



Marketing Report: July 2024

Participation in Marketing/Networking & Community Events

(since July 25 Board Meeting)

- Grant and Sponsored Events: New Teacher Breakfast, Boys & Girls Club Exergame Unveiling, Love McKinney Neighborhood Event, Westside Village Apartments Backpack Drive
- Other community events: LoveLife Backpack Drive, Downtown Redevelopment Update, Leadership McKinney Class of 2025 Welcome

Press, Social Mentions, Tags, Shares

- Facebook Mentions, Tags, Shares: MillHouse, McKinney Repertory Theater, McKinney Parks and Recreation, MEDC
- Press: Boys & Girls Club Exergame Unveiling

Website Analytics

Visits in July were slightly above average for the year and remain nearly double over last year. June spikes correlate with social media posts related to July 4 events, Chestnut Square, MillHouse Makers Market, DCI and grant applications. Top page visits in June were Grants, About Us, and Community Impact. Connections via City of McKinney and MEDC websites remain high, and we also saw referrals from Community Impact, Cotton Groves, and USA Funding.

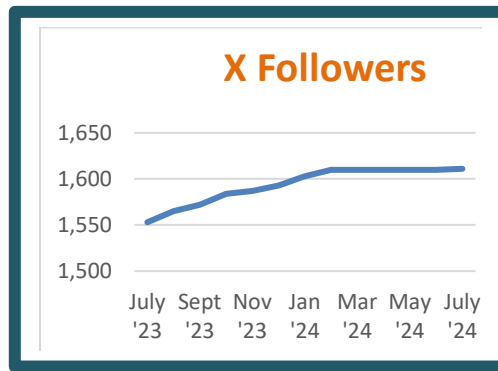
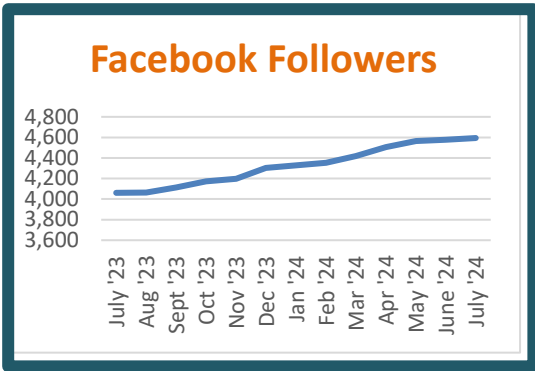


Referrals	
City of McKinney	119
MEDC	19
Community Impact	2
Cotton Groves	2
USA Funding	2

The number of website visitors using mobile devices continues to increase.

Mobile Traffic	Users	Percent of Total
Desktop	560	60.80%
Mobile	358	38.70%
Tablet	6	0.70%

Social Media: Facebook and X



For **Facebook**, May continued the strong growth trend with an increase in followship of 20. Engagement registered very high at just under 2,000 with high performing posts were related to Downtown Redevelopment (1,516), DCI (166), 4th of July events (96), Farmers Market (84) and the new Downtown trolley.

McKinney Community Devel...
Sun 7/28/2024 8:11 am PDT

Great changes are on the horizon for Downt project will add parking, green space, hotel a options while preserving the charm of Downt

Total Engagements	1,516
Reactions	93
Comments	40
Shares	12
Post Link Clicks	311
Other Post Clicks	1,060

McKinney Community Devel...
Tue 7/23/2024 7:50 pm PDT

Beautiful evening for DCI showcase in McKinney with Marching Music Made in McKinney. Visit McKinney TX

Total Engagements	166
Reactions	66
Comments	3
Shares	3
Post Link Clicks	—
Other Post Clicks	94

McKinney Community Devel...
Tue 7/2/2024 7:54 am PDT



It's almost time for McKinney's Red, White and Boom! Celebrate July 4th with the Downtown Parade, Yankee Doodle Party,...

Total Engagements	96
Reactions	26
Comments	2
Shares	10
Post Link Clicks	7
Other Post Clicks	51


McKinney Community Devel...
Wed 7/10/2024 10:43 am PDT

McKinney Farmers Market at Chestnut Squar is currently ranked #1! You can help keep it there by casting your vote today. Vote here:..



Total Engagements	84
Reactions	16
Comments	1
Shares	5
Post Link Clicks	8
Other Post Clicks	54


 McKinney Community Devel...
 Wed 7/24/2024 8:14 am PDT


Come ride the new trolley and experience M excited to have played a part in bringing the enhance the quality of life for our residents a



Total Engagements	44
Reactions	14
Comments	0
Shares	7
Post Link Clicks	13
Other Post Clicks	10


 McKinney Community Devel...
 Thu 7/18/2024 8:10 am PDT

This Saturday, July 20, District 121 presents "Art in the Park," a community event that celebrates the artistic spirit! Come wonder ...





Total Engagements	35
Reactions	6
Comments	0
Shares	2
Post Link Clicks	7
Other Post Clicks	20


 McKinney Community Devel...
 Tue 7/30/2024 8:12 am PDT

McKinney is a Texas Music Friendly City, and events at the corner of 121 and Alma give you just one reason!! This Friday, District 1...




Total Engagements	32
Reactions	4
Comments	0
Shares	2
Post Link Clicks	1
Other Post Clicks	25




 McKinney Community Devel...
 Mon 7/8/2024 7:55 am PDT

At MCDC, we love to celebrate our small businesses and creative thinkers that make McKinney unique, and MillHouse at...


MillHouse McKinney reaches five yea...





Total Engagements	30
Reactions	21
Comments	1
Shares	1
Post Link Clicks	2
Other Post Clicks	5


 McKinney Community Devel...
 Fri 7/26/2024 6:05 pm PDT


DEADLINE IS JULY 31 at 5 PM! MCDC is now applications for Retail Development Infrastru grants which fund exterior infrastructure imp





Total Engagements	28
Reactions	1
Comments	0
Shares	4
Post Link Clicks	2
Other Post Clicks	21


 McKinney Community Devel...
 Thu 7/11/2024 6:14 pm PDT

I scream... you scream.... Did you know that McKinney is home to the largest Ice Cream Freezer collection in the world! You can se...

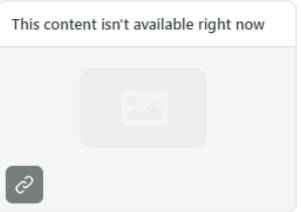


Total Engagements	15
Reactions	5
Comments	0
Shares	1
Post Link Clicks	—
Other Post Clicks	9




 McKinney Community Devel...
 Wed 7/3/2024 4:33 am PDT

Harvest at the Masonic has had an incredible journey, and MCDC is privileged to have played a part in their story. The...


This content isn't available right now



Total Engagements	14
Reactions	8
Comments	0
Shares	0
Post Link Clicks	1
Other Post Clicks	5


 McKinney Community Devel...
 Fri 7/12/2024 6:20 am PDT

Plans for Saturday? Soak up the historic rustic charm of McKinney Cotton Mill while you explore and discover incredible...



Total Engagements	13
Reactions	4
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	9

For X, engagement and growth remained consistent. MCDC's X remains measurably less than Facebook for followship and engagement.

Post Content	Total Engagements	Likes	@Replies	Reposts	Post Link Clicks	Other Post Clicks	Other Engagements
Animals (Maroon 5 tribute) takes the stage at 7:30 tonight at District 121! Come on out and join the fun...	4	0	0	0	—	4	0
I scream... you scream.... Did you know that McKinney is home to the largest Ice Cream Freezer collection in the...	4	0	0	0	—	4	0
It's almost time for McKinney's Red, White and Boom! Celebrate July 4th with the Downtown Parade, Yankee...	3	0	0	1	2	0	0
Looking for the perfect Fall adventures? 🍁 The McKinney Parks and Recreation Fall Activity Guide is packed with fun	1	0	0	1	0	0	0
Only TWO days left to vote. Follow the link to keep our McKinney Farmers Market at Chestnut Square #11...	1	1	0	0	0	0	0

Facebook Demographics

Though our base of followers has been growing rapidly, the demographics of our followers remains the same. Facebook audience demographic is primarily located in McKinney, with over 2/3 being female. Our top two age demographics for followers is 35-44 and 45-54.

People Reached Demographics

Review the average daily user demographics of the people reached during the reporting period.

People Reached by Age

Age Group	Percentage
13-17	0.1%
18-24	2.4%
25-34	10.9%
35-44	28.6%
45-54	26.8%
55-64	17.3%
65+	13.9%

People Reached by Gender

Gender	Percentage
Men	29.4%
Women	66.7%
Nonbinary/Unspecified	3.9%

Women between the ages of **35-44** have a higher potential to see your content and visit your Page.

People Reached Top Countries

Country	Daily Average
United States	689.48
India	1.07
Philippines	0.67
Indonesia	0.56
Pakistan	0.56

People Reached Top Cities

City	Daily Average
McKinney, TX	437.08
Melissa, TX	17.88
Frisco, TX	16.27
Allen, TX	15.88
Anna, TX	14.23