



Marketing Report: December 2025

Participation in Marketing/Networking & Community Events

(Since November 28 Board meeting)

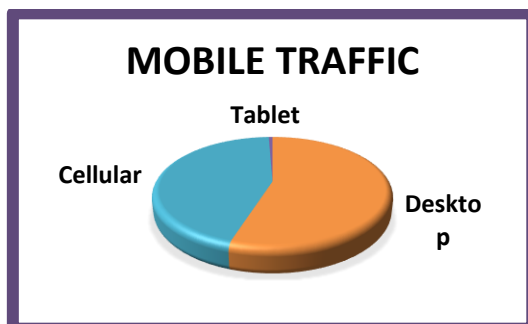
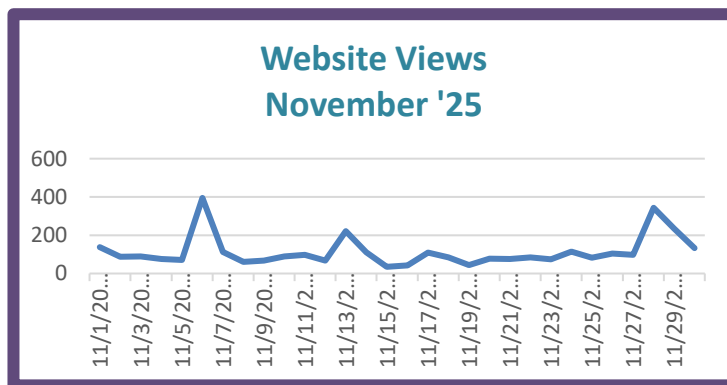
- Grant and Sponsored events: Home for the Holidays, Holiday Tour of Homes, Towne Lake ribbon-cuttings for Rec Center and Light Walk, Parade of Lights, Cannon Beach Groundbreaking
- Other outreach event: Chamber Development Update (Innovation), Shiloh Place beam signing, Chamber Holiday Open House, Main Street Merchant Meeting, Housing Discovery Meeting, Light the World Giving Machine Ribbon-cutting, CC History Museum Holiday Mixer

Press, Social Mentions, Tags, Shares

- Press: Rec Center at Towne Lake (CI), Light Walk (CI)
- Social mentions: McKinney Repertory Theater, Chestnut Square, Volunteer McKinney, Visit McKinney, Hugs, Historic Downtown McKinney, McKinney Parks & Rec, Rooted in Rhythm, ManeGait, Habitat for Humanity

Website Metrics

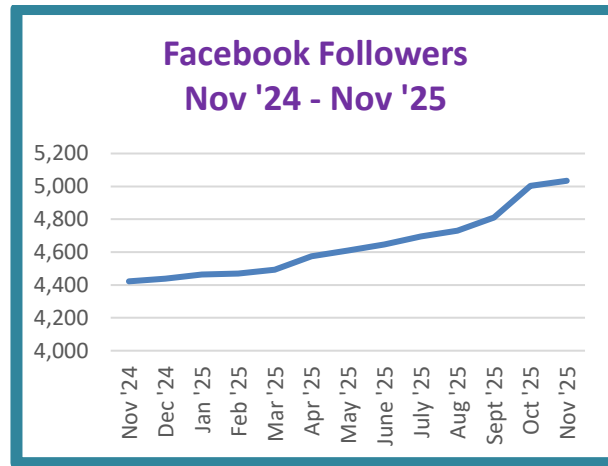
November sessions remained level with top pages viewed being Grants, About Us, and Calendar. Spikes for website visits correlate to posts related to Quality of Life nominations, Home for the Holidays, and Tour of Homes.



REFERRALS	
City of McKinney	8
MEDC	5
GrantWatch	4
Community Lifeline	3
McKinney Rotary	3

Facebook

For Facebook, follower has increased to a total of 5,034. Top posts were related to Home for the Holidays, Holiday Tour of Homes, Quality of Life Nominations, and Holiday Happenings in McKinney.



McKinney Community ...
Fri 11/28/2025 9:10 am CST

Another McKinney tradition... Home for the Holidays! 🎄
Join us this weekend in Historic...



Total Engagements	240
Reactions	33
Comments	3
Shares	7
Post Link Clicks	156
Other Post Clicks	41

McKinney Community ...
Sun 11/30/2025 2:58 pm CST

Step inside McKinney's beautifully preserved historic homes on the Holiday Tour of Homes, December 6-...



Total Engagements	183
Reactions	20
Comments	2
Shares	7
Post Link Clicks	23
Other Post Clicks	131

McKinney Community ...
Sun 11/16/2025 2:34 pm CST


Home for the Holidays is the best place to be! Mark your calendars and kick off the holiday season in Historic...



Total Engagements	163
Reactions	28
Comments	1
Shares	8
Post Link Clicks	87
Other Post Clicks	39

McKinney Community ...
Thu 11/6/2025 11:24 am CST

Do you know a McKinney resident or organization that is making life better in community? Featured in the photo belc



Total Engagements	147
Reactions	2
Comments	0
Shares	2
Post Link Clicks	98
Other Post Clicks	45

McKinney Community ...
Sun 11/23/2025 2:31 pm CST

MCDC is proud to come join McKinney Main Street and several of our nonprofit partners in bringing holi...



Total Engagements	66
Reactions	18
Comments	0
Shares	1
Post Link Clicks	—
Other Post Clicks	47

McKinney Community ...
Sat 11/15/2025 8:05 am CST


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



Total Engagements	41
Reactions	17
Comments	0
Shares	10
Post Link Clicks	—
Other Post Clicks	14

McKinney Community ...
Mon 11/24/2025 9:31 am CST

Do you know a McKinney resident or organization that is making life better in community? Follow the link below to...



Total Engagements	21
Reactions	5
Comments	0
Shares	2
Post Link Clicks	2
Other Post Clicks	12

McKinney Community ...
Fri 11/21/2025 12:49 pm CST

APPLICATION DEADLINE APPROACHING
MCDC is accepting promotional grant...



Total Engagements	19
Reactions	5
Comments	0
Shares	1
Post Link Clicks	4
Other Post Clicks	9

McKinney Community ...
Wed 11/12/2025 9:29 am CST

Still haven't gotten your tickets? Don't miss out on McKinney's beloved Holiday Tour of Homes, December 6-...



Total Engagements	18
Reactions	4
Comments	0
Shares	0
Post Link Clicks	5
Other Post Clicks	9

McKinney Community ...
Mon 11/10/2025 2:44 pm CST

MCDC is accepting promotional grant applications for events that showcase th City of McKinney... Deadline is 5:00 p.m



Total Engagements	15
Reactions	2
Comments	1
Shares	3
Post Link Clicks	3
Other Post Clicks	6

Partner Marketing Q2 2025 (City of McKinney)

City of McKinney Newsletter (82,000+ subscribers)

- Five inclusions in the city's newsletter
- 370 total clicks

[illegible]

Aug 28



113 clicks (67 on video image, 46 on URL)

Sep 4

MCDG awards Project Grants

The McKinney Community Development Corporation (MCDG) is pleased to announce that it has awarded project grants to support quality-of-life projects that will benefit the community. Among the \$10.6 million in Project Grants awarded by MCDG at the Aug. 28 board meeting are:

- Replacement of code-required fire suppression system for public parking serving restaurants, retail shops, park, and amphitheater at Adria's Village – The Harbor at Adria's Master Condominium Association (\$233,137)
- Fabrication and installation of a 60-foot neon monument sign at U.S. 75 and Virginia Street promoting McKinney's Historic District – McKinney Main Street (\$80,000)
- Parks accessibility improvements, trails plan, & Roushnough Park road connection, Old Settlers Park improvements, and Erwin Park improvements – McKinney Parks and Recreation Department (\$8,000,000)
- Repair and renovation of three affordable housing properties – Habitat for Humanity of Collin County (\$305,000)
- Enhancements to the privately owned, publicly accessible park located in the commercial portion of West Grove Retail Development – Entertainment Properties 360, LLC (\$2,000,000)

To learn more about any project or promotional and community event grants, visit McKinneyCDC.org.

26 clicks



Sep 4



47 clicks

City of McKinney Social Media

- **Four posts across four channels**
 - 32,381 total impressions
 - 813 total engagements
- **Audience:**
 - **Facebook:** 53,000 followers
 - **Instagram:** 30,200 followers
 - **X:** 20,000 followers
 - **LinkedIn:** 17,000 followers

Date	Channel	Item	Results
July 25	Instagram Facebook		Instagram: 5,442 Views Instagram Engagements: 150 101 Likes 2 Comments 34 Shares 13 Saves Facebook: 1,084 Views Facebook Engagements: 38 12 Reactions 2 Comments 24 Post Clicks
Aug 22	Instagram		4,297 Views Total Engagements: 258 152 Likes 3 Comments 78 Shares 25 Saves

Sept 3

[Facebook](#)
[LinkedIn](#)
[X](#)



Facebook: 4,501 Views
Facebook: 47 Engagements

6 Reactions
2 Comments
10 Shares
29 Post Clicks

LinkedIn: 747 Views
LinkedIn: 20 Engagements
13 Reactions
7 Post Clicks

X: 572 Views
X: 12 Engagements
1 Like
11 Post Clicks

Sept 29

[Instagram](#)



14,201 Views

Total Engagements: 280
214 Likes
14 Comments
38 Shares
14 Saves



Return on **IMPACT**

Business: McKinney Community Development Corporation

Order Timeframe: November 2025



NEWSLETTER BANNER DELIVERABLES

AT A GLANCE

7,508

TOTAL SUBSCRIBERS

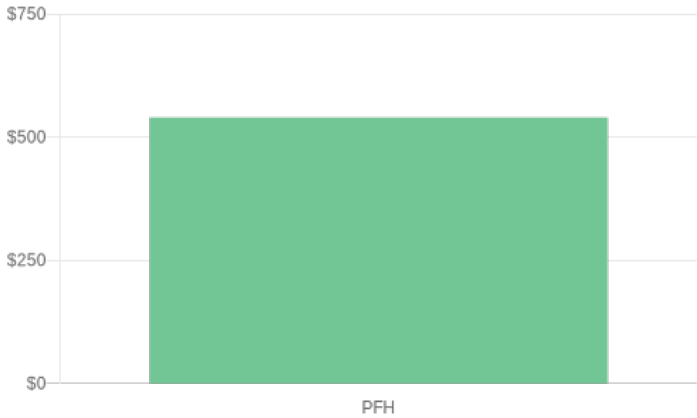
37,540

TOTAL REACH

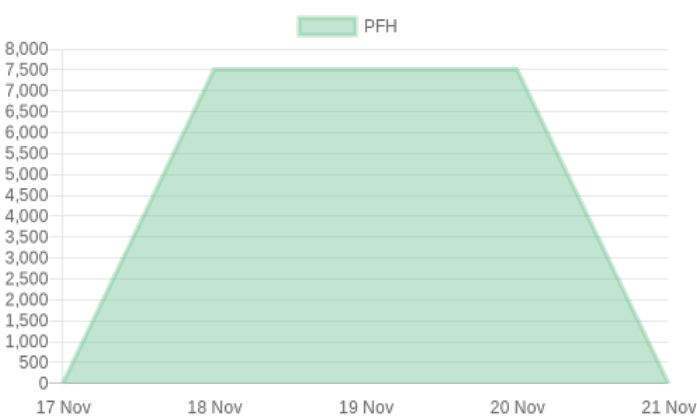
44%

AVG. OPEN RATE

INVESTMENT



IN INBOXES



AUSTIN DETAILS

Market	Artwork Ref #	Running	Investment	Subscribers	Reach	Impressions	Open Rate
PFH	1.1	11/17/25 - 11/21/25	\$540	7,508	37,540	16,585	44%



AD AND STORY GLOSSARY

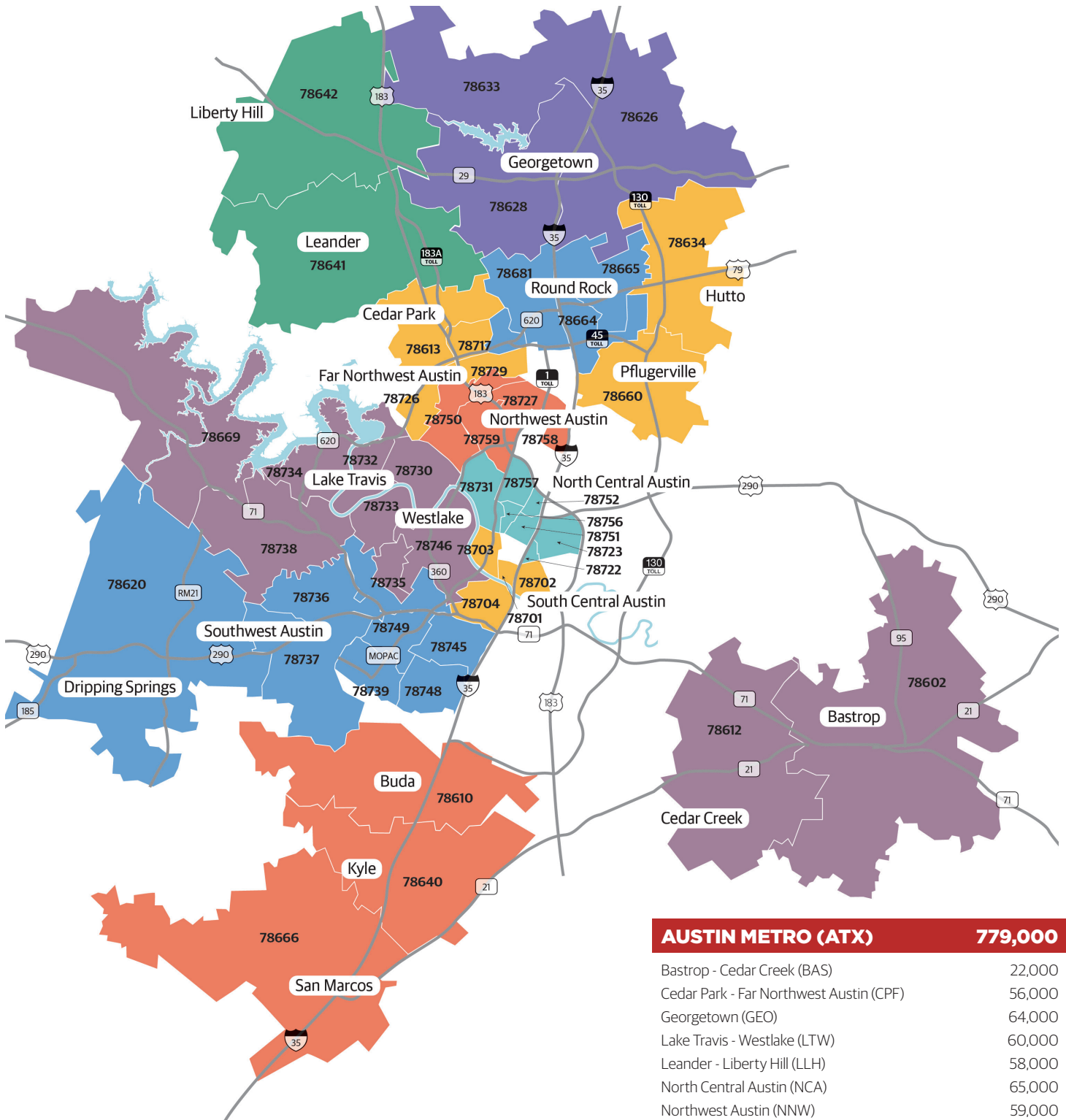
NEWSLETTER BANNER ADS

1.1





AUSTIN



AUSTIN METRO (ATX)

779,000

Bastrop - Cedar Creek (BAS)	22,000
Cedar Park - Far Northwest Austin (CPF)	56,000
Georgetown (GEO)	64,000
Lake Travis - Westlake (LTW)	60,000
Leander - Liberty Hill (LLH)	58,000
North Central Austin (NCA)	65,000
Northwest Austin (NNW)	59,000
Pflugerville - Hutto (PFH)	65,000
Round Rock (RRK)	73,000
San Marcos - Buda - Kyle (SBK)	85,000
South Central Austin (SCA)	68,000
Southwest Austin - Dripping Springs (SWA)	104,000

ATX 779,000 | DTX 558,000 | HTX 1,048,000 | SATX 187,000

COMMUNITYIMPACT.COM

11.05.25