

LOOK AT MCKINNEY IN A BRAND NEW WAY!



CityTimes

a publication of the City of McKinney

May-June 2005
mckinneytexas.org

Calendar of Events:

April 16

Rebuilding Neighborhoods for Areas East of U.S. 75

7:30 a.m.-2 p.m.

To volunteer call: 972-547-7517

People needing special assistance, please call: 972-547-7386

April 22-23

American Cancer Society Relay for Life in McKinney

Scott Johnson Middle School

3400 Community Drive

Information: www.mckinneyrfl.com

May 7

Election Day

See page 4 for more information

May 7

Household Hazardous Waste Collection Event

9 a.m.-3 p.m.

El Dorado Motors

2110 N. Central Expwy.

Information: 972-547-7386

May 28

City Pools Open

Launching a Brand New McKinney

Unique by nature: A unique identity for an extraordinary community

By now, you've no doubt heard the news: McKinney is the fastest-growing city in America.

Soon you'll be hearing a different story: McKinney is "unique by nature."

In February, City Council approved the new slogan - which comes with a brand new logo and comprehensive, City-wide marketing plan to ensure that the new message resonates among people inside and outside of McKinney.

Billboards, magazine and newspaper ads are already touting the new message and soon you'll be seeing the new brand on City vehicles, water towers and elsewhere around town. Other city-related entities, such as the McKinney Community Development Corp. (MCDC), McKinney Economic Development Corp.



CoCo Good, McKinney's Director of Communications and Marketing, presents the results of months of research and development to the McKinney City Council in February. The newly approved brand brings a unified voice to those marketing the City to people both inside and outside of McKinney.

(MEDC), McKinney Chamber of Commerce, Main Street and Tourism Services, are utilizing the new look for their marketing efforts.

-continued on page 3

HOME

ABOUT US

COMMUNITY PROFILE

NEWS & PRESS RELEASES

PROPERTIES

LINKS

FAST FACTS

C

PROPOSAL LOGIN:

LOGIN

[Site Map](#)

Close to Dallas...



What's New at MEDC



McKinney Honored w State Award for Eco Development Progra

26-Aug-2004

McKinney has been named
winner of the 2004 Comm
Economic Development
(CEDA) for communities
100,000. The award is g
annually by the TED Cou

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Unique by nature.

McKinney Economic Development C

HOME

ABOUT US

COMMUNITY PROFILE

NEWS & PRESS RELEASES

PROPERTIES

LINKS

FAST FACTS

C

PROPOSAL LOGIN:

LOGIN

[Site Map](#)

But far from it.

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HOME

ABOUT US

COMMUNITY PROFILE

NEWS & PRESS RELEASES

PROPERTIES

LINKS

FAST FACTS

C

PROPOSAL LOGIN:

LOGIN

[Site Map](#)

7,001 feet of runway...



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McKinney Marshals**



www.mckinneytexas.org







The Dallas Morning News

Texas' Leading Newspaper

Dallas, Texas, Thursday, Feb. 3, 2005

"...McKinney, at least, has hit a home run. McKinney, Texas: Unique by nature."

"...Unique by nature works. The City is unique to its core..."

"...the city does have a greater diversity of natural beauty than almost any other in North Texas. Streams, grasslands, farmland and hills. Hills! Yes, McKinney has hills..."

"A welcome addition. A display of personality."

It's Personal

Slogans can help cities capture a unique identity

Personality matters to cities. Image matters. Slogans, too. Sure, it's easy for the more cynical, especially editorial writers, to poke some fun at cities when they spend months and thousands of dollars on a new marketing slogan. And sometimes, cities like Dallas deliver more than such critics can hope for when they say they want to shed their J.R. Ewing-big-hair-1980s image and then stand behind something like "Live large, think big."

But McKinney, at least, has hit a home run.

McKinney, Texas: Unique by nature.

The city plans to spend almost \$200,000 to launch a branding campaign, and already spent \$52,000 on the process of developing a logo and slogan. A consultant worked for months with residents and leaders to determine what set McKinney apart, what should make people want to live, visit or do business there. And then, of course, the consultant had to try to encapsulate that in a few key words.



Unique by nature.

Not an easy assignment, and not a perfect result. After all, does the slogan fully capture the city's rapid growth, the fact that it is a great place to embark, perhaps, on a new business venture? Eh. Or that it is home to the county's only business airport? Well ...

But no slogan, no logo, can possibly capture all that a city is. If it could, then such a monolithic city probably is not worth marketing.

But "Unique by nature" works. The city is unique to its core, with one of the state's largest residential historical districts and the city's authentic downtown, which other cities have tried to duplicate in the name of "new urbanism."

And the city, though it is not discussed much, does have a greater diversity of natural beauty than almost any other in North Texas. Streams, grasslands, farmland and hills. Hills! Yes, McKinney has hills, in case you didn't know.

So does the new logo, which will start popping up on city vehicles and property around town. A welcome addition. A display of personality.

Results

Branding Accomplishments (as of Oct. 2006)

- “Unique by nature.” brand and logo tweaked for use by city-related entities (McKinney Economic Development Corporation, McKinney Community Development Corporation, McKinney Chamber of Commerce, McKinney Tourism Services, McKinney Main Street, etc.) to create one cohesive McKinney image
- Launched www.uniquebynature.com, a portal linking all City and brand-partner web sites
- “Unique by nature.” logo began to appear on all collateral pieces simultaneously;
 - Business cards and stationary
 - Newsletters
 - Signage on city vehicles, water towers, etc.
 - Giveaway items (lapel pins, mugs, coasters, shirts, pens, etc.)
 - The city’s cable channel
 - The city’s web site and McKinneyinfo.com site
 - Employee communications and intranet
 - The Chamber magazine, McKinney Living, which is delivered to all McKinney homes and businesses
 - Water bill stuffers
 - Branded ads
 - A highway billboard
 - Movie theatre ads
 - A branding “road show”; presentation explaining the branding process given to city employees, community groups, etc.
 - City leader speeches
 - An eight-page special section on McKinney inserted into every issue of The Dallas Morning News, reaching 550,000 hhs
 - “Unique by nature.” branding received editorial kudos in The Dallas Morning News
 - Two-part feature on McKinney’s branding appeared in Texas Town & Country
 - Feature on McKinney’s branding appeared in Public Management,
 - “Unique by nature.” branding won multiple awards:
 - Two IABC Bronze Quill for “Best Marketing Communication” and “Best Strategic Communication”
 - Brand expanded to encompass Collin County Regional Airport and The McKinney Performing Arts Center at the Historic Collin County Courthouse; each have their own look, feel and logo, but fit into the “Unique by nature.” Brand
 - Collin County Regional Airport’s “Through with Love?” campaign established its unique standing and amenities among corporate airports in the D-FW metroplex
 - McKinney Tourism Services launched a new advertising campaign, “Mr. McKinney would love what we’ve done with his town” in August 2006. This campaign expands the “Unique by nature.” brand and embraces the city’s “dual” personalities.

Results

McKinney Stats (as of Oct. 2006)

- In 2006, McKinney's hotel/motel tax was up 22% over 2005 - with no new properties online
- In 2006 city sales tax revenue was up 17%
- McKinney's estimated population as of Oct. 1, 2004 (4 months before brand launch) – 93,062
- McKinney's estimated population as of Oct. 1, 2005 (8 months after brand launch) – 100,000
- McKinney's estimate population as of Oct. 1, 2006 (1 year and 8 months after brand launch) – 112,000
- More than \$1 billion invested and 5 million new square feet of development in McKinney in 2006
- McKinney is becoming a destination for Green, environmentally-friendly businesses
 - Wal-Mart's "McKinney Experiment" store, a testing ground for Green practices, opened in July 2005; it is one of only two in the nation
 - McKinney Green Office Building, a \$61,000 square-foot LEED Platinum certified building opened
 - Pat Lobb Toyota of McKinney, which will be the world's first LEED® certified car dealership, opened
- McKinney is also becoming a world destination for the practice of preventive medicine
 - Cooper Aerobics Center at Craig Ranch
 - McKinney Regional Cancer Center
 - Expansion of the Medical Center of McKinney
 - Cooper Clinic at Craig Ranch set to open in early 2007
 - Cooper Sports Medicine Complex featuring Michael Johnson's Performance Training Center at Craig Ranch set to break ground