



City of McKinney Press Release

FOR IMMEDIATE RELEASE

McKinney wants Google!

City enters ring to fight for Google test of ultra high-speed network

MCKINNEY, TEXAS (March 8, 2010) – Across the city, residents, organizations, leaders and businesses are working together to lure one of the biggest companies in technology to McKinney. Google is searching for “test” communities in which to launch ultra-high speed broadband networks, and all of McKinney is out to prove why it is the best city for the pilot program.

To be a part of the pool of applicants, McKinney will fill out an extensive Request for Information (RFI) and launch an aggressive marketing and communications campaign to get the community involved. The RFI submission is due on March 26.

“This initiative would impact our community, our lives and our businesses. Just by mobilizing so many community organizations so quickly with a single goal in mind for the good of the entire city, we have reached a tremendous level of success. This is more than just filling out a form. We are out to show Google why McKinney is so special and unique from other cities that residents move here in record number. We have continually been one of the fastest-growing cities in the country, and only a network as fast as Google’s can keep up with our pace,” said Mayor Brian Loughmiller.

The Google technology will deliver Internet speeds more than 100 times faster than what most Americans have access to today, over 1 gigabit per second, fiber-to-home and business connections. Together with community organizations like the Chamber of Commerce, McKinney Economic Development Corporation (MEDC), McKinney Convention & Visitors Bureau (MCVB) and others, the city is working to engage businesses and residents to convince Google that McKinney is the ultimate place for their test.

“There are many, many applications for this service in McKinney. It would serve as a huge driver of economic development, help support and enhance public safety, impact health care and education, and even add to the quality of life for our residents. McKinney residents are excited about it, city leaders are excited about it, and it’s a win-win for McKinney and Google,” said Chamber of Commerce Director Jodi laFreniere.

For residents, the technology can improve quality of life, help public safety, and provide a huge benefit for businesses currently in our community as well as adding tremendous incentive for other businesses to locate in McKinney.

A key component to the process is promotion. Today the groups launched a campaign to raise community awareness and encourage involvement. It centers on the altered city logo with the tagline “Google in McKinney TX: Moving at the speed of McKinney,” which plays on the city’s consistent ranking among the fastest-growing cities in the country.

“We are calling on residents to join in this exciting opportunity. This is a community-wide effort, and everyone's participation will play a role in making sure that Google takes notice of McKinney,” said Deputy City Manager Jim Parrish.

Residents can visit <http://www.google.com/appserve/fiberrfi>, click ‘Get Involved’ then nominate McKinney for the process by filling out the short form. The city is using the official McKinney Facebook fan page, www.facebook.com/mckinneytx, as a gathering place for ideas, creative placements of Google in the community and as the central point for information on the campaign.

As an example of how residents can creatively express enthusiasm for Google’s new network, a video was posted on McKinney’s YouTube channel and on Facebook featuring images of speed and man-on-the-street interviews about why Google fits into the town. Residents are challenged to create their own videos and post them to YouTube using the tagline created for the RFI, “Google in McKinney TX: Moving at the speed of McKinney.”

The Google-centric city logo serves as a temporary substitute on several city photos thanks to some editing with Photoshop, and the photos will be posted on Facebook with another challenge to residents to see if they can “see Google” other places in McKinney. Or they can print the logo from the Facebook fan page and take a photo with it in their favorite McKinney destination to later share with fellow residents.

Anyone wishing to participate can visit the Facebook page for instructions and details.

#

About McKinney

McKinney, Texas, is unique by nature. As one of the fastest-growing cities in the U.S., McKinney has a current population of 126,500. Incorporated in 1848, the city is located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers rolling hills, lush trees, a historic downtown square and unique neighborhoods and developments, and it was recently ranked as one of the Top 10 Best Places to Move by Forbes Magazine. Visit the city’s Web site at www.mckinneytexas.org.

Media contact: Anna Folmsbee, afolmsb@mckinneytexas.org, 972-547-7525