

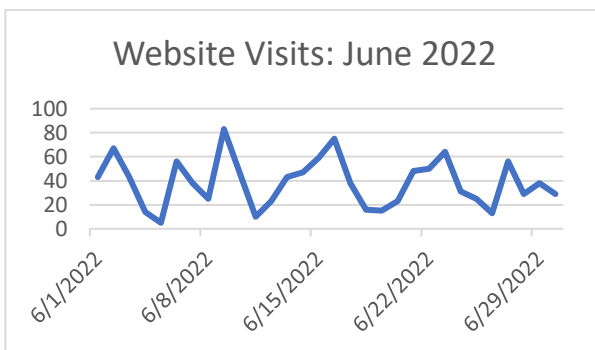


Participation in Marketing/Networking & Community Events

- Fourth of July Parade & Yankee Doodle Block Party
- SBG Margarita Stroll
- Main Street Merchants meeting
- DFW Series Race
- Chamber of Commerce Quarterly Luncheon

Website Analytics

The number of website visits has continued to be fairly constant with spikes generally during open grant cycles. June spikes correlate with social media posts about Juneteenth and Project Grant cycle. Top pages visits are Home Page and Grants Page with growing interest in Community Impact Page. Most visitors generally connect directly; however, we often see traffic via links from City Website, MEDC Website and Facebook. Notably in June, we saw traffic from grantwatch.com, millhousefoundation.org, thecottongroves.com and theretailcoach.maps.com.



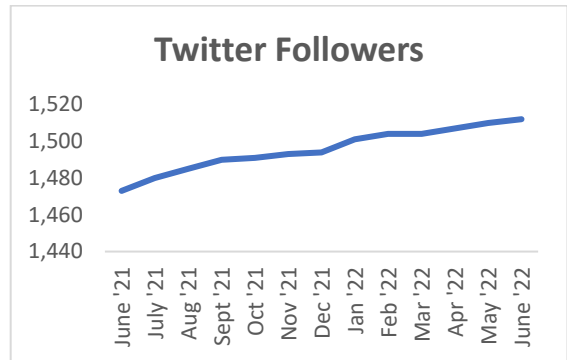
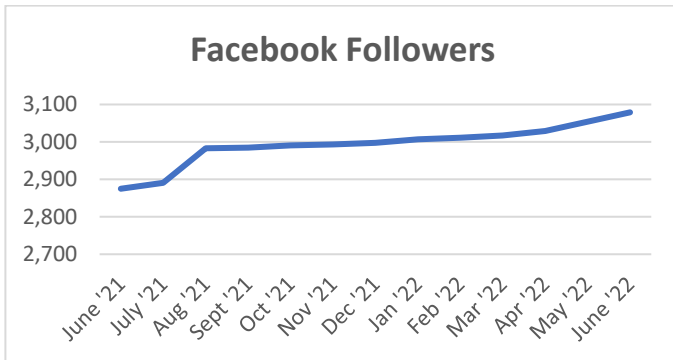
Top Referrers	
Direct to MCDC	241
City Website	61
MEDC Website	14
Facebook	29
grantwatch.com	7

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 you may recall, one of the goals of the redesign to make the website more friendly on mobile devices.

Traffic source	Users	Percent of Total
Desktop	321	64.07%
Mobile	173	34.53%
Tablet	7	1.40%

Social Media : Facebook and Twitter

We continue to increase our followers on social media. Facebook followship has increased 7% over the last year. (Note: The spike seen in the graph at August '21 is directly correlated to the posts related to the Board's Love Life Foundation school supplies donation and Dia de los Muertos, which received 161 and 36 engagements, respectively. Twitter followship is growing at a more gradual yet consistent rate and has increased 3% over the past year. Posts regarding AT&T Byron Nelson also appear to correlate with increased followship.




For Facebook, the top performing post for June was the TUPPS BYOB announcement, which encountered 296 engagements from organic and paid posts. High performing organic posts for Facebook are shown below.

Post Title	Date	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
MCDC is looking forward to the TUPPS Brewery expansion, but the TUPPS B.Y.O.B program really has us excited! TUPPS is...	Wed 6/1/2022 2:12 pm PDT	296	73	9	18	62	134
MCDC Funds Quality of Life Projects ...	Wed 6/22/2022 2:48 pm PDT	47	16	0	2	5	24
Deadline for MCDC project grant applications is TOMORROW... June 30, 5:00 p.m. Great things happen when McKinney...	Wed 6/29/2022 10:16 am PDT	39	2	1	1	21	14
Get an inside look at the TUPPS Brew...	Sat 6/11/2022 11:44 pm PDT	30	4	0	1	22	3

McKinney Community Devel...
Tue 6/14/2022 1:37 pm PDT

This is exciting news! This is one of the many projects MCDC has been able to fund through a Project Grant, and we are proud...



Total Engagements	26
Reactions	12
Comments	2
Shares	2
Post Link Clicks	2
Other Post Clicks	8

McKinney Community Devel...
Thu 6/2/2022 10:56 am PDT


Are you ready for Texas Music Revolution? It all starts TOMORROW in Historic Downtown McKinney.



Total Engagements	26
Reactions	3
Comments	0
Shares	1
Post Link Clicks	16
Other Post Clicks	6

McKinney Community Devel...
Mon 6/27/2022 7:27 am PDT

MCDC is now accepting project grant applications. Deadline is June 30. These grants are made possible by 1/2 cent sales...



Total Engagements	22
Reactions	11
Comments	2
Shares	2
Post Link Clicks	3
Other Post Clicks	4

McKinney Community Devel...
Sat 6/11/2022 6:05 am PDT

Rise and shine! It's Farmers Market time. Today from 8:00 am to noon at McKinney's Chestnut Square -- produce, flowers, crafts...



Total Engagements	15
Reactions	11
Comments	0
Shares	2
Post Link Clicks	—
Other Post Clicks	2

While Twitter has over 1,500 followers, our engagements in this platform are generally minimal, with an average per post engagement of only 1.5 for the month. Top posts for June related to Project Grant applications.


@mckinneycdc
Tue 6/28/2022 3:33 pm UTC

Award from McKinney Community Development Corporation. We are a better and stronger community because Shannon White chose McKinney as home for GraceToChange.
<https://t.co/EuoCdAay13>

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

@mckinneycdc
Tue 6/14/2022 3:10 pm UTC

MCDC is now accepting project grant applications. Deadline is June 30. These grants are made possible by 1/2 cent sales...



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

@mckinneycdc
Thu 6/30/2022 2:42 pm UTC

<https://t.co/NnUWXZVBES>



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


@mckinneycdc
Wed 6/29/2022 5:16 pm UTC

Deadline for MCDC project grant applications is TOMORROW... June 30, 5:00 p.m. Great things happen when McKinney sales tax dollars are reinvested in our community. BUY MCKINNEY. Spend it here.

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

@mckinneycdc
Mon 6/27/2022 2:27 pm UTC


MCDC is now accepting project grant applications. Deadline is June 30. These grants are made possible by 1/2 cent sales...



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

@mckinneycdc
Sun 6/19/2022 3:13 pm UTC


<https://t.co/aWM1u8pKl>



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

@mckinneycdc
Sat 6/11/2022 1:05 pm UTC


Rise and shine! It's Farmers Market time. Today from 8:00 am to noon at McKinney's Chestnut Square -- produce, flowers, crafts...



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

@mckinneycdc
Wed 6/1/2022 8:05 pm UTC

Mark your calendars! Another amazing event in Downtown McKinney funded through an MCDC Promotional and...



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

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

