

MARKETING UPDATE
FEBRUARY 2024

FOLLOWER COUNT

2540
 1442
 971

AT A GLANCE

Cynt Marshall (She/Her) • 2nd
Chief Executive Officer at Dallas Mavericks

Thank you so much for such a wonderful event. Y'all are doing great things in McKinney and I was honored to be included in your program. There's a great spirit and lots of hard work on display in McKinney! 🙌

Like · 3 | Reply

Impressions	Views	Clicks	CTR	Reactions
940	664	45	4.79%	32
1,827	-	905	49.53%	92

BISNOW

30% increase in web traffic



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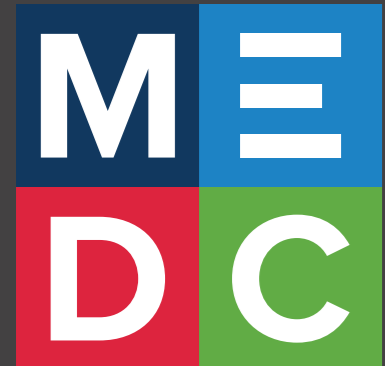
PROJECT VIBES Announcement Overview

- Fantastic Joint Effort w/ City Team
- 38 Individual articles...and counting
- 70/30 split feedback
- FAQ Section and Contact coming

An aerial night view of the Sunset Amphitheater in McKinney, Texas. The building is illuminated with warm lights, and fireworks are exploding in the dark sky above. The 'NOTES LIVE' logo is visible on the right side of the building.

**NOTES LIVE UNVEILS
SUNSET AMPHITHEATER
IN MCKINNEY, TX**

Delivering a state-of-the-art, 20,000 seat outdoor
music venue anticipated to open in 2026



MARKETING UPDATE
FEBURARY 2024

PLUG & PLAY SELECTION DAY



BUSINESS CREATIVE EDUCATION IMPACT INVENTION STARTUP

Plug and Play's Triple Launch in Frisco and McKinney Aims to Boost North Texas as 'Global Innovation and Technology Leader'

The global innovation platform is kicking off its SportsTech, FinTech, and Enterprise & AI hubs in Frisco and McKinney with a splashy two-city, day-long event on March 26.

