



## Marketing Report: April 2026

### Participation in Marketing/Networking & Community Events

*(Since March 26 Board meeting)*

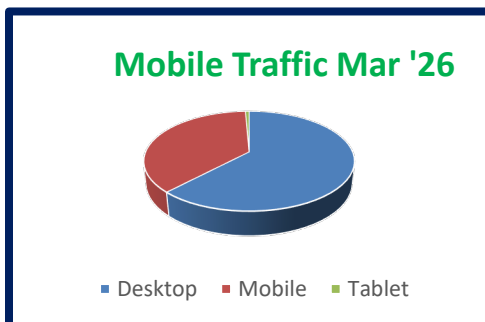
- Grant and Sponsored events: Heard-Craig Masquerade Ball, LoveLife Leave Your Hat On, Volunteer McKinney, Spirit Awards, McKinney Chamber Development Update, Arts in Bloom, Children’s Advocacy Gala, LifePath’s Celebrate to Elevate event, McKinney Affordable Housing Summit, Samaritan Inn’s Inn Bloom luncheon, CommonGood Medical benefit, SERVE MCKINNEY
- Other outreach events: Tour of Hall Library renovations, Tour of TPC renovations, Senior Center “About MCDC” presentation (April 1 – Linda), MillHouse lunch presentation (April 14 - Deborah), MillHouse lunch presentation (April 15 - Cindy)

### Press, Social Mentions, Tags, Shares

- Press: Affordable Housing Summit (StarLocal, CI, DallasNews), Arts in Bloom (CI)
- Social mentions/tags: Habitat for Humanity, Knight Development, McKinney Chamber of Commerce, Empty Bowls, McKinney Rotary Club, R&B Festival, McKinney Parks, Visit McKinney, City of McKinney, Volunteer McKinney, Chestnut Square, Art Club of McKinney, CommonGood Medical, MillHouse Foundation, NAREB, Heard-Craig Center for the Arts, Community Impact, DallasNews

### Website Metrics

March sessions continued to show gradual increase over 2025. Top pages viewed being Calendar, Grants, and Quality of Life. Spikes for website visits correlate to posts related to project grants, Arts in Bloom, and weekend events.



Referrals	
City of McKinney	39
MEDC	15
ChatGPT	5
SBG	5
GrantWatch	2

# Facebook

For Facebook, followship increased to 5,441. Top posts included McKinney Half Marathon, weekend event posts, and project applications.



**McKinney Community ...**  
Tue 3/10/2026 8:34 am PDT

Weekend plans? Spend it in McKinney. Explore events happening across our community, supported through MCD...

Engagements	343
Reactions	24
Comments	3
Shares	12
Post Link Clicks	25
Other Post Clicks	279

**McKinney Community ...**  
Wed 3/4/2026 6:09 am PST

The Small Business Silos Grand Celebration & Ribbon Cutting is happening March 7. Head to the...

Engagements	237
Reactions	58
Comments	4
Shares	9
Post Link Clicks	30
Other Post Clicks	136

**McKinney Community ...**  
Tue 3/31/2026 8:38 am PDT

Spring is here, and so are some incredible MCDC grant-funded events, a season filled with art and commun...

Engagements	189
Reactions	34
Comments	6
Shares	8
Post Link Clicks	3
Other Post Clicks	138

**McKinney Community ...**  
Mon 3/23/2026 9:49 am PDT

MCDC is excited for the McKinney Historic Half. Our partners at Chestnut Square have extended Farmers Marke...

Engagements	137
Reactions	40
Comments	3
Shares	7
Post Link Clicks	—
Other Post Clicks	87

**McKinney Community ...**  
Tue 3/17/2026 8:31 am PDT

Last call to register for the inaugural McKinney Historic Half! Choose from the Half Marathon, 5K, or Kid's 100M...

Engagements	119
Reactions	14
Comments	1
Shares	1
Post Link Clicks	33
Other Post Clicks	70

**McKinney Community ...**  
Thu 3/5/2026 11:16 am PST

Only 23 days away. The inaugural McKinney Historic Half takes place March 28...

Engagements	98
Reactions	16
Comments	0
Shares	3
Post Link Clicks	15
Other Post Clicks	64

**McKinney Community ...**  
Mon 3/2/2026 9:39 am PST

McKinney CDC, TX | Official We...

Engagements	81
Reactions	1
Comments	0
Shares	2
Post Link Clicks	70
Other Post Clicks	8

**McKinney Community ...**  
Fri 3/27/2026 11:19 am PDT

Here's a quick recap of highlights from the March 26 MCDC Board Meeting: ...

Engagements	60
Reactions	18
Comments	1
Shares	4
Post Link Clicks	1
Other Post Clicks	36

**McKinney Community ...**  
Wed 3/18/2026 6:52 am PDT

MCDC is now accepting project grant applications. Deadline is Tuesday, March 2 at 5:00 PM. These grants are made poss...

Engagements	51
Reactions	11
Comments	1
Shares	1
Post Link Clicks	8
Other Post Clicks	30

**McKinney Community ...**  
Fri 3/20/2026 11:35 am PDT

McKinney CDC, TX | Official We...

Engagements	49
Reactions	11
Comments	4
Shares	12
Post Link Clicks	—
Other Post Clicks	22