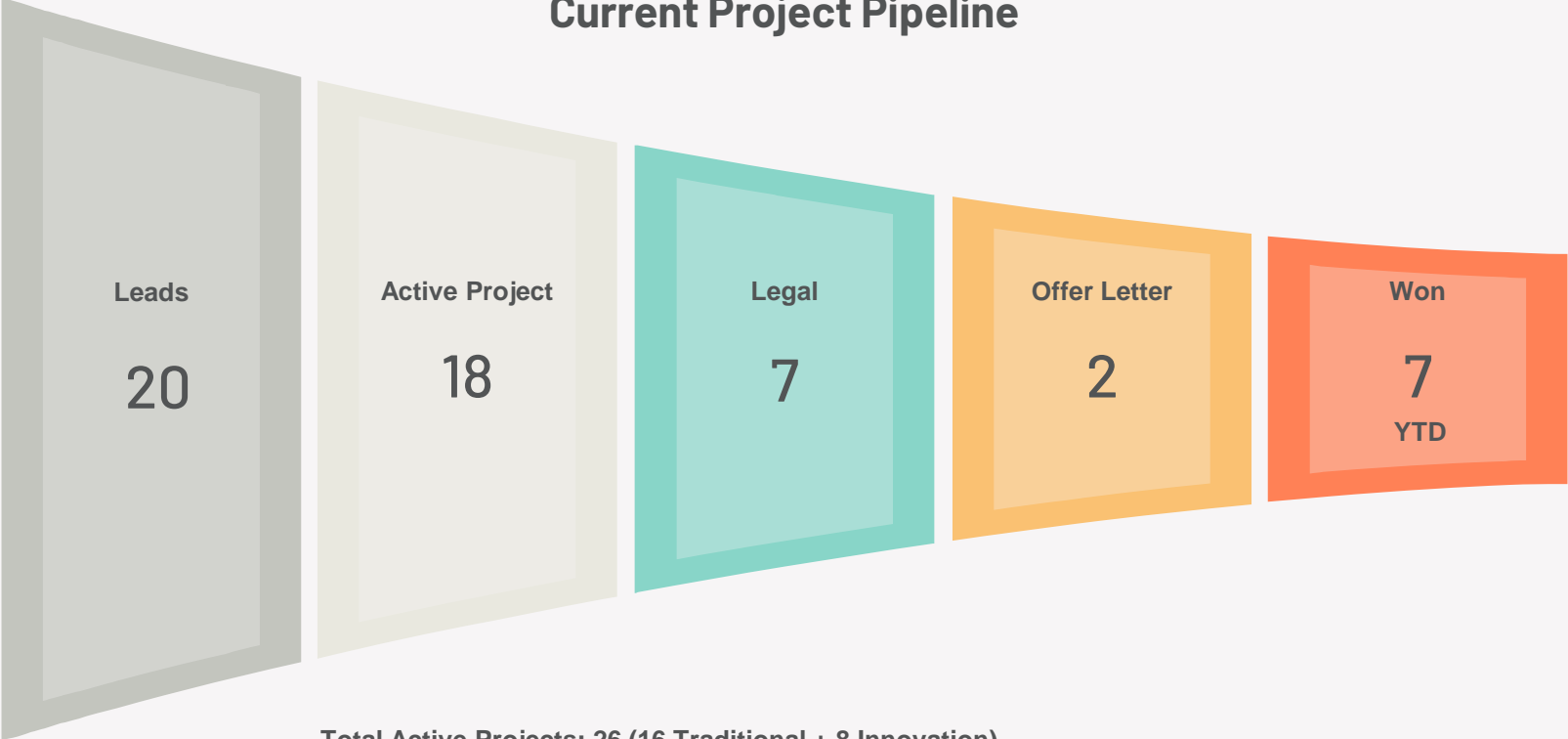


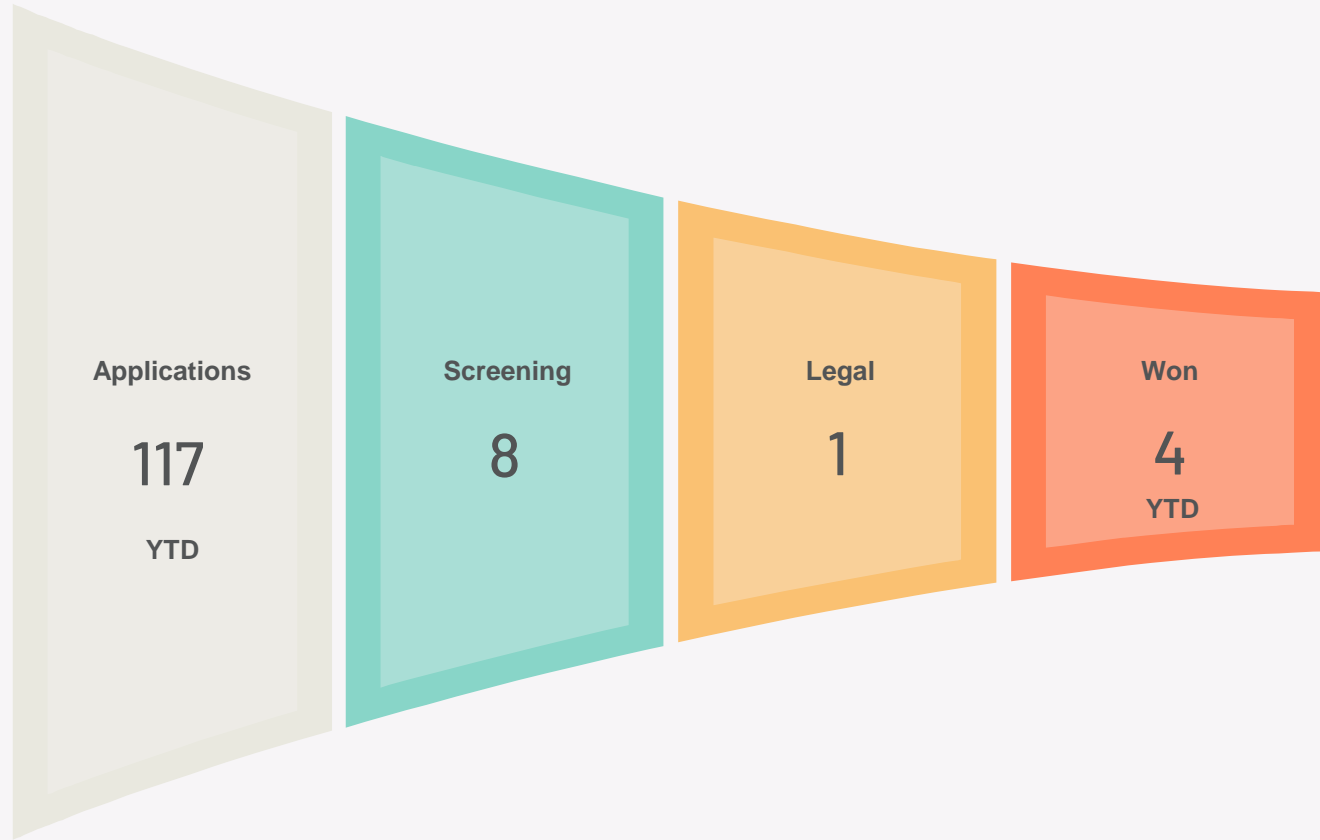
Current Project Pipeline



Total Active Projects: 26 (16 Traditional + 8 Innovation)
Source: MEDC Salesforce

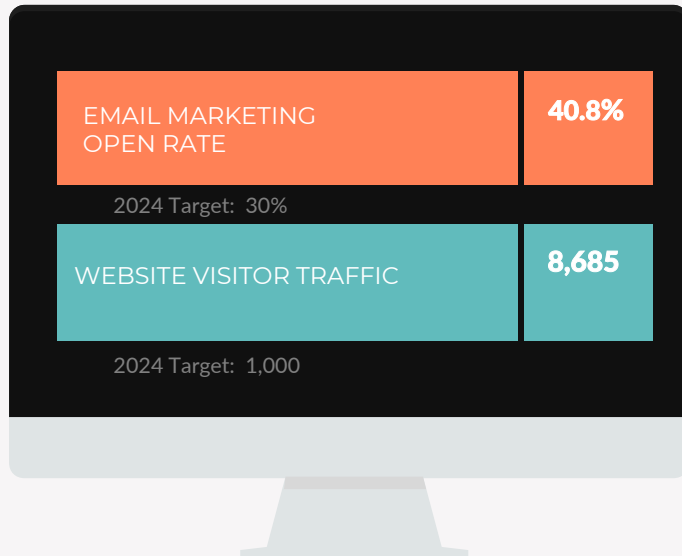


Innovation Fund Pipeline



Marketing and Outreach Numbers – August 2024

Digital Marketing



COMMUNITY PRESENTATIONS
INDUSTRY: 3
COMMUNITY: 2



FAMILIARIZATION (FAM) TOUR
4
Consultant Connect + Byron Nelson



TRADE SHOWS AND MISSIONS:
4
NATIONAL SITE SELECTOR EVENTS:
6



BRE VISITS
August - 6 | YTD - 47



Marketing – New and Noteworthy

TOTAL USERS

8,685



Previous period

321%

Previous year

420%

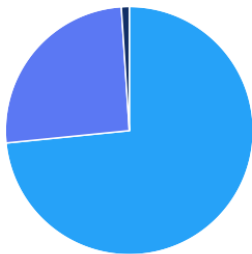
TOP TRAFFIC SOURCES

Session Default Channel Grouping

Sessions ▾

Paid Social	5,394
Direct	2,400
Organic Search	1,036
Referral	306
Paid Search	305
Organic Social	76
Unassigned	9
Display	3

VISITS BY DEVICE TYPE



Device category

Sessions ▾

mobile	7,060
desktop	2,458
tablet	99

TOP SESSIONS BY CITY

City

Sessions ▾

Los Angeles	1,819	+1,740
San Francisco	780	+775
San Jose	481	+457
Dallas	391	+98
(not set)	306	+68
McKinney	301	+47
Moses Lake	163	+67
Ashburn	163	+119
Cheyenne	134	+72
San Diego	131	+128