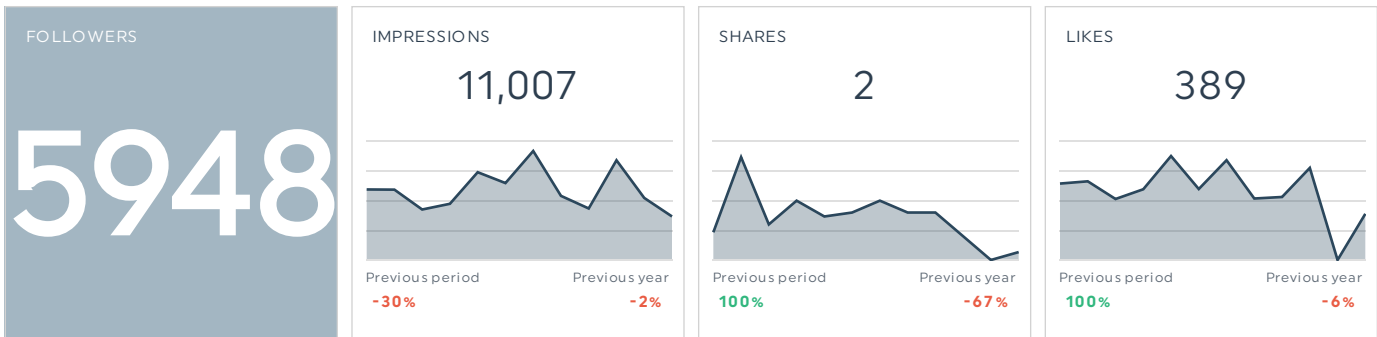




LINKEDIN REPORT

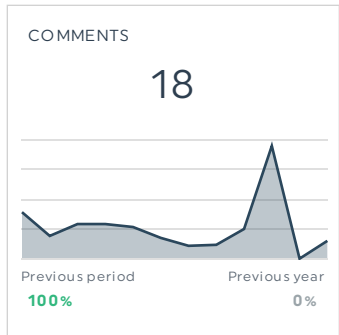
COMMENTS

LinkedIn proves to be our most active platform, when factoring in ENGAGEMENT from followers (likes, comments, and shares).



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

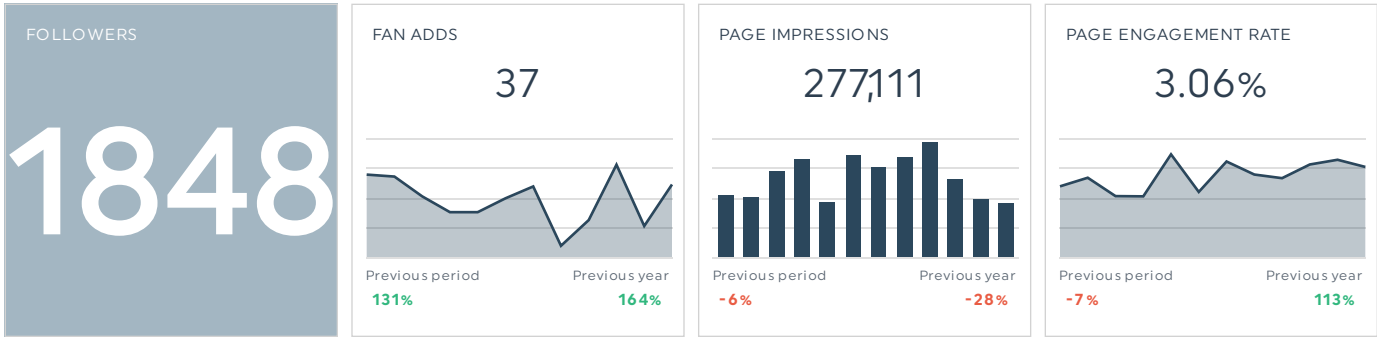
| Post with image | Engagement Rate ▾ | | Likes | | Clicks | |
|---|-------------------|--------|-------|-----|--------|-----|
|  <p>In McKinney, workforce development is about more than opportunity it's about access. A local nonprofit, Alliance of Elite Youth Leadership, is helping</p> | 14.3% | +14.3% | 7 | +7 | 39 | +39 |
|  <p>McKinney is becoming a hub for health tech innovation, powered by MEDC's Innovation Fund and its focus on high-growth, forward-thinking companies.</p> | 14.1% | +14.1% | 27 | +27 | 63 | +63 |



FACEBOOK REPORT

COMMENTS

Facebook is important and growing, especially when factoring "virality impressions" - this is content that is shared and exposed to accounts that may not otherwise engage.



TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

| Post With Image | Engagement Rate | Total Reactions | Post Comments | Post Shares |
|---|-----------------|-----------------|---------------|-------------|
| <p>The McKinney Economic Development Corporation is investing in syncdata.ai, a homegrown company transforming how businesses manage compliance through AI. By reducing compliance time and costs by</p> | 21.81% | 8 | 1 | 3 |
| <p>Cardiac arrest doesn't wait. Every minute without CPR and an AED drops survival chances by 10%, and most events happen at home. The McKinney Fire Department is changing that number. Through better dispatch, AEDs in</p> | 9.70% | 42 | 3 | 23 |

TOP POSTS BY PEOPLE TALKING ABOUT IT

| Post | Count |
|--|------------|
| ● Cardiac arrest doesn't wait. Every minute without CPR a... | 326 |
| ● A new small business hub has officially arrived in East Mc... | 38 |
| ● The McKinney Economic Development Corporation is in... | 28 |
| ● New brand, new studio, new guests... It all culminates in t... | 12 |
| ● In McKinney, workforce development is about more than... | 9 |
| ● Great morning earlier this week at our 2026 Developme... | 7 |
| ● ILS Gummies, a full-service gummy supplement manufa... | 3 |
| ● Spring in McKinney means the return of the Arts In Bloo... | 3 |
| ● The funding mechanism of the Innovation Fund has bee... | 2 |
| ● Most startup conversations start with funding. This one s... | 2 |

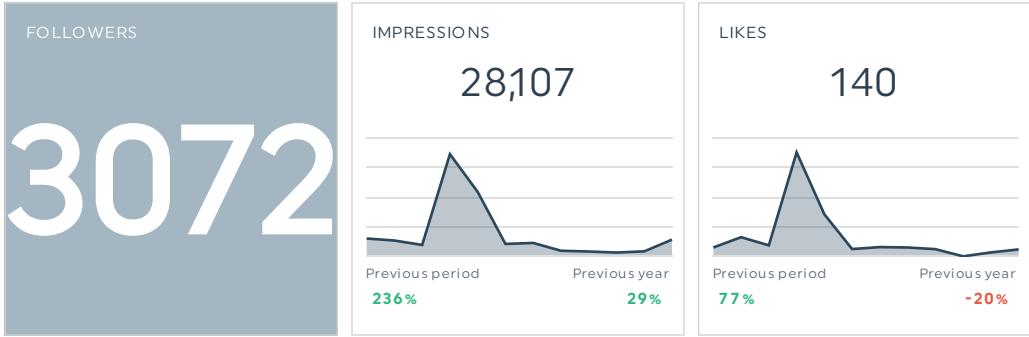
TOP POSTS BY VIRALITY IMPRESSIONS

| Post | Count |
|--|--------------|
| ● Cardiac arrest doesn't wait. Every minute without CPR a... | 4,349 |
| ● A new small business hub has officially arrived in East Mc... | 2,594 |
| ● Spring in McKinney means the return of the Arts In Bloo... | 884 |
| ● The McKinney Economic Development Corporation is in... | 770 |
| ● In McKinney, workforce development is about more than... | 530 |
| ● ILS Gummies, a full-service gummy supplement manufa... | 512 |
| ● New brand, new studio, new guests... It all culminates in t... | 26 |
| ● McKinney is becoming a hub for health tech innovation, ... | 0 |
| ● The funding mechanism of the Innovation Fund has bee... | 0 |
| ● Most startup conversations start with funding. This one s... | 0 |

INSTAGRAM REPORT

COMMENTS

Summary of all activity monthly for the unique_mckinney instagram account.



ENGAGEMENT BY POST (WITH IMAGE)

Post With Image

| | Likes ▾ | Comments | Engagement |
|--|---------|----------|------------|
|  <p>A new small business hub has officially arrived in East McKinney. The Silos at @tupps_brewery are now open, featuring six unique shops inside converted grain bins as part of the brewery's Build-Your-Own-Business program. The initiative was created to help entrepreneurs launch storefronts in a creative, affordable space while bringing even more</p> | 60 +60 | 0 = | 72 +72 |
|  <p>Spring in McKinney means the return of the Arts In Bloom Festival. 📍 From April 10-12, Historic Downtown McKinney transforms into a vibrant celebration of art, culture, and creativity featuring more than 120 artists, live music, Texas wine tastings, delicious food, and interactive art experiences for the whole family. Stroll the charming streets, explore unique</p> | 24 +24 | 1 +1 | 51 +51 |

YOUTUBE REPORT

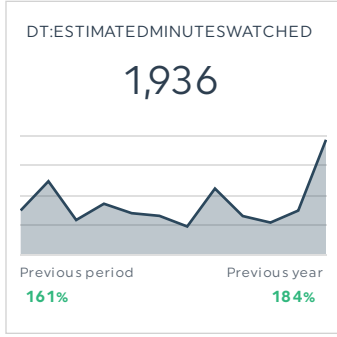
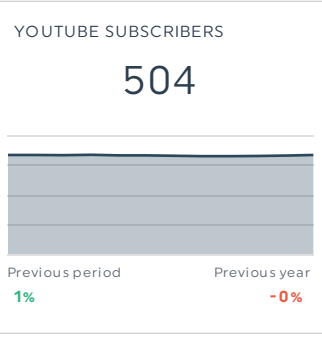
COMMENTS

This is a summary of activity on Youtube since March 2023 (our YouTube was dormant before then). We will pay closer attention to this as we grow a following and attempt to engage the community with the vehicle of our podcast.



VIEWS BY VIDEO TITLE

| Video Title | Views |
|--|-------|
| brought back to life in a KFC parking lot | 817 |
| Beyond the Check: Building a Startup Ecosystem That Ac... | 65 |
| Be a Maverick and disrupt industries - Tom Currier with M... | 41 |
| innovationvideoheader | 20 |
| From 10% to 47%: Inside McKinney's 4-Minute City Mission | 18 |
| Improving the Customer Experience with Data - with Ra... | 16 |
| McKinney Momentum: Episode 3 w/ Dru Riess & Madison ... | 14 |
| Solutions for the homeless epidemic in Collin County wi... | 8 |
| "What is ILS Gummies?" | 7 |
| McKinney Momentum: Pilot Episode w/ Peter Tokar III | 7 |



EMAIL OPEN RATES REPORT

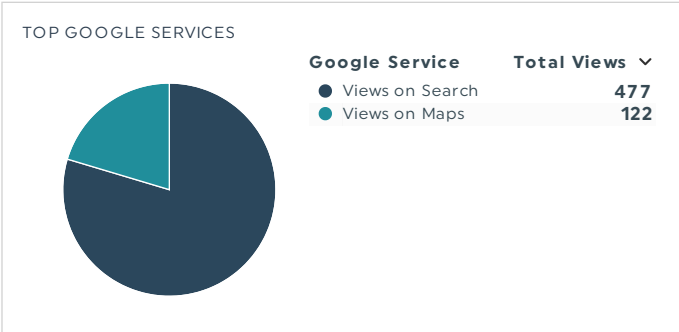
COMMENTS

This report provides email open rate data per campaign and the open rate over the quarter, averaged.

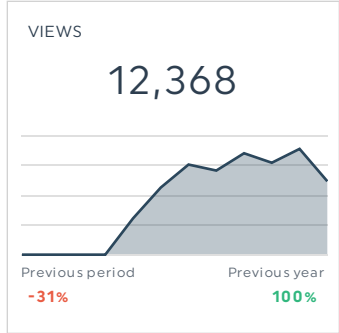
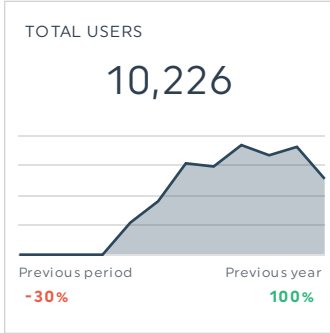
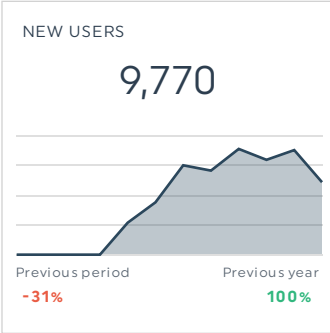
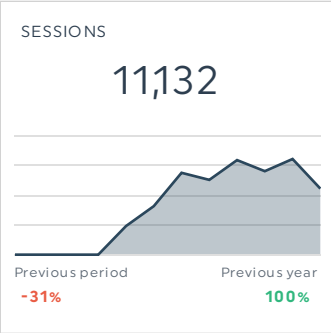
AVG OPEN RATE
47.04%

GOOGLE MY BUSINESS RESULTS

This report summarizes actions taken when the MEDC is googled - whether that be on web, or in a maps app.

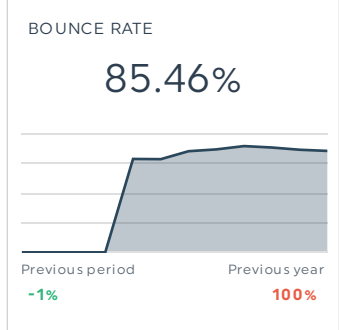
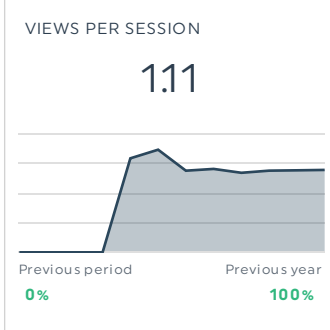


WEBSITE TRAFFIC OVERVIEW

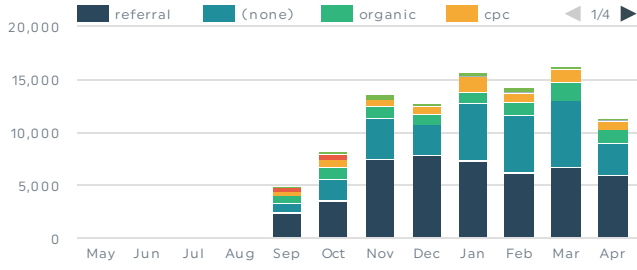


ENGAGED SESSIONS

| Country | Engaged sessions |
|---------------|------------------|
| United States | 1,456 |
| Canada | 22 |
| India | 18 |
| Mexico | 13 |
| Portugal | 10 |
| Germany | 7 |
| Pakistan | 6 |
| (not set) | 5 |
| Argentina | 5 |
| Chile | 5 |



VISIT TRENDS BY MEDIUM



TOP TRAFFIC SOURCES

| Session Default Channel Grouping | Sessions |
|----------------------------------|----------|
| Organic Social | 5,743 |
| Direct | 3,034 |
| Organic Search | 1,172 |
| Paid Search | 971 |
| Referral | 208 |
| Email | 64 |
| Paid Social | 32 |
| Unassigned | 12 |
| Cross-network | 7 |
| Organic Video | 1 |

