

ORGANIZATIONAL REPORT

—
2023 - March



McKinney Economic Development Corporation



MEDC Board,

We are in the home stretch for Q1 of 2023. We have already had some great project activity and are awaiting some contract executions to add our first investment of 2023 to the win list. We once again have strong project activity and several large development projects that we have been working on for some time nearing announcement.

We are almost back to full staff with the addition of Caroline our new Project Manager and Emily our new Events Manager. We have one remaining project manager position to fill. Speaking of events, the Byron Nelson is right around the corner, and we have over 10 confirmed site selectors and developers coming to town to be our guests at our annual "Red Carpet Tour". We are excited to see the impact of the third year of the tournament here at TPC Craig Ranch.

Organizationally, we are finalizing our 2023 KPI's and our new strategic plan for the EDC. The new Governance committee has been very impactful in our 360-degree assessment of the EDC and has developed some great strategic directions that the board has adopted and we are currently implementing. Our organization seeks to continually improve and operate at the highest standards.

Finally, a big WELCOME to Scott Woodruff as the new MEDC Board Alternate. We look forward to your leadership alongside our current board members.

Organizational Activity Report

- New Organic Leads: 5
- RFPs received: 10
- RFPs responded to: 0
- Total Pipeline Projects: 18
- New Pipeline Projects: 0

In February, the team hosted Project Eucalyptus for a successful site visit. The visit was primarily focused on workforce. The company returned to North Texas the following week to continue the conversations. We are closely working with the company on a full relocation.

Business Retention & Expansion

- BRE Visits: 6
- Annual BRE Total: 13

Assisting a recently relocated company in planning a Ribbon Cutting to celebrate the opening of their operations.

A new landing page to funnel talent is live: <https://uniquemckinney.com/your-new-career-awaits/>

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 early 2023 and exceeds our KPI expectations. Our top visits continue to be our home page and our Innovation Fund page.

As mentioned in January, 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 February. Headline links are clickable.

[Proposal could bring commercial flights to McKinney airport - FOX 4 News Dallas-Fort Worth](#)

[Frisco ranks as safest place to live in U.S., with McKinney and Plano following close behind](#)

[Check out the new home of economic development in McKinney - Star Local Media](#)

[Medical City McKinney Plans \\$17M Expansion For Women's Services - HCD Magazine](#)

Social Media: Instagram and Facebook

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

Reach

Compare your reach from this period to the previous one.

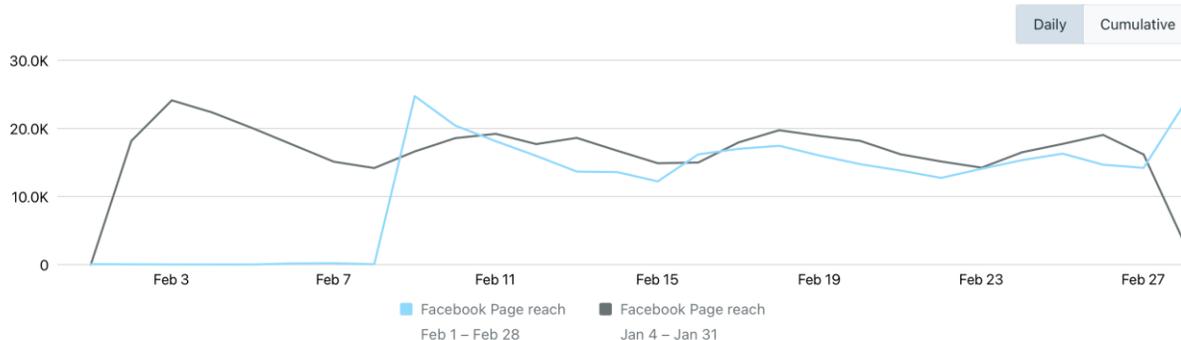
See more about your content performance

Facebook Page reach ⓘ

187,643 ↓ 10.9%

Instagram reach ⓘ

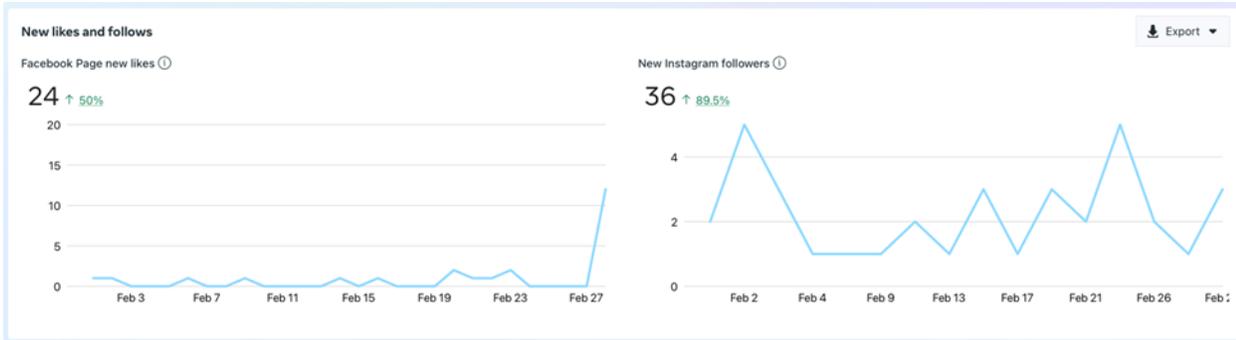
41,123 ↓ 17.5%



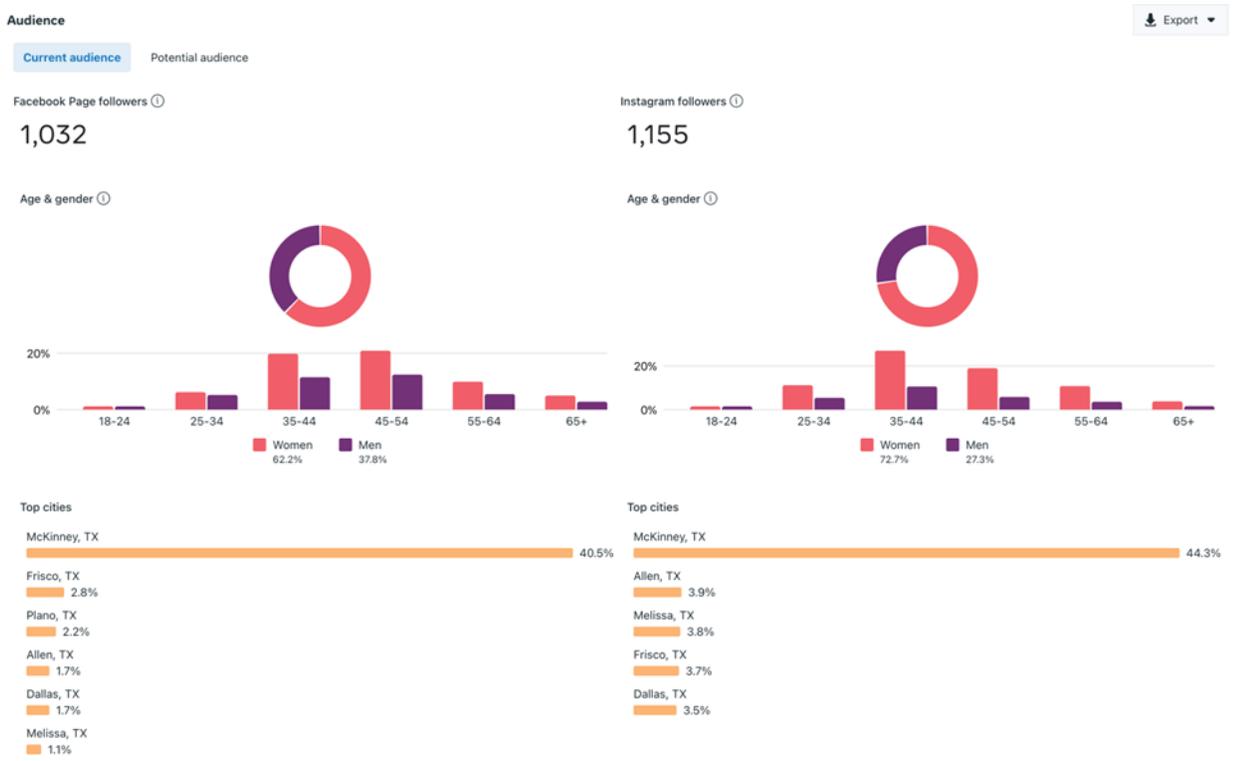
Our top-performing organic posts in February:

- Company Spotlight: Raytheon
- District 121 Open House Event
- Ice Storm Drone Video

We added 24 new followers to Facebook and 36 new followers to Instagram. I would expect to see more based on our visits, but this is a good increase.



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

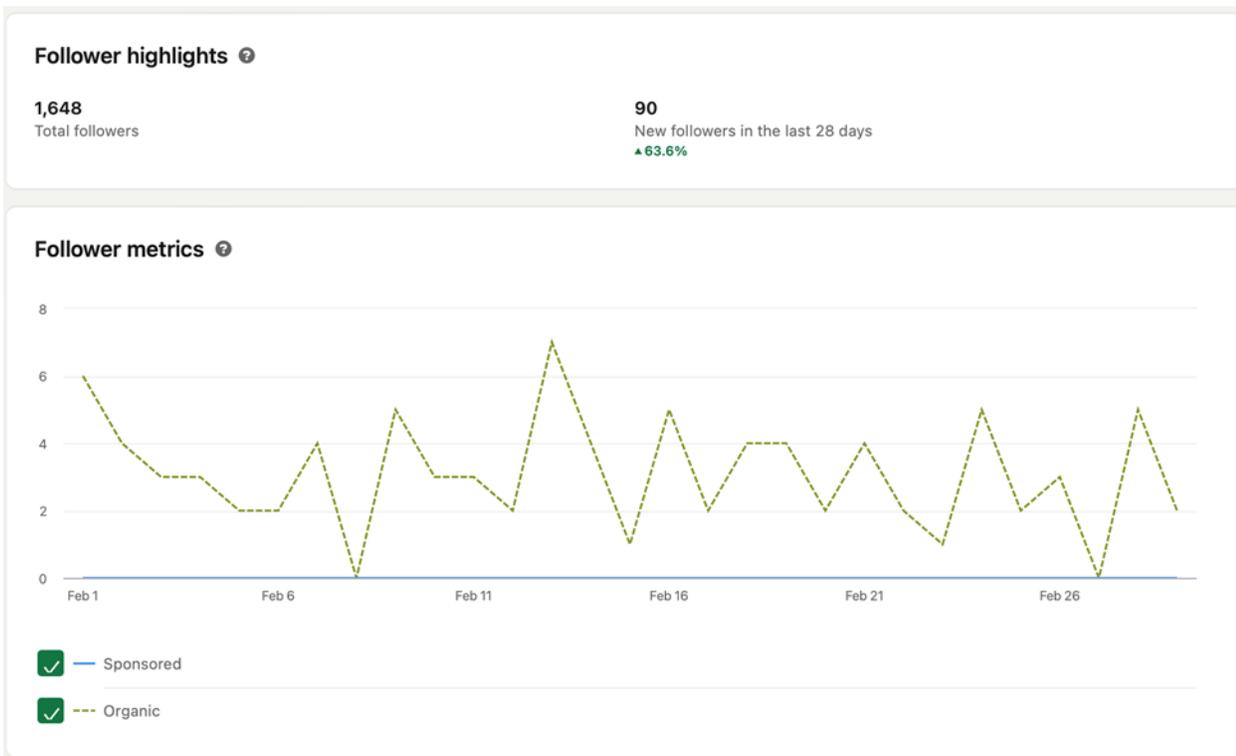


We had 854 (up by 45%) unique visits to our Facebook page, and 119 (up by 65%) unique visits to our Instagram page in February 2023.



Social Media: LinkedIn

Our LinkedIn Audience has grown through the month of February, and we have focused on new content and 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 90 followers in February alone – a 30% jump in pace of how we have grown in past months.



We are seeing a focus in the DFW area, while also having some traction from areas we have targeted, such as LA, Chicago, and 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 industries with a heavy leaning towards 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%)

Attended Trade Shows and Missions

- February 22-24 – TEDC – 2023 Legislative Conference – Austin, TX (Talley)
- February 23-24 – Consultant Connect – In-market Summit – Dallas, TX (Tokar)

Upcoming Trade Shows and Missions

- 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 29-31 – Site Selectors Guild – Annual Conference – San Antonio, TX (Tokar/Talley)
- March 30 – TXEDC – Site Selectors Guild Dinner – San Antonio, TX (Tokar/Talley)
- April 17-21 – Hannover Messe

Attended Events

- February 1 – CHIPWorks Convening (Clark)
- February 9 – McKinney Chamber CEO Series & BHM Lecture Series (Tokar/Talley/Clark/Gajary)
- February 9 – MEDC/MCDC/Chamber Open House (Tokar/Talley/Clark/Gajary)
- February 10 – Dallas Regional Chamber, State of Higher Education (Clark)
- February 14 – Downtown Business Monthly Meeting (Clark)
- February 15 – REDNews: 4th Annual Industrial Summit (Tokar - Speaker/Talley/Clark/Gajary)
- February 16 – ULI (Urban Land Institute): Leadership Class – Hosted MEDC Office (Tokar – Speaker/Talley/Clark/Gajary)
- February 21 – UTD Spring 2023 Economic Development Advisory Committee Meeting (Clark)
- February 24 – McKinney Community Awards (Tokar/Talley/Clark)
- February 25 – Collin College Stetson & Stiletto Standoff (Talley/Denissen)

- February 28 – DRC (Dallas Regional Chamber): DFW Marketing Team Kickoff Lunch (Talley/Causey)
- February 28 – Visit McKinney Board Development & Strategic Planning Session (Clark)
- March 2 – BISNOW: National Dice Data Center Mgmt, Ops & Cooling Series (Talley/Causey)
- March 8 – 1MC Frisco: Panel Discussion – Entrepreneurship & Innovation in North Texas (Talley – Speaker)
- March 8 – Dallas Regional Chamber, State of the State (Clark)
- March 9 – Dallas Regional Chamber, 25th Women’s Business Conference (Clark)

Upcoming Events

- March 22 – PACCAR Battery Electric Vehicle Event (Tokar/Clark/Gajary/Loughmiller, all Board members invited)
- March 22 – MYP Panel Discussion @ Encore Wire (Clark – Speaker)
- March 23 – Tech & Trucks Event – (All Staff, all Board invited)
- March 24 – Innovation Academy (Clark)
- March 28-29 – Collin County Days (Clark)
- March 14 – McKinney Chamber of Commerce 2023 Annual Business Meeting (Board/Staff)
- April 19 – NTCAR Collin County Event – TBD (Talley – Panel Speaker)

Committee Meetings

- The MEDC Marketing Committee meets the first Friday of the month.
- The MEDC Finance Committee meets the last Friday of the month.
- The MEDC Real Estate Committee meets the second Wednesday of the month.
- The MEDC Innovation Fund Committee meets monthly, on a TBD basis.
- The MEDC Governance Committee meets monthly, on a TBD basis.