

**Cayti Stein**  
**Director of Marketing & Research**  
**January 2015**



- *Events:*
  - Town hall January 22 at Crosspoint Church
  - Project grant deadline is January 30 at 5:00 pm
  - MCD C Board Chairman will present the Quality of Life Award on January 30 at the Cotton Mill from 6-10 pm
  - McKinney Sheraton's opening will be on February 26. An invitation will be sent to your emails.
  - I have created a shared calendar for your convenience. I will keep it up-to-date with all upcoming events that are related to MCD C and that board members may be interested in attending.
    - <http://teamup.com/ksc9add5c73f80426e>
  
- *MCD C My McKinney Campaign- Collateral is complete*
  - Still to complete:
    - Give-away (still looking for better ideas)
    - Rack Cards: Hangar, Aquatics Facility
    - Website page
    - Social media campaign
  
- *Advertising*
  - Stonebridge HOA Newsletter (February)
  - McKinney Magazine (February)
  - Craig Ranch HOA (February)
  
- *Social Media/Website*
  - Aerial Video long with graphics
  - Facebook
    - Total 851 "likes"- reach 50-75 on average with each post.
      - Up from 161 in January 2014!
      - Up from 811 last month
  - Website
    - Have had issues with grant applications to be received online. We are working to fix this with Sullivan Perkins
      - Website metrics are attached

# McKinney Community Development Corporation

◀ **January 2015** ▶  

S	M	T	W	T	F	S
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

**Calendars**  
Calendar 1  
Calendar 2

Today ◀ **Jan 15 - Apr 14, 2015** ▶ Day Week 8 Weeks

Date range:    
 Group by:    Show details:

+ Add event

## January 2015

- Tue Sep 16
All day - Sun Feb 15
[Heard Natural Science Museum & Wildlife: Dinosaurs Live!](#) - Heard Natural Science Museum & Wildlife Sanctuary

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- Sat Jan 17
All day  
8:00am - 12:00pm
[McKinney Bridal Show](#) - MPAC  
[McKinney Farmer's Market](#) - Historic Downtown McKinney

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- Thu Jan 22
7:00pm - 8:30pm
[McKinney Town Hall- District 4](#) - Crosspoint Church

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- Sat Jan 24
8:00pm - 10:00pm
[The Wellington International Ukelele Orchestra](#) - MPAC

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- Thu Jan 29
All day
[City Council Strategic Planning](#) - Council Chambers

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- Fri Jan 30
6:00pm - 10:00pm
[Community Awards](#) - The Cotton Mill

## February 2015

- Tue Sep 16
All day - Sun Feb 15
[Heard Natural Science Museum & Wildlife: Dinosaurs Live!](#) - Heard Natural Science Museum & Wildlife Sanctuary

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- Sat Feb 7
8:00am - 12:00pm
[McKinney Farmer's Market](#) - Chestnut Square

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- Thu Feb 12
All day - Mon Jul 6
[The Vietnam Syndrome Exhibit](#) - Collin County Historical Society, 300 E. Virginia St.

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- Sat Feb 14
7:00pm - 10:00pm
[Second Saturdays](#) - Historic Downtown McKinney

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- Sat Feb 21
8:00am - 12:00pm
[McKinney Farmer's Market](#) - Chestnut Square

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- Thu Feb 26
All day
[McKinney Sheraton Grand Opening](#) - McKinney Sheraton

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- Sat Feb 28
All day
[Towne Lake Trout Derby](#) - Towne Lake

## March 2015

- Thu Feb 12
All day - Mon Jul 6
[The Vietnam Syndrome Exhibit](#) - Collin County Historical Society, 300 E. Virginia St.

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- Sat Mar 7
8:00am - 12:00pm
[McKinney Farmer's Market](#) - Chestnut Square

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- Sat Mar 21
8:00am - 12:00pm
[McKinney Farmer's Market](#) - Chestnut Square

## April 2015

- Thu Feb 12
All day - Mon Jul 6
[The Vietnam Syndrome Exhibit](#) - Collin County Historical Society, 300 E. Virginia St.

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- Thu Apr 2
3:00pm - 6:00pm
[Farmer's Market in Adriatica](#) ↻ - Adriatica

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- Sat Apr 4
8:00am - 12:00pm
[Farmer's Market-- Chestnut Square](#) ↻

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- Thu Apr 9
3:00pm - 6:00pm
[Farmer's Market in Adriatica](#) ↻ - Adriatica

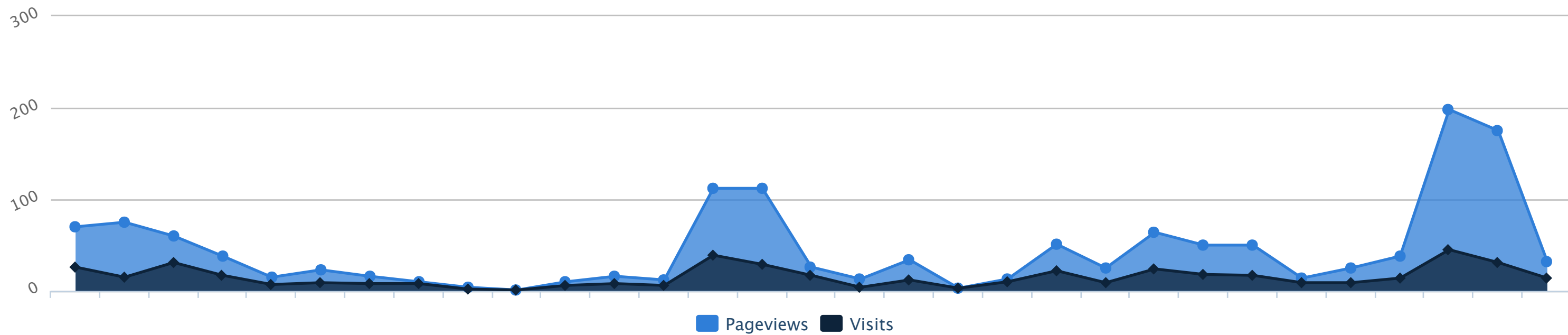
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- Sat Apr 11
8:00am - 12:00pm
[Farmer's Market-- Chestnut Square](#) ↻

2014-12-16 » 2015-01-15

- Overview
- Visitors
- Content
- Traffic
- Technical

## Visitor Overview



470

Visits

1,385

Pageviews

77.45

Pages per Visit

57.0%

Bounce Rate

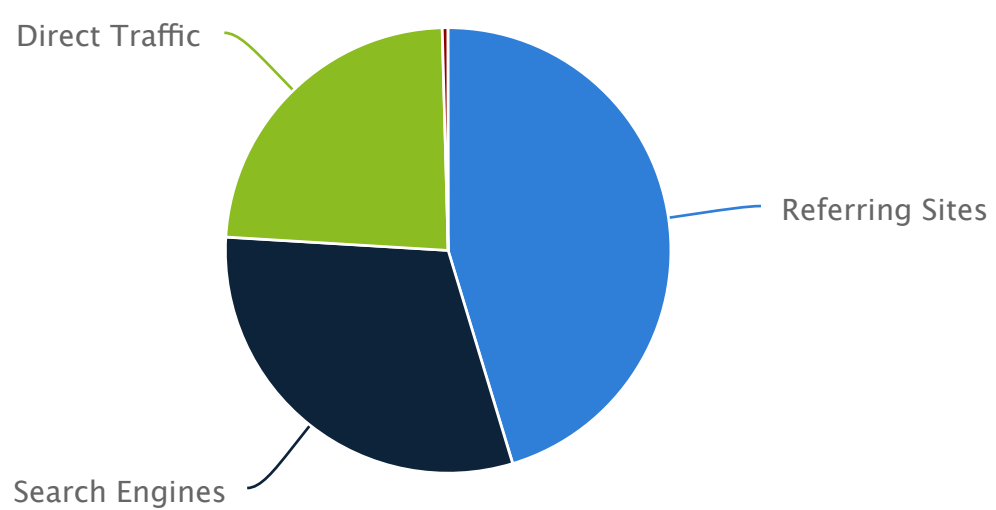
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Average Time on Site

77.4%

New Visits

## Traffic Sources



2014-12-16 » 2015-01-15

Overview **Visitors** Content Traffic Technical

Continent

Country

City

Language

Length of Visit

Depth of Visit

City	Visits
McKinney	155 36.56%
Dallas	62 14.62%
Fort Worth	17 4.01%
Plano	9 2.12%
Philadelphia	8 1.89%
Allen	7 1.65%
Frisco	7 1.65%
Sherman	7 1.65%
Carrollton	6 1.42%
New York	6 1.42%