



Marketing Report: March 2024

Participation in Marketing/Networking & Community Events

(since February 22 Board Meeting)

- Promotional & Community Grant Events: MillHouse Makers Market, Art Club’s Member Show, The Garden Show, St. Patrick’s Beer Walk, McKinney Asian Festival, Black History Month Hip Hop Party and He Heard My Cry play
- Project Grants: East McKinney Learning Garden intro event, TUPPS private event and Grand Opening event (over 10,000 patrons on opening weekend!)
- Sponsored Events: Collin College Stetson & Stiletto,
- Chamber Awards event (Quality of Life Award presentations to Paul Ballesteros and Meals on Wheels)
- Reception honoring Celeste Cox (more than 20 years with Habitat for Humanity)
- Chamber Development Update
- For the Love of Cities author presentation
- Byron Nelson: City Team Planning Meeting and Social Media Team Strategy Meeting
- Plug & Play Launch Event

Press /Social Mentions, Tags, Shares

- Facebook Mentions, Tags, Shares: The Batdrone, MillHouse, McKinney Cares, Habitat for Humanity, SBG, Conduit, Visit McKinney, City of McKinney
- Vibes announcements

Website Analytics

The number of website visits has been constant the last few months, but still nearly double over last year. February spikes correlate with social media posts related to grants, Quality of Life Award, and Collin County History Museum. Top page visits in February were Grants, Calendar and Community Impact. Most visitors connected directly. We continue to see referrals from the City of McKinney and the MEDC websites. February connections also came through Community Lifeline Center, Dallas Morning News, Heard Museum, several funding and land acquisition sites, MillHouse Foundation, and Community Impact.

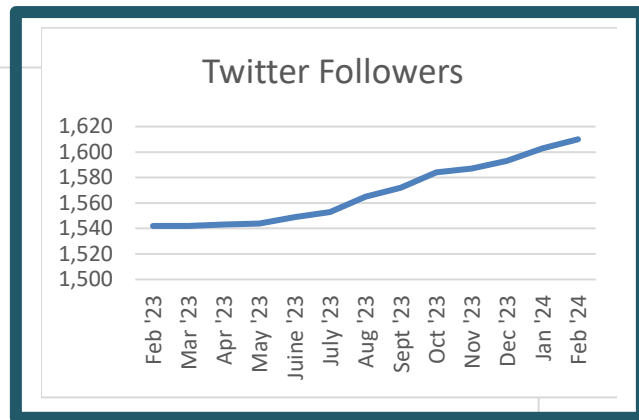
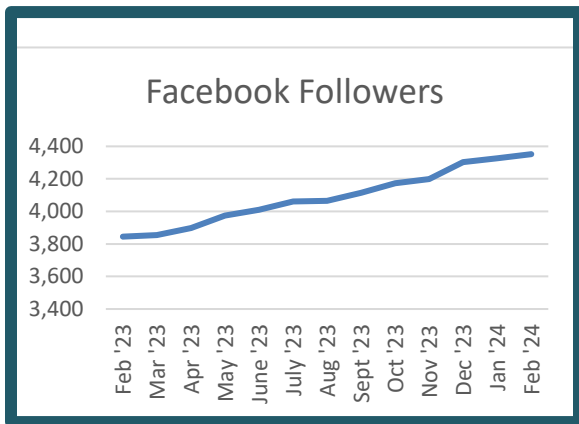
| Referrals | |
|-------------------------|----|
| McKinneyTexas.org | 34 |
| UniqueMckinney.com | 10 |
| millhousefoundation.org | 4 |
| bosschicks.com | 2 |
| communityimpact.com | 2 |
| texas.grantwatch.com | 2 |



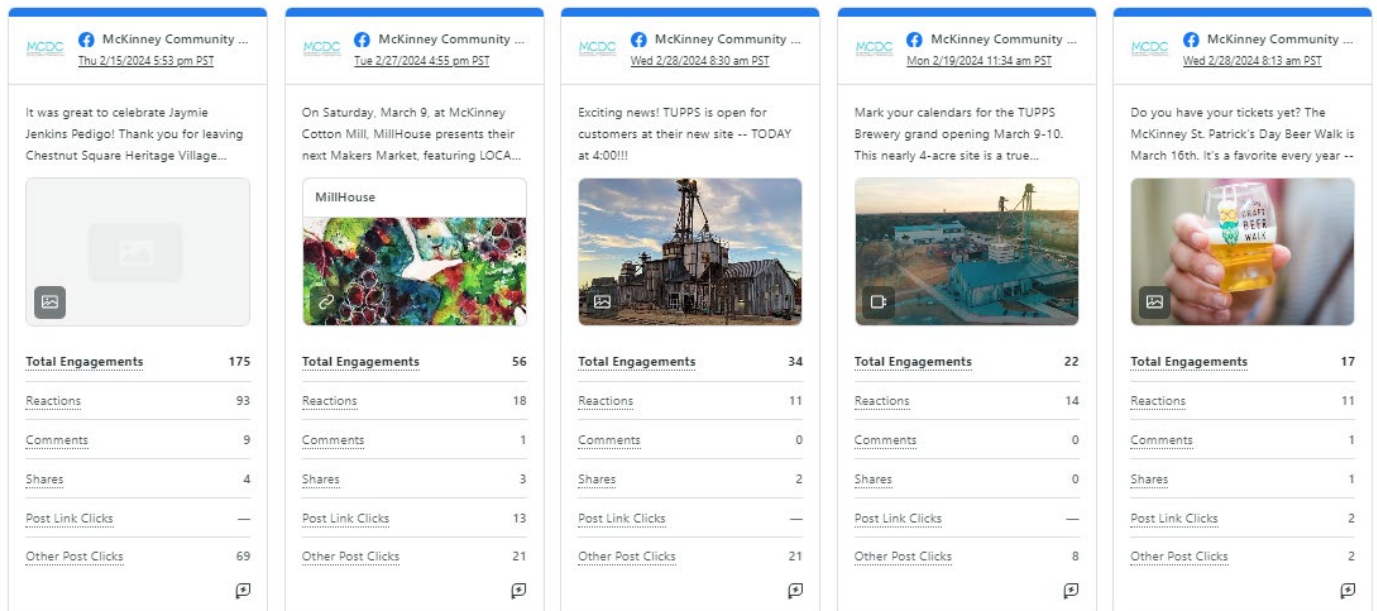
The number of website visitors using mobile devices was level for the month of January.

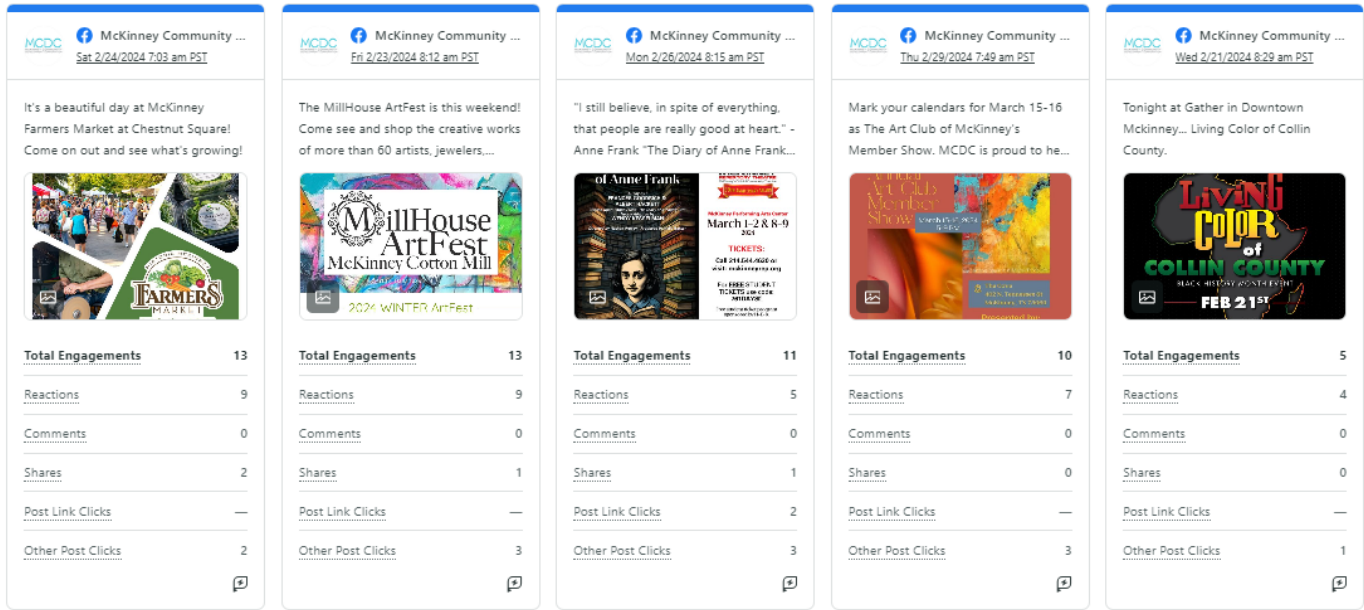
| Mobile Traffic | Users | Percent of Total |
|----------------|-------|------------------|
| Desktop | 382 | 62.80% |
| Mobile | 222 | 36.50% |
| Tablet | 5 | 0.80% |

Social Media: Facebook and X (Twitter)

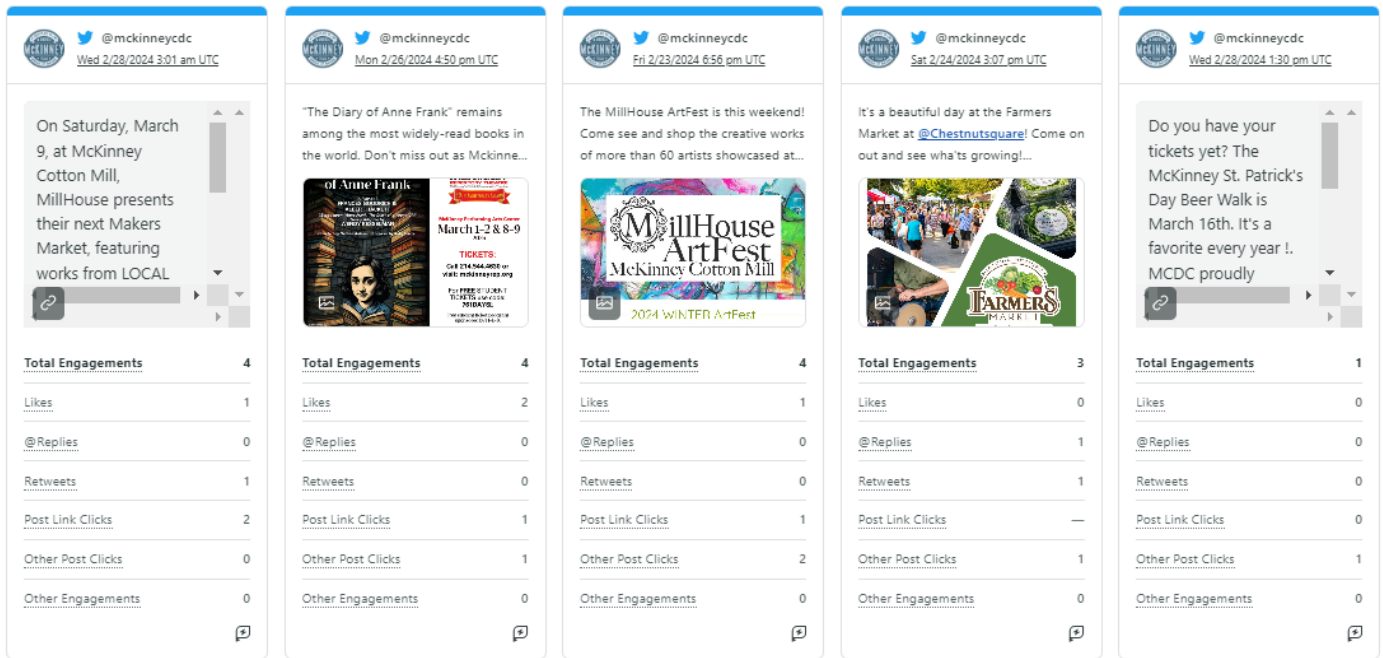


For **Facebook**, February was a slower month regarding engagement but still resulted in an increase in followship of just 25. The top post for the month with more than triple engagement was related to the reception honoring Jaymie Pedigo. Other high performing posts were related to MillHouse, SBG St. Patrick's Beer Walk, Repertory Theatre, Art Club, and Farmers Market.





February's engagement for Twitter was down for February, but we still gained 7 new followers. Top posts were similar to those on Facebook. Though growing at a steady and slow pace, MCDC's Twitter remains measurably less than Facebook for followship and engagement.



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 2/3 being female. Our top two age demographics for followers is 35-44 and 45-54.

