



# **McKINNEY NATIONAL AIRPORT (TKI) MARKETING REPORT 2025**

JANUARY 20, 2026

# Marketing Outreach Report



New Brand Identity



Media Performance



Website



Events



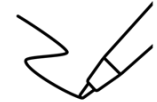
Media Relations



Community Outreach



Social Media



2026 Strategy



New Brand

# New Brand Identity & Positioning

# New TKI Brand

## OUR BRAND GUIDE



### HERITAGE MODERN



### TIME-TESTED



### HISTORIC



Expanded color palette and fonts for more flexibility for various uses in campaigns, signage, swag, and more.

# New Brand Identity

Heritage Modern was the chosen theme: welcoming, distinctive, and ready to take flight.



## COLOR PALETTE

Our color palette establishes a warm and approachable visual identity built on natural tones and soft teals. These colors work together to create balance and cohesion across all applications, ensuring a consistent and recognizable look. The combination of primary, supporting, and neutral shades provides flexibility while maintaining a unified brand presence.

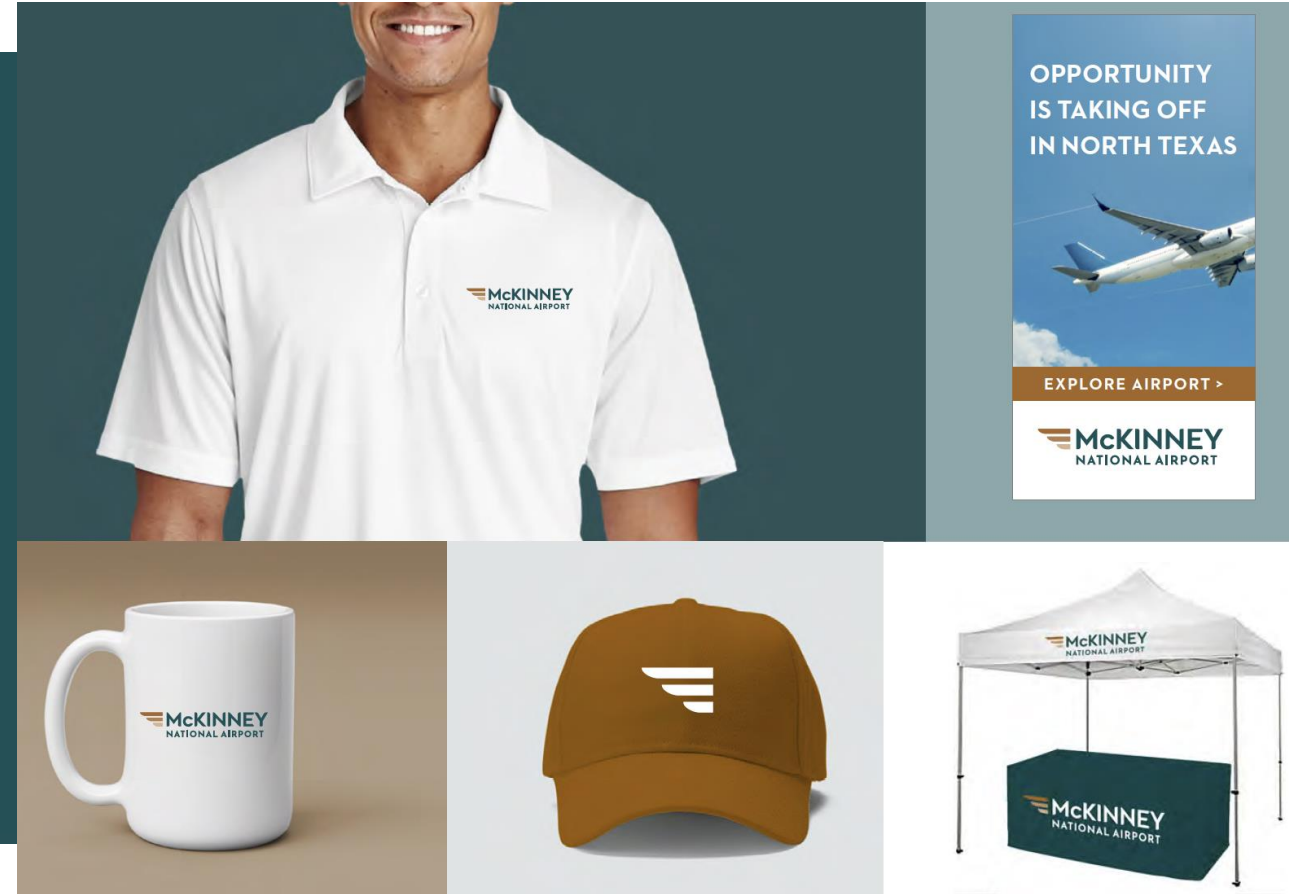
<b>Dark Teal</b>  C89, M22, Y34, K65 R13, G82, B87 #0D5257 PMS 7476 C	<b>Warm Brown</b>  C10, M55, Y89, K33 R167, G102, B43 #A7662B PMS 7573 C	<b>Medium Brown</b>  C7, M45, Y66, K18 R181, G129, B80 #B58150 PMS 729 C	<b>Light Brown</b>  C2, M21, Y32, K6 R217, G180, B143 #D9B48F PMS 727 C	
<b>Black</b>  C0, M0, Y0, K100 R0, G0, B0 #000000 PMS Black C	<b>Soft Teal</b>  C65, M11, Y25, K27 R79, G134, B142 #4F868E PMS 5483 C	<b>Light Teal</b>  C39, M2, Y14, K10 R148, G183, B187 #94B7BB PMS 5503 C	<b>Eggshell</b>  C4, M3, Y6, K0 R242, G241, B235 #F3F2ED PMS 7527 C - 30% Tint	<b>Light Brown - 50%</b>  C6, M13, Y19, K0 R236, G217, B99 #ECD9C7 PMS 727 C - 50% Tint
<b>Dark Gray</b>  C85, M75, Y55, K69 R20, G28, B41 #141C29	<b>Medium Gray</b>  C69, M56, Y46, K23 R84, G92, B102 #545C66	<b>Light Gray</b>  C38, M28, Y23, K0 R163, G168, B178 #A3A8B2	<b>Steel</b>  C15, M10, Y8, K0 R214, G217, B222 #D6D9DE	<b>White Cloud</b>  C2, M1, Y1, K0 R247, G247, B247 #F7F7F7



# Brand Positioning

## OUR BRAND PROMISE

McKinney National Airport delivers a modern, seamless, and community-driven airport experience that makes travel easier, smarter, and closer to home.



Economic Development Flyer

Collateral

Two flyers were developed in 2025

These flyers were distributed at onsite and offsite events, and during airport tours.



Economic Opportunity is Taking Off at TKI

**McKinney National Airport's Development**

McKinney, Texas, on the leading edge of one of the largest metropolitan areas in the country, continues to evolve. After serving the general aviation community for more than 40 years, McKinney National Airport (TKI) is poised to bring commercial airline service to the region.

**Economic Impact**

Commercial airline service at TKI will contribute directly to employment in Collin County, as well as more broadly to state and national gross domestic product (GDP). With the new line of business, TKI will become an even stronger economic catalyst, facilitating the growth of regional businesses and industries.

Annual Economic Impact Today and Potential Impact (Year 3)

+1,840

From 1,560 to 3,400 new jobs to the region

+\$172M

From \$110M to \$282M in wages

+\$394M

From \$299M to \$683M in economic output

+\$55M

From \$38M to \$93M in taxes benefitting local, state, and federal governments

Monetary impacts are presented in 2023 dollars. | Source: InterVISTAS Consulting Inc. Economic Impact Study Analysis

**Investments & Infrastructure**

Years of investments and infrastructure projects have prepared the airport for this moment. McKinney broke ground on a new flexible, cost-effective terminal at TKI in July 2025, and expects to welcome the first commercial airline flight late 2026. The development will also include important roadway and taxiway improvements, fueling and deicing facilities, and nearly 1,000 new parking spaces.

Estimated Airport Construction Costs	
Terminal Building	\$19.7M
Apron, Fuel Farm, Deicing Pad	\$16.2M
Parking, Loop Roadway, Utilities	\$22M
Taxiway C	\$15.9M
FM 546 Roadway	\$6.1M
<b>Total</b>	<b>\$79.9M</b>

Estimated Funding Sources

1) Sales tax revenue bonds from the McKinney Economic Development Corporation and the McKinney Community Development Corporation and low interest federal transportation infrastructure loans (subject to approval)

2) Requested AIP and ATP grants for Taxiway C and Terminal Building. If grants are not received project costs will be covered through a combination of available City of McKinney funds.

Coloring Sheet for Events and School Tours





New Landing Page

# Website & Comment Collection



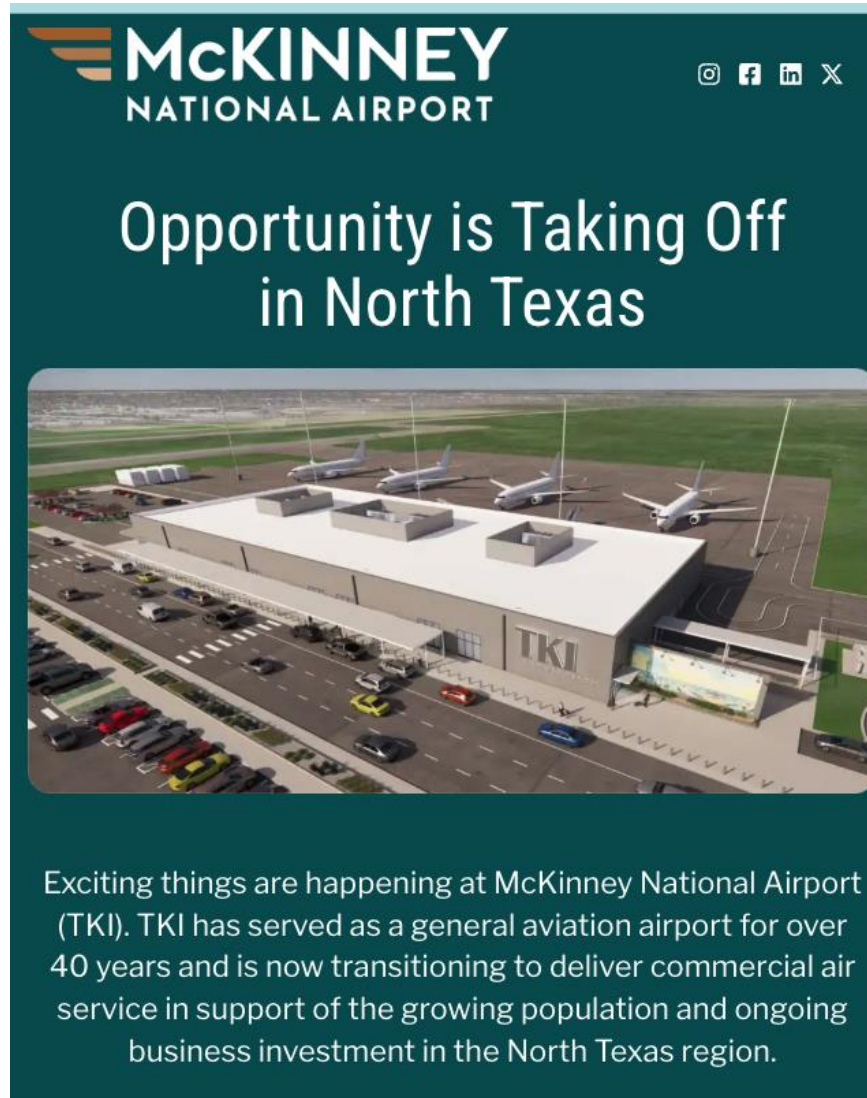
# Landing Page

FlyTKI.com

TKI landing page went live May 8, 2025

Total sessions as of December 2025:  
77,339

Features key information, renderings,  
FAQs, construction progress, press  
releases and comment form.



The image is a mockup of the McKinney National Airport (TKI) landing page. At the top, the McKinney National Airport logo is displayed on the left, and social media icons for Instagram, Facebook, LinkedIn, and Twitter are on the right. The main headline reads "Opportunity is Taking Off in North Texas". Below the headline is a large 3D architectural rendering of the new passenger terminal and parking lot, with several commercial aircraft parked at gates. At the bottom, a paragraph of text states: "Exciting things are happening at McKinney National Airport (TKI). TKI has served as a general aviation airport for over 40 years and is now transitioning to deliver commercial air service in support of the growing population and ongoing business investment in the North Texas region."

## Construction Update

December 17, 2025

McKinney National Airport (TKI) is building something special for our community. Our passenger terminal and support facilities, which are on schedule to be completed in late 2026, will support convenient and affordable nonstop airline service for our residents and visitors. As of December 2025, all of the exterior walls for the passenger terminal have been lifted into place, almost half of the terminal parking has been poured, and the first concrete pours for the aircraft apron have occurred.

Check back each quarter to see how construction is progressing at TKI.

[View Full Update](#)



# Comment Collection

Website comments received and responded to date = **298**

Commentors overwhelmingly shared nonstop destinations they'd like to see out of TKI, but also include dozens of career inquiries, concessions inquiries, and questions about leasing opportunities.



## Contact Us

We'd love to hear your feedback about TKI's plans to bring quality, convenient, and affordable air service to North Texas. Whether you're a member of our community, a journalist who has questions about our development plans, or you want to connect with the airport team about construction to support future passenger flights, this is the place to leave a question or comment.

WEBSITE



# Media Performance

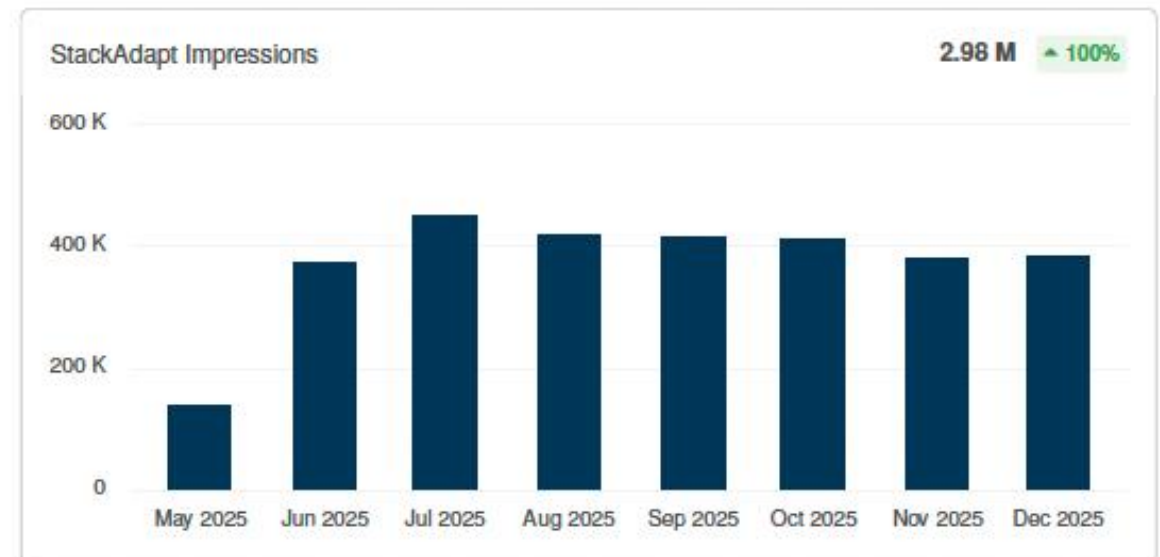
# Media Campaign

*Launched May 2025*

*Aviatrix Communications successfully executed a programmatic display campaign on behalf of McKinney National Airport (TKI), exceeding key delivery and performance benchmarks while generating strong engagement on Meta.*

## Programmatic Display

- The campaigns are generating a very large number of impressions, effectively promoting TKI's messages
- The programmatic display ads are engaging at a high rate with an extremely efficient eCPC of \$3.04, where average eCPCs can be \$4 or higher.
- The majority of impressions and clicks come from mobile devices (mobile and tablet applications).
- 2.98 million impressions May – December 2025

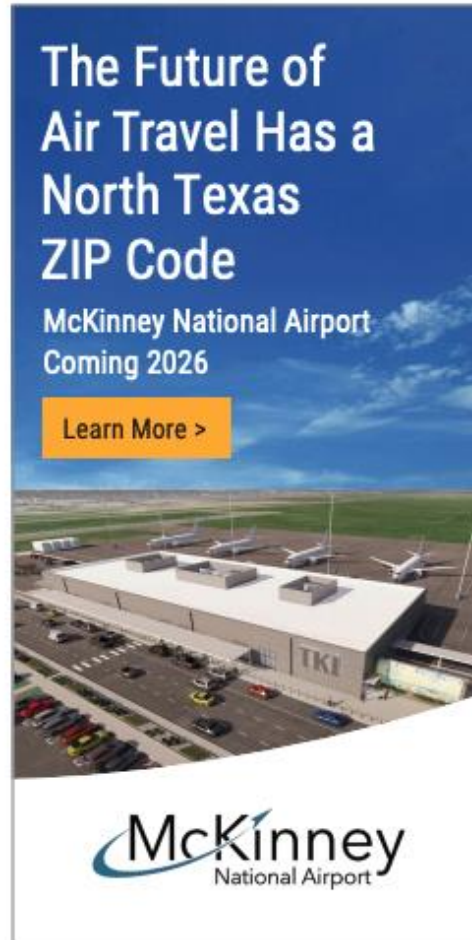


# Digital Marketing Campaigns



300x250

**Awareness Campaign  
June – October 2025**

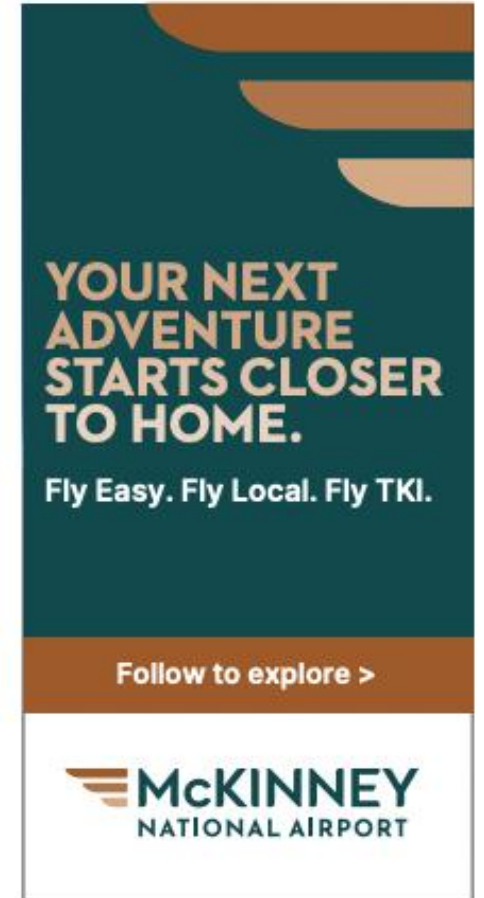


300x600



300x250

**Consideration Campaign  
November 2025 – March 2026**



300x600

PAID MEDIA



# Paid Media

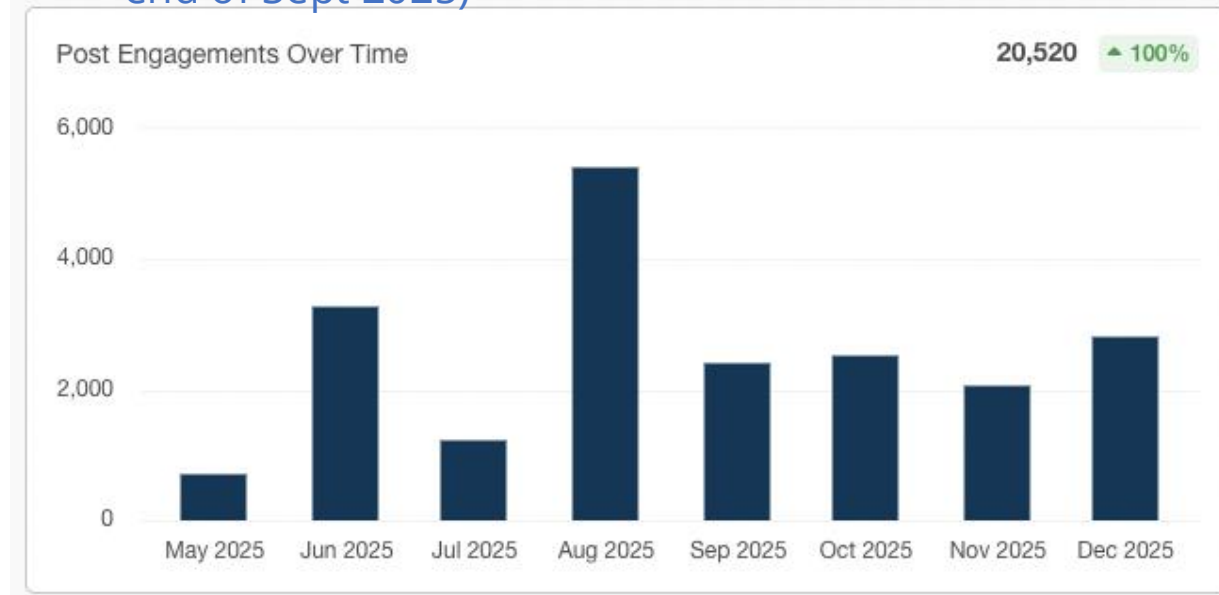
*Meta Paid Social & Boosted Posts May – December 2025*

## Meta Ads

- Cost Per Post Engagement is strong at \$0.27. Our goal is to stay below \$0.50 for all boosted posts across Instagram and Facebook.
- Engagement rate at 2.12% is great, slightly above our goal of 2.00%.
- The **campaign post reactions** and reach amounts are greatly outperforming the industry benchmarks.
- The **Followers campaigns** CTR, CPC, cost per page link, and page likes rate are all seeing impressive performance.

The campaigns are greatly contributing to the overall following increase for TKI's social profiles:

- Instagram now at 4,450 (was 3,775 end of Sept 2025 )
- Current Facebook followers at 8.9K (was 5.4K at the end of Sept 2025)



# Digital Marketing

*Expanding Community Awareness and Community Sentiment*

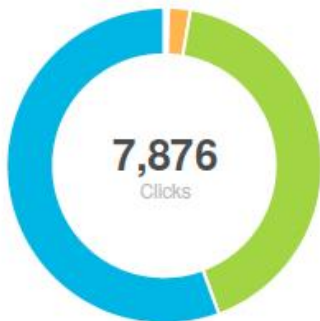
Engagements By Platform

▲ 100%



● Facebook 12,840  
● Instagram 7,680

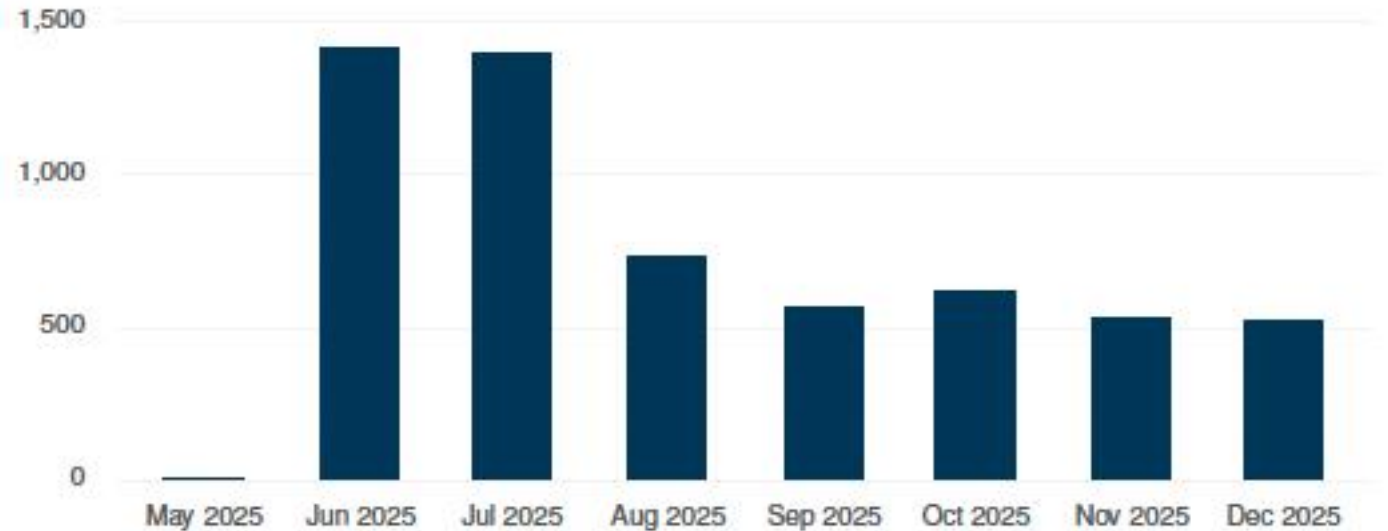
Clicks By Device



● Tablet App 4,382  
● Mobile App 3,284  
● Mobile 174  
● Desktop 22  
● Tablet 14

Page Likes Over Time

5,796 ▲ 100%





# Events

# Construction Events

*Groundbreaking Event – July 2025*

- Over 200 guests in attendance
- A major milestone for construction and stakeholders from the community
- Six media outlets attended





## McKinney National Airport Invites You to a Groundbreaking Opportunity



Be part of the moment as we break ground on the next phase of growth at McKinney National Airport, a visionary step toward the airport's bright future in commercial aviation, innovation, and economic impact.

**Friday, July 18 • 10:00 AM**  
McKinney National Airport  
**Kindly RSVP by July 12**  
[FLYTKI.COM](https://flytki.com)

# Offsite Events

**Love McKinney Event** – Sept 20, 2025 – the airport hosted a booth at the citywide festival, sharing information about upcoming commercial service and the airport's economic impact, giveaways, and TKI coloring sheet for children.

**State of the City Event** – Nov 6, 2025





# Onsite Events

**ARFF Truck Push-in Ceremony** – October 23, 2025

**TKI Display Day** – October 26, 2025

For the first time in a long time, the public was invited to visit McKinney National Airport to view aircraft, learn about the airport's role in hosting emergency services and the military, and learn about aviation careers.

*Despite a rain delay from Saturday to Sunday, more than 1,000 people attended.*

- Free event for the community
- Promoted by the City of McKinney and TKI social channels
- **Over 1,000 in attendance** from across Collin County



# Onsite Events

## Airport Tours

- Leadership McKinney Tour
- School Tours
- Homeschool Tour
- U.S. Customs Building Tour

## Display Day 2026 – Spring

- Expand food vendors and portable restrooms
- Consider paid sponsorships for DJ, swag bag, etc.
- Coordinate expanded parking and new partners





# Social Media

# Social Media Strategy

## *Awareness, Community Education and Engagement*

- Social Media Management launched in May 2025 across 4 platforms: Facebook, Instagram, X and LinkedIn
- Goals: Increase public awareness of TKI's positive impact while reducing amplification of misinformation
- Strategy: Provide opportunities to educate the community about the convenience, affordability, and economic impact of a commercial air service facility for the region.

Six pillars define the social media strategy:

1. **Community**
2. **Convenience**
3. **Affordability**
4. **Public Safety**
5. **Economic Impact**
6. **Construction Updates**

# Social Media Performance

## Facebook

Grown the most = 7.5k followers

## Instagram




May to December 2025 = 4,224 followers

## LinkedIn

May to December 2025 = over 1,000 followers

## X (Twitter)

December 2025 now 82 followers

AD		POST ENGAGEMENTS
	Facebook   Aircraft Rescue and Fire Fighti...	3,892
	Facebook   Flashback   Post   6   08.26.25	2,090
	Facebook   Static   1   Skip The Drive   05...	1,835





Media Relations

# Media Outreach

# Media Outreach Recap

***May – December 2025: 8 Press Releases, 3 Press Events & 2 Media Alerts***

- March – EDC/CDC Acceptance of Funding
- July – Groundbreaking Press Release and Media Advisory
- July – Groundbreaking Talking Points
- September – New U.S. Customs Facility Release
- October – New TKI Brand Press Release
- October – Display Day Media Advisory
- October – New ARFF Truck Push-in Press Event
- November – TxDOT Funding Press Release
- December – Avelo ULA Announcement
- December – Passenger Terminal Construction on Schedule



# Media Coverage

## ***Groundbreaking Event – July 2025***

- Print/Online (9): The Dallas Morning News, Dallas Business Journal, McKinney Courier Gazette/Star Local, Local Profile, Community Impact, The Princeton Herald, Candy's Dirt, and Chron
  - Radio: (1) EBAP/KLIF AM
  - Broadcast: (5) KERA (PBS/NPR), NBC 5, CBS 11, ABC 8 WFAA, and Fox 4 KDFW
  - Aviation Industry (2): AAAE Industry Newsletter and International Airport Review
- = 16 media coverage



# Media Coverage

## ***Avelo Announcement – December 2025***

- TKI Ken Carley interview with Dallas Business Journal and Major Cox interview with (TV and radio)
- Print/Online (14): The Dallas Morning News, Dallas Business Journal (2 articles), Local Profile, Community Impact, Beaumont Enterprise, The Dallas Express, North Texas e-News, Candy's Dirt, Yahoo! News, TheStreet, D Magazine, CultureMap, Travel and Tour World
- Broadcast: (5) ABC 8 WFAA, NBC 5 (KXAS), Fox 4 KDFW, KERA (PBS/NPR), Spectrum News 1 (independent)
- Radio (3): WBAP-AM, KLIF-AM, Audacy

= 22 results in media coverage





# Community Outreach



# Community Outreach

## *Communications Plan Overview*

### **Goals of Community Outreach**

- Establish a communications strategy supporting TKI's transition to commercial service.
- Align messaging across platforms, improve community perception, and educate stakeholders.
- Address community sentiment and vocal detractors through transparency and proactive engagement.

### **Communications Goals**

1. Highlight economic and regional benefits of commercial service.
2. Improve overall community sentiment.
3. Educate and correct misinformation about funding, operations, and impacts.

### **Key Audiences**

- Airport Users & Aeronautical Community – maintain strong relationships, reinforce quality and safety.
- Neutral/Indifferent Residents – increase understanding of economic value and convenience.
- Employees & Service Providers – promote positive culture and clear internal communication.
- Stakeholders – elected officials, media, partners, community leaders.

# Community Outreach

## *Strategy, Tactics & Measurement*

### **Community Presentations**

- Love McKinney Event – September 20, 2025
- Hispanic Business Alliance – October 24, 2025
- State of the City event held November 6
- Biznow Event – (Ken Carley as Economic Development panelist) Nov 23

### **Core Strategies**

- Communicate convenience, access, economic impact and TKI's community-first mission.
- Enhance transparency with updates, and FAQs
- Align messaging with City of McKinney
- Promote commercial service via campaigns, testimonials and airlines

### **Tactics**

- Social media, paid digital, OOH, print and influencer marketing
- Onsite events
- New website

### **Metrics**

- Website traffic, social engagement, event attendance, outreach volume.
- Monthly media reports, quarterly metrics reviews, bi-annual plan evaluation.
- Resource assessment: TKI + City of McKinney staff support, plus Aviatrix Communications.



# **2026 Marketing Strategy**

# Decision & Launch Phases

## **Consideration Phase (November 2025 – March 2026)**

- Expanded Media Reach to all Collin County
- Continue Digital Marketing, Paid Social, Community Outreach, Media Relations and Social Media

## **Decision Phase (April – Aug 2026)**

- Continue Digital Marketing, Paid Social, Community Outreach, Media Relations and Social Media
- Onsite 2<sup>nd</sup> Annual Display Day Event – Spring 2026
- New Robust Website development

## **Launch Phase (September - December 2026)**

- Launch Radio, Print, Billboard/OOH and New Website to go live
- Launch Events – (November & December) Press and Community Tours, Ribbon Cutting

***Cheers to Taking Flight  
Together***



[www.aviatrixcommunications.com](http://www.aviatrixcommunications.com)