

2020 MEDC KEY PERFORMANCE INDICATORS - METRICS

Strategic Objectives <i>Set S.M.A.R.T objectives: Specific, Measurable, Actionable, Relevant, Time-related</i>	Outcome <i>What is the desired result of this objective?</i>	Actionable Goals <i>What are our actionable goals to help us achieve this objective?</i>	Measurable Metrics <i>What metrics will show progress towards the outcome?</i>	KPI <i>Key Performance Indicator based on Previous Data.</i>
1. Business Attraction: Seek out qualified businesses in identified targeted industries to relocate to the City of McKinney.	Increase the business footprint, commercial tax base and provide high skilled jobs in McKinney.	<ol style="list-style-type: none"> Utilize digital media outreach programs, including paid ad campaigns. Participate in industry, trade show, and direct marketing trips. Host FAM tours with prospects. 	See Metrics Chart	<ol style="list-style-type: none"> Maintain an active project pipeline of min 20 projects. Host at least one FAM Tour Annually. Participate in a minimum of five industry trade shows and missions.
2. Marketing/Social Media/Website: Refine and update uniform marketing campaigns, social media channels and website for the MEDC to clearly showcase the City of McKinney as a business and lifestyle destination and promote development opportunities.	The MEDC will have active physical and digital marketing campaigns that engage our customer and resident base to showcase McKinney as well as an updated and state of the art website with community and site selector information.	<ol style="list-style-type: none"> Create focused content to targeted audiences through organic and paid marketing campaigns. Increase customer engagement with our marketing campaigns. Convert marketing targets into project leads. Launch industry specific newsletters in addition to the quarterly brokers and community newsletters Add downloadable information data sheets to the website on City Demographics. 	See Metrics Chart	<ol style="list-style-type: none"> Launch a minimum of five targeted marketing campaigns. Maintain a 40% open rate for all marketing automation campaigns. Launch at least one industry specific newsletter. Have "Fast Fact" downloadable information sheets available on the website. Increase consumer organic engagement on marketing platforms by 5% over national industry average.
3. Business Intelligence: The MEDC will utilize business intelligence to provide meaningful data and information that enhances the appeal of McKinney through data visualization and data driven reporting.	The MEDC will achieve a higher level of comparative insight that differentiates McKinney as a market for business attraction and better communicate our value proposition to internal and external stakeholders.	<ol style="list-style-type: none"> Create varied sets of information databases for strategic and outreach use. Unify all citywide data sets and demographics via creation of OneData initiative. Add "Fast Facts" demographic sheets to website. Research competitiveness of McKinney vs. competitive markets. 	See Metrics Chart	<ol style="list-style-type: none"> Complete "Fast Fact" Upload to website. Complete competitiveness study of at least 2 comparative markets. Complete unified data set that is used citywide (OneData).

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4. Lead Generation & Outreach: The MEDC will participate in trade missions, direct marketing trips, industry conferences and localized events to recruit national and international business prospects to promote McKinney as the premier city in North Texas for corporate investment.	Generate high skill high wage business, corporate and development projects in the City of McKinney.	<ol style="list-style-type: none"> 1. Build relationships with local and regional brokerage and site selection community. 2. Participate in Site Selectors conferences and events. 3. Participate in national and international trade missions. 4. Participate in national and international industry conferences. 	See Metrics Chart	<ol style="list-style-type: none"> 1. Generate at least five national and international project leads. 2. Send out four quarterly newsletters to brokers and site selectors via the marketing automation platform. 3. Participate in a minimum of five local broker events.
5. Infrastructure Development: Utilizing Infrastructure Led-Economic Development principles, the MEDC will seek to engage technology infrastructure providers to invest in tech infrastructure that will serve as a catalyst for business attraction and community lifestyle improvement.	Formal City of McKinney adopted wireless infrastructure policy accompanied by written commitment from wireless service providers for 2021 deployment plan of wireless infrastructure on targeted properties within the city of McKinney.	<ol style="list-style-type: none"> 1. Identify 3-5 targeted properties for wireless infrastructure deployment. 2. Work with contracted 5G consultant on health report and policy drafts. 3. Roundtable land owners and developers about 5G infrastructure plans. 4. Research viable uses for 5G technology. 	See Metrics Chart	<ol style="list-style-type: none"> 1. Deliver a 5G health report and design manual by Q3 2020. 2. Engage at least one development as a test site for tech infrastructure rollout. 3. Deliver industry specific use case for 5G technology.
6. Increase Commercial Tax Base: As a primary objective, the MEDC will seek opportunities for increasing the commercial tax base of the City of McKinney.	Increase ratio of commercial tax base to residential tax base.	<ol style="list-style-type: none"> 1. Seek out development projects for available land. 2. Seek out business recruitment opportunities. 3. Utilize MEDC assets as conduit for development activity. 	See Metrics Chart	<ol style="list-style-type: none"> 1. Have an active capital investment pipeline of \$200M from MEDC projects annually (Calendar Year). 2. Increase CapEx of at least 20% vs prior year (FY19 \$176M) of announced projects.

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7. Business Retention & Expansion: Engage local McKinney based businesses to build and maintain relationships as well as seek out any assistance or expansion opportunities.	Maintain relations with business community and be available for all business assistance and expansion needs.	<ol style="list-style-type: none"> 1. Conduct BRE visits with local businesses. 2. Create a BRE team of community partners. 3. Develop programs and initiatives for business assistance. 4. Develop a community newsletter to keep the local community engaged with MEDC activity. 	See Metrics Chart	<ol style="list-style-type: none"> 1. Visit at least 100 McKinney businesses annually. 2. Engage the top 10 Employers at least three times per year. 3. Host two community forums annually 4. Deploy four quarterly community newsletters annually.

2020 MEDC City Council Goals:

1. Develop a planned calendar with a series of 4 community meetings to educate the general public on the MEDC/MCDC organizational goals, projects, and benefits by September 2020. **(COMPLETE)**
2. Implement MEDC quarterly newsletter by September 2020. **(COMPLETE)**
3. Expand BRE (business retention and expansion) networking program to partner with two community organizations to increase outreach opportunities by September 2020. **(COMPLETE)**
4. Develop company relations via outreach and assistance by connecting with 300 local employers by Sept 2020.
5. Provide a minimum of two strategic planning sessions with the Board on implementation and development of MEDC owned development sites by September 2020. **(COMPELTE)**

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ANNUAL PERFORMANCE METRICS: Reported Monthly				
SOCIAL MEDIA	WEBSITE	BUSINESS ATTRACTION	BUSINESS RETENTION	MARKETING
Number of Likes	Number of Visits	RFP's Received	BRE Visits	Marketing Events
Number of Followers	Length of Visits	RFP's Responded to	BRE Events	Networking Events
Number of Impressions	Heat Maps of visits	New Projects	New Retention Projects	Trade Shows
Number of Shares	Location Data of Visitors	Project Wins	Retention Wins	Conferences
Number of Subscribers	% increase of visits	New SQ Footage	New Expansion Projects	Trade Missions
Number of Views	# of searches for MEDC	New Capital Investment	Expansion Wins	Broker Outreach
Number of Posts	Position of SEO Optimization	New Job Creation	Retained SQ Footage	Site Selector Outreach
% increase Month over Month			Expanded SQ Footage	Digital Outreach
% Increase Annually			Retained Jobs	Newsletter Launch
% Increase Engagement			Expanded Jobs	Digital Campaigns
Target Market Reach			Retained CapEx Invest.	Paid Advertisement
Target Market Engagement			Expanded CapEx Invest.	Print Advertisement
			Businesses Assisted	Digital Advertisement
*Per Social Media Channel				
LinkedIn				
Twitter				
Instagram				
Facebook				
YouTube				