

# ORGANIZATIONAL REPORT

—  
2023 – February



McKinney Economic Development Corporation

MEDC Board,

Board member, former Chairman, and friend to all Michael Jones, has officially stepped down from the MEDC Board to run for the At-Large seat for City Council. Michael has served on the Board since 2017 and served in every officer role in his time as a board member including being the first ever African American Board Chairman. His contributions and leadership will be missed, and we wish him all the best in his run for city office.

Continuing with the ebb and flow of people, we are welcoming in two new employees and saying farewell to another. Caroline Causey will be joining the MEDC team as our newest Project Manager and comes to us from Fort Worth. Emily Beck will be joining our team as our new Events and Special Projects Manager and comes to us from Denton. As excited as we are to welcome these two new additions to the team, we are sad to announce Miguel Esparza will be leaving MEDC to advance his career with the City of Richardson Economic Department. We wish Miguel well in his future endeavors.

February 9<sup>th</sup> was our joint open house with MCDC and the McKinney Chamber of Commerce. A special thank you to Lisa Hermes and her Chamber staff for coordinating this amazing event. Also, thank you to MEDC and MCDC staff for making the evening very special. We are proud to have hosted and toured over 250 visitors in our new space and look forward to hosting many more events in the years to come.

### **Organizational Activity Report**

- New Organic Leads: 6
- RFPs received: 9
- RFPs responded to: 0
- Total Pipeline Projects: 23
- New Pipeline Projects: 3

### **Business Retention & Expansion**

MEDC was awarded the Economic Development Partner of the Year award at the Workforce Solutions for North Central Texas (WSNCT) Annual Awards Luncheon. The award is based on partnership efforts and ongoing support of workforce development. WSNCT highlighted MEDC's efforts such as the Encore Wire Manufacturing Day partnership with McKinney ISD as well as the Raytheon Technologies Apprenticeship Program and numerous local recipients of the Skills Development Fund. [LinkedIn Post](#)

In partnership with Visit McKinney, MEDC assisted in hosting a Hospitality Showcase at Independent Financial (IBTX) for IBTX office staff and executive assistants to meet local hospitality partners. The event was well attended and many IBTX staff and hospitality vendors were appreciative of the opportunity.

With the goal of arming ourselves with data to support local businesses and our recruitment efforts, staff is still evaluating several in-house data software subscriptions.

MEDC held our first "Innovation Fund Appreciation Luncheon" to honor the 32 recipients to date. The luncheon was attended by 18 company representatives, and we received positive feedback for bringing the founders together.

- BRE Visits: 6
- Annual BRE Total: 6

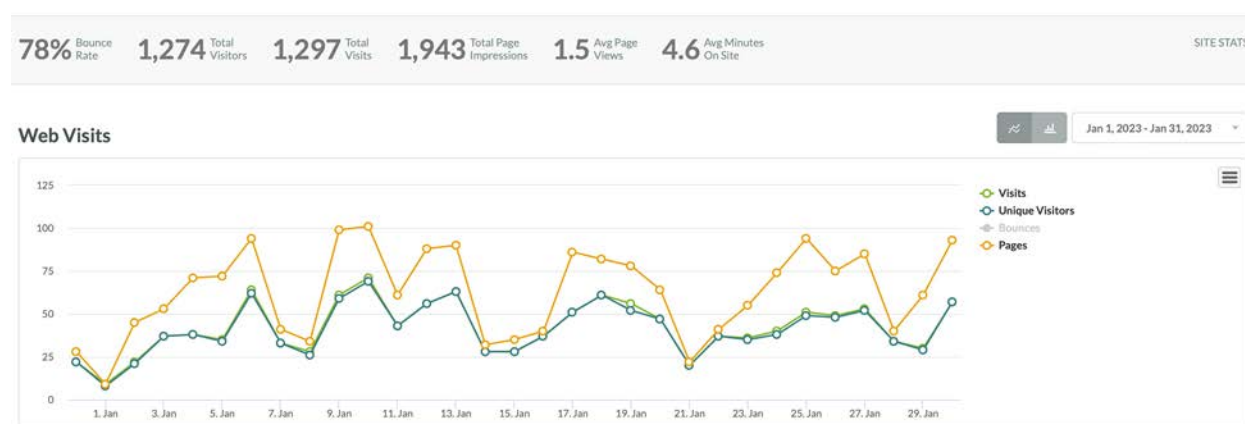
Madison had a BRE visit with a small employer who is not eligible for MEDC financial assistance, however we are assisting them with identifying real estate to expand and connecting them workforce and training resources.

## **Marketing/Communications**

### **Website Visits:**

We have continued to see consistent web traffic and sustained frequent web visits. As expected, our traffic picked back up in January to exceed our KPI expectations. Our top visits continue to be our home page and our Innovation Fund page.

We have launched our 2023 outbound ad strategy (details below in this report) which attributes to the growth in traffic.



### **McKinney Mentions:**

In this portion of the report, we will highlight some relevant recent press McKinney has received locally and nationally during the month of January. Headline links are clickable.

[McKinney's first liquor sales permit issued; sales underway at McKinney Wine Merchant](#)

[McKinney bond committee recommends \\$200 million bond package to City Council](#)

[McKinney assistant fire Chief Paul Dow to serve as interim - Dallas Morning News](#)

[Avid hotel planned for north McKinney - Community Impact](#)

[4 things to know about future plans at the McKinney National Airport | | checkoutdfw.com](#)

## Social Media: Instagram and Facebook

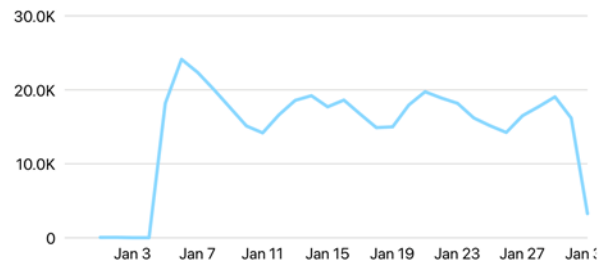
Our social media growth in January is extreme – and a direct result of the first of 5 launched outbound campaigns. Our first paid campaign revolves safety, education, and quality of life in McKinney. These ads have increased traffic to Facebook by 34,000% and Instagram by 1,200%. Great responses on social media to our intentional outreach.

### Reach

[Download](#) [Export](#)

#### Facebook Page reach ⓘ

210,546 ↑ 34.8K%



#### Instagram reach ⓘ

49,844 ↑ 1.2K%



Our top-performing organic posts in January:

- New Year, New Initiatives post
- MCDC Quality of Life Award
- TKI Airport Update collage post, shared from City of McKinney

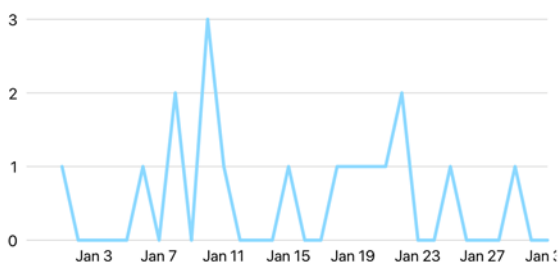
We added 17 new followers to Facebook and 19 new followers to Instagram. I would expect to see more based on our visits, but this is a good increase.

### New likes and follows

[Download](#) [Export](#)

#### Facebook Page new likes ⓘ

17 ↑ 70%

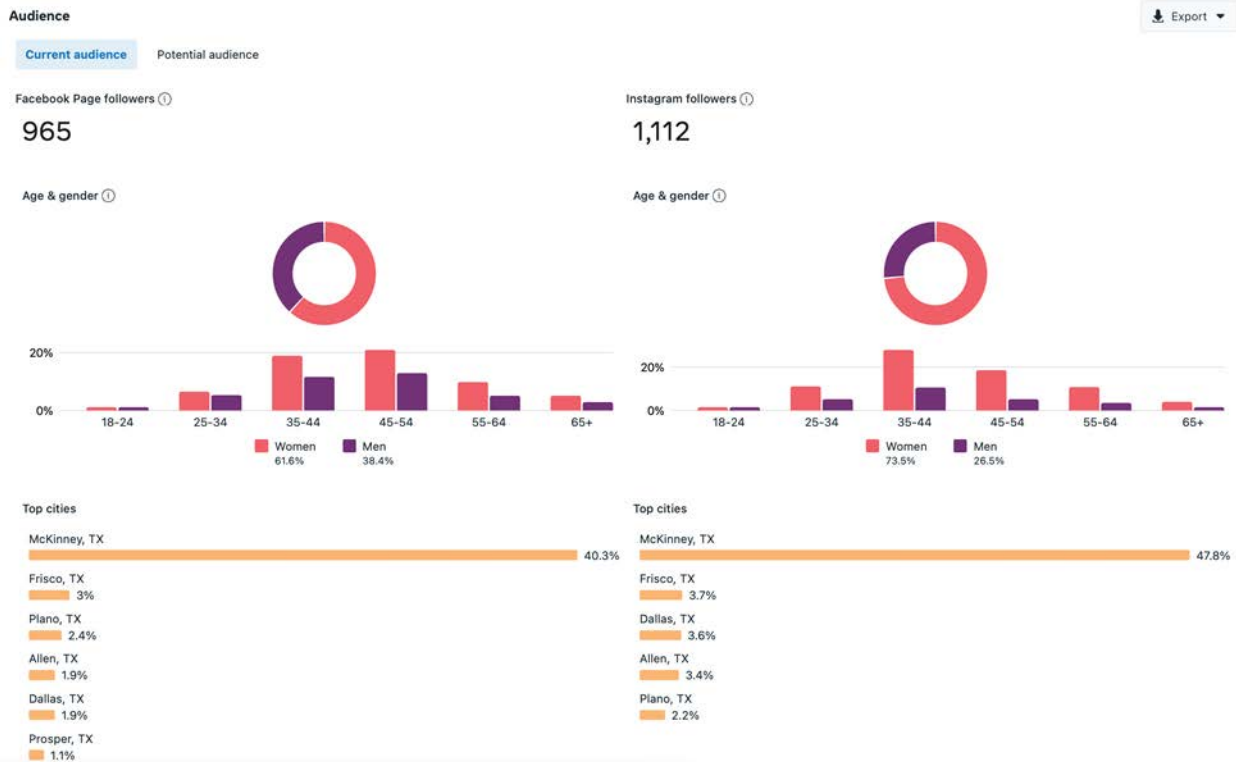


#### New Instagram followers ⓘ

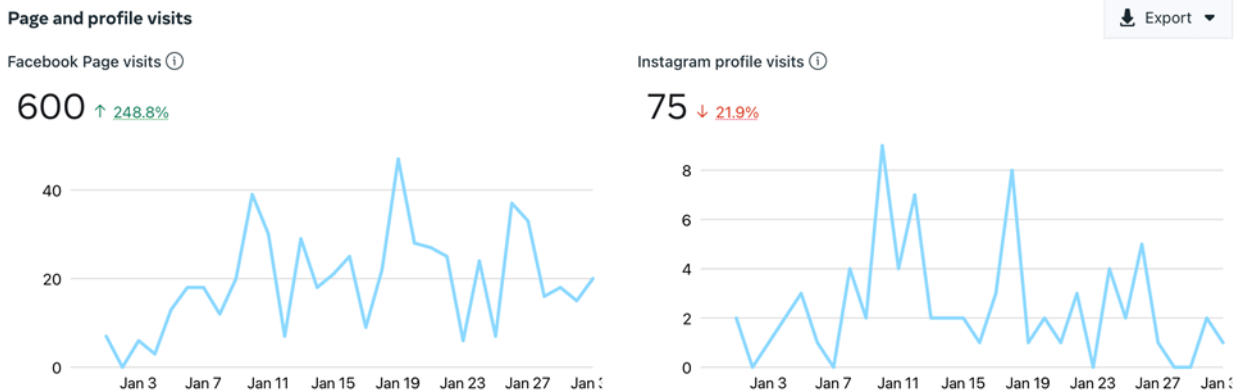
19 ↑ 11.8%



Our Audience Demographics for Facebook and Instagram are primarily located in McKinney, and we have a predominantly female audience.



We had 600 unique visits to our Facebook page, and 75 unique visits to our Instagram page in January 2023.



### Social Media: LinkedIn

Our LinkedIn Audience has grown through the month of January, and we have focused on new content, consistent posting, and connecting with our audience. The content our visitors resonate with the most reflects in our Facebook, as shown by the similarly timed traffic spikes. We have grown by 61 followers in January alone – on pace with how we have grown in past months.

## Follower highlights ⓘ

1,576

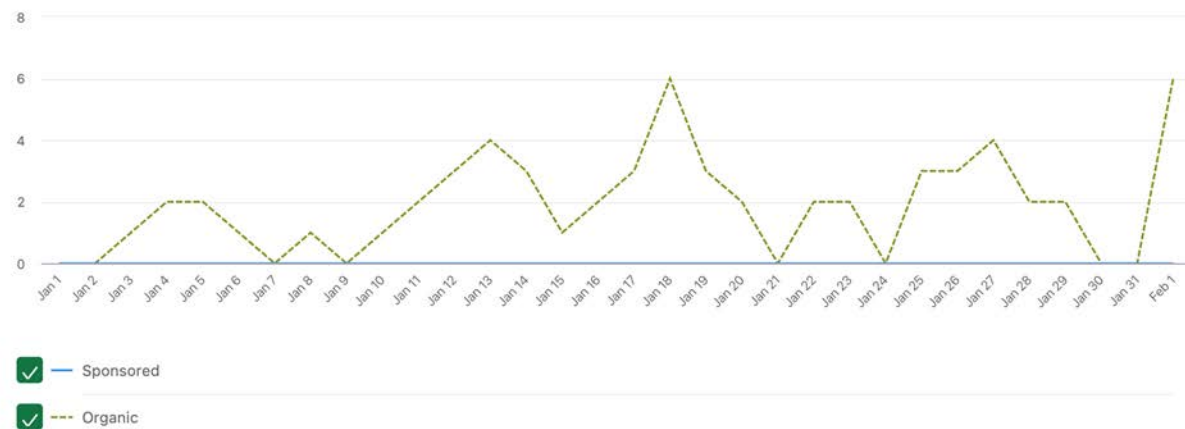
Total followers

61

New followers in the last 31 days

▲1.7%

## Follower metrics ⓘ



We are seeing a focus in DFW area, while also having some traction from areas we have targeted, such as LA, Chicago, New York. We are pushing to see more growth in our following from these areas. We have a variety of company sizes in our following, as well as a variety of industry with a heavy leaning toward Real Estate.

## Follower demographics

Job function ▾

Business Development · 248 (26%)



Sales · 92 (10%)



Operations · 79 (8%)



Finance · 64 (7%)



Community and Social Services · 55 (6%)



Real Estate · 35 (4%)



Marketing · 35 (4%)



Information Technology · 26 (3%)



Program and Project Management · 23 (2%)



Human Resources · 21 (2%)



## Follower demographics

Company size ▾

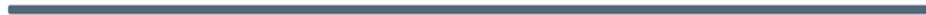
11-50 employees · 155 (16%)



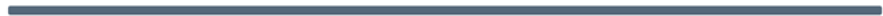
1-10 employees · 122 (13%)



51-200 employees · 120 (13%)



1001-5000 employees · 114 (12%)



10,001+ employees · 99 (10%)



501-1000 employees · 89 (9%)



201-500 employees · 70 (7%)



5001-10,000 employees · 31 (3%)



Others · 159 (17%)



### Follower demographics

Location ▼

Dallas/Fort Worth Area · 627 (65%)

---

San Antonio, Texas Area · 29 (3%)

---

Houston, Texas Area · 18 (2%)

---

Austin, Texas Area · 18 (2%)

---

Sherman/Denison, Texas Area · 14 (1%)

---

Greater New York City Area · 9 (1%)

---

Washington D.C. Metro Area · 7 (1%)

---

Greater Chicago Area · 7 (1%)

---

Greater Boston Area · 4 (< 1%)

---

Greater Los Angeles Area · 4 (< 1%)

---

### Operations

Sales Tax training will take place at the March Board meeting, Tuesday, March 21<sup>st</sup>. All Board members are encouraged to attend.

**Attended Trade Shows and Missions**

- January 29-31 – IEDC – Leadership Summit – Tucson, AZ – (Tokar)

**Upcoming Trade Shows and Missions**

- February 22-24 – TEDC – 2023 Legislative Conference – Austin, TX (Talley)
- March 9 – TXEDC Investor Summit – Austin, TX (Tokar or Talley)
- March 22-23 – Team Texas – Road Show – Southern CA (Talley)
- March 23-24 – Consultant Connect – In-Market Summit – Dallas, TX (Tokar)
- March 28-29 – Collin County Days – Austin, TX (Clark)
- March 29-30 – Site Selectors Guild – Annual Conference – San Antonio, TX (Tokar/Talley)
- March 30 – TXEDC – Site Selectors Guild Dinner – San Antonio, TX (Tokar/Talley)

**Attended Events**

- January 18 – Workforce Solutions McKinney – Roundtable (Clark)
- January 19 – NTAN January 2023 Pitch Event (Clark)
- January 24 – JPMorgan Invite: Happy Hour and Capital Connect Demo (Clark/Talley)
- January 25 – Workforce Solutions for North Central Texas 2023 Annual Awards Luncheon (Clark)
- January 26 – McKinney Hospitality Showcase, *closed event* (Clark)
- January 27 – Greater 75 Corridor Lunch (Clark/Esparza)
- January 31 – McKinney Chamber of Commerce Annual Business Meeting (Tokar/Talley/Clark)

**Upcoming Events**

- February 24 – McKinney Community Awards (All Staff)
- February 25 – Collin College Stetson & Stiletto Standoff (Talley)

**Committee Meetings**

- Finance Committee & Innovation Fund Committees meet on an as needed basis
- Marketing Committee meets the first Friday of the month
- Real Estate Committee meets the second Wednesday of the month