

WEBSITE TRAFFIC REPORT

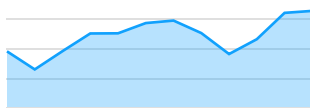
1

COMMENTS

General overview of our website traffic. A few new metrics to note - sessions are unique visits, and users are unique devices. So if Luke visits the site once on Tuesday from his computer, and again on Thursday, that counts as 2 sessions but 1 user. Also, we are paying attention to device types - we still engage a lot of traffic from desktop devices, so that informs how we continue to optimize new developments on the site.

SESSIONS

2,455



Previous period **2%** Previous year **80%**

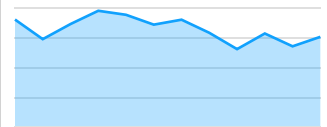
TOP TRAFFIC SOURCES

Session Default Channel Grouping

Channel Grouping	Sessions
Paid Search	940
Organic Search	621
Direct	612
Referral	242
Organic Social	34
Display	3
Organic Video	2
Unassigned	2

BOUNCE RATE

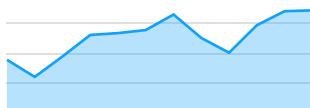
45.58%



Previous period **12%** Previous year **-15%**

TOTAL USERS

2,069

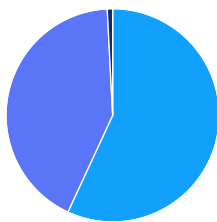


Previous period **1%** Previous year **95%**

TOP SESSIONS BY LANDING PAGE

Landing page	Sessions
/	1,047 +62
/innovation-fund/	777 +91
(not set)	134 -16
/leadership/	72 +46
/global-innovation-platform-plug-and-play-launches-new-location-in-mckinney-texas/	60 -120
/innovative-life-sciences-ils-gummies-opens-world-class-mckinney-texas-headquarters-facility/	50 +23
/board-and-agendas/	28 +6
/review-wave/	20 +11

VISITS BY DEVICE TYPE



Device category	Sessions
desktop	1,398
mobile	1,039
tablet	20

TOP SESSIONS BY CITY

City	Sessions
Naaldwijk	199 +199
Los Angeles	198 +23
McKinney	196 -90
Chicago	169 +37
(not set)	151 -59
Dallas	136 -113
Ashburn	65 +15
Dunwoody	48 +48
Frisco	45 -13
Baltimore	38 +10

LINKEDIN REPORT

COMMENTS

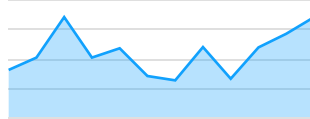
LinkedIn proves to be our most active platform, when factoring in ENGAGEMENT from followers (likes, comments, and shares).

FOLLOWERS

2,540

IMPRESSIONS

13,638



Previous period: 20%
Previous year: 103%

SHARES

20



Previous period: 43%
Previous year: -5%

LIKES

467



Previous period: 19%
Previous year: 57%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post with image

Learning to do the Cupid Shuffle with @Dallas Mavericks(urn:li:organization:20788) CEO @Cynt Marshall(urn:li:person:qgQc6uRHdw) , Mayor @George Fuller(urn:li:person:qvokawHmjv), and

Engagement Rate ▾

Likes

Clicks

55.3% +55.3% 92 +92 905 +905

Great work from @Mike Wilkes(urn:li:person:dqNEtcTC_e) representing our community in India this week!

33.5% +33.5% 28 +28 212 +212

COMMENTS

32



Previous period: -16%
Previous year: 129%

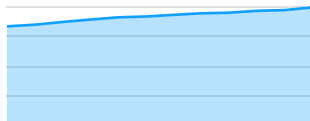
FACEBOOK REPORT

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.

FANS COUNT

994



Previous period: 2%
Previous year: 23%

FAN ADDS

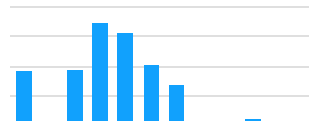
23



Previous period: 156%
Previous year: -4%

PAGE IMPRESSIONS

8,131



Previous period: -34%
Previous year: -98%



PAGE ENGAGEMENT RATE

4.65%



Previous period: 27%
Previous year: 487%

TOP POSTS BY ENGAGEMENT RATE (WITH IMAGE)

Post With Image	Engagement Rate	Total Reactions	Post Comments	Post Shares
 The Tiny Doors art installation by the Visit McKinney team has been so well received - It's incredible to think that a project as "tiny" as this could have such a significant impact on the	9.56% +9.56%	7 +7	3 +3	4 +4
 Historic Downtown McKinney has been voted as the People's Choice Destination for Foodies in the 2024 Texas Travel Awards. Many, many thanks to the restaurants, wine rooms, coffee shops, and	8.94% +8.94%	10 +10	0 =	1 +1

TOP POSTS BY PEOPLE TALKING ABOUT IT

Post	
● Nasdaq released an article this week highlighting cities th...	51
● The Tiny Doors art installation by the Visit McKinney tea...	30
● Historic Downtown McKinney has been voted as the Peo...	11
● The City of McKinney Annual Development Report is no...	4
● We've had 2 major announcements recently with global ...	3
● (id: 1796705433992409_790747813081530)	0
● (id: 1796705433992409_790747809748197)	0
● (id: 1796705433992409_790747816414863)	0

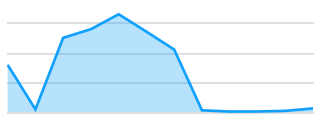
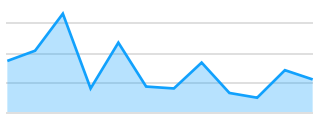
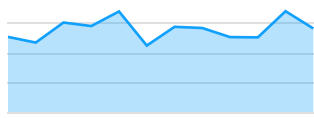
TOP POSTS BY VIRALITY IMPRESSIONS

Post	
● Nasdaq released an article this week highlighting cities th...	5,705
● The Tiny Doors art installation by the Visit McKinney tea...	313
● Historic Downtown McKinney has been voted as the Peo...	53
● We've had 2 major announcements recently with global ...	1
● (id: 1796705433992409_790747813081530)	0
● (id: 1796705433992409_790747809748197)	0
● (id: 1796705433992409_790747816414863)	0
● The City of McKinney Annual Development Report is no...	0

INSTAGRAM REPORT

COMMENTS

Summary of all activity monthly for the unique_mckinney instagram account.

<p>FOLLOWERS</p> <h1>1484</h1>	<p>IMPRESSIONS</p> <h2>5,778</h2>  <p>Previous period: 143% Previous year: -92%</p>	<p>LIKES</p> <h2>140</h2>  <p>Previous period: -22% Previous year: -31%</p>	<p>ENGAGEMENT RATE</p> <h2>7.09%</h2>  <p>Previous period: -17% Previous year: -1%</p>
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ENGAGEMENT BY POST (WITH IMAGE)

Post With Image	Likes	Comments	Engagement
 The Tiny Doors art installation by the Visit McKinney team has been so well received - It's incredible to think that a project as "tiny" as this could have such a significant impact on the downtown area. They are constantly being asked about it, and each new door brings a fresh burst of happiness to those looking for them.	35 +35	3 +3	48 +48
 Learning to do the Cupid Shuffle with Dallas Mavericks CEO Cynt Marshall, Mayor George Fuller, and 200 other friends was not on our 2024 Bingo Card, but we are here for it. Amazing event today at Independent Financial HQ in McKinney celebrating Black History Month with the Collin County Black Chamber of	33 +33	3 +3	41 +41

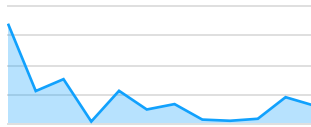
YOUTUBE REPORT

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.

VIDEO VIEWS

256



Previous period **-30%** Previous year **100%**

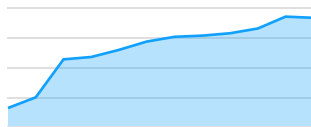
VIEWS BY VIDEO TITLE

Video Title

Video Title	Views
background in what? #podcast #business #entrepreneur	42
Never miss a moment with startup StadiumDrop - McKin...	42
Plug and Play Reel	34
McKinney Momentum: Episode 3 w/ Dru Riess & Madison ...	21
Corporations linking arms with startups via Plug and Pla...	18
10 technologies from startups in the latest Mercedes?	11
Meet the New MEDC President - Michael Kowski - McKinn...	11
Startup Ecosystems and the Practical Founder - with Gre...	9
"What is ILS Gummies?"	8
McKinney Momentum: Lisa Hermes from the McKinney C...	6

YOUTUBE SUBSCRIBERS

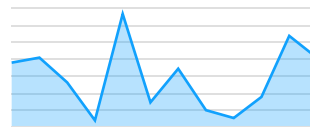
92



Previous period **-1%** Previous year **4,500%**

ESTIMATED MINUTES WATCHED

16:19:00



Previous period **-24%** Previous year **100%**

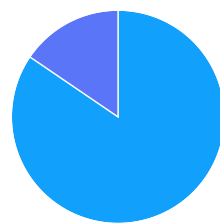
GOOGLE MY BUSINESS RESULTS

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

TOTAL VIEWS

523

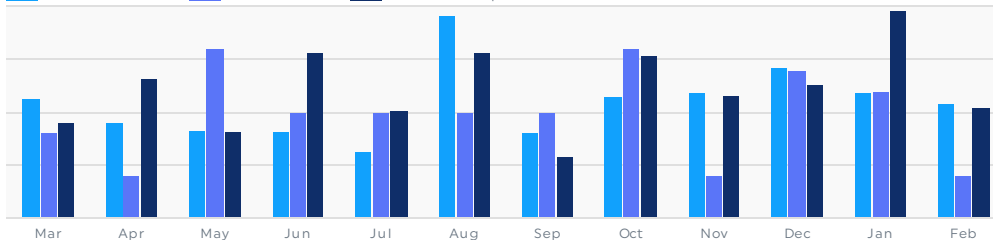
TOP GOOGLE SERVICES



Google Service	Total Views
Views on Search	442
Views on Maps	81

CUSTOMER ACTIONS

Website Clicks Phone Calls Directions Requests



MCKINNEY TEXAS | UNIQUE BY NATURE

[TV Media](#) | [Print/Digital Media](#) | [Radio Media](#)

TV Media

[Notes Live announces plans for new \\$220 million, 20,000-capacity concert amphitheater in McKinney](#)

WFAA-TV | March 12, 2024

State Highway 121 intersection. The facility will be called the **Sunset Amphitheater**. "What's coming to **McKinney** is the most luxurious <> ...

[Learn More](#)

[McKinney, TX: Plans announced for 20,000-capacity concert amphitheater](#)

WFAA | March 12, 2024

Sunset Amphitheater hopes to break ground later this year on a 46-acre site just to the northeast of the U.S. Route 75 and State Highway 121 intersection.

[Learn More](#) [Translate](#)

[News 8 Daybreak 6:00](#)

WFAA-DAL (ABC) | March 12, 2024

amphitheater literally strategically located near 121 and 75 with room for 20,000 fans and a special for us early this morning on daybreak. Jovan bonica waking up extra early for him and **mckinney** this morning job and city leaders have to

[Learn More](#)

[Good Morning America](#)

WFAA-DAL (ABC) | March 12, 2024

found more people dead inside. Police say criminal led to shootings. >> Meanwhile, a big out of **mckinney** this morning plans in the works to build a 20,000 seat music venue called **sunset amphitheater** at highway 75 and 121. >> The

[Learn More](#)

[Midday News](#)

WFAA-DAL (ABC) | March 12, 2024

're getting more information about it. It will be in **mckinney** just, north of the border with alan off 121. >> Job in particular reports. >> Well, this is a big deal for north texas, but it's a bigger deal for city of **mckinney**. This new <

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[McKinney, TX: Plan announced for new \\$220 million amphitheater](#)

WFAA | March 12, 2024

Sunset Amphitheater hopes to break ground later this year on a 46-acre site just to the northeast of the U.S. Route 75 and State Highway 121 intersection.

[Learn More](#) [Translate](#)

[News 8 at 4](#)

WFAA-DAL (ABC) | March 12, 2024

about it. It will be located at highway 75 and 121 in **mckinney**. And developers say, it's a strategic location and poised to bring in billions dollars to the local economy. It's going to be called the **sunset amphitheater** and woul

billions dollars to the local economy. It's going to be called the **sunset amphitheater** and wou

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[News 8 at 5](#)

WFAA-DAL (ABC) | March 12, 2024

start with big plans for a new hundred and 20 million dollars concert venue **mckinney**. Thanks for watching. Wfaa news. I'm dial in for chris and cynthia tonight. Crews are expected to break ground on **sunset amphitheater** near 75 a

[Learn More](#)

[Fox 4 News at 5:30PM](#)

KDFW-DAL (FOX) | March 12, 2024

venue coming to north texas, where this \$220 million **amphitheater** the colorado based company notes live announced plans for a \$220 million, 20,000 capacity music venue in **mckinney**. It's going to be called **sunset amphitheater**

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[Fox 4 News at 9](#)

KDFW-DAL (FOX) | March 12, 2024

for a \$220 million 20,000 person capacity music venue in **mckinney**. It will be called **sunset amphitheater** and will feature more than 250 luxury fire pit suites. The proposed site is just northeast of us 75 and 121. The venue is

[Learn More](#)

[20,000 seat concert venue set to open in McKinney](#)

CBS News | March 12, 2024

... **McKINNEY** – A brand new, 20,000-seat **amphitheater** is set to open in North Texas. Notes Live, a music venue and hospitality company, is ...

[Learn More](#)

[CBS News Texas at 11:00am](#)

KTVT-DAL (CBS) | March 12, 2024

deadline. >>> And a big announcement for **McKINNEY** and live music >>> Seeing your favorite live sic artist might involve a trip to **McKINNEY** in the future. The cityounced plans this morning for 20,000 seat **amphitheater** to be call

[Learn More](#)

[CBS News Texas at 4:00pm](#)

KTVT-DAL (CBS) | March 12, 2024

favorite music artist might involve a trip to **McKINNEY** in the future. The city announced plans for 20,000 seat **amphitheater** to be called the **sunset amphitheater** and is positioned at central expressway will give spectat

[Learn More](#)

[20,000-seat Sunset Amphitheatre coming to McKinney in 2026](#)

CBS TEXAS | March 12, 2024

Music venue and hospitality company Notes Live is building the open-air venue, called **Sunset Amphitheater**, in **McKinney**. The company says it's the largest venue in its collection.

[Learn More](#) [Translate](#)

[CBS News Texas at 5:00pm](#)

KTVT-DAL (CBS) | March 12, 2024

a trip to **McKINNEY**. Announcing earlier this morning plans for a 20,000 seat **amphitheater**, which they will call **sunset** and the theater . That is important, cause the position that they will build this thing at the tollway will

[Learn More](#)

[CBS News Texas 7:00pm](#)

KTXA | March 12, 2024

>>> Seeing ur favorite live music artist might involve a trip to **McKINNEY** down the road. The city announcing this morning 're planning th baby, that's a 20,000-feet **amphitheater**. They are going to call it **sunset amphitheater**

[Learn More](#)

[McKinney will be home to one of the largest amphitheaters in the nation](#)

KDAF-TV (CW33) | March 12, 2024

... **McKinney**, TX to host one of the largest amphitheaters in the country. "Notes Live decided to expand our footprint to **McKinney**, Texas ...

[Learn More](#)

Print/Digital Media

[\\$220 million open-air music venue on the way to McKinney](#)

The Dallas Morning News | March 12, 2024

Notes Live has tapped **McKinney**, Texas, for its largest music venue to date, a \$220 million, 20,000-capacity outdoor **amphitheater**. (Courtesy ...

[Learn More](#)

['Over-the-top' \\$220M concert venue planned for McKinney](#)   

The Business Journals | March 12, 2024

... helping to seal the deal. Notes Live is working with the City of **McKinney**, the **McKinney** Economic Development Corp. and the **McKinney** ...

[Learn More](#)

[Leading Off \(3/12/24\)](#)   

D Magazine | March 12, 2024

... for the job (a third withdrew his name over the weekend). **McKinney** to Get \$220 Million Music Venue. The open-air **Sunset** ...

[Learn More](#)

['A world-class facility': \\$220M concert venue to draw national acts to McKinney](#)   

Community Impact Newspaper | March 12, 2024

... Notes Live announced March 12 a new \$220 million open-air **amphitheater** coming to US 75 and SH 121 in **McKinney** . The new entertainment ...

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[\\$220 Million Music Venue Planned For McKinney, Texas](#)   

Local Profile | March 12, 2024

... hospitality enterprise, is set to construct the **Sunset Amphitheater** in **McKinney**, Texas, boasting a staggering 20,000-person capacity ...

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[McKinney to get mega new outdoor amphitheater rivaling venues in Dallas](#)   

CultureMap | March 12, 2024

... to be bringing our biggest venue to date to **McKinney**, Texas," says Notes Live CEO JW Roth. "They say everything's bigger in Texas, and ...

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[Sun Rises on Sunset: \\$220M Music Amphitheater Coming to McKinney](#)   

Dallas Innovates | March 12, 2024

... **amphitheater** to Texas. "Between JW's tenacity and vision, and **McKinney's** entertainment spirit, we're not just building a music venue, ...

[Learn More](#)

['Bigger and better!' Notes Live to open 20,000-seat concert amphitheater in McKinney](#)   

Star Local Media | March 12, 2024

... **Sunset Amphitheater**, according to the press release, will set a new standard for what Texas music venues can be. This is a joint effort ...

[Learn More](#)

[McKinney Scores \\$220M Concert Venue](#)   

Connect CRE | March 12, 2024

... the **McKinney** Community Development Corporation. **Sunset Amphitheater** will be built northeast of US 75 and SH 121. The venue plans to ...

[Learn More](#)

[Developer announces plans for \\$220M amphitheater in McKinney](#)   

Audacy | March 12, 2024

... venue, called "**Sunset Amphitheater**," will have 20,000 seats and 250 "luxury fire pit seats." "I couldn't be more excited to be ...

[Learn More](#)

[\\$220 Million McKinney Music Venue Slated to Open in 2026](#)   

ReportWire | March 12, 2024

... for a completely heightened experience." The **McKinney Sunset** Amphitheatre marks the fourth announcement of a new Notes Live music and ...

[Learn More](#)

[20,000-seat concert hall to open in McKinney](#)   

dailytexasnews.wordpress.com | March 12, 2024

McKINNEY – A new 20,000-seat **amphitheater** will open in North Texas. Notes Live, a music and hospitality company, is building the outdoor venue, called **Sunset Amphitheater**, in **McKinney**. The company says it's th

[Learn More](#)

['The hottest place on Earth': A \\$220 million theater is planned for this North Texas town](#)   

Crast.net | March 12, 2024

... be the largest of its kind in **McKinney**, which is about 55 miles northeast of Fort Worth. Notes Live CEO JW Roth said, "They say ...

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[Ride into The Sunset: New \\$220 million, 20,000-capacity concert amphitheater announced for McKinney](#)   

Lainey Steadman | March 12, 2024

: 3 minutes Ride into The **Sunset**: New \$220 million, 20,000-capacity concert **amphitheater** announced for **McKinney** The city of **McKinney**, Texas is about to get a major upgrade in its entertainment offerings with the announc

[Learn More](#)

Radio Media

[SportsRadio 96.7 & 1310 The Ticket at March 12th 2024 6:25 PM](#)

SportsRadio 96.7 & 1310 The Ticket | March 12, 2024

is coming to the city of **McKinney** Yeah it will be a 20000 seat open-air **amphitheater** liked that they are going to spend like 220 million dollars on Yeah so it's going to be set on 46 acres, northeast of 75 and one 21 it's going to be cal

[Learn More](#)

[New \\$220 Million, 20,000-Capacity Concert Amphitheater Coming to McKinney](#)   

WBAP-AM | March 12, 2024

... bringing our biggest venue to date to **McKinney**, Texas," says JW Roth, Founder and CEO of Notes Live. "They say everything's bigger in ...

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[WBAP-AM \(Radio\) at March 12th 2024 1:30 PM](#)

WBAP-AM (Radio) | March 12, 2024

does show other instances where the president's recollection was hazy your money news, a city of **McKinney** has been chosen as a home for a new 220 million \$ **amphitheater**. The **sunset amphitheater** is a 20000 capacity conce

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[KRLD-AM \(Radio\) at March 12th 2024 7:05 PM](#)

KRLD-AM (Radio) | March 12, 2024

dollar amphitheatre in **McKinney**. Now Carol D's Allen Sky has talked to the mayor about how that project is going to help the entire city grow. Notes live will cover 46 acres northeast of the one 21 highway 75 interchange **McKinney** Mayor G

[Learn More](#)

[KLIF-AM at March 12th 2024 3:05 PM](#)

KLIF-AM | March 12, 2024

lines of what she's alleging here happened you can see more of kl iaf Dotcom the city of **McKinney** has been chosen as a home for a new 220 million \$ **amphitheater**. The **sunset amphitheater** is a 20000 capacity concert venue

[Learn More](#)

[New 20,000 Seat Live Music Amphitheater Coming To McKinney](#)   

KPLX-FM | March 12, 2024

... more from WFAA <https://www.wfaa.com/article/entertainment/music/mckinney-texas-220-million-dollar-20000-capacity-new-concert-venue-sunset> ...

[Learn More](#)



61 downloads from Feb 01, 2024 to Feb 29, 2024

