

HOME FOR THE
Holidays

DOWNTOWN
McKINNEY

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Home for the Holidays 2023 – RECAP

- Live entertainment with Mosaix orchestra
- Packed out Tree Lighting Ceremony
- The return of Candyland and Santa's Village
- Record food sales for our vendors
- Proud sponsor, Sheraton McKinney, returned to provide to sale alcohol during the festival
- HUGE Small Business Saturday for Downtown Merchants





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Social Media Ads:

- Total Facebook Followers – 48,564
- New Facebook Followers – 247
- Page Impressions (Nov. 11th to 26th) – 375,479
- Engagements (Nov. 11th to 26th) – 26,266
- Total Instagram Followers: 35,868
- New Instagram Followers – 993
- Page Impressions (Nov. 11th to 26th) – 211,224
- Video Views – 99,077

Fan Demographics

Facebook Followers

- 19% Male
- 81% Female
- Women 35-44 (24.6% of total responses)

Instagram Followers

- 20.7 Male
- 79.3 Female
- Women 35-44 (26.3% of total responses)