



## Marketing Report: August 2025

### Participation in Marketing/Networking & Community Events

*(Since July 24 Board meeting)*

- Grant and Sponsored events: Chamber/EDC District 121 Update, McKinney Police Academy Poker Tournament, Shop for a Cause (Volunteer McKinney), ManeGait Steel Beam Signing, NeighborHub Project Tour
- Other outreach event: Delta Black Event, MISD New Teacher Event, Main Street Merchants, Sheraton McKinney Welcome Event, Lower Plaza Public Meeting, Shared Spaces Community Meeting (homelessness)

### Press, Social Mentions, Tags, Shares

- Press: Airport, Sunset Amphitheater, JW Marriott, Cannon Beach
- Social mentions: Chestnut Square, Sunset Amphitheater, Volunteer McKinney, City of McKinney, Dia de los Muertos, McKinney Public Library

### Website Metrics

July sessions remained level with top pages viewed being About Us and Grants. Spikes for website visits correlate to posts related to Red White & Boom, JW Marriott, Airport, Project Grants, and July 4.

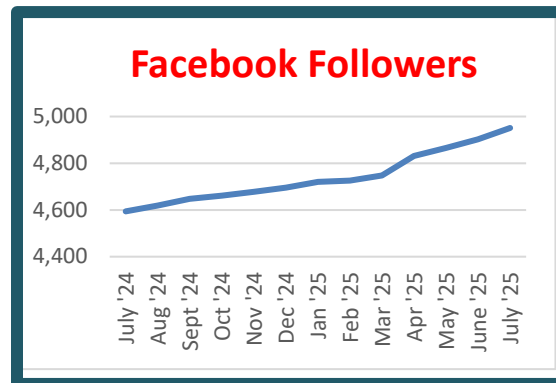


REFERRALS	
City of McKinney	32
MEDC	15
GrantWatch	4
Community Impact	3

Mobile Traffic	Users	Percent of Total
Desktop	428	65.14%
Mobile	224	34.09%
Tablet	4	0.61%
Smart TV	1	0.15%

# Facebook

For Facebook, follower increased by 48. Top posts were related to JW Marriott, EA Randles, Airport, Trader Joes, TUPPS, and MCDC projects. As we continue to decrease our efforts on X, we will no longer be compiling monthly reports for that platform.



<p>McKinney Community ... Wed 7/16/2025 8:24 am CDT</p> <p>McKinney is "on the grow!" Thanks to PaperCity Dallas for highlighting the exciting momentum happening in ou...</p> <p>One of The Fastest-Growing Citi...</p> <p>Total Engagements 1,191</p> <p>Reactions 90</p> <p>Comments 60</p> <p>Shares 16</p> <p>Post Link Clicks 391</p> <p>Other Post Clicks 634</p>	<p>McKinney Community ... Sat 7/12/2025 1:53 pm CDT</p> <p>It's National Parks and Rec Month, and there's no better way to celebrate than with the opening of a new park. Over...</p> <p>E.A. RANDES PARK 3340 ARH LANE</p> <p>Total Engagements 559</p> <p>Reactions 188</p> <p>Comments 29</p> <p>Shares 10</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 332</p>	<p>McKinney Community ... Fri 7/18/2025 2:15 pm CDT</p> <p>MCDC proudly joined city leaders and partners to celebrate the groundbreaking of a new passenger...</p> <p>Total Engagements 253</p> <p>Reactions 62</p> <p>Comments 6</p> <p>Shares 2</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 183</p>	<p>McKinney Community ... Fri 7/25/2025 11:30 am CDT</p> <p>A second Trader Joe's is coming to West McKinney. Why is MCDC excited about it? History shows that where...</p> <p>Total Engagements 88</p> <p>Reactions 10</p> <p>Comments 5</p> <p>Shares 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 73</p>	<p>McKinney Community ... Tue 7/15/2025 4:02 pm CDT</p> <p>We love our partnership with TUPPS Brewery and enjoy seeing all the exciting things happening east of...</p> <p>Total Engagements 73</p> <p>Reactions 11</p> <p>Comments 0</p> <p>Shares 1</p> <p>Post Link Clicks 14</p> <p>Other Post Clicks 47</p>
<p>McKinney Community ... Fri 7/25/2025 9:18 am CDT</p> <p>Paddle, play, splash, and move - there's so much to do in McKinney Parks! Adventure awaits, thanks in par...</p> <p>Moments made possible by MCDC Project Grants</p> <p>Total Engagements 60</p> <p>Reactions 47</p> <p>Comments 4</p> <p>Shares 9</p>	<p>McKinney Community ... Mon 7/14/2025 2:22 pm CDT</p> <p>Celebrate National Ice Cream Month by supporting two local gems: Dixie's Store at Chestnut Square Heritage...</p> <p>Total Engagements 43</p> <p>Reactions 15</p> <p>Comments 3</p> <p>Shares 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 24</p>	<p>McKinney Community ... Wed 7/2/2025 2:26 pm CDT</p> <p>Looking for plans after the Red, White, and BOOM! parade? Head to TUPPS Brewery for lunch, live music, and...</p> <p>Total Engagements 35</p> <p>Reactions 5</p> <p>Comments 0</p> <p>Shares 4</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 26</p>	<p>McKinney Community ... Wed 7/9/2025 8:05 am CDT</p> <p>Come hear the vision, progress, and ne: all-new Sunset Amphitheater coming to Residents will have a chance to ask que</p> <p>SUNSET AMPHITHEATER AT MCKINNEY PUBLIC MEETING</p> <p>Total Engagements 14</p> <p>Reactions 7</p> <p>Comments 0</p> <p>Shares 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 7</p>	<p>McKinney Community ... Tue 7/22/2025 10:25 am CDT</p> <p>Opening this weekend at McKinney Repertory Theatre! Get ready for laughs, love, and a lot of stairs in...</p> <p>Total Engagements 13</p> <p>Reactions 5</p> <p>Comments 1</p> <p>Shares 0</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 6</p>