

ORGANIZATIONAL REPORT

2022 - November



McKinney Economic Development Corporation

MEDC Board,

We are headed towards the end of the year, and we have had an incredible year of progress in the EDC. Our pipeline remains strong, our team is strong, and we have a very bright outlook of development projects that we are bringing with us into 2023.

We are MOVING!! This board meeting represents the last meeting in our old office. November 16 is our official move-in date for the new office at the Kaizen District 121 office building. Pre-leasing has been strong and now that the building is open, we look forward to touring and hosting prospects to aid in getting to full occupancy.

Workforce development has always been a top tier priority in economic development. We are proud to announce the launch of a new workforce development apprenticeship program in partnership with Collin College, MISD, Raytheon I&S and the US Department of Labor. This month we kicked off that program with an announcement at the RIS headquarters and we are excited to see what this pilot project will produce.

Organizational Activity Report

- New Organic Leads: 4
- RFPs received: 11
- RFPs responded to: 1
- Total Pipeline Projects: 27
- New Pipeline Projects: 4

Workforce Development Initiatives

Peter, Michael Talley, and Madison met with Raytheon executives to discuss the upcoming launch of the Advanced Manufacturing Apprenticeship Program in conjunction with Collin College and the Department of Labor. The Apprenticeship Signing Ceremony will take place on November 14, 2022.

Madison participated in the McKinney ISD tour of Encore Wire. Approximately 30 junior and senior welding and construction students were in attendance and heard from CEO Daniel Jones, as well as a panelist of male and female employees who have worked their way into higher positions at Encore Wire after several years. The students were able to tour the company campus and ask questions while seeing advanced manufacturing in action as a larger initiative to bridge the gap in workforce and show students employment opportunities in their backyard.

In celebration of National Manufacturing Month, MEDC highlighted the following on social media:

- The Encore Wire tour with MISD students,
- Tong Yang Group – highlighted the new initiative utilizing “green” technology that reduces waste, and has also helped the company’s bottom line
- The opening of Princeton NuEnergy, a startup spun out of Princeton University and partnered with Wistron to open a lithium-ion recycling plant at Wistron.

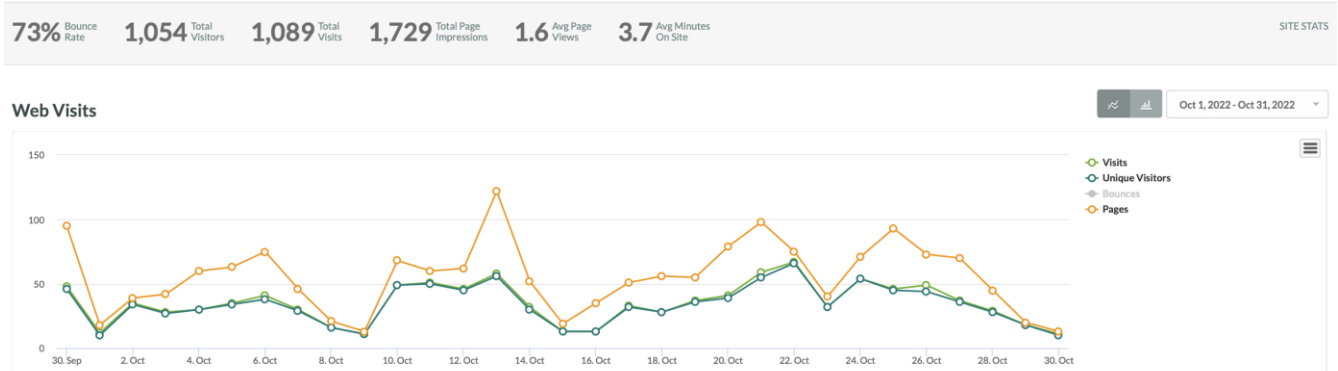
Business Retention & Expansion

- BRE Visits: 4
- Annual BRE Total: 71

Marketing/Communications

Website Visits:

We have continued to see consistent web traffic and sustained frequent web visits. October was slightly lower traffic than the previous months. Our top visits continue to be our home page and our Innovation Fund page. The spike you see below is related to the social media announcements about our Venture Dallas sponsorship featuring Mark Cuban.



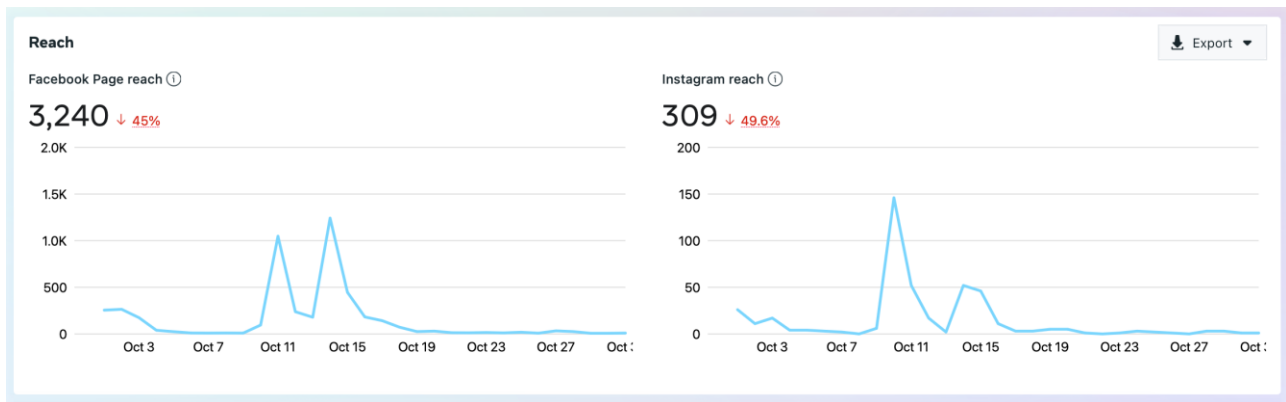
McKinney Mentions:

In this portion of the report, we will highlight some recent press McKinney has received locally and nationally.

- McKinney eyes its own commercial airport as an alternative to DFW, Love Field
<https://www.dallasnews.com/business/airlines/2022/10/12/mckinney-weighing-its-own-commercial-airport-as-alternative-to-dfw-love-field/>
- Frisco, McKinney are among most recession-proof cities, study finds
<https://www.dallasnews.com/news/2022/10/18/frisco-mckinney-are-among-most-recession-proof-cities-study-finds/>
- Princeton NuEnergy (PNE) and Wistron GreenTech Announce Grand Opening of Lithium-Ion Battery Recycling Pilot Line in McKinney, Texas
<https://www.prnewswire.com/news-releases/princeton-nuenergy-pne-and-wistron-greentech-announce-grand-opening-of-lithium-ion-battery-recycling-pilot-line-in-mckinney-texas-301658191.html>

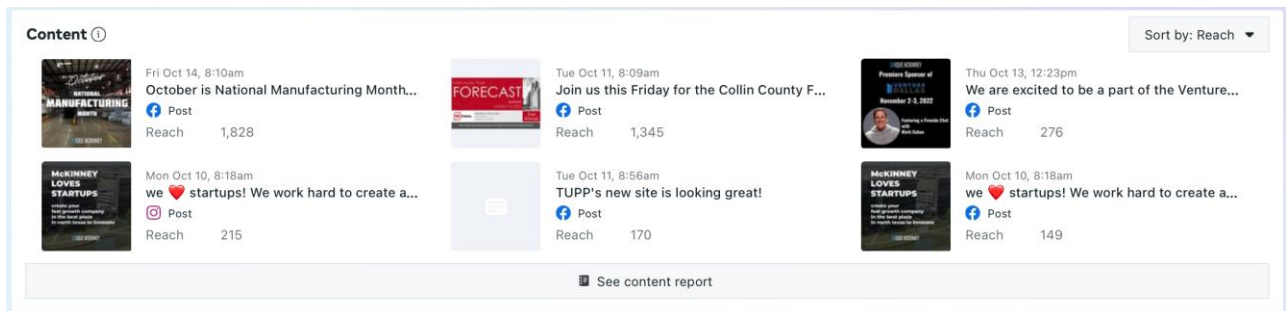
Social Media: Instagram and Facebook

Our reach on Instagram and Facebook is growing, with posts performing well in the beginning but tapering off towards the tail end of October. This graph illustrates our organic (unpaid) reach with posts. We continue to see far better performance on Facebook than on Instagram.

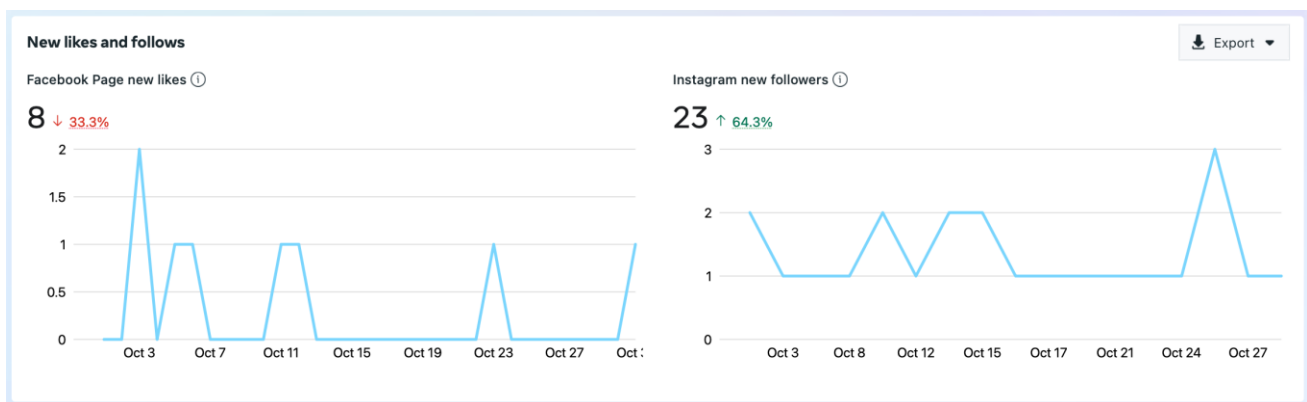


Our top performing posts in October:

- REDNEWS Real Estate Update Event Post (October 11)
- Manufacturing Month Posts (October 14)



We added 8 new followers to Facebook and 23 new followers to Instagram. Again, unpaid organic reach.



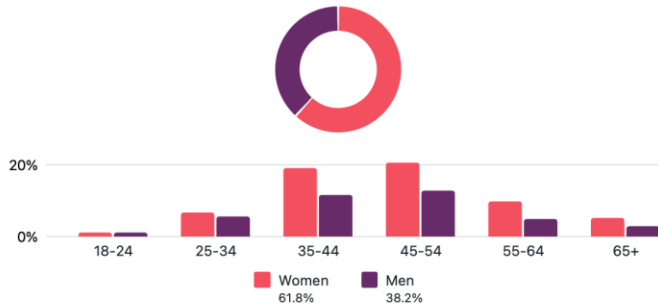
Our Audience Demographics for Facebook and Instagram is primarily located in McKinney, and we have a more female based audience.

Current audience Potential audience

Facebook Page followers ①

958

Age & gender ①



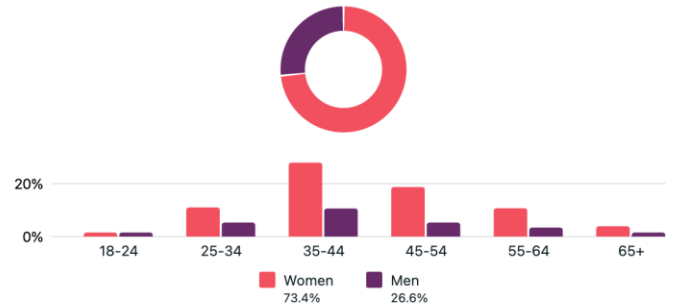
Top cities



Instagram followers ①

1,098

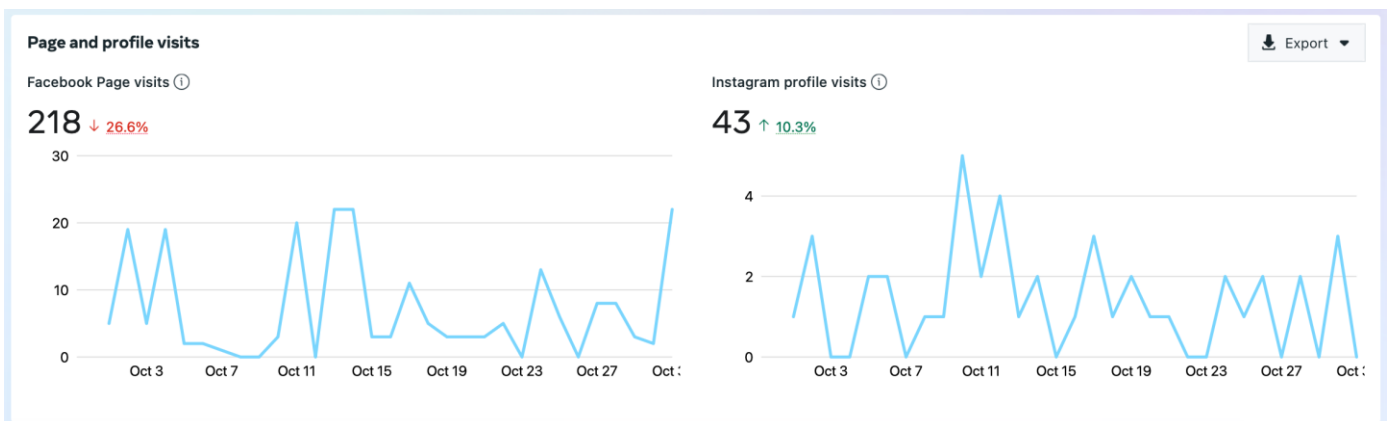
Age & gender ①



Top cities



We had 218 unique visits to our Facebook page, and 43 unique visits to our Instagram page in October. The spikes you see below mirror the ones mentioned in the website analytics on the first page.



Social Media: LinkedIn

Our LinkedIn Audience has grown through the month of October, and we have focused on new content, consistent posting and connecting with our audience. The content our visitors resonate with and connect with reflect that of Facebook, as shown by the similarly timed traffic spikes. We have grown by 65 followers in October alone – on pace with how we have grown in months past.

Follower highlights ⓘ

1,390

Total followers

65

New followers in the last 31 days

▼ 38.1%

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

Our new offices are done! We are scheduled to move Wednesday, November 16th. In a joint marketing effort with the CDC, City, and the Chamber, we will distribute a press release and social media campaign the week of the move. In January, we will partner with the Chamber in coordinating an Open House.

Our Strategic Planning Session is scheduled for Wednesday, November 30th and will be held at our new office. Refer to your calendar invitation for details.

Attended Trade Shows and Missions

- October 24-26 – Trade Mission: Honduras (Tokar/Talley)

Upcoming Trade Shows and Missions

- November 13-17- Smart City Expo World Congress, Barcelona, Spain (Tokar)
- December 4-8- Economix, Columbus, OH (Tokar)
- December 4-6- Area Development Consultants Forum, St. Petersburg, FL (Talley)

Attended Events

- October 3 – Staff participated in a visit to The University of North Texas at Dallas (UTD) to learn about the UTDesign Capstone opportunities available for local companies. (Talley/Clark/Esparza)
- October 5 – NTAGGL Golf Classic (Team Sponsor - Tokar/Talley)
- October 6 – Rick's Grant Opening (Talley)
- October 7 - 3rd Annual North Texas Women in Real Estate Summit hosted by Red News. (Clark)
- October 14 - Staff participated in the REDNews Collin County Commercial Real Estate Summit in Frisco. The event was well attended by many key real estate leaders making moves in Collin County. (Sponsor & Panel Speaker: Tokar/Talley/Clark/Esparza/Gajary)
- October 17 – CREW Dallas Golf Classic – TPC Craig Ranch (Hole Sponsor – Talley/Esparza)
- October 17-19 - Women in Economic Development Summit held in Chicago, IL hosted by Area Development. (Clark)
- October 20 – Independent Financial: Celebration of 2nd Facility (Tokar/Talley/Clark)
- October 24 - Staff attended the City Hall Groundbreaking Event. The facility will be a terrific gathering place for the public.
- October 25 - Grand Opening of the Princeton NuEnergy (PNE) plant located at the Wistron campus. Chairman Brian Loughmiller provided remarks and recognized Vice Chairman Kurt Kuehn in attendance. Princeton NuEnergy, a lithium-ion battery (LIB) novel recycling tech start-up hosted a Grand Opening event of America's first LIB direct recycling pilot production line. With EV battery recycling expected to be a \$30B industry globally by 2030 growing at over 34% CAGR, clean, cost-effective direct recycling that repairs critical materials and returns them to the battery supply chain will be critical to the US transportation system. Using a patented plasma-assisted recovery process, PNE successfully reclaims high-value materials, including rejuvenated cathode and anode materials suitable for direct reintroduction into cell manufacturing at *half-the-cost* and *zero waste* when compared with conventional pyro- and hydro- metallurgical recycling processes, thereby offering a low cost, a low carbon footprint, and no hazardous emissions – all at a high recycling efficiency rate. (Clark/Esparza/Gajary)

Upcoming Events

- November 2-3 – Venture Dallas – Dallas, TX (Tokar/Talley/Esparza/Gajary)
- November 3 - NTCAR's Commercial Real Estate & Developer Expo-Dallas, TX (Tokar/Gajary)
- November 15 - Bisnow: DFW Industrial Real Estate Insights-Dallas (Esparza)
- November 15 - RedNews: Dallas Update (Esparza)
- December 14 – MEDC Holiday Party – Local Yocal (All Staff)

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