Marketing Report: September 2025

Participation in Marketing/Networking & Community Events

(Since Aug 28 Board meeting)

- Grant and Sponsored events: LifePath Ribbon Cutting, Direction 61:3 House Ground-Breaking, Project Care: Teens Can Build, ManeGait Beacon Rising, Chestnut Square Farm to Table, Love McKinney
- Other outreach event: Chamber WAM Conference

Press, Social Mentions, Tags, Shares

- Press: Airport, Grants Awarded, Chestnut Square
- Social mentions: Chestnut Square, Volunteer McKinney, City of McKinney, Dia de los Muertos, McKinney Repertory Theater, Direction 61:3, Visit McKinney

Website Metrics

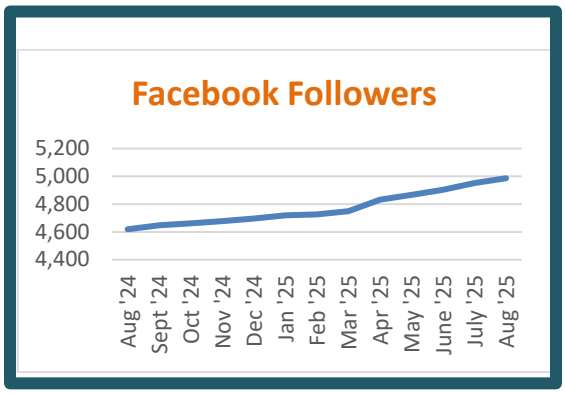
July sessions remained level with top pages viewed being Grants, About Us, and Calendar. Spikes for website visits correlate to posts related to SoTENN, Hub121/District 121, MRT Barefoot in the Park, Cultural Events, and TUPPS Splash Bash.

REFERRALS	
City of McKinney	47
MEDC	13
ChatGPT	6
Community Lifeline	4

Mobile Traffic	Users	Percent of Total
Desktop	758	77.90%
Mobile	201	20.70%
Tablet	14	1.40%

Facebook

For Facebook, follower **increased by 35.** Top posts were related to SoTENN (595 engaged!), Rise and Shop, and Cultural Events.



McKinney Community ...
Tue 8/26/2025 3:06 pm CDT

This Friday, head to the SoTenn Block Party and Night Market in Downtown McKinney. Enjoy live music, food...

Total Engagements	595
Reactions	49
Comments	21
Shares	10
Post Link Clicks	127
Other Post Clicks	388

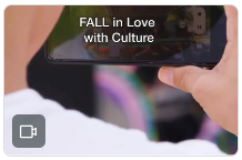
McKinney Community ...
Fri 8/15/2025 11:04 am CDT

Shop. Sip. Shine. It's all happening in Historic Downtown McKinney! Kick off Saturday, August 16, with Rise n' Sho...

Total Engagements	25
Reactions	8
Comments	0
Shares	6
Post Link Clicks	—
Other Post Clicks	11

McKinney Community ...
Fri 8/22/2025 8:31 am CDT

It's time to FALL in love with culture! McKinney shines brighter thanks to MCDC-supported events. Be sure to...



Total Engagements	20
Reactions	10
Comments	1
Shares	9

McKinney Community ...
Sat 8/30/2025 7:40 am CDT

Rise and shine, McKinney! It's Farmers Market day at Chestnut Square. Shop local, eat fresh, and enjoy a fun...

Total Engagements	19
Reactions	4
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	15

McKinney Community ...
Fri 8/22/2025 1:10 pm CDT

Cool off at SPLASH BASH this Saturday, August 23! From 11 AM–3 PM, the TUPPS Brewery lawn will be...

Total Engagements	17
Reactions	1
Comments	0
Shares	2
Post Link Clicks	—
Other Post Clicks	14

McKinney Community ...
Fri 8/8/2025 1:08 pm CDT

Looking for weekend plans? Make your way to Hub 121 and District 121 for a weekend full of live music! With thre...

Total Engagements	10
Reactions	5
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	5

McKinney Community ...
Thu 8/28/2025 11:01 am CDT

Two great concerts are coming up this weekend at Hub 121 and District 121! Whether you're looking to relax with...

Total Engagements	7
Reactions	2
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	5

McKinney Community ...
Wed 8/13/2025 3:23 pm CDT

Step into a world of ideas and inspiratio the McKinney Literary Fest, happening August 23–24. This two-day, come-and-

Total Engagements	4
Reactions	0
Comments	0
Shares	0
Post Link Clicks	2
Other Post Clicks	2

McKinney Community ...
Thu 8/7/2025 10:10 am CDT

Don't miss your chance to see Barefoot in the Park, a comedy full of charm, chaos, and window ledges. Final sho...

Total Engagements	4
Reactions	2
Comments	0
Shares	1
Post Link Clicks	—
Other Post Clicks	1

McKinney Community ...
Tue 8/19/2025 10:52 am CDT

Discover new voices and celebrate the p of storytelling at the McKinney Literary August 23–24. Enjoy two days filled wit

Total Engagements	3
Reactions	1
Comments	0
Shares	0
Post Link Clicks	—
Other Post Clicks	2