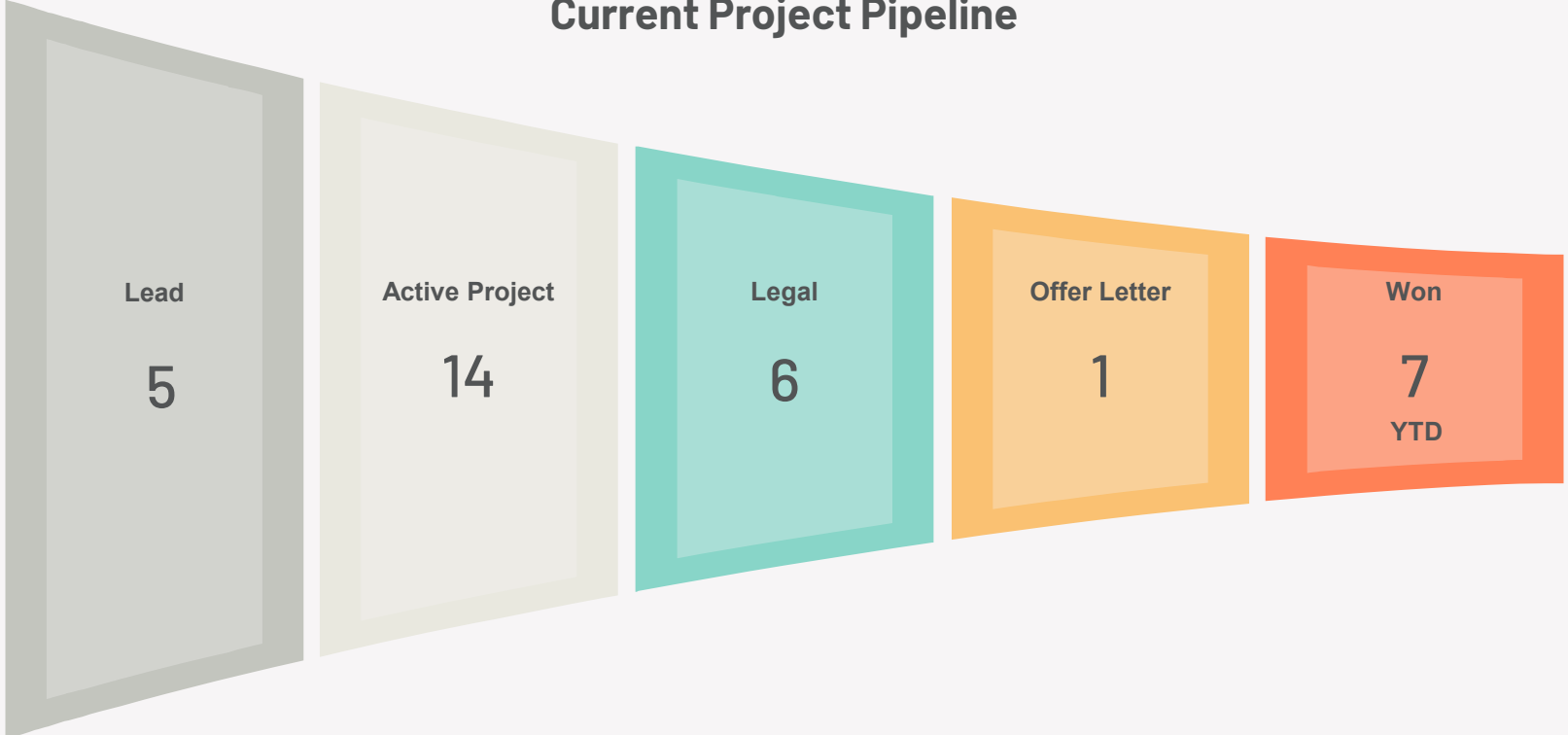


Current Project Pipeline

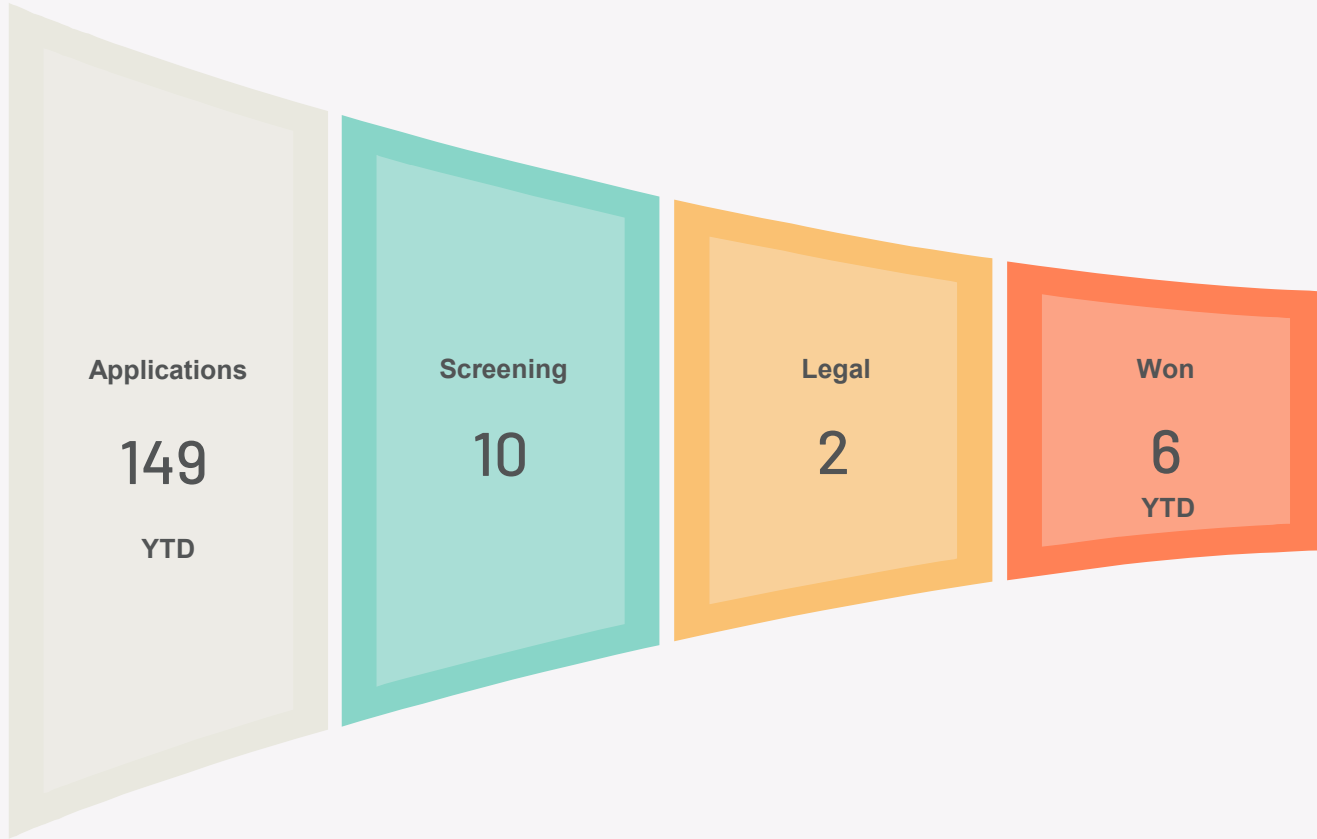


Total Active Projects: 24 (14 Traditional + 10 Innovation)

Source: MEDC Salesforce

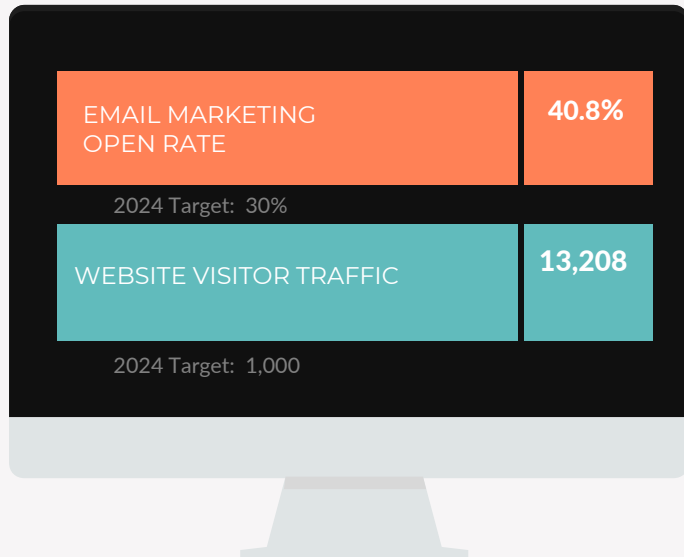


Innovation Fund Pipeline



Marketing and Outreach Numbers – November 2024

Digital Marketing



COMMUNITY PRESENTATIONS
INDUSTRY: 4
COMMUNITY: 5



FAMILIARIZATION (FAM) TOUR
4
Consultant Connect + Byron Nelson



TRADE SHOWS AND MISSIONS:
7
NATIONAL SITE SELECTOR EVENTS:
8

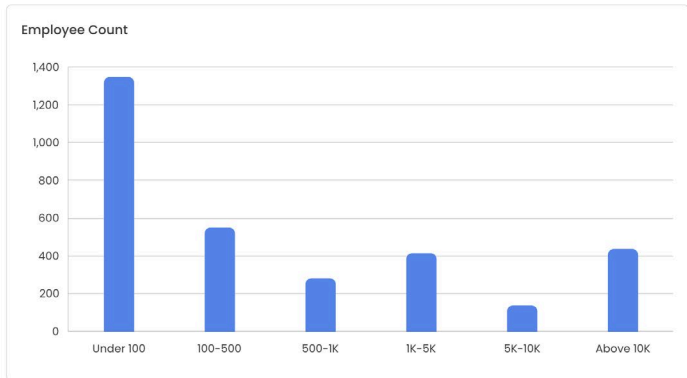


BRE VISITS
Nov - 9 | YTD - 76



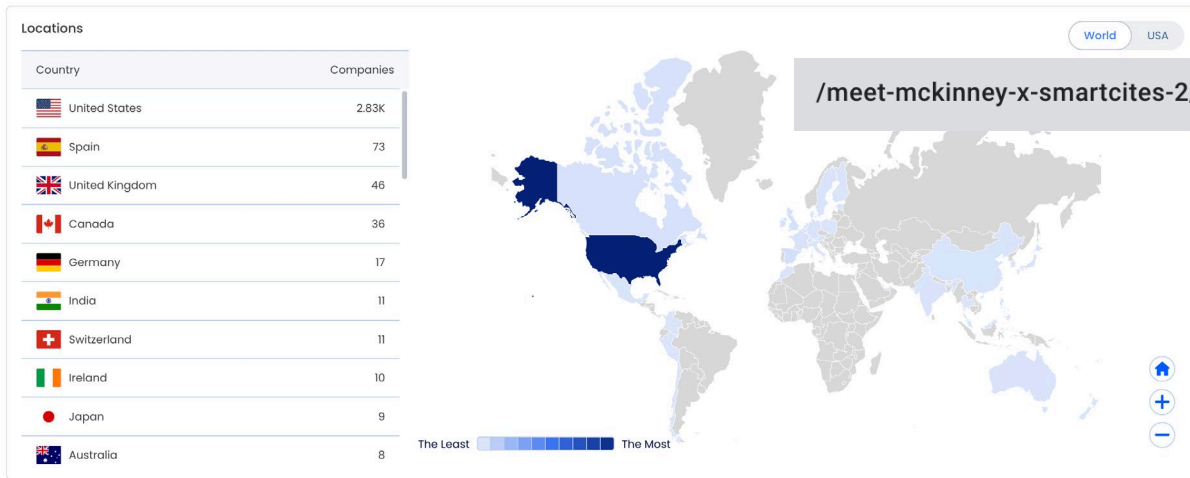
International Web Traffic Summary

COMPANY PROFILES



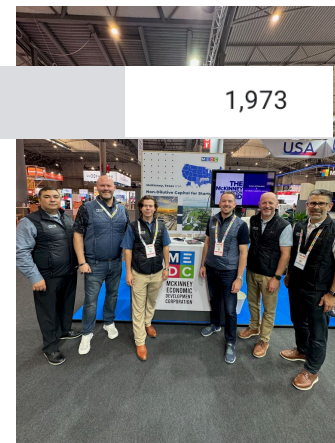
Industries

Industry	Companies
Business Services	527
Education	476
Manufacturing	368
Colleges & Universities	263
Retail	236
Software	223
Hospitality	202



WEB TRAFFIC

	Total	13,051 100% of total
1	United States	10,663
2	Spain	1,680
3	India	117
4	Canada	89
5	Philippines	58



Press and City Staff Collaboration



CITY OF MCKINNEY ANNOUNCES A NEW PARTNERSHIP WITH CANNON BEACH: SURF AND ADVENTURE PARK

This mixed-use project will feature a four-acre lagoon, a resort-style hotel, dining, entertainment, and office.

