

Cayti Huston
Marketing & Research Specialist
September 2013



Marketing:

- Quarterly E-Newsletter
 - July
 - Sent 208/ Reached 90 People
 - September
 - Will include promotional & project grants, new board members & outgoing.

- ArcMap
 - Working with City's IT department to create an iPad & website application that will display all of MCDC's past and current project.
 - Will show all parks/ hike & bike trails

- MCDC Brochure
 - Tri-fold general information about McKinney Community Development Corp. and how funds are allocated
 - Will create to keep in theme with our website

- Social Media
 - Working to grow presence on Facebook
 - Utilize Facebook for upcoming events & MCDC news