

JULY 2026



WEBSITE

Active Users: 39,000

New Users: 36,000

Views: 81,000

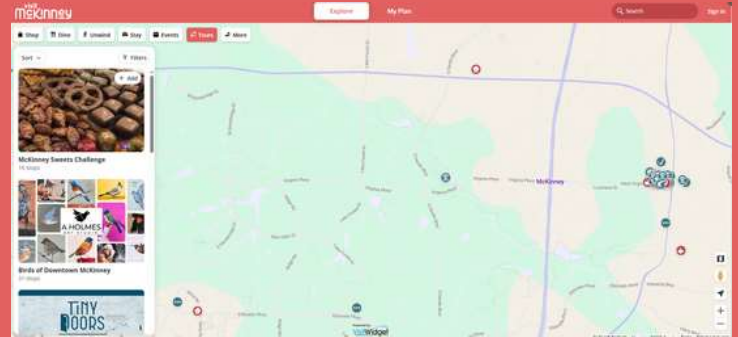
Engagement Time: 39 seconds

Top Pages Visited:

1. Events
2. Red White& Boom
3. Welcome
4. Restaurants
5. Cannon Beach



VISIT WIDGET



Total Users: 3,848

Pageviews: 33,915

Top Visits:

1. America 250 Scavenger Hunt
2. Tiny Doors
3. Residential Walking Tour

SOCIAL MEDIA

Facebook Impressions: 579,988

Facebook Engagement Rate: 2.5%

Instagram Views: 429,190

Instagram Engagement rate: 2.1%

LinkedIn Impressions: 6,921

LinkedIn Engagement Rate: 14.6%

Most Engaging Post: DCI McKinney

Top Posts



EMAIL MARKETING

- 9 campaigns reached over 7,144 recipients.
- Average open rate: 53.1%

EARNED MEDIA

Three pitches earned six placements.

- DCI McKinney
 - [Star Local Media](#)
 - [Local Profile](#)
 - North Texas E-News
- America 250 Scavenger Hunt
 - [Local Profile](#)
- McKinney Historic Half
 - [North Texas E-News](#)
 - [Star Local Media](#)

JUNE 2026



WEBSITE

Active Users: 34,000

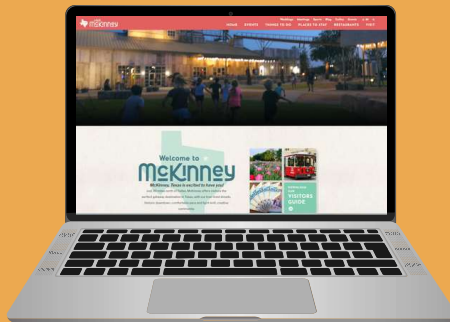
New Users: 32,000

Views: 72,000

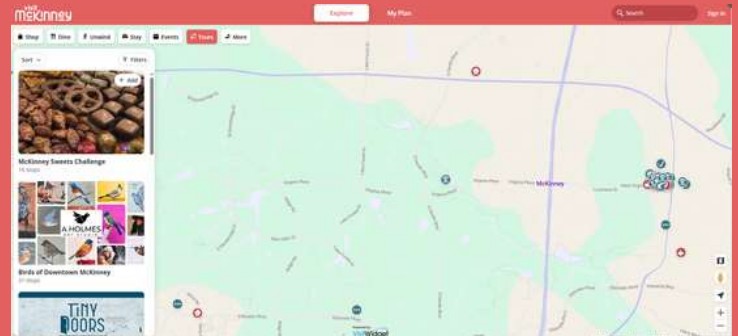
Engagement Time: 38 seconds

Top Pages Visited:

1. Events
2. Restaurants
3. Home
4. Welcome
5. TMR



VISIT WIDGET



Total Users: 2,500

Pageviews: 15,885

Top Visits:

1. Tiny Doors
2. America 250 Scavenger Hunt
3. Murals of McKinney

SOCIAL MEDIA

Facebook Impressions: 463,314

Facebook Engagement Rate: 2.5%

Instagram Impressions: 440,868

Instagram Engagement rate: .9%

LinkedIn Impressions: 7,311

LinkedIn Engagement Rate: 14.3%

Most Engaging Post: Turkey Teaser

Top Posts



EMAIL MARKETING

- 15 campaigns reached over 12,000 recipients.
- Average open rate: 49.6%

EARNED MEDIA

Two pitches earned three placements.

- Summer of Soccer – SEEKAR
 - [WFAA](#)
- Summer of Soccer
 - Local Profile
 - Community Impact