

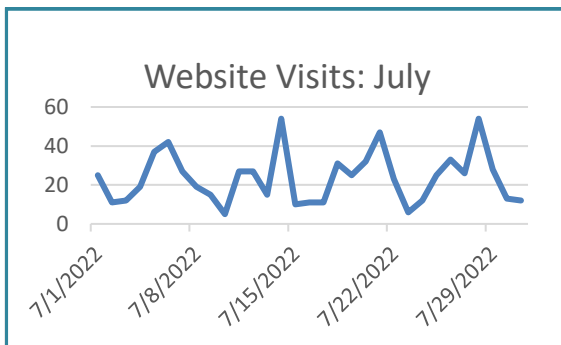


Participation in Marketing/Networking & Community Events

- MISD New Teacher Breakfast
- Leadership McKinney Class of 2023 Welcome event
- Affordable Housing Collaborative Discussion
- Byron Nelson Results Presentation & Luncheon
- Momentous Institute Tour
- Chamber McKinney Development Update

Website Analytics

The number of website visits has continued to be fairly constant with spikes generally during open grant cycles and periods of high Promotional & Community Event Grant activity. July spikes correlate with social media posts about Crape Myrtle Park (video), Silo Art Project, Farmers Market and Red, White & Boom. Top page visits in July were Home Page, Grants, About Us and Community Impact. Most visitors connected directly; however, we saw significant traffic via links from the City and MEDC websites. Notably in July, we saw traffic from USA Funding and one referral from Boys & Girls Club website.



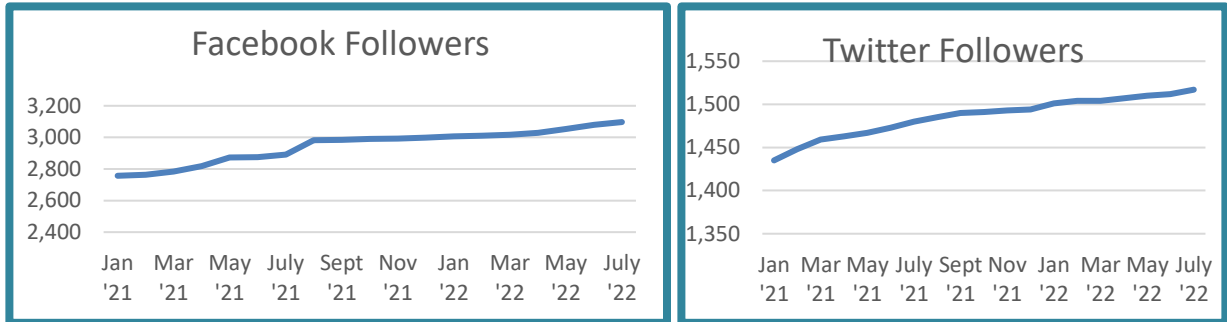
Top Referrers	
Direct to MCDC	158
City Website	50
MEDC Website	12
USA Funding	2

Also, worth noting is the number of website visitors using mobile devices. Since the website redesign last Fall, the number of mobile users has increased almost 20%. As a reminder, one of the goals of the redesign was to make the website more friendly on mobile devices.

Mobile Traffic	Users	Percent
Desktop	230	58.67%
Mobile	154	39.29%
Tablet	8	2.04%

Social Media: Facebook and Twitter

We continue to increase our followers on social media. Facebook followship has increased just over 7% since last year.




For Facebook, the top performing posts for July were related to Farmers Market, Silo Mural Art Project and Crape Myrtle Collections Park (video post). High performing organic posts for Facebook are shown below.

Post Content	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Don't forget McKinney Farmers Market tomorrow. Funded with an MCDC Promotional and Community Events grant....	25	7	0	1	—	17
So amazing watching this artist at work!	18	3	0	1	2	12
Rise & shine... it's Farmers Market time! Stop by McKinney's Chestnut Square from 8 AM to noon today!	12	7	0	1	—	4
Did you know...?	11	3	0	0	—	8


McKinney Community Development
Fri 7/15/2022 8:18 am PDT

Tomorrow will be a big day at McKinney Farmers Market at Chestnut Square. Come for the market... stay for the ice cream!



Total Engagements	11
Reactions	3
Comments	0
Shares	0
Post Link Clicks	2
Other Post Clicks	6


McKinney Community Development
Sat 7/2/2022 10:15 am PDT



Total Engagements	9
Reactions	4
Comments	1
Shares	1
Post Link Clicks	—
Other Post Clicks	3


McKinney Community Development
Tue 7/26/2022 8:12 am PDT

The McKinney Community Development Cor now accepting applications through 5:00 p.m. 29, 2022 for Retail Development Infrastructure



Total Engagements	8
Reactions	4
Comments	0
Shares	2
Post Link Clicks	1
Other Post Clicks	1

McKinney Community Development
Thu 7/21/2022 5:31 am PDT



Total Engagements	5
Reactions	2
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	3

While Twitter is a smaller audience with just over 1,500 followers, growth continues to be slow but steady. Top posts for July related to Parks RecQuest and McKinney Philharmonic (video post).

@mckinneycdc
Wed 7/20/2022 5:15 pm UTC

Join in the hunt! McKinney's Parks & Recreation is hosting RecQuest - an app-based scavenger hunt game! Explore our...



Total Engagements	15
Likes	3
Comments	0
Shares	1
Post Link Clicks	2
Other Post Clicks	9
Other Engagements	0

@mckinneycdc
Fri 7/1/2022 5:05 pm UTC

MCDC is proud to support the McKinney Philharmonic Orchestra through a Promotional and Community Events grant. The orchestra not only brings outstanding musicians and performances to

Total Engagements	4
Likes	1
Comments	0
Shares	1
Post Link Clicks	1
Other Post Clicks	1
Other Engagements	0

@mckinneycdc
Fri 7/29/2022 5:40 pm UTC

Don't forget McKinney Farmers Market tomorrow from 8 AM to noon!
<https://t.co/AeuvZ3Xlpu>



Total Engagements	2
Likes	0
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	2
Other Engagements	0

@mckinneycdc
Mon 7/11/2022 8:48 pm UTC

Tomorrow offers a great opportunity to share your thoughts on potential plans for a pedestrian crossings of SH 5 near Virginia...



Total Engagements	2
Likes	1
Comments	0
Shares	0
Post Link Clicks	0
Other Post Clicks	1
Other Engagements	0

Our Facebook audience demographic is primarily located in McKinney, with 2/3 being female. Demographic analytics are not readily available for our Twitter account.

