



## Marketing Report: February 2026

### Participation in Marketing/Networking & Community Events

*(Since January 22 Board meeting)*

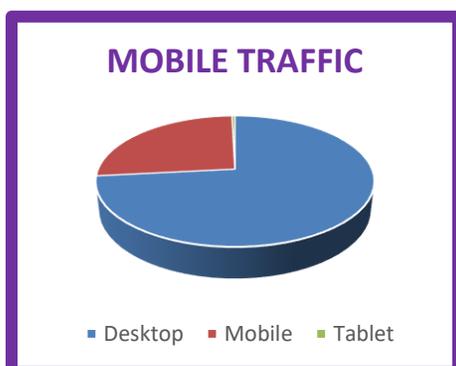
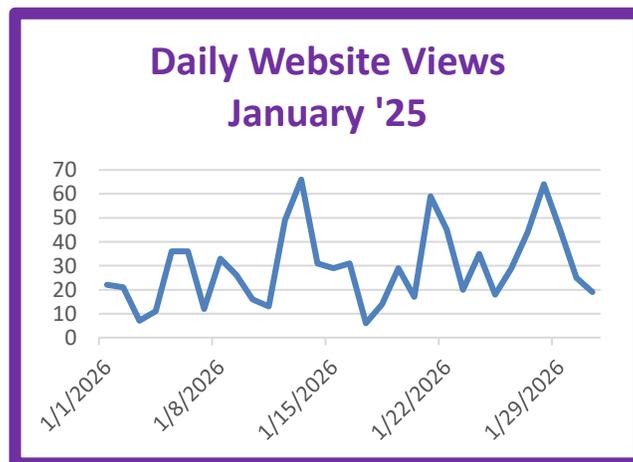
- Grant and Sponsored events: Boys & Girls Club Great Futures Event, McKinney Community Awards,
- Other outreach event: State of the Chamber Annual Meeting, Chamber Development Update, Community Impact InCider Hour, ICSC Conference in San Antonio, Legacy Neighborhood BHM event

### Press, Social Mentions, Tags, Shares

- Press: Promo Grants Awarded (StarLocal, Community Impact, Courier Gazette); Affordable Housing Summit (StarLocal, Texas Housing)
- Social mentions: McKinney Parks & Rec, Chestnut Square, City of McKinney, McKinney Repertory Theater, Collin County History Museum

### Website Metrics

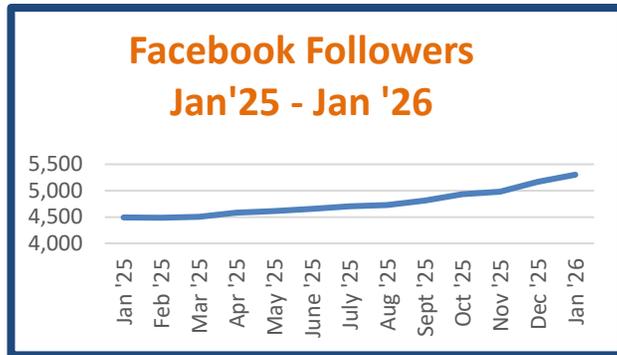
January sessions continued to show significant increase over 2024. Top pages viewed being Calendar and Grants. Spikes for website visits correlate to posts related to Affordable Housing Summit, Farmers Market, TUPPSY, and January 22 Board Meeting Update.



REFERRALS	
City of McKinney	19
MEDC	15
Community Impact	6
ChatGPT	4
Grant Watch	3

# Facebook

For Facebook, followship increased to 5,302. Once again, we achieved record-breaking views, reach and engagements with a number of posts: MillHouse post (over 8000 views and over 200 engagements); several posts had views of over 2,000 (Shop Small, Affordable Housing Summit, About MCDC, Heard Museum); and several had views of over 1,000 (Board Meeting Update, Half Marathon, Master Gardeners workshop). Total engagements for the month were 3,624.



Date	Views	Average Reach per Post	Engagements	Engagement Rate (per View)
Sat 1/31/2026 11:17 am CST	237	161	6	2.5%
Fri 1/30/2026 12:47 pm CST	818	601	13	1.6%
Fri 1/30/2026 11:31 am CST	2,214	1,166	59	2.7%
Wed 1/28/2026 10:56 am CST	2,310	1,398	33	1.4%
Mon 1/26/2026 8:49 am CST	628	465	18	2.9%

Date	Views	Average Reach per Post	Engagements	Engagement Rate (per View)
Sat 1/24/2026 11:40 am CST	203	154	11	5.4%
Sat 1/24/2026 11:20 am CST	0	10	0	—
Fri 1/23/2026 10:02 am CST	824	589	25	3%
Thu 1/22/2026 6:46 am CST	264	166	4	1.5%
Wed 1/21/2026 6:43 pm CST	1,194	716	29	2.4%

McKinney Commun...  
Wed 1/21/2026 12:00 am CST

Tiny Doors are turning two. Head to Downtown McKinney at MPAC this Saturday, January 24 at 2 PM for a fun...



Views	1,177
Average Reach per Post	713
Engagements	24
Engagement Rate (per View)	2%

McKinney Commun...  
Mon 1/19/2026 2:43 pm CST

Registration is now open for the inaugural McKinney Historic Half. Join us for a memorable race through...



Views	1,466
Average Reach per Post	912
Engagements	16
Engagement Rate (per View)	1.1%

McKinney Commun...  
Thu 1/15/2026 1:46 pm CST

This Saturday, January 17, head to Myers Park for a hands-on Edible Gardening Workshop with the Collin...



Views	369
Average Reach per Post	217
Engagements	5
Engagement Rate (per View)	1.4%

McKinney Commun...  
Tue 1/13/2026 9:57 am CST

MCDC supports projects that strengthen local businesses, enhance public spaces, and contribute to a hig...



Views	2,103
Average Reach per Post	1,225
Engagements	37
Engagement Rate (per View)	1.8%

McKinney Commun...  
Sun 1/11/2026 2:03 pm CST

Grow your gardening skills this season  
Purchase your tickets for the Collin...



Views	1,380
Average Reach per Post	731
Engagements	16
Engagement Rate (per View)	1.2%

McKinney Commun...  
Fri 1/9/2026 12:42 pm CST

Tomorrow morning is all about local. Start your day at the Chestnut Square Farmers Market at 9 a.m., then head t...



Views	8,077
Average Reach per Post	5,925
Engagements	221
Engagement Rate (per View)	2.7%

McKinney Commun...  
Wed 1/7/2026 9:27 am CST

The McKinney Bridal Show returns to the McKinney Performing Arts Center with 45 top wedding vendors and...



Views	642
Average Reach per Post	359
Engagements	26
Engagement Rate (per View)	4%

McKinney Commun...  
Mon 1/5/2026 9:09 am CST

Step into a world of discovery at Dinosaurs Live at the Heard Natural Science Museum & Wildlife Sanctuary...



Views	2,770
Average Reach per Post	1,895
Engagements	29
Engagement Rate (per View)	1%

McKinney Commun...  
Sat 1/3/2026 8:10 am CST

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



Views	636
Average Reach per Post	380
Engagements	21
Engagement Rate (per View)	3.3%

McKinney Commun...  
Thu 1/1/2026 6:54 am CST



Views	354
Average Reach per Post	199
Engagements	3
Engagement Rate (per View)	0.8%