



Marketing Report: August 2023

Participation in Marketing/Networking & Community Events

(since August 24 Board Meeting)

- Promotional Grant Events: Farmers Market, Bar Wars, Oktoberfest
- HOA Leaders Meeting
- One Heart McKinney Partners Event
- Visit McKinney Ribbon-cutting
- Main Street Merchants
- Women’s Business Conference
- Cotton Groves Dedication
- La Tiendita soft opening and ribbon-cutting events

Website Analytics

The number of website visits remains nearly double from last year. August spikes correlate with McKinney Roots, Downtown Tastemakers, Tiny Doors, TUPPS, and Heard Museum. Top page visits in August were Grants and Community Impact. Most visitors connected directly. We continue to see referrals from the City of McKinney and the MEDC websites, and in August, we saw visitors from McKinney Rotary.

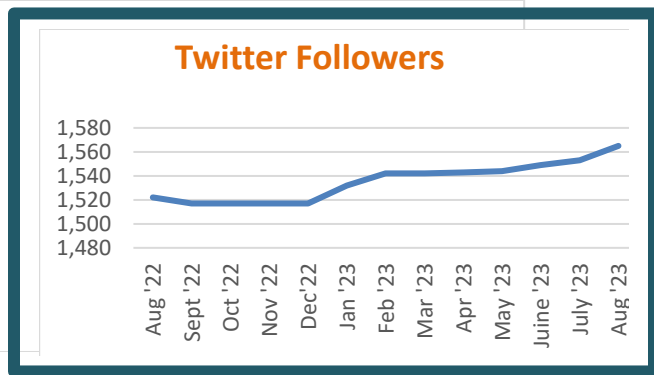
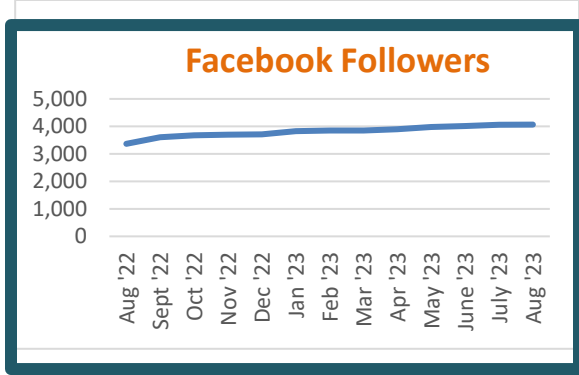


Source	Count
City Website	37
MEDC Website	23
McKinney Rotary	4

The number of website visitors using mobile devices has increased slightly over the last couple of months.

Mobile Traffic	Users	Percent of Total
Desktop	279	63.00%
Mobile	160	36.10%
Tablet	4	0.90%

Social Media: Facebook and Twitter



Facebook followship continues to increase, and we now have over 4,000 followers! For **Facebook**, the top performing posts for August were related to Tiny Doors, MISD Teacher Breakfast, TUPPS, Downtown Tastemakers, McKinney Roots, and Heard Museum.

McKinney Community ...
Thu 8/24/2023 10:58 am PDT

Please join us for a **TINY DOORS LAUNCH PARTY** Friday, August 25th
Launch Party: 7:00 - 8:00 PM
McKinney Performing Arts Center
111 N Tennessee Street
McKinney, TX 75069

Total Engagements	86
Reactions	41
Comments	6
Shares	6
Post Link Clicks	—
Other Post Clicks	33

McKinney Community ...
Thu 8/3/2023 10:59 am PDT

MCDC and MEDC Board members joined staff and City Council were on hand to welcome 300 new MISD...

Total Engagements	48
Reactions	16
Comments	1
Shares	1
Post Link Clicks	—
Other Post Clicks	30

McKinney Community ...
Fri 8/18/2023 3:14 pm PDT

The new TUPPS site in McKinney is repurposing salvaged tin siding from the old grain building. With East...

Total Engagements	37
Reactions	20
Comments	1
Shares	2
Post Link Clicks	—
Other Post Clicks	14

McKinney Community ...
Mon 8/21/2023 8:31 am PDT

Be on the lookout for tiny construction zones around Downtown McKinney that will bring GIANT opportunities f...

You will soon see 'tiny doors' p...

Total Engagements	29
Reactions	9
Comments	0
Shares	0
Post Link Clicks	20
Other Post Clicks	0

McKinney Community ...
Fri 8/11/2023 12:24 pm PDT

Historic Downtown McKinney is a true gem for our residents and visitors. Follow along as this video series...

Total Engagements	26
Reactions	10
Comments	1
Shares	0
Post Link Clicks	—
Other Post Clicks	15

McKinney Community ...
Tue 8/22/2023 2:45 pm PDT

We're still excited about the new TUPPS Brewery. But while we wait... there's still a lot of fun happening at...

- THE BOHO NIGHT MARKET SAT, SEPT 2 12:00-4:00 PM
- TUPPS SALSA SHOWDOWN SUN, SEPT 3 8:00-10:00 PM
- TUPPS KARAOKE NIGHT SAT, SEPT 9 11:00 AM-1:00 PM
- CORNDOGS & CORNHOLE

Total Engagements	25
Reactions	9
Comments	0
Shares	2
Post Link Clicks	—
Other Post Clicks	14

McKinney Community ...
Wed 8/2/2023 7:38 am PDT

MCDC is excited to see the McKinney Roots chicken coop getting closer to housing the new brood of chickens...

Total Engagements	19
Reactions	12
Comments	0
Shares	2
Post Link Clicks	—
Other Post Clicks	5

McKinney Community ...
Mon 7/31/2023 7:20 pm PDT

Don't miss out on the new Night Market in Historic Downtown McKinney. This weekly summer block...

Total Engagements	19
Reactions	11
Comments	0
Shares	2
Post Link Clicks	—
Other Post Clicks	6

McKinney Community ...
Sat 8/12/2023 6:52 pm PDT

Thanks McKinney Parks Foundation for all you do to keep our trails beautiful!! We appreciate you. McKinney Parks...

This content isn't available right...




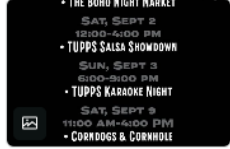
Total Engagements	16
Reactions	10
Comments	0
Shares	0
Post Link Clicks	0
Other Post Clicks	6

McKinney Community ...
Thu 8/31/2023 10:36 am PDT

THEY'RE BAAACK! Get your tickets to see the dinosaurs at Heard Natural Science Museum & Wildlife Sanctuar...

Total Engagements	15
Reactions	7
Comments	2
Shares	0
Post Link Clicks	—
Other Post Clicks	6

Twitter remains a much smaller audience with just over 1,560 followers but still growing slowly. Engagement remains much lower than for Facebook but was slightly above average for the month of August. Top posts were related to Tiny Doors, Teaching Garden, TUPPS, Night Markets, and Parks updates.

<p>@mckinneycdc Mon 8/21/2023 3:31 pm UTC</p> <p>Downtown McKinney that will bring GIANT opportunities for exploration! Coming soon: McKinney Tiny Doors! https://t.co/b2b4LcYR8</p> <p>Total Engagements 13 Likes 1 @Replies 0 Retweets 0 Post Link Clicks 9 Other Post Clicks 3 Other Engagements 0</p>	<p>@mckinneycdc Mon 7/31/2023 1:24 am UTC</p> <p>This new learning garden community-led in every way! Making the best use of a small piece of MCDC-owned land, we are excited about</p> <p>Total Engagements 8 Likes 1 @Replies 0 Retweets 0 Post Link Clicks 6 Other Post Clicks 1 Other Engagements 0</p>	<p>@mckinneycdc Tue 8/29/2023 9:49 pm UTC</p> <p>This one's for the ladies ... Thursday at TUPPS is Ladies Night Sip & Shop featuring unique products from local...</p>  <p>Total Engagements 7 Likes 0 @Replies 0 Retweets 0 Post Link Clicks — Other Post Clicks 7 Other Engagements 0</p>	<p>@mckinneycdc Wed 8/30/2023 6:22 pm UTC</p> <p>Over the years, Downtown McKinney has been described as an authentic, quaint reflection of true Collin County history. The new Tiny Doors</p> <p>Total Engagements 4 Likes 2 @Replies 0 Retweets 1 Post Link Clicks 1 Other Post Clicks 0 Other Engagements 0</p>	<p>@mckinneycdc Thu 8/24/2023 5:58 pm UTC</p> <p>https://t.co/wKaTy0IuIA</p>  <p>Total Engagements 4 Likes 1 @Replies 0 Retweets 0 Post Link Clicks — Other Post Clicks 3 Other Engagements 0</p>
<p>@mckinneycdc Mon 7/31/2023 3:53 pm UTC</p> <p>Join us at the new Night Market in Downtown McKinney. This weekly summer block party hosts local artis...</p>  <p>Total Engagements 4 Likes 0 @Replies 0 Retweets 0 Post Link Clicks — Other Post Clicks 4 Other Engagements 0</p>	<p>@mckinneycdc Thu 8/24/2023 10:53 pm UTC</p> <p>Enhancing McKinney parks to provide amenities for all our residents and visitors is an ongoing goal for MCDC and McKinney Parks and Recreation!</p> <p>Total Engagements 3 Likes 1 @Replies 0 Retweets 0 Post Link Clicks 2 Other Post Clicks 0 Other Engagements 0</p>	<p>@mckinneycdc Wed 8/23/2023 2:52 am UTC</p> <p>Tomorrow is the last Thursday Night Market for the season! This unique, summer block party hosts local artisan and food booths and</p> <p>Total Engagements 3 Likes 0 @Replies 0 Retweets 1 Post Link Clicks 0 Other Post Clicks 2 Other Engagements 0</p>	<p>@mckinneycdc Tue 8/22/2023 4:12 am UTC</p> <p>We're still excited about the new @TuppsBrewery. But while we wait... there's still a lot of fun happening at...</p>  <p>Total Engagements 3 Likes 0 @Replies 0 Retweets 0 Post Link Clicks — Other Post Clicks 3 Other Engagements 0</p>	<p>@mckinneycdc Wed 8/30/2023 2:29 am UTC</p> <p>MCDC, City partners and nonprofits are working together to address the affordable housing challenge in McKinney. As low-</p> <p>Total Engagements 2 Likes 0 @Replies 2 Retweets 0 Post Link Clicks 0 Other Post Clicks 0 Other Engagements 0</p>

Facebook Demographics

Our 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.

