



## Marketing Report: October 2024

### Participation in Marketing/Networking & Community Events

(since October Board Meeting)

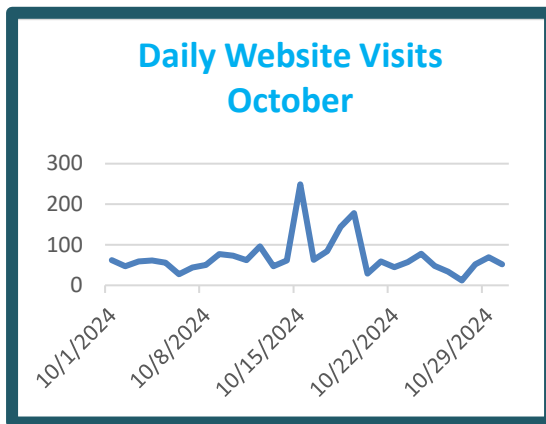
- Grant and Sponsored Events: Make A Difference Day, Farmers Market, State of the City Event, Woodside Village Turkey Drive, Warrior’s Keep Veterans Day Celebration
- Other community events: Cornerstone Barn Bash, McKinney Christian Academy Move the Mountain Event, Volunteer McKinney Executive Quarterly, Main Street Merchants Meeting, City of McKinney Veterans Day Ceremony

### Press, Social Mentions, Tags, Shares

- Facebook Mentions, Tags, Shares: MillHouse, SBG, Chestnut Square, McKinney Repertory Theater, TUPPS, Dia de los Muertos, Rotary Club

### Website Analytics

Visits in October were lower than September but remained 40% higher than 2024 monthly average. October spikes correlate with social media posts related to Adriatica Fall Festival, Diwali, and the Board Oath. October saw over 1,200 hits to our calendar page, with 737 views to our calendar listing for Oktoberfest. Connections to our site via City of McKinney and MEDC websites remain high, and we also saw referrals from Chestnut Square, Habitat, Heard Museum, Dallas News, and several grant funding sites.

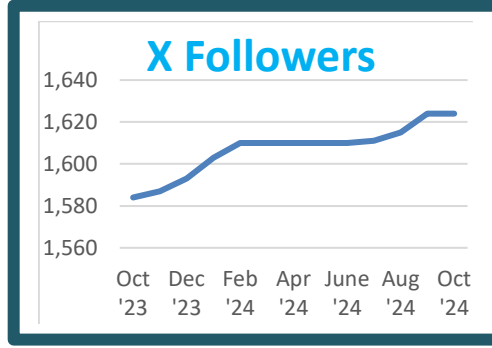
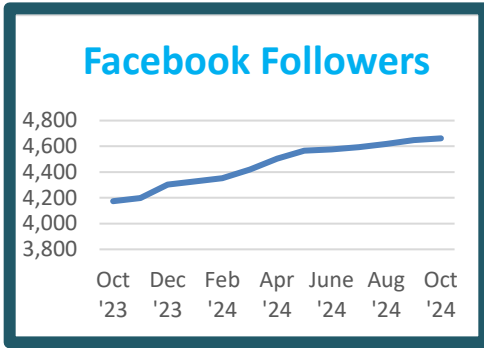


Referrals	
City of McKinney	207
MEDC	10
Chestnut Square	2
Various Funding Sites	8

The number of website visitors using mobile devices more than doubled this month, which is in line with the number of total users.

Mobile Traffic	Users	Percent of Total
Desktop	954	62.50%
Mobile	566	37.10%
Tablet	7	0.50%

# Social Media: Facebook and X




For Facebook, followship increased by 14. Top posts were related to TUPPS Trunk or Treat, Board Oath, Chupacabras, McKinney Population reel, and Holiday Tour of Homes, with other posts performing well.

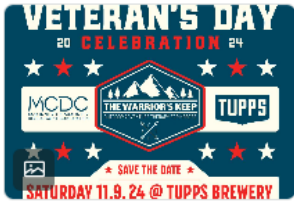
Post Title	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Get ready for some Halloween fun this Sunday at TUPPS Brewery! Bring the family and stroll through the Trunk or...	108	10	3	3	5	87
Join the Diwali celebration on Friday, October 18, for an after-hours event filled with culture and community!...	33	5	0	1	—	27
Hey sports fans! Something else to celebrate in McKinney -- our own soccer team, the Chupacabras!...	22	3	1	0	7	11
Ticket sales for the Holiday Tour of Homes are live! 🎉 Grab yours today for a delightful experience o...	20	8	2	0	—	10
Kicking off the fiscal year... This morning Board Member Deborah Bradford administered the Oath of...	17	9	1	0	—	7

Post Title	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
Home for the Holidays is the best place to be! Mark your calendars and start your holiday season in Historic...	15	2	1	4	—	8
THIS SATURDAY! Bring the family out to the Adriatica Village Fall Festival for a day full of autumn fun! Enjoy pumpki...	15	3	1	3	1	7
Do you want to learn how to successfully propagate your plants? Come join the Collin County Master...	14	0	0	1	5	8
We're still growing!	10	0	1	0	—	9
Rise and shine, it's Farmers Market time. Join us every Saturday from 8AM - noon at McKinney Farmers Market a...	10	7	0	3	—	0

For X, stats remained essentially unchanged with no growth in followship. MCDc's X remains measurably less than Facebook for followship and engagement.

 **X** @mckinneycdc  
Sun 10/13/2024 3:13 pm CDT

SAVE THE DATE! Head to TUPPS Brewery for the North Texas Veteran's Day Celebration, brought to you by...



**Total Engagements** 2

Likes 0


@Replies 0

Reposts 1



Post Link Clicks 1

Other Post Clicks 0

Other Engagements 0

 **X** @mckinneycdc  
Sat 10/12/2024 7:54 am CDT

Rise and shine, it's Farmers Market time. Join us every Saturday from 8AM - noon at McKinney Farmers Market a...

**Total Engagements** 2

Likes 0


@Replies 0

Reposts 0

Post Link Clicks 0

Other Post Clicks 2

Other Engagements 0

 **X** @mckinneycdc  
Mon 10/28/2024 9:54 am CDT

Hey sports fans!  
Something else to celebrate in McKinney -- our own soccer team, the Chupacabras!  
[bit.ly/3YAYZ65](https://bit.ly/3YAYZ65)

**Total Engagements** 1

Likes 0

@Replies 0

Reposts 0

Post Link Clicks 0

Other Post Clicks 1

Other Engagements 0

 **X** @mckinneycdc  
Tue 10/8/2024 4:35 pm CDT

This Saturday is another great MillHouse Makers Market! Local artisans offer jewelry, candles, fiber ar...



**Total Engagements** 1

Likes 0

@Replies 0

Reposts 1

Post Link Clicks 0

Other Post Clicks 0

Other Engagements 0