

**Cayti Stein**  
**Director of Marketing & Research**  
**July 2014**



- *Events:*
  - June Past
    - SERVE McKinney
    - Town Hall
    - McKinney Air Center Open House
    - Red, White & BOOM
    - July Second Saturdays
    - Chamber Quarterly Luncheon
  - Upcoming
    - National Night Out- August 5
    - Second Saturdays- August 9
    - Toyota Tour in McKinney- August 13
    - Clint Black- August 27
  
- *MCDC Brochure*
  - Very close to ordering with new “My McKinney” panel
  - Additionally, will have a marketing kit for My McKinney & MCDC Collateral
  
- *Advertising*
  - McKinney Courier Gazette
    - Stonebridge HOA Newsletter (July/ August)
  - McKinney Magazine
    - “My McKinney” article was published in July issue to kick of My McKinney
  
- *Press*
  - *My McKinney Article*
  
- *Social Media/Website*
  - Facebook
    - Total 351 “likes”- reach 50-75 on average with each post.
      - Up from 250 in March 2014
  - Website
    - Roughly 1,488 site visits (up from 1,100 last month) with average time on website of 2:38 minutes

- McKinney's IT, GIS Department has been developing a webpage for us to showcase MCDC Project funding. This is the first draft:  
[http://maps.mckinneytexas.org/MCDC\\_StoryMap/](http://maps.mckinneytexas.org/MCDC_StoryMap/)