



## Marketing Report: March 2025

### Participation in Marketing/Networking & Community Events

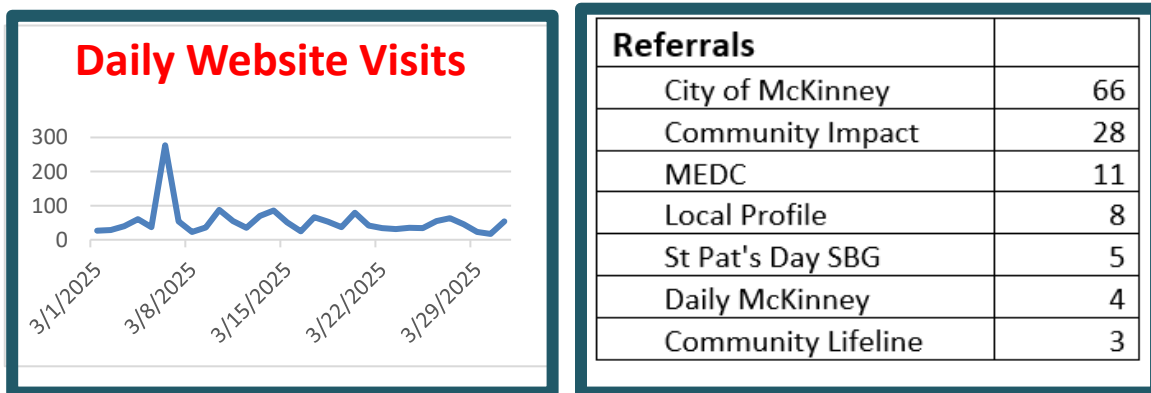
- Grant and Sponsored events: Collin College Stetson & Stiletto, NAREB Wealth-Building Community Leaders pre-event, Meals on Wheels Gala, Boys & Girls Gala Kickoff
- Other outreach event: Main Street Merchants, McKinney Front Porch, Links, Chamber Development Update, Chamber CEO Series, Denizen Hotel Ribbon-Cutting

### Press, Social Mentions, Tags, Shares

- Press: Project Grants (Community Impact, StarLocal), Retail Grants (Star Local), Hugs (Community Impact, StarLocal, Dallas Morning News)
- Social mentions: McKinney Parks Foundation, Chestnut Square, Hugs, Chestnut Square, Volunteer McKinney, Rhythm & Blues Picnic, McKinney Asian Festival, McKinney Repertory Theatre

### Website Analytics

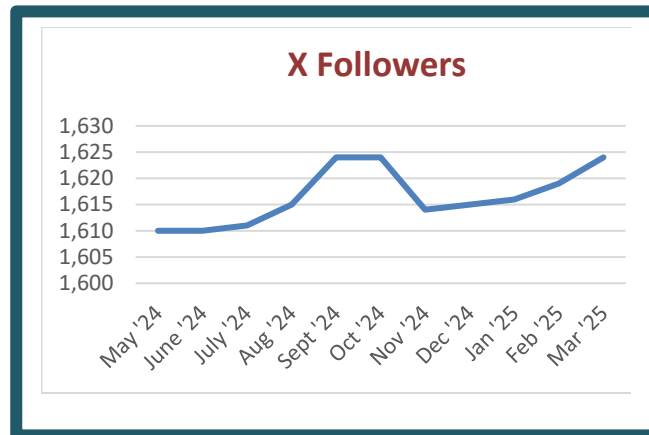
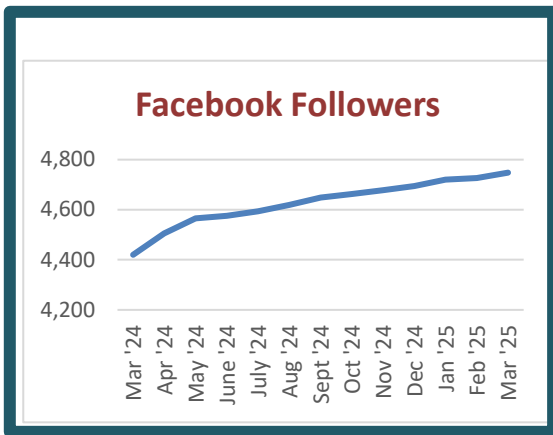
March sessions and views remained fairly constant, with top pages viewed being Grants, About Us, and Community Impact. Spikes for website visits correlate to posts regarding Spring Events, Asian Festival, Cannon Beach, Pie Tap, Hugs, and grant applications.













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

Mobile Traffic	Users	Percent of Total
Desktop	691	66.60%
Mobile	337	32.50%
Tablet	10	1.00%


# Social Media: Facebook and X



For **Facebook**, follower increased by 22. Top posts were related to Spring events, Asian Festival, and grants awarded.

<p><b>McKinney Community ...</b> Mon 3/10/2025 4:23 pm CDT</p> <p>Spring is just around the corner, and so are some incredible MCDC grant-funded events! Get ready for a season...</p>  <p><b>Total Engagements</b> 204</p> <p><b>Reactions</b> 18</p> <p><b>Comments</b> 2</p> <p><b>Shares</b> 3</p> <p><b>Post Link Clicks</b> 11</p> <p><b>Other Post Clicks</b> 170</p>	<p><b>McKinney Community ...</b> Sun 3/30/2025 2:57 pm CDT</p> <p>This Saturday at Dr. Glenn Mitchell Park, enjoy the McKinney Asian Festival! Explore delicious street food...</p>  <p><b>Total Engagements</b> 35</p> <p><b>Reactions</b> 3</p> <p><b>Comments</b> 0</p> <p><b>Shares</b> 1</p> <p><b>Post Link Clicks</b> —</p> <p><b>Other Post Clicks</b> 31</p>	<p><b>McKinney Community ...</b> Wed 3/19/2025 8:17 am CDT</p> <p>Join the Art Club of McKinney, TX this Saturday for the Opening Night of the 2025 Spring Show at TUPPS Brewery!</p>  <p><b>Total Engagements</b> 14</p> <p><b>Reactions</b> 6</p> <p><b>Comments</b> 2</p> <p><b>Shares</b> 1</p> <p><b>Post Link Clicks</b> —</p> <p><b>Other Post Clicks</b> 5</p>	<p><b>McKinney Community ...</b> Mon 3/17/2025 9:54 am CDT</p> <p>Enhancing quality of life in McKinney -- it's what we do! MCDC is excited to bring new and unique projects to...</p>  <p><b>Total Engagements</b> 13</p> <p><b>Reactions</b> 2</p> <p><b>Comments</b> 0</p> <p><b>Shares</b> 0</p> <p><b>Post Link Clicks</b> 9</p> <p><b>Other Post Clicks</b> 2</p>	<p><b>McKinney Community ...</b> Wed 3/12/2025 11:41 am CDT</p> <p>This weekend, join the Collin County Master Gardeners for The Garden Show at Myers Park &amp; Event Center i...</p>  <p><b>Total Engagements</b> 9</p> <p><b>Reactions</b> 4</p> <p><b>Comments</b> 0</p> <p><b>Shares</b> 1</p> <p><b>Post Link Clicks</b> 1</p> <p><b>Other Post Clicks</b> 3</p>
<p><b>McKinney Community ...</b> Wed 3/5/2025 7:29 pm CST</p> <p>We're excited! Pie Tap is coming to Dist worth/mckinney/dining/2025/03/03/pie fbclid=hwY2xjaw1q_ZleHRuA2FibQxMK</p>  <p><b>Total Engagements</b> 7</p> <p><b>Reactions</b> 1</p> <p><b>Comments</b> 0</p> <p><b>Shares</b> 0</p> <p><b>Post Link Clicks</b> 5</p> <p><b>Other Post Clicks</b> 1</p>	<p><b>McKinney Community ...</b> Mon 3/31/2025 4:11 pm CDT</p> <p>Annual event celebrating our community and green...</p>  <p><b>Total Engagements</b> 5</p> <p><b>Reactions</b> 2</p> <p><b>Comments</b> 0</p> <p><b>Shares</b> 0</p> <p><b>Post Link Clicks</b> —</p> <p><b>Other Post Clicks</b> 3</p>	<p><b>McKinney Community ...</b> Wed 3/26/2025 8:40 am CDT</p> <p>Have you had your Hugs today? Since 2020, MCDC has proudly partnered with Hugs Café and Hugs Greenhouse...</p>  <p><b>Total Engagements</b> 3</p> <p><b>Reactions</b> 0</p> <p><b>Comments</b> 0</p> <p><b>Shares</b> 0</p> <p><b>Post Link Clicks</b> 2</p> <p><b>Other Post Clicks</b> 1</p>	<p><b>McKinney Community ...</b> Thu 3/20/2025 6:23 pm CDT</p> <p>MCDC is now accepting project grant applications. Deadline is Monday, Marc 31 at 5:00 PM. These grants are made...</p>  <p><b>Total Engagements</b> 3</p> <p><b>Reactions</b> 1</p> <p><b>Comments</b> 0</p> <p><b>Shares</b> 0</p> <p><b>Post Link Clicks</b> 1</p> <p><b>Other Post Clicks</b> 1</p>	<p><b>McKinney Community ...</b> Mon 3/10/2025 10:05 am CDT</p> <p>Put on your green and get ready to sip and stroll through Downtown McKinney at the St. Pat's Beer Walk!</p>  <p><b>Total Engagements</b> 3</p> <p><b>Reactions</b> 2</p> <p><b>Comments</b> 0</p> <p><b>Shares</b> 0</p> <p><b>Post Link Clicks</b> 1</p> <p><b>Other Post Clicks</b> 0</p>

For X, followship remains low with little engagement.




@mckinneycdc

Mon 3/3/2025 5:34 pm CST

[youtu.be/ sDnFAZLgnc](https://youtu.be/sDnFAZLgnc)

MCDC is accepting project grant applications. Deadline is Monday, March 31, 5:00 PM. Grants are made possible by a


Total Engagements	4
Likes	0
@Replies	0
Reposts	1
Post Link Clicks	2
Other Post Clicks	1
Other Engagements	0




@mckinneycdc

Fri 3/7/2025 4:35 pm CST

Rain or shine... Don't miss the market Saturday!



Total Engagements	3
Likes	1
@Replies	0
Reposts	0
Post Link Clicks	—
Other Post Clicks	2
Other Engagements	0




@mckinneycdc

Wed 3/5/2025 7:29 pm CST

We're excited! Pie Tap is coming to District 121!

[communityimpact.com/dal/fort-wo...](https://communityimpact.com/dal/fort-wo...)


Total Engagements	2
Likes	1
@Replies	0
Reposts	0
Post Link Clicks	1
Other Post Clicks	0
Other Engagements	0



@mckinneycdc

Thu 3/20/2025 6:23 pm CDT

MCDC is now accepting project grant applications. Deadline is Monday, March 31 at 5:00 PM. These grants ar...



Total Engagements	1
Likes	0
@Replies	0
Reposts	1
Post Link Clicks	0
Other Post Clicks	0
Other Engagements	0