



## Marketing Report: July 2025

### Participation in Marketing/Networking & Community Events

*(Since June 26 Board meeting)*

- Grant and Sponsored events: E.A. Randles Park Ribbon Cutting, McKinney National Airport Groundbreaking, Drum Corps International competition, SBG Margarita Stroll,
- Other outreach event: Red White & Boom, Downtown 4<sup>th</sup> of July Parade, Chamber Hail & Farewell, Main Street Merchants

### Press, Social Mentions, Tags, Shares

- Press: Airport, Sunset Amphitheater, JW Marriott, Cannon Beach, Airport
- Social mentions: Chestnut Square, Sunset Amphitheater, Volunteer McKinney, City of McKinney, Art Club,

May sessions and views settled back in line with top pages viewed being About Us, Community Impact, and Grants. Spikes for website visits correlate to posts related to Grant Applications, TUPPS Movie Night, JW Marriott, and Splash Pads.



#### REFERRALS

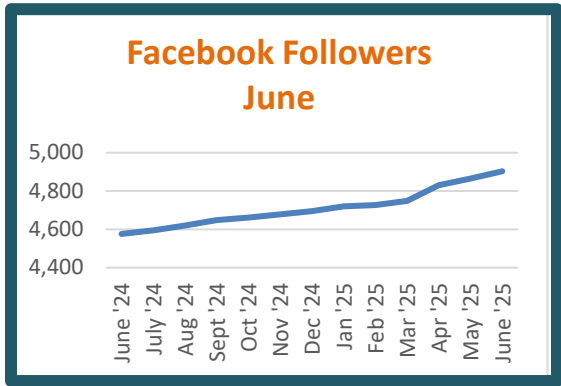
City of McKinney	38
MEDC	13
GrantWatch	6
Community Impact	6
Community Lifeline	2

The number of website visitors has remained consistent this year, still nearly double over 2024.

Mobile Traffic	Users	Percent of Total
Desktop	444	58.30%
Mobile	312	41.00%
Tablet	6	0.80%

# Facebook

For Facebook, follower increased by 37. Top posts were related to Splash pads/pools, Chestnut Square Farm Day, Grant Applications, SBG Beer Walk, TUPPS, and JW Marriott. As we continue to decrease our efforts on X, we will no longer be compiling monthly reports for that platform.



<div><div>McKinney Community ...</div><div>Sat 6/28/2025 9:22 am CDT</div><div>Keep your cool in McKinney 🌞 Looking something to do this weekend? Whether you want to splash around or enjoy the A/C</div><div></div><div><div>Total Engagements136</div><div>Reactions6</div><div>Comments2</div><div>Shares2</div><div>Post Link Clicks9</div><div>Other Post Clicks117</div></div></div>	<div><div>McKinney Community ...</div><div>Tue 6/10/2025 12:29 pm CDT</div><div>Bring the whole family to Family Fun Farm Day at the McKinney Farmers Market at Chestnut Square on...</div><div></div><div><div>Total Engagements108</div><div>Reactions21</div><div>Comments2</div><div>Shares5</div><div>Post Link Clicks—</div><div>Other Post Clicks80</div></div></div>	<div><div>McKinney Community ...</div><div>Wed 6/18/2025 6:48 am CDT</div><div>MCDC is now accepting project grant applications. Deadline is Monday, June 30 at 5:00 PM. These grants are made...</div><div></div><div><div>Total Engagements103</div><div>Reactions38</div><div>Comments0</div><div>Shares7</div><div>Post Link Clicks22</div><div>Other Post Clicks36</div></div></div>	<div><div>McKinney Community ...</div><div>Sat 6/7/2025 2:02 pm CDT</div><div>Join the Downtown McKinney Craft Beer Walk on Saturday, June 14! 🍺 Enjoy 20 craft beer and spirit stops as...</div><div></div><div><div>Total Engagements76</div><div>Reactions10</div><div>Comments7</div><div>Shares3</div><div>Post Link Clicks7</div><div>Other Post Clicks49</div></div></div>	<div><div>McKinney Community ...</div><div>Mon 6/30/2025 9:49 am CDT</div><div>Excited to share the news that TUPPS Brewery is recognized as the Best Brewery in Texas. Spanning over 3...</div><div></div><div><div>Total Engagements75</div><div>Reactions45</div><div>Comments0</div><div>Shares2</div><div>Post Link Clicks11</div><div>Other Post Clicks17</div></div><div>Boosted</div></div>
<div><div>McKinney Community ...</div><div>Tue 6/24/2025 4:19 pm CDT</div><div>We love our partnership with TUPPS Brewery and enjoy seeing all the exciting events they host East of...</div><div></div><div><div>Total Engagements75</div><div>Reactions13</div><div>Comments0</div><div>Shares4</div><div>Post Link Clicks6</div><div>Other Post Clicks52</div></div></div>	<div><div>McKinney Community ...</div><div>Tue 6/3/2025 8:49 pm CDT</div><div>Coming soon to McKinney! We can't wait!</div><div></div><div><div>Total Engagements74</div><div>Reactions17</div><div>Comments0</div><div>Shares2</div><div>Post Link Clicks—</div><div>Other Post Clicks55</div></div></div>	<div><div>McKinney Community ...</div><div>Fri 6/27/2025 1:28 pm CDT</div><div>For McKinney residents, this is not news -- but the word is out and it's official! Collin County IS the best plac...</div><div></div><div><div>Total Engagements46</div><div>Reactions30</div><div>Comments0</div><div>Shares5</div><div>Post Link Clicks4</div><div>Other Post Clicks7</div></div></div>	<div><div>McKinney Community ...</div><div>Tue 6/17/2025 11:07 am CDT</div><div>There's always something fun at the He Natural Science Museum &amp; Wildlife Sanctuary. This Saturday, June 21, plan...</div><div></div><div><div>Total Engagements32</div><div>Reactions7</div><div>Comments0</div><div>Shares4</div><div>Post Link Clicks5</div><div>Other Post Clicks16</div></div></div>	<div><div>McKinney Community ...</div><div>Thu 6/5/2025 11:09 am CDT</div><div>Celebrate McKinney Trails! Join the fun at Bonnie Wenk Park on Saturday, June 7, from 8 to 11 a.m. Enjoy free activiti...</div><div></div><div><div>Total Engagements32</div><div>Reactions9</div><div>Comments0</div><div>Shares2</div><div>Post Link Clicks2</div><div>Other Post Clicks19</div></div></div>