

ORGANIZATIONAL REPORT

2021 - September



McKinney Economic Development Corporation

MEDC Board,

We are in the midst of another record breaking year for capital investment in the City of McKinney. The development and investment opportunities keep coming our way and staff has done a fantastic job of creating leads, while we navigate the COVID waters that continue to disrupt our normal flow of operations. We are starting Q4 with a great announcement coming on Sept 22nd and it will be a big benefit to our community. More to come soon.

I want to officially welcome Mohamed Kacem to the Board of Directors as our new Alternate member and welcome back all our reappointed Board members. I am looking forward to continuing our journey together as we develop our great city.

Peter

Organizational Updates

- Staff is working with McKinney Chamber/McKinney Community Development Corporation (MCDC) leaders to plan and design the new office space at District 121. Staff met with Kaizen on August 30th to discuss test fits and we are steadily making progress. We hope to have a draft lease by month's end.
- We will be sending out a poll to find the right date for our 2022 Strategic planning retreat. Please be on the lookout for an email in the coming weeks.
- The posting for a Marketing Manager is going live on Monday, September 20th. We hope to have the position filled by early November.

Organizational Activity Report (August /2021)

- *Total Leads: 14
- Qualified Leads: 9
- RFPs received: 9
- RFPs responded to: 4
- Total Pipeline Projects: 35
- New Pipeline Projects: 6

*Leads include RFPs, RFIs, and direct inquiries from site selectors, brokers, company representatives, etc.

Business Intelligence

Competitive Market studies will be complete October 1st. Locations to be included are:

- Aurora, Colorado
- Henderson, Nevada
- Chandler, Arizona
- Tacoma, Washington
- Tallahassee, Florida

Marketing / Communications (August /2021)

- Marketing Trips:
 - MDM West Conference, Danny Chavez attended, August 10-12
 - TEDC Economic Summit, Danny Chavez attended, August 24-25
 - DCI Marketing Summit, Peter Tokar attended, August 25-27
- Marketing Events Attended
 - University of Texas Economic Development Advisory Committee Meeting, Staff attended, August 3
 - CoreNet: “DFW Post Pandemic Economic Forecast”, Madison Clark attended, August 19
 - CoreNet: “Young Leaders 6x6”, Staff members Madison Clark and Miguel Esparza attended, August 12
 - NTCAR: Rebuilding North Texas, Peter Tokar attended, August 19
 - CEO Breakfast Series, Staff attended, August 31
- Ongoing Projects:
 - McKinney Economic Development Corporation’s American Economic Development Organization (AEDO) Application was submitted to International Economic Development Council (IEDC) on July 8. The next step is the feedback from AEDO Review Team and the Site Visit to McKinney. The AEDO accreditation process is generally two to three years.
- Podcast
 - Madison Clark was hosted on the first Credit Union of Texas podcast, “In the Community” on August 25th and shared the benefits of doing business in McKinney. Other podcast guests included local businesses.
- Social Media & Website Report: ***See attached***

Committee Meetings

- Real Estate Committee met on August 11th.
 - Approved Project updates
 - New Projects
 - Review of MEDC Owned Parcels
- Finance Committee met on August 16th
 - Joint meeting with MCDL Finance Committee
 - Lease/Sublease of a portion of Lot 4, Block A, District 121 Addition
- Innovation Fund Committee: Projects approved
 - Project Booster
 - Project Reboot

Upcoming Trade Shows and Missions

- Bisnow: Master Planned Communities, September 21, Miguel Esparza and Madison to attend
- CRE Converge, September 26-29, Danny Chavez to attend
- IEDC Annual Conference, October 2-4, Peter Tokar and Danny Chavez to attend
- Connect X, October 4-7, Michael DePaola to attend
- CRETECH New York, October 13-14, Danny Chavez to attend
- TEDC Annual Conference, October 12-15, Peter Tokar and Abby Liu to attend
- Consultant Connect New York Summit, October 22-23, Danny Chavez to attend
- Consultant Connect Florida Summit, November 11-12, Danny Chavez to attend
- Consultant Forum 29, December 6-8, Danny Chavez to attend

Upcoming Events

- DBJ: BRED Awards, September 23
- SRS Corporate Campus Grand Opening, September 24
- 2021 REDnews Collin County Summit, September 29
- Hack DFW with the Dallas Regional Chamber, October 1-3
- NTCAR: Hall of Fame (MEDC Table Sponsor) October 6
- 2021 Best of Quarterly Chamber Luncheon, October 19
- BISNOW: 121 Corridor (MEDC Raw Space Sponsor), October 28
- State of the City, November 4

MEDC IN THE NEWS: This new section is dedicated to showcasing all the positive press the MEDC and Staff have generated on various media outlets and platforms.

Articles:

- ["The ETSY for education": McKinney start up aims to become the destination for language learners"](#) The Business Journals, August 10
- ["Fintech company for electric cars, including Tesla, moves HQ to McKinney from Frisco"](#) Dallas Business Journal, August 18.
- ["Another tech company heads to McKinney"](#) The Dallas Morning News, August 18
- ["EV Fintech Xcelerate Auto relocates Headquarters to McKinney"](#) Dallas Innovates, August 18
- ["Space vehicle maker plans to move its headquarters to McKinney as it looks to hire hundreds"](#) The Business Journals, August 26
- ["Financial technology company Xcelerate Auto relocates from Frisco to McKinney"](#) Community Impact, September 7
- ["Microsoft deal could rapidly scale this McKinney start-up's growth"](#) Business Journals, September 10

Staff to Speak:

- [2021 REDnews Collin County Commercial Real Estate Summit](#) Peter Tokar to be a panelist, September 29

Social Media & Website Report

August 2021

What is Apple's Mail Privacy Protection - Why it Matters?

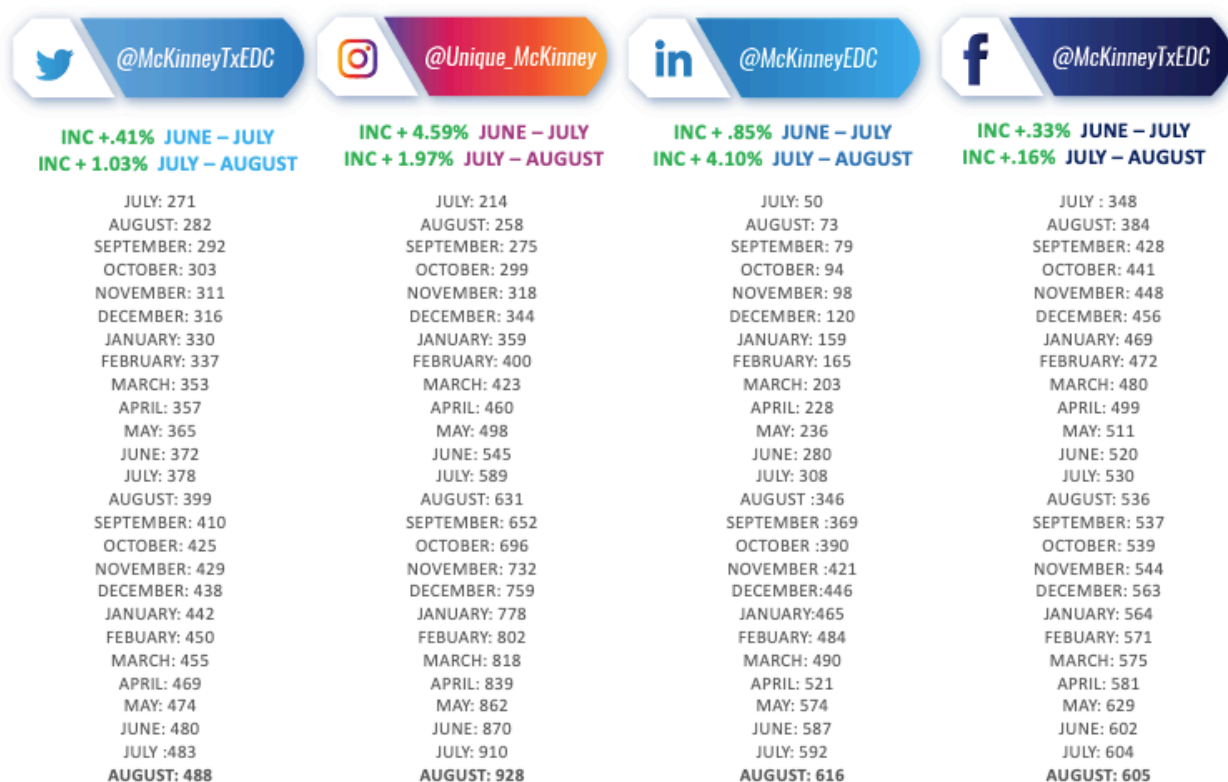
Apple's Mail Privacy Protection, part of the new iOS update, will change email because it will allow users to mask information such as when and where they open an email, on what device, and any other online activity linked to that device. This information is normally used by marketers.

What we're doing about it?

Centipede Digital® is implementing systems that can track richer metrics in response to these new regulations. However, as seasoned marketers, we understand that email opens do not necessarily equate to an intent to purchase/convert. Therefore, the Agency will continue to explore other key email marketing metrics that can still gather to make intelligent marketing decisions.

While we might have to get a little more creative in figuring out what customers really want to see in their inboxes, the goal is still to connect with our audience.

Social Media:



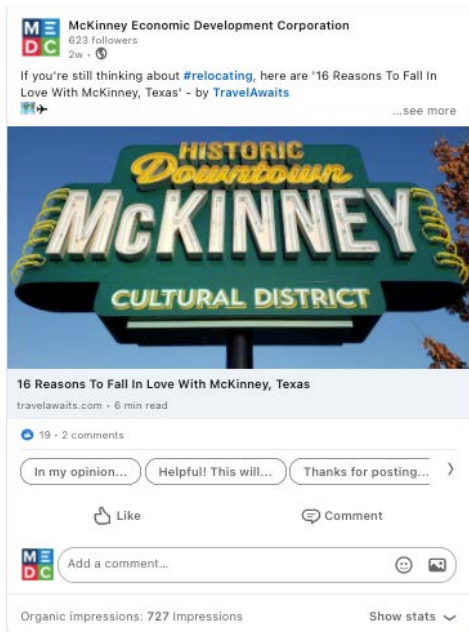
Social Media Highlights:

Reasons to fall in love with McKinney

LinkedIn

Impressions: 727

Reactions: 21

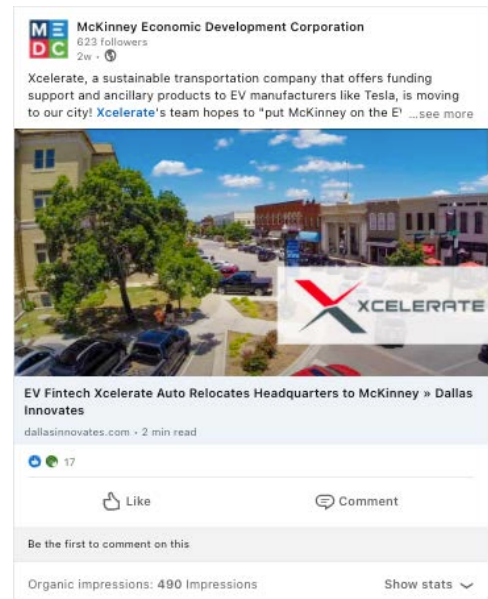


Xcelerate Relocation Press Release

LinkedIn

Impressions: 490

Reactions: 17



Website:**July 2021**

902 Total Visitors **936** Total Visits **1,995** Total Page Impressions **2.1** Avg Page Views **5.0** Avg Minutes On Site

AUGUST 2021

984 Total Visitors **1,024** Total Visits **1,994** Total Page Impressions **1.9** Avg Page Views **4.2** Avg Minutes On Site

Referral Traffic:

- Search from Google
- BisNow
- City of McKinney
- Texas EDC
- Collin CountyTX.org website
- Dallas Business Journal
- The City Insider Magazine
- LinkedIn

Top Pages Visited:

- Homepage
- Innovation Fund
- History of McKinney
- Demographics
- Board and Agenda
- Leadership
- Economic Incentive