-USE

Destination Driven Developments
Experiential Developments
Regional Activity Centers

Recent Locations and Expansions

Recruitment: 3 Projects

Southwest Data Center: 15 Jobs

Dynacraft Divisional HQ: 300 Jobs

RPMx HQ: 176 Jobs

310K New RSF

Innovation Fund: Projects

Intelledox US HQ: 20 Jobs

VOMO HQ: 29 Jobs

Blockit HQ: 30 Jobs

Xcelerate HQ: 24 Jobs

15K New RSF

Expansion: 5 Projects

Independent Financial HQ: 500 Jobs

Raytheon Divisional HQ: 500 Jobs

Encore Wire HQ: 155 Jobs

Globe Life HQ: 300 Jobs

SRS HQ: 140 Jobs

1.22M New RSF

MEDC Development Investments: 4 Projects

Alma & 121

South Gate & 121

Lake Forest & 121

DISTRICT 121 @ Craig Ranch

700K New RSF

2021 MEDC Key Performance Indicators

Key Performance Indicators and Metrics- FY 2021

MEDC will measure and document its success against objectives

01 | Business Attraction

Seek out qualified businesses in identified targeted industries.

- Maintain an Active Project Pipeline of minimum 20 projects; no more than 40% being Innovation Fund projects
- Host a minimum of two (2) Familiarization Tours annually.
- Participate in a minimum of five (5) industry trade shows and missions.

Key Performance Indicators and Metrics- FY 2021

MEDC will measure and document its success against objectives

02 | Marketing /Social Media

Refine and update consistent marketing campaigns, social media channels and website to showcase McKinney as a business and lifestyle destination

- Launch a minimum of five (5) targeted marketing campaigns
- Maintain a 40% open rate for all marketing automation campaigns
- Launch at least five (5) targeted industry newsletter
- Increase consumer organic engagement on marketing platform by 5% over national industry average

Key Performance Indicators and Metrics- FY 2021

MEDC will measure and document its success against objectives

03 | Business Intelligence

Utilize business intelligence to provide meaningful data that enhances McKinney's through data visualizations reporting.

- Complete a full business inventory for the City of McKinney
- Complete two (2) comparative analysis studies with targeted markets
- Complete two (2) competitive market studies with competing markets
- Upload refined "Fast Fact" data sheets on website by end of Q1 2020

Key Performance Indicators and Metrics- FY 2021

MEDC will measure and document its success against objectives

04 | Lead Generation & Outreach

Post-Covid participate in trade missions, direct marketing trips, industry conferences and localized events to recruit national and international businesses

- Generate minimum ten (10) national and international project leads
- Launch four (4) quarterly newsletters to brokers and site selectors via marketing automation
- Participate in a minimum of five (5) local brokers or site selector events

Key Performance Indicators and Metrics- FY 2021

MEDC will measure and document its success against objectives

05 | Infrastructure Development

Utilizing Infrastructure-Led economic development principles, engage technology infrastructure to catalyze business attraction and community lifestyle improvement.

- Enhance wireless coverage in City of McKinney (report enhanced service coverage areas)
- Complete at least two (2) technology infrastructure pilot projects
- Complete at least two (2) wireless infrastructure plans for greenfield development sites

Key Performance Indicators and Metrics- FY 2021

MEDC will measure and document its success against objectives

06 | Increase Commercial Tax Base

MEDC's primary objective is increasing the City's commercial tax base.

- Have an active capital investment pipeline of $200M from MEDC projects annually (calendar year)
- Increase Capital Investment of at least 20% vs. prior year (FY2020 $TBD) of contracted projects

Key Performance Indicators and Metrics- FY 2021

MEDC will measure and document its success against objectives

07 | Business Retention & Expansion

In partnership Chamber, Visit McKinney and other NPO's engage McKinney companies to build successful relationships and identify business assistance and expansion opportunities.

- Perform 100 BRE visits annually
- Engage the top 10 Employers at least three (3) times per year
- Host two (2) community forums annually
- Deploy four (4) quarterly community newsletters annually

McKinney Economic Development Corporation

Questions and Discussion

www.uniquemckinney.com