# Marketing Report: July 2026

## Participation in Marketing/Networking & Community Events

***(Since June 25 Board meeting)***

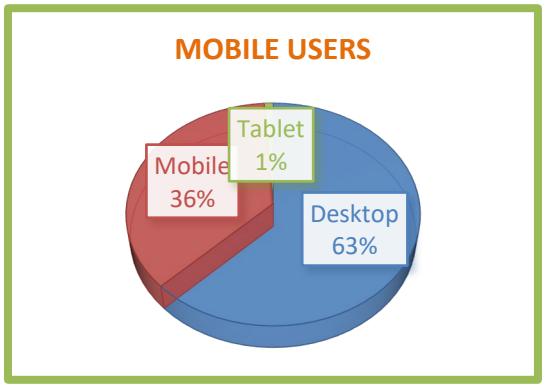
- Grant and Sponsored events: Hugs Grand Opening and pre-events, Summer of Soccer at TUPPS, 4th of July Parade and Block Party, RED WHITE & BOOM,

## Press, Social Mentions, Tags, Shares

- Press: Airport (Community Impact, North Dallas Gazette, Courier Gazette, Community Impact), Hugs (WFAA, Community Impact, Courier Gazette, Dallas Morning News, McKinney Weekly, Local Profile), Hub 121 (McKinney Weekly), TUPPS Silo Fields of Fidelis (Community Impact)
- Social mentions: TMR, MillHouse, ManeGait, McKinney Lions Club, Visit McKinney, Chestnut Square, Hugs

## Website Metrics

June sessions continued to show increase over 2025. Top pages viewed were Calendar, Grants, and About Us. Peak daily website visits align with social posts related to Summer of Soccer, Texas Music Revolution, Project Grants, and McKinney National Airport.




**REFERRALS**

| | |
|---|---|
| City of McKinney | 31 |
| MEDC | 14 |
| mcktx.org | 6 |
| askforfunding.com | 3 |

# Facebook

**For Facebook**, followship **increased to 5,884** with top performing posts related to RED WHITE & BOOM, Juneteenth, Texas Music Revolution, Airport/Avelo, Summer of Soccer, and Project Grants.

MCDC McKinney Community ...
Mon 6/29/2026 7:02 am PDT

Celebrate Independence Day at Red, White and BOOM! Join the City of McKinney on July 4 for a hometown...

| | |
|---|---|
| Engagements | 1,323 |
| Reactions | 84 |
| Comments | 32 |
| Shares | 16 |
| Post Link Clicks | 451 |
| Other Post Clicks | 740 |

MCDC McKinney Community ...
Wed 6/10/2026 9:46 am PDT

Join the City of McKinney's Juneteenth Celebration on Saturday, June 13, from 5–10 p.m. at Finch Park. Enjoy an...

| | |
|---|---|
| Engagements | 226 |
| Reactions | 46 |
| Comments | 1 |
| Shares | 7 |
| Post Link Clicks | 45 |
| Other Post Clicks | 127 |

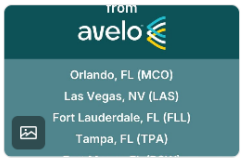
MCDC McKinney Community ...
Thu 6/4/2026 12:12 pm PDT

Looking for weekend plans? Head to the Texas Homegrown Music Stage at McKinney for a weekend of live music...

| | |
|---|---|
| Engagements | 149 |
| Reactions | 27 |
| Comments | 1 |
| Shares | 8 |
| Post Link Clicks | 15 |
| Other Post Clicks | 98 |

MCDC McKinney Community ...
Tue 6/30/2026 8:39 am PDT

Big news! McKinney's first nonstop destinations have been announced. Where will you fly first?




| | |
|---|---|
| Engagements | 92 |
| Reactions | 12 |
| Comments | 1 |
| Shares | 2 |
| Post Link Clicks | 10 |
| Other Post Clicks | 67 |

MCDC McKinney Community ...
Fri 6/12/2026 8:15 am PDT

Join the USA vs. Paraguay Watch Party tonight at TUPPS Brewery at 8 p.m.!...

| | |
|---|---|
| Engagements | 41 |
| Reactions | 9 |
| Comments | 2 |
| Shares | 2 |
| Post Link Clicks | 4 |
| Other Post Clicks | 24 |

MCDC McKinney Community ...
Wed 6/17/2026 11:02 am PDT

MCDC is now accepting project grant applications. Deadline to apply is Tuesday, June 30, at 5:00 PM. These...

| | |
|---|---|
| Engagements | 35 |
| Reactions | 9 |
| Comments | 1 |
| Shares | 5 |
| Post Link Clicks | 9 |
| Other Post Clicks | 11 |

MCDC McKinney Community ...
Mon 6/1/2026 10:48 am PDT

Kick off the summer on June 6 at the McKinney Experience Summer of Soccer Launch Party at TUPPS Brewer...

| | |
|---|---|
| Engagements | 35 |
| Reactions | 8 |
| Comments | 0 |
| Shares | 2 |
| Post Link Clicks | 12 |
| Other Post Clicks | 13 |

MCDC McKinney Community ...
Thu 6/18/2026 10:08 am PDT

Celebrate America 250 at the Collin County History Museum on June 19 from 12:00-4:00 p.m. Enjoy colonial-...

| | |
|---|---|
| Engagements | 32 |
| Reactions | 6 |
| Comments | 2 |
| Shares | 0 |
| Post Link Clicks | — |
| Other Post Clicks | 24 |

MCDC McKinney Community ...
Thu 6/11/2026 9:40 am PDT

Soccer fans, get ready! Join the Fan Zone fun at District 121 with live Global Game matches on the big screen,...

| | |
|---|---|
| Engagements | 26 |
| Reactions | 3 |
| Comments | 0 |
| Shares | 2 |
| Post Link Clicks | 5 |
| Other Post Clicks | 16 |

MCDC McKinney Community ...
Sat 6/6/2026 10:30 am PDT

Step into a world of adventure at Dragon Trails at Heard Natural Science Museum & Wildlife Sanctuary. This...

| | |
|---|---|
| Engagements | 26 |
| Reactions | 6 |
| Comments | 1 |
| Shares | 1 |
| Post Link Clicks | 6 |
| Other Post Clicks | 12 |