

Cayti Stein
Director of Marketing & Research
February 2014



Marketing:

- *Quarterly E-Newsletter*
 - July
 - Sent 208/ Reached 90 People
 - November
 - Sent to 261/ Reached 122 People
 - February/ March
 - To be sent after February board meeting
- *Events:*
 - Chinese New Year Gala – February 8
 - Collin College Trivia – February 22
 - Community Awards Celebration – February 28
- *MCDC Brochure*
 - Draft 1 is attached- will update with information about importance of shopping within McKinney & impact
 - Feedback?
- *Press*
 - [McKinney is one of the Happiest Mid-Sized Cities in the Nation](#)
 - [McKinney is Ranked as one of the Best Places for Homeownership](#)
 - [PSA Groundbreaking](#)
- *Social Media*
 - Facebook
 - Have grown presence significantly. PSA announcement was very well received. Please see the Facebook statistics attached.

Research:

- GIS- ArcMap
 - Working with City's IT department, David Desmond, to create a iPad & website application that will display all of MCDC's past and current projects
 - Tool will be useful for McKinney citizens to see where MCDC has funded projects
 - Met with Parks Department (Jenny Baker, Jill Yount) & IT Department (David Desmond, Dwight LaGrone) in February. Moving forward with process, parks department will also put this map up on their website.



Get in Touch With MCDC

We're eager to hear from you.

Send us an email, give us a call or just drop by!

McKinney Community Development Corporation

5900 S. Lake Forest Dr., Suite 110
McKinney, Texas 75070

Phone: 214-544-0296
Fax: 972-542-0926
info@mckinneycdc.org

To learn more about MCDC and the impact
we're making in our community, visit
www.mckinneycdc.org

Like us on Facebook or Follow us on Twitter!



For more than 15 years, the McKinney Community Development Corporation has been dedicated to making McKinney, Texas, an even better place for its residents to live. By funding community and economic development projects, we strive to honor our past, celebrate today and plan for our future. McKinney's population is growing at a record pace, but we are committed to holding fast to the small town values that make McKinney such a special place to live, work and visit.





ABOUT US

The McKinney Community Development Corporation is an organization with a mission to proactively work in partnership with others to promote and fund community and economic development projects that maintain and enhance the quality of life in McKinney.

In 1996 McKinney voters approved a half-cent sales tax to support quality of life projects in the community. Working in partnership with city and community leaders, businesses and nonprofit organizations, MCDC's seven-member volunteer board has approved investments totaling more than \$70 million dollars in cultural amenities, community facilities and projects to benefit McKinney residents.

MCDC's guiding principles are:

- To serve ethically and with integrity
- To provide responsible stewardship
- To embrace our role and responsibility
- To honor the past and provide innovative leadership for the future
- To make strategic and transparent decisions that best serve the community



COMMUNITY IMPACT

Making a Difference in McKinney

The McKinney Community Development Corporation funds a variety of projects in areas including:

- **Public Parks and Open Space Improvements**
- **Public Recreational, Sports and Community Facilities**
- **Museums, Entertainment and Tourism**
- **Economic Development and Job Creation**
- **Affordable Housing**

In addition to community projects, MCDC sponsors community events and promotional activities year round that encourage tourism and business development. These have included: Bike the Bricks, Chestnut Square's Old Fashioned Ice Cream Festival featuring the Killis Melton Ice Cream Crank-Off, Rotary Parade of Lights and many others. Please visit our website, www.mckinneycdc.org, for more information.



Shop in McKinney, Make a Difference

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NOT ONLY HAS THE CITY OF MCKINNEY BEEN NAMED ONE OF THE BEST PLACES FOR HOMEOWNERSHIP, IT'S ALSO ONE OF THE HAPPIEST MID-SIZED CITIES IN THE NATION

McKINNEY, TEXAS (February 17, 2014)—According to [Movoto Real Estate](#) blog, a real estate research site, McKinney is one of America's happiest mid-sized cities. The study researched 200 cities and ranked them based on stress factors, personal safety, income, marital status and homeownership – the city of McKinney ranked 10th on the list.

McKinney did well overall. It placed 15th for income with 10 percent of its households making below \$25,000 annually. It was 21st for home ownership (66 percent of its houses are owner-occupied), 24th for education (46 percent of its people have at least a bachelor's degree), and 32nd for safety.

"This is our second time being recognized by Movato," said CoCo Good, Director of Communications and Marketing. "The realtor site also named McKinney the second best place to live in the country among mid-sized cities."

The City of McKinney has also been recognized by Realtor.com as the second most-searched-for places to live. In addition, CNN Money named the city the second best place to live in the nation, citing plenty of housing options; low taxes; abundant job opportunities in technology, energy and medicine; as well as a new conference center and hotel complex in the works. A recent study by NerdWallet found the City of McKinney One of the Best Places for Homeownership in Texas.

"When people are looking for a home, they are looking in McKinney," said Mayor Brian Loughmiller. "We've worked hard to build a community that offers exemplary schools, affordable and diverse housing, and employment opportunities. The city of McKinney offers residents beautiful tree-lined streets, a charming historic downtown and a strong sense of community as well as a robust business environment."

McKinney is also home to the McKinney National Airport which offers a wide variety of services including 24-hour fuel and ramp services, courtesy crew cars, flight planning and weather facilities, on-site auto rental, private crew lounge, and U.S. Customs on-site. The airport provides added convenience for anyone looking do business in McKinney.

For more information about the city of McKinney visit the city's website at <http://www.mckinneytexas.org/>.

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 more than 149,082. 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. The city ranks No. 2 on the Money Magazine Best Places to Live in America list. Visit the city's website at www.mckinneytexas.org.

Media contact:

Coco Good, Director of Communications and Marketing

City of McKinney

cgood@mckinneytexas.org

(972) 547-7508

Source: City of McKinney

A New Study by NerdWallet finds the City of McKinney One of the Best Places for Homeownership in Texas

McKINNEY, TEXAS (February 5, 2014) – NerdWallet, a consumer advocacy website, recently conducted a study to find the best places for homeownership in Texas – and McKinney made the list.

The study based its rankings on the following criteria:

- Homeownership rate
- Selected monthly homeowner costs
- Monthly household income
- Population growth

“When people are looking for a home, they are looking in McKinney,” said Mayor Brian Loughmiller. “We’ve worked hard to build a community that offers exemplary schools, affordable and diverse housing, and employment opportunities. The city of McKinney offers residents beautiful tree-lined streets, a charming historic downtown and a strong sense of community as well as a robust business environment.”

NerdWallet ranked McKinney as the 12th best place in Texas for homeownership. The area has a homeownership rate of 71.7 percent, and median monthly homeowner costs are \$1,839. McKinney grew by 11.2 percent between 2010 and 2012.

“Affordability and a growing population make McKinney an excellent choice for homeowners,” said NerdWallet analyst Jaime Ortiz. “Residents spend only 26.9 percent of their household income on homeowner costs.”

McKinney’s proximity to both DFW International Airport and the corporate McKinney National Airport make it an ideal location for business and executives.

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Coco Good, Director of Communications and Marketing
City of McKinney
cgood@mckinneytexas.org
(972) 547-7500

Source: City of McKinney



PSA News Release *FOR IMMEDIATE RELEASE*

Contact: Starla Seabaugh sseabaugh@psaplano.org 972-208-5437

PSA BREAKS GROUND ON NEWEST FACILITY Fourth facility to be located in McKinney

PSA, one of Texas' largest youth sports organizations, will break ground on a 90,000 square-foot recreation facility at Gabe Nesbitt Community Park on Eldorado Blvd in McKinney, Texas on Tuesday, Feb. 18 at 2pm. City of McKinney officials and PSA executives will be on hand to celebrate the event. The state-of-the-art facility will feature 8 basketball/volleyball courts with wood floors, an indoor soccer/football turf arena, a full service food court and other amenities. Construction will begin shortly with a planned opening by the end of 2014.

"We are excited to bring PSA next door to the 6,000 McKinney kids who already play with us", said Don Blackwood, PSA General Manager. "For many years, our McKinney families have driven to our other facilities to play; now they will have a beautiful facility to call their own".

"I want to thank the board members of our McKinney Community Development Corporation for their efforts in bringing projects like PSA McKinney to our city in a way that is economically feasible while at the same time being of the high quality that is expected by our residents," said Mayor Brian Loughmiller.

"PSA McKinney will dramatically improve facilities for youth

sports in our community, and will provide for an enhanced quality of play not accessible today. Additionally, the facility will have a significant impact on local businesses with its capacity to accommodate 1.5 million visitors each year,” said George Fuller, MCDC Board Chair.

What: Groundbreaking at site of new PSA facility with McKinney and PSA officials
Where: Gabe Nesbitt Community Park, 7001 Eldorado Blvd in McKinney, 75070
When: Tuesday, Feb. 18 at 2pm

ABOUT PSA

PSA was founded as a non-profit agency in 1970 and provides year-round recreational and competitive sports leagues, skills academies, select sports and camps to over 77,000 kids annually. Approximately 5,000 volunteers and the PSA Staff administer sports including Basketball, Soccer, Volleyball, Baseball, Softball, Football, Cheer, Martial Arts, Rugby, Track and Golf. PSA currently has three facilities, PSA 1 and PSA 2 located in Plano and PSA Murphy located in Murphy.

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ABOUT MCKINNEY COMMUNITY DEVELOPMENT CORPORATION

MCDC is an organization with a mission to promote and preserve quality of life in McKinney, TX. The corporation was established in 1996 when voters approved a one-half cent sales tax to be used for fund community, cultural and economic development projects that maintain and enhance quality of life for McKinney residents and visitors. For more information about MCDC, please visit www.mckinneycdc.org

To learn more about PSA, please contact:

PSA 6500 Preston Meadow Drive Plano, TX 75024 Phone: 972-208-5437 Website: www.psaplano.org Email: staff@psaplano.org

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McKinney Community Developer

Overview

Likes

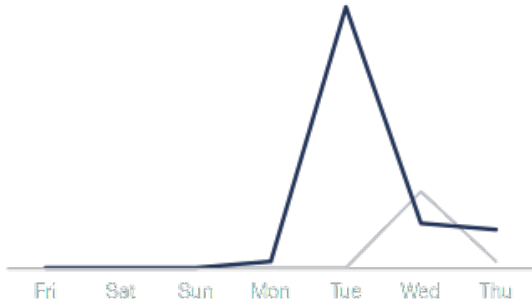
Showing data from **02/14/2014 - 02/20/2014**

Page Likes

229 Total Page Likes
31.6% from last week

55 New Page Likes
323.1%

This week
Last week

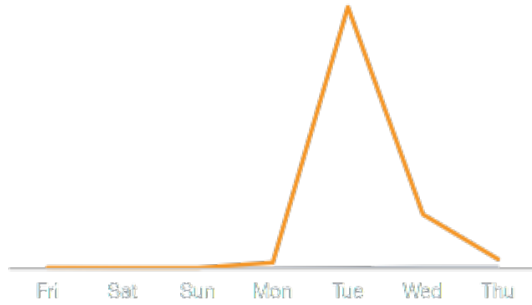


Post Reach

18,133 Total Reach
2,292.2% from last week

17,908 Post Reach
17,630.7%

This week
Last week



Eng

1,92
4,8%

459 Likes

73 Comr

129 Share

3,04 Post

Your 5 Most Recent Posts

Reach: Organic / Paid

Published	Post	Type	Targeting	Reach
02/20/2014 12:43 pm	Towne Lake Trout Derby is this Saturday, Feb. 22. Adults 17 and older must have a fresh water fishing license. - See			19
02/19/2014 3:30 pm	YOU make a difference in McKinney when you shop local! Examples? PSA McKinney & the Aquatic facility			76
02/19/2014 9:31 am	MCDC is moving forward on the Aquatic Facility. Last night council approved an architect, Brinkley Sargent			344

Post Details



You might like **McKinney Community Development Corporation**.

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McKinney Community Development Corporation

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http://www.mckinneycdc.org/news/PSA%20News%20Release_2014.pdf



on Monday

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17,320 People Reached

591 Likes, Comments & Shares

FROM YOUR PAGE AND POSTS

50	21	108
Likes	Comments	Shares

FROM LIKES, COMMENTS & SHARES

360	44	8
Likes	Comments	Shares

TOTAL

410	65	116
Likes	Comments	Shares

2,043 Post Clicks

296	360	1,387
Photo Views	Link Clicks	Other Clicks

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