

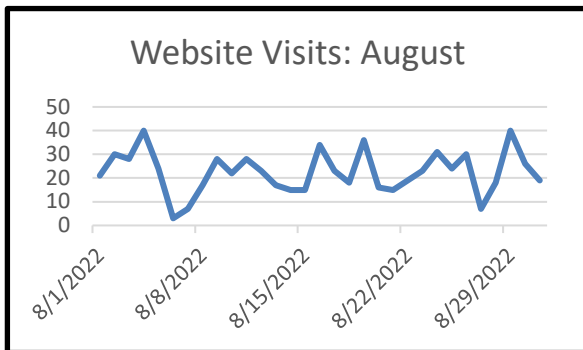


## Participation in Marketing/Networking & Community Events

- Silo Art Project Reception and Ribbon Cutting
- 9.11 Remembrance at Mitchell Park
- Chestnut Square Bar Wars

## 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. August spikes correlate with social media posts about Hugs Greenhouse and MillHouse ArtsFest. Top page visits in August were Home Page, About Us and Community Impact. Most visitors connected directly; however, we saw significant traffic via links from the City and MEDC websites and MCDC social media pages. Notably in August, we saw traffic from MillHouse Foundation and The Retail Coach.

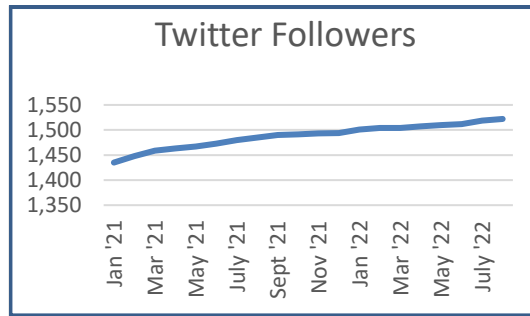
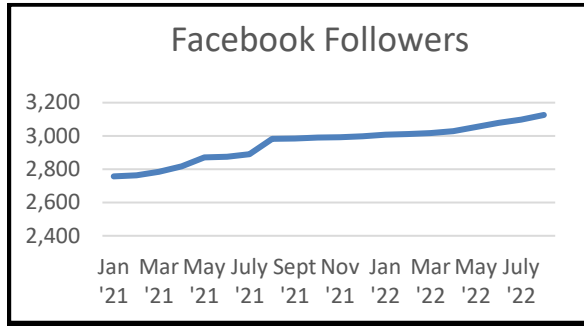


Top Referrers	
Direct to MCDC	125
Social Media	11
City website	46
MEDC website	20
MillhouseFoundation.org	1
The Retail Coach	1

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 of Total
Desktop	219	64.22%
Mobile	115	33.72%
Tablet	7	2.05%




## Social Media: Facebook and Twitter



For Facebook, the top performing posts for August were related to Hugs Greenhouse, Silo Art Project, Unique by Nature campaign and a post about McKinney Fire Department. High performing organic posts for Facebook are shown below.

<p><b>McKinney Community ...</b> Wed 8/24/2022 10:12 am PDT</p> <p>Did you know that when you shop and dine in McKinney, a half cent sales tax is used to fund community...</p> <p><b>Total Engagements</b> 51 Reactions 37 Comments 1 Shares 7 Post Link Clicks — Other Post Clicks 6</p>	<p><b>McKinney Community ...</b> Wed 8/24/2022 6:29 pm PDT</p> <p>We love partnering with Hugs Cafe Inc and Hugs Greenhouse. Excited to see how your business "grows"!</p> <p><b>Total Engagements</b> 31 Reactions 16 Comments 1 Shares 1 Post Link Clicks — Other Post Clicks 13</p>	<p><b>McKinney Community ...</b> Wed 8/17/2022 7:30 am PDT</p> <p>Respect. Integrity. Service. Excellence. <a href="https://www.nbcdfw.com/news/local/f-on-camera/3050036/?...">https://www.nbcdfw.com/news/local/f-on-camera/3050036/?...</a></p> <p>Fiery Rescue by McKinney Offi...</p> <p><b>Total Engagements</b> 30 Reactions 6 Comments 0 Shares 0 Post Link Clicks 12 Other Post Clicks 12</p>	<p><b>McKinney Community ...</b> Thu 8/18/2022 7:21 am PDT</p> <p>One of the largest works of art in Nort promises to "tell the story of the soul" Manager Kim Flom, Australian artist G</p> <p>'I Hope They See Themselves': ...</p> <p><b>Total Engagements</b> 12 Reactions 1 Comments 0 Shares 1 Post Link Clicks 7 Other Post Clicks 3</p>	<p><b>McKinney Community ...</b> Thu 8/25/2022 4:28 pm PDT</p> <p>Don't miss the MillHouse ArtFest this weekend at McKinney's Cotton Mill. MCDC is proud to partner with...</p> <p><b>Total Engagements</b> 5 Reactions 3 Comments 0 Shares 1 Post Link Clicks — Other Post Clicks 1</p>
<p><b>McKinney Community ...</b> Fri 8/19/2022 8:41 am PDT</p> <p>The 2022 AT&amp;T Byron Nelson was a record-setting event! McKinney is already looking forward to 2023!</p> <p><b>Total Engagements</b> 4 Reactions 3 Comments 0 Shares 0 Post Link Clicks — Other Post Clicks 1</p>	<p><b>McKinney Community ...</b> Mon 8/22/2022 7:21 am PDT</p> <p>MillHouse Summer ArtFest is this weekend! Stop by and check out the amazing talent. MCDC proudly fund...</p> <p>MillHouse Summer ArtFest</p> <p><b>Total Engagements</b> 3 Reactions 1 Comments 0 Shares 1 Post Link Clicks 1 Other Post Clicks 0</p>	<p><b>McKinney Community ...</b> Thu 8/18/2022 1:02 pm PDT</p> <p>Fun "to the max" this Saturday in Downtown McKinney.</p> <p><b>Total Engagements</b> 3 Reactions 0 Comments 0 Shares 0 Post Link Clicks 1 Other Post Clicks 2</p>	<p><b>McKinney Community ...</b> Fri 8/12/2022 9:40 am PDT</p> <p>BACK TO THE 80'S</p> <p><b>Total Engagements</b> 3 Reactions 1 Comments 0 Shares 0 Post Link Clicks — Other Post Clicks 2</p>	<p><b>McKinney Community ...</b> Thu 8/4/2022 8:30 am PDT</p> <p>Take the time to take it all in... McKinney is Unique by BEAUTY!</p> <p><b>Total Engagements</b> 3 Reactions 0 Comments 0 Shares 0 Post Link Clicks — Other Post Clicks 3</p>

While Twitter is a smaller audience with just over 1,500 followers, growth continues to be slow but steady. Engagement with our Twitter audience is much less than our Facebook audience. Top posts for August were related to the MillHouse ArtsFest and the Fire Department.

Post Content	Date	Total Engagements	Likes	Comments	Shares	Post Link Clicks	Other Post Clicks	Other Engagements
<p>Don't miss the MillHouse ArtFest this weekend at McKinney's Cotton Mill. MCDC is proud to partner with...</p> 	Thu 8/25/2022 11:28 pm UTC	4	0	0	0	—	4	0
<p>Respect. Integrity. Service. Excellence. Thank you, McKinney Police.</p> <p><a href="https://t.co/gBxd6yPNne">https://t.co/gBxd6yPNne</a></p>	Wed 8/17/2022 2:30 pm UTC	2	1	0	0	0	1	0
<p>One of the largest works of art in North Texas, the silo mural in McKinney promises to "tell the story of the soul of a community" says</p>	Thu 8/18/2022 2:22 pm UTC	1	0	0	0	1	0	0
<p>Don't forget McKinney Farmers Market tomorrow from 8 AM to noon! <a href="https://t.co/FU2diAzRex">https://t.co/FU2diAzRex</a></p> 	Fri 8/12/2022 5:55 pm UTC	1	0	0	0	1	0	0
<p>Rise &amp; shine... it's Farmers Market time! Stop by McKinney's Chestnut Square from 8 AM to noon today!...</p> 	Sat 8/6/2022 1:06 pm UTC	1	0	0	1	—	0	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.

