

# Home FOR THE Holidays

A MCKINNEY CHRISTMAS



Record setting rains were devastating for Home for the Holidays 2015  
CBS11 & NBC5 both featured news stories about the weather's impact on festival

# Home FOR THE Holidays

A MCKINNEY CHRISTMAS



Rescheduled Tree Lighting  
November 30, 2015 attract-  
ed  
2,000 + visitors



CITY OF MCKINNEY'S  
**HOME FOR THE**  
*Holidays*



**A MCKINNEY CHRISTMAS**

THANKSGIVING WEEKEND  
**NOV. 27-29**

30-FOOT REAL TREE!  
LIGHTING FRIDAY AT 6:15 P.M.  
HISTORIC DOWNTOWN MCKINNEY

**SANTA,  
SHOPPING  
& HOLIDAY  
FAMILY FUN**

[www.DowntownMcKinney.com](http://www.DowntownMcKinney.com)

Dallas Child Magazine Ad

November 2015

CITY OF MCKINNEY'S

# HOME FOR THE Holidays



🎄 **A MCKINNEY CHRISTMAS** 🎄

**NOV. 27-29**

FRIDAY & SATURDAY  
10 A.M.-8 P.M.

SUNDAY NOON-5 P.M.

SANTA,  
SHOPPING  
& HOLIDAY  
FAMILY FUN

**HISTORIC DOWNTOWN MCKINNEY**

**NEW 30-FOOT REAL TREE!**  
LIGHTING FRIDAY AT 6:15 P.M.



CITY OF MCKINNEY and  
MCKINNEY COMMUNITY  
DEVELOPMENT CORPORATION



SPONSORED BY



The Dallas Morning News

Friday Guide Ad

November 20 & 27, 2015



Event T-Shirt



Billboard

CITY OF MCKINNEY'S  
HOME FOR THE

# Holidays



 **A MCKINNEY CHRISTMAS** 

THANKSGIVING WEEKEND

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30-FOOT REAL TREE!  
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HISTORIC DOWNTOWN MCKINNEY

  
SANTA,  
SHOPPING  
& HOLIDAY  
FAMILY FUN

**10th Anniversary of Believe!**  
5k and 10k Race



**Saturday, November 28th**  
in historic downtown  
McKinney, Texas


Race types: 5k, 10k, 1 mile,  
Children's **FREE** Santa Chase 

Register today: [www.playtri.com/believe](http://www.playtri.com/believe)  
registration includes free race shirt if you register by 11/22



Proceeds go to sponsor pre-school  
scholarships at Holy Family School



 "like us on Facebook" [www.facebook.com/BelieveRaceMcKinney](http://www.facebook.com/BelieveRaceMcKinney)

Frisco Community Impact  
Joint Ad with Believe  
November 2015



### Social Media Stats

#### Home for the Holidays 2015

**Total Reach: 341,334**

Post Likes: 4,252

Post Comments: 523

Post Shares: 142

70% Women

29% Men

19% Age 25-34

18% 35-44



### Largest Individual Post

Facebook Event Listing

Total Reach: 238,000

Post Likes: 868

Post Comments: 121

Post Shares: 91

### Direct Quotes from Comments:

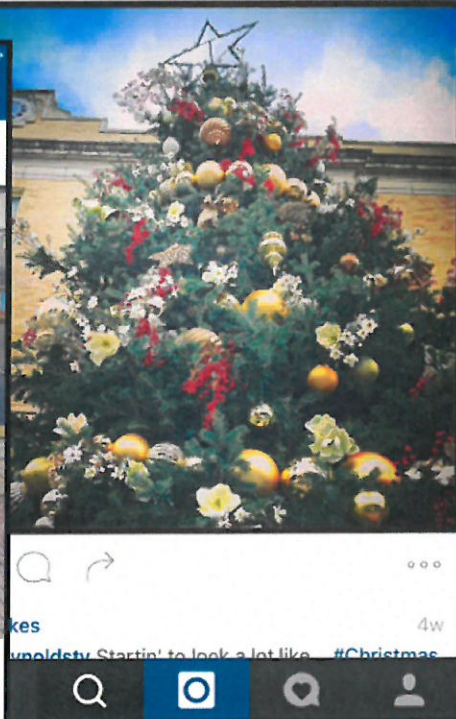
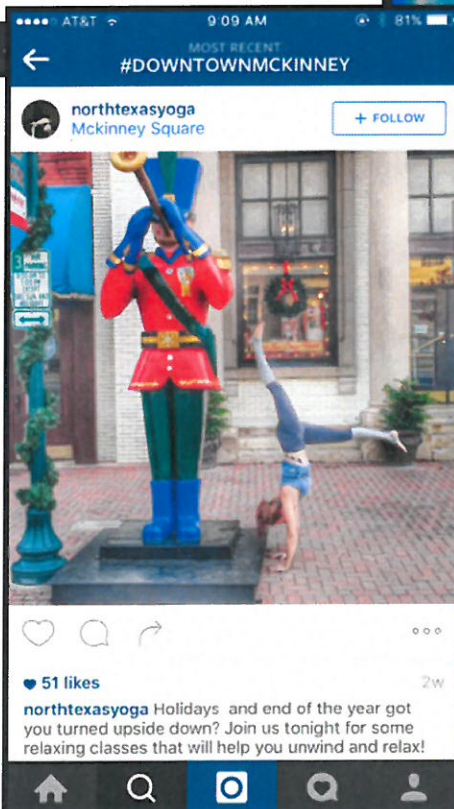
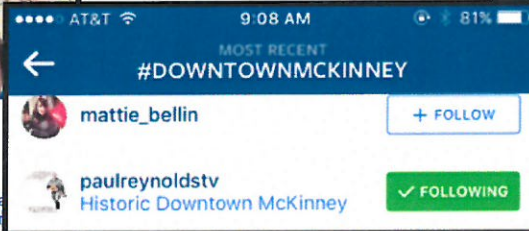
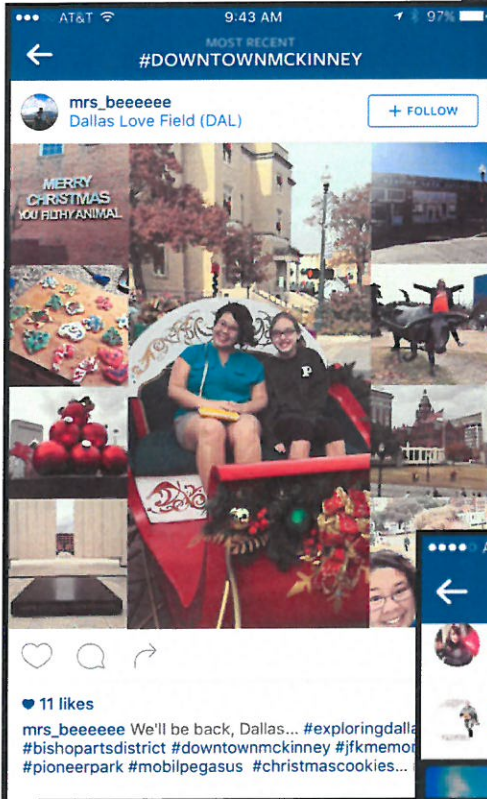
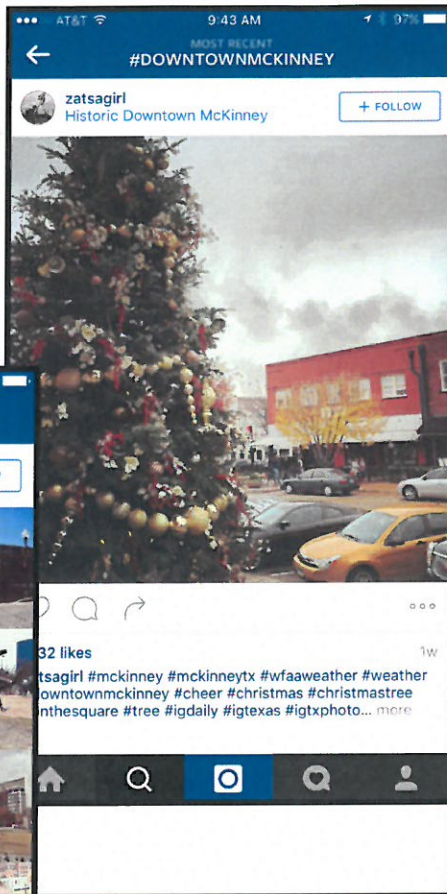
“Super awesome! Great job McKinney!”

“It was out first year going,  
and we really enjoyed it!”

“The laser show was really fun. Nice addition to  
downtown's Christmas festivities.”

# Instagram Photos from Visitors

## #downtownmckinney





## Home for the Holidays 2015 Marketing Plan

### **Television:**

Thirty second ads ran Nov. 16-29 on Time Warner Cable that includes networks that target women 25-54 and moms, but also have a good overall family reach. More than 2,100 spots played in the two weeks leading up to the event.

Radio: Spots ran 102.9 Now and 106.1 KISS FM beginning Nov. 3, additional spots on KLAK Nov. 4-29

### **Billboards:**

Three billboards were secured through Outdoor Media and placed at the Dallas North Tollway south of Trinity Mills, at Central Expressway north of Meadow, and at Hwy 380 east of FM 2931. The city also ran PSA spots on the digital billboard at Central Expressway and Wilmeth Dr.

### **Print Advertising:**

Quarter page ad in Dallas Child along with a listing in the Holiday Event Guide

Two ½ page ads in the Dallas Morning News Guide on Nov. 20 and Nov. 27

Quarter page ads in the November Stonebridge Ranch and Craig Ranch HOA magazines

Quarter page ad in conjunction with Believe Run in Frisco Community Impact

### **Editorial:**

The Nov. 6 Mayor's column in the Neighbors Go paper and McKinney Courier Gazette featured Home for the Holidays

### **City-wide Promotion:**

Lightpole banners

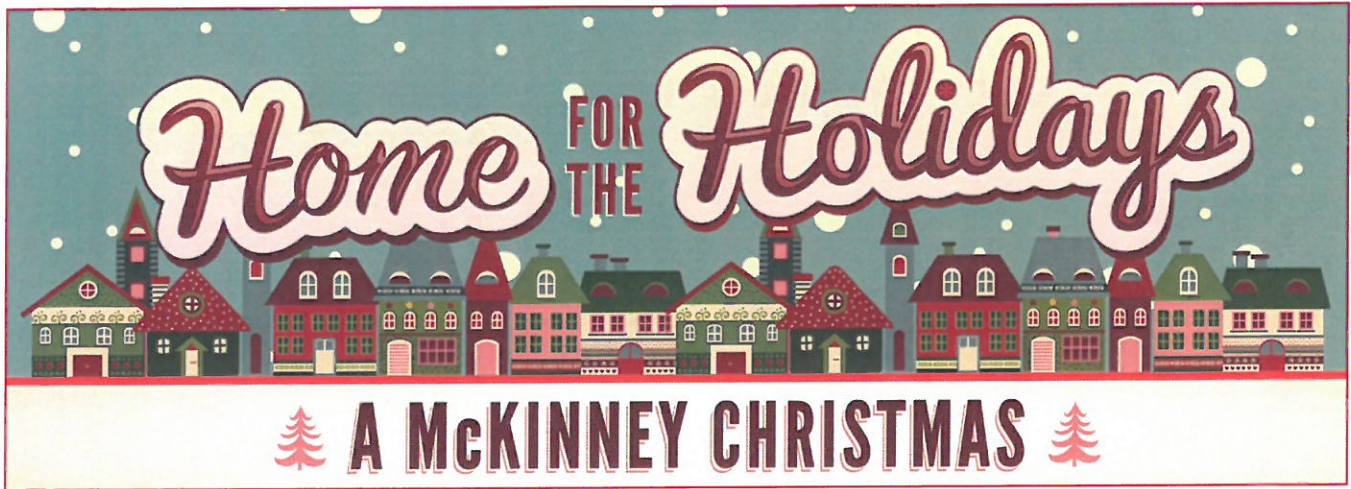
Enewsletter

Facebook

City website

Video slides at various locations around the city

Press release to garner editorial placements



**McKinney Community Development Corporation  
Promotional Grant Awarded to McKinney Main Street  
Home for the Holidays 2015**

|   |                    |
|---|--------------------|
| Time Warner Cable<br>(2,100 cable TV spots) | 8826.00            |
| iHeart Media<br>(102.9 & 106.1 FM Radio)    | 5160.00            |
| Outfront Media<br>(Digital Billboards)      | 3800.00            |
| <b>TOTAL</b>                                | <b>\$17,786.00</b> |