

# ORGANIZATIONAL REPORT

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2023 – April



McKinney Economic Development Corporation

MEDC Board,

We are on the doorsteps of the Byron Nelson with only a month to go. This signature event for the MEDC will be the best to come as we have built on the momentum of the previous two years, and we have more demand than ever for tickets. Our VIP list has grown significantly, and we look to host more brokers, site selectors and companies than in previous years. We are excited! A huge thank you to our new Special Projects & Events Manager, Emily. Emily has been with us just over a month yet has taken control over the planning and execution of this signature event and is doing a fantastic job.

Byron Nelson season also signifies the launch of our annual budgeting process. We have received our proposed draft budget from the city finance department to evaluate. The MEDC Finance Committee is about to kick it into high gear as we go through our annual budget process.

Finally, we say goodbye to yet another board member, Joe Minissale, as he steps down to focus on his campaign for the Collin College board. Joe was in the final months of his final term as a MEDC board member and during his tenure served as both Secretary/Treasurer and Vice Chairman. His leadership over the past 6 years has helped shape this organization and we wish him all the best in his next role.

### **Organizational Activity Report**

- New Organic Leads: 12
- RFPs received: 11
- RFPs responded to: 0
- Total Pipeline Projects: 22
- New Pipeline Projects: 4
- Site Visits: 3

### **Business Retention & Expansion**

- BRE Visits: 13 (March 2023)
- Annual BRE Total: 26

- March was a busy month for the BRE side of the house. The team conducted 13 BRE Visits, which is higher than usual for one given month.
- Two employers have issued WARN Notices in March 2023. "Under certain circumstances, the Worker Adjustment and Retraining Notification (WARN) Act requires you to provide notice 60 days in advance of plant closures or mass layoffs. The WARN Act is intended to offer protection to workers, their families, and communities." - Texas Workforce Commission

○ Hunter Douglas Fabrication Company d/b/a Custom Brands Group (formerly Timber Blinds)- Staff is in touch with the company's HR Department.

○ Aspiration - Aspiration is an organization that facilitates the purchase of carbon credits for organizations that are pursuing carbon neutral goals. It looks like they are consolidating out of state remote workers, 19 of which were in McKinney.

### **Attended Trade Shows and Missions**

- March 2 – Bisnow: National DICE Data Center, Management, Ops & Cooling Series (Talley/Causey)

- 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)

### **Upcoming Trade Shows and Missions**

- April 17-21 – Hannover Messe (Tokar)

### **Attended 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, Beck/Causey attended)
- March 23 – Tech & Trucks Event – (All Staff, all Board invited)
- March 24 – Innovation Academy (Clark, Beck, Causey)
- March 28-29 – Collin County Days (Clark)
- April 14- ILS Gummies Ribbon Cutting- (All Staff, all Board invited)

### **Upcoming Events**

- April 19 – NTCAR Collin County Event – TBD (Talley – Panel Speaker)
- April 22 - McKinney Young Professionals (MYP) - (Panel Speaker: Clark)
- April 25 – Joint Meeting – MEDC, MCDC & City Council (TBD)
- April 27 – Cirrus Aircraft Groundbreaking
- May 1 – McKinney Chamber of Commerce Golf Tournament (TBD).
- May 2 – McKinney National Business Park Grand Opening
- May 4 – North Texas CCIM Golf Tournament (TBD)
- May 4 – Colling County Regional Mix & Mingle
- May 11-14 – AT&T Byron Nelson (All Staff)
- May 17 - Weitzman – (Speaker - Talley)
- May 22 – May 25 - AEDL (Advanced Economic Development Leadership) - Fort Worth (Talley)

### **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.

### WEBSITE TRAFFIC REPORT

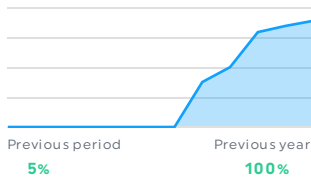
#### COMMENTS

1

General overview of our website traffic. A few new metrics to note - sessions are unique visits, and users are unique devices. So if Luke visits the site once on Tuesday from his computer, and again on Thursday, that counts as 2 sessions but 1 user. Also, we are paying attention to device types - we still engage a lot of traffic from desktop devices, so that informs how we continue to optimize new developments on the site.

#### SESSIONS

1,432



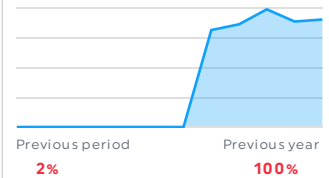
#### TOP TRAFFIC SOURCES

##### Session Default Channel Grouping

	Sessions
Organic Search	699
Direct	349
Organic Social	231
Referral	139
Unassigned	7
Display	1
Email	1

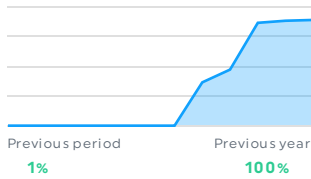
#### BOUNCE RATE

54.33%



#### TOTAL USERS

1,069

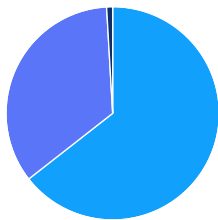


#### TOP SESSIONS BY LANDING PAGE

##### Landing page

	Sessions	
/	504	+5
/innovation-fund/	128	+56
(not set)	124	+8
/leadership/	79	+16
/your-new-career-awaits/	54	+31
/history-of-mckinney/	42	=
/quality-of-life/	39	+12
/announcements/review-wave/	36	-29
/board-and-agendas/	32	-1
/contact/	20	+12

#### VISITS BY DEVICE TYPE



Device category	Sessions
desktop	924
mobile	497
tablet	13

#### TOP SESSIONS BY CITY

City	Sessions	
McKinney	212	+41
Dallas	211	+12
(not set)	72	-8
New York	49	-17
Los Angeles	32	-18
Frisco	30	+11
Chicago	30	-6
Plano	28	+4
Ashburn	20	+10
Richardson	17	+4

LINKEDIN REPORT

COMMENTS

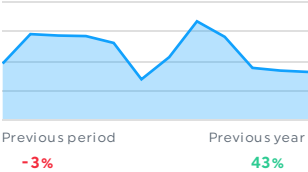
Linked In continues to be one of our most important platforms when considering engagement rates - likes, comments, and shares.

FOLLOWERS

1,698

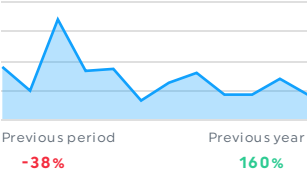
IMPRESSIONS

6,525



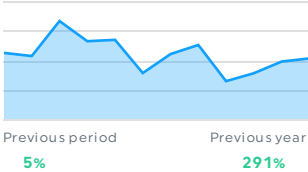
SHARES

13



LIKES

313

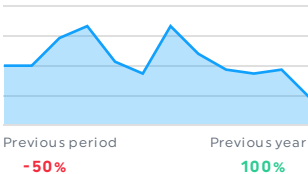


TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	
● The Horse's Axe is coming soon to Downtown McKinney! ...	38
● Who said you need to hop on a plane to enjoy breathtak...	9
● Yesterday we hosted our third Tech and Trucks Innovatio...	8
● Hope everyone stayed safe during the excitement tonigh...	6
● Love being able to share that a McKinney company mad...	6
● Coming soon to Youtube and wherever you listen to po...	4
● Ooooooh, is this the button that launches our NEW POD...	4
● Here's our take on March Madness — MCKINNEY MADNES...	3
● Are you looking for the perfect place to grow your busin...	2
● We pride ourselves on being the second safest city in Am...	2

COMMENTS

7



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

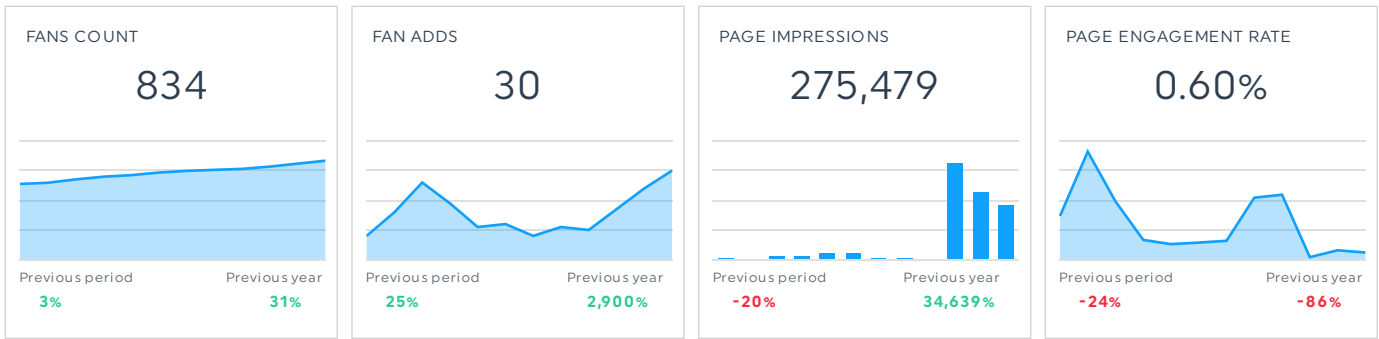
Post with image

	Engagement Rate ▾		Likes		Clicks	
We ♥ our team!	41.0%	+41.0%	22	+22	152	+152
	40.1%	+40.1%	7	+7	68	+68



FACEBOOK REPORT

COMMENTS

Facebook is important and growing, especially when factoring "virality impressions" - this is content that is shared and exposed to accounts that may not otherwise engage.



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate ▾	Total Reactions	Post Comments	Post Shares				
 <p>Coming soon to Youtube and wherever you listen to podcasts...Welcome to McKinney Momentum! A multi-channel video and audio podcast produced by the McKinney EDC featuring local community</p>	11.76%	+11.76%	4	+4	0	=	0	=
 <p>Yesterday we hosted our third Tech and Trucks Innovation Fund event at Lucid Private Offices, formerly WorkSuites in District 121. Over 100 founders and investors showed up to network and</p>	10.57%	+10.57%	8	+8	1	+1	0	=

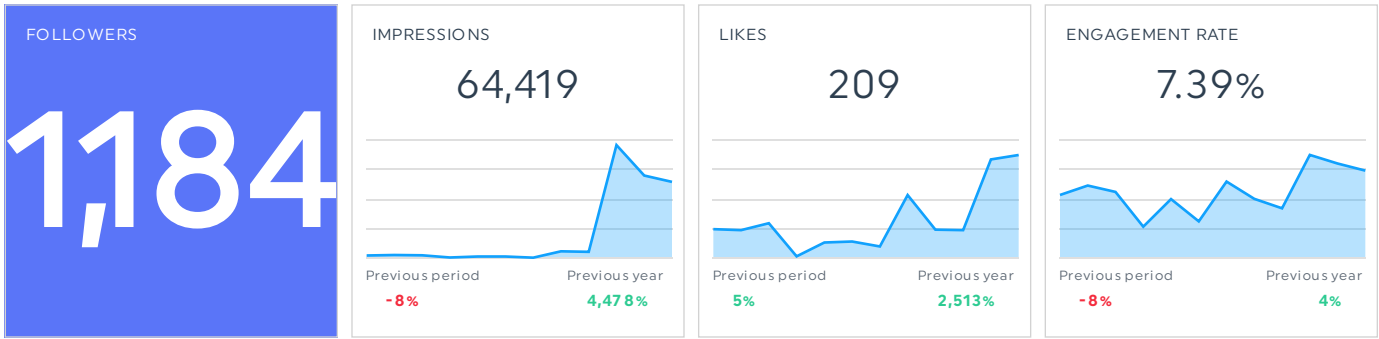
TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	Post
<ul style="list-style-type: none"> <li>The Horse's Axe is coming soon to Downtown McKinney! ... 38</li> <li>Who said you need to hop on a plane to enjoy breathtak... 9</li> <li>Yesterday we hosted our third Tech and Trucks Innovatio... 8</li> <li>Hope everyone stayed safe during the excitement tonigh... 6</li> <li>Love being able to share that a McKinney company mad... 6</li> <li>Coming soon to Youtube and wherever you listen to po... 4</li> <li>Ooooooh, is this the button that launches our NEW POD... 4</li> <li>Here's our take on March Madness — MCKINNEY MADNES... 3</li> <li>Are you looking for the perfect place to grow your busin... 2</li> <li>We pride ourselves on being the second safest city in Am... 2</li> </ul>	<ul style="list-style-type: none"> <li>The Horse's Axe is coming soon to Downtown McKinney! ... 1,098</li> <li>Hope everyone stayed safe during the excitement tonigh... 287</li> <li>Who said you need to hop on a plane to enjoy breathtak... 240</li> <li>MCKINNEY ECONOMIC DEVELOPMENT CORPORATION 1... 84</li> <li>Are you looking for the perfect place to grow your busin... 1</li> <li>Coming soon to Youtube and wherever you listen to po... 1</li> <li>It's here! We're launching with not one, but TWO episode... 1</li> <li>Love being able to share that a McKinney company mad... 1</li> <li>Ooooooh, is this the button that launches our NEW POD... 1</li> <li>Happy St. Patrick's Day from all of us at MEDC! We hope ... 0</li> </ul>



INSTAGRAM REPORT

COMMENTS

Summary of all activity monthly for the unique\_mckinney instagram account.



## ENGAGEMENT BY POST (WITH IMAGE)

Post With Image	Likes ▾	Comments	Engagement
 <p>Mayor George Fuller was our guest on the podcast to describe his heart for McKinney, vision for the city, and what's coming up. Check out the episode now at the link in our bio.</p>	31 +31	2 +2	N/A N/A
 <p>The Horse's Axe is coming soon to Downtown McKinney! Guests can enjoy axe throwing, billiards, and delicious foods and drinks. Welcome to our community, @horsesaxe! We are all looking forward to your grand opening.</p>	30 +30	4 +4	35 +35

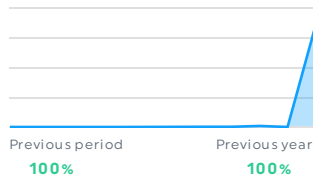
## YOUTUBE REPORT

### COMMENTS

This is a summary of activity on Youtube since March 2023 (our YouTube was dormant before then). We will pay closer attention to this as we grow a following and attempt to engage the community with the vehicle of our podcast.

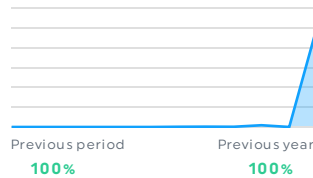
### VIDEO VIEWS

1,357



### ESTIMATED MINUTES WATCHED

15:11:00

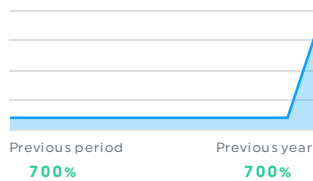


### VIEWS BY VIDEO TITLE

Video Title	Views
Mayor Fuller - Giving Spirit of McKinney	1,263
McKinney Momentum: Episode Two w/ Mayor George Ful...	34
McKinney Momentum: Pilot Episode w/ Peter Tokar III	22
Tech and Trucks March 23 Recap Video	19
McKinney Momentum - Show Trailer	7
Madison Clark BRE Welcome	6
McKinney Momentum Podcast Trailer	5
Test Clip	1

### YOUTUBE SUBSCRIBERS

16



## EMAIL OPEN RATES REPORT

### COMMENTS

This report provides email open rate data per campaign and the open rate over the quarter, averaged.

## EMAIL DATA

Campaign Name	# Sends ▾		Open Rate	
Q1 2023 Community	561	+561	35.47%	+35.47%
Event Follow Up	325	+325	29.72%	+29.72%
Tech and Trucks Q1 Registration	52	+52	57.69%	+57.69%
Tech and Trucks Q1 Registration for Press	43	+43	37.21%	+37.21%
Tech and Trucks Q1 Registration fixed	40	+40	57.50%	+57.50%

## AVERAGE OPEN RATE

41.22%

## PODCAST REPORT

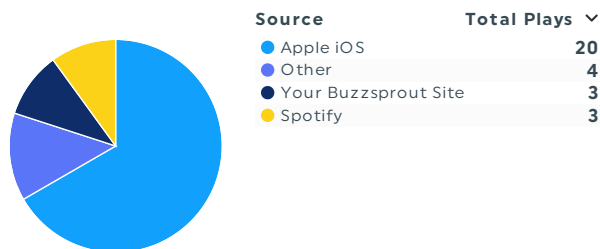
## COMMENTS

This is a summary of our **audio** listeners to the McKinney Momentum Podcast

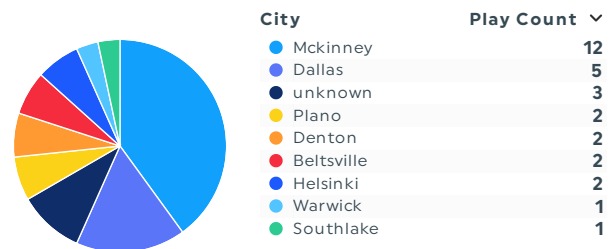
MARCH 2023

Episode Title	Last 30 Days ▾	
McKinney Momentum: Episode Two w/ Mayor George Fuller	15	+15
McKinney Momentum - Episode 1 - Peter Tokar	15	+15

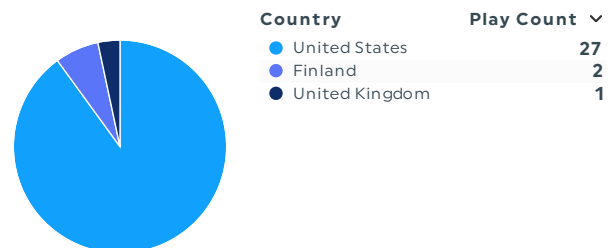
## TOTAL PLAYS



## LISTENS BASED ON CITY



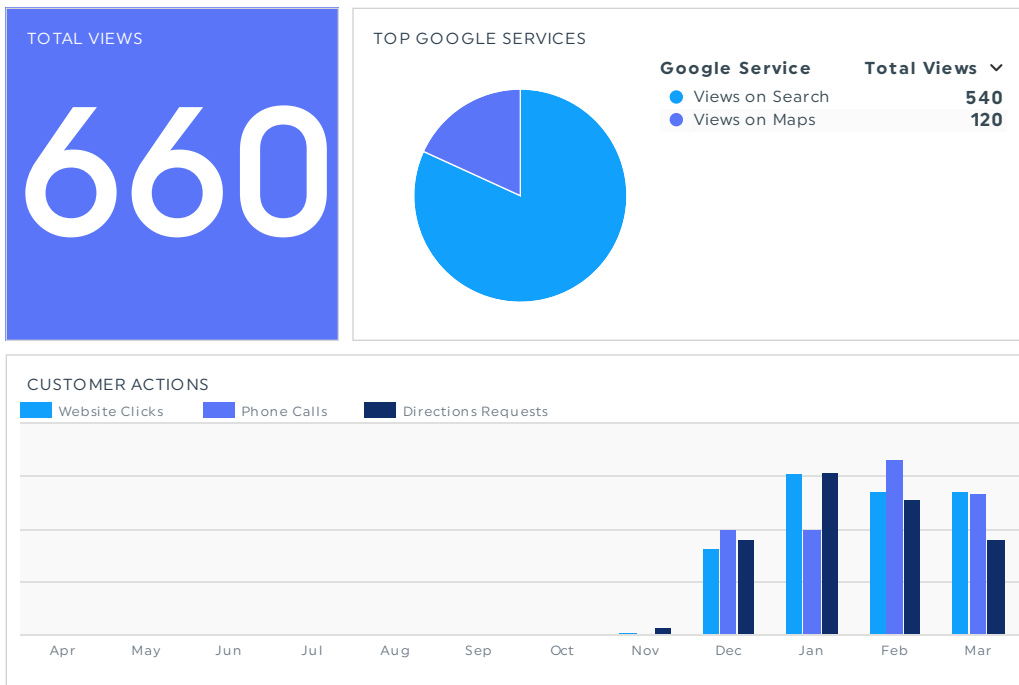
## LISTENS BASED ON COUNTRY



## GOOGLE MY BUSINESS RESULTS

This report summarizes actions taken when the MEDC is googled - whether that be on web, or in a maps app.





NOTES

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# KEY PERFORMANCE INDICATORS

## MARCH 2023

### CAPITAL INVESTMENT



### ACTIVE PROJECT PIPELINE



### EMAIL MARKETING OPEN RATE



2023 TARGET: 30%

### WEBSITE VISITOR TRAFFIC



2023 TARGET: 1,000

### TRADE SHOWS & MISSIONS

3

2023 TARGET: 5

### BRE VISITS

13  
MARCH  
26

YTD  
2023 TARGET: 60

### FAMILIARIZATION (FAM) TOUR

1

2023 TARGET: 2

### COMMUNITY FORUM

0

2023 TARGET: 2