



## Marketing Report: October 2023

### Participation in Marketing/Networking & Community Events

(since October 26 Board Meeting)

- Main Street Merchants Meeting
- State of the City Event
- City Hall Topping Out Ceremony
- Wilson Creek Clean-up Project

### Press /Social Mention Coverage

- Importance of Sales Tax article, McKinney Courier Gazette Director's Column
- Facebook Mentions: McKinney Parks & Rec, Chestnut Square, City of McKinney, SBG Hospitality, The Batdrone

### Website Analytics

The number of website visits remains nearly double from last year. October spikes correlate with Hugs Greenhouse, Wine & Music Festival, La Tiendita, Harvest at the Masonic, and Board Oaths/Officers. Top page visits in October were Grants, Calendar and Community Impact. Most visitors connected directly. We continue to see referrals from the City of McKinney and the MEDC websites, and in October, we also saw connections via the Dia de los Muertos page.

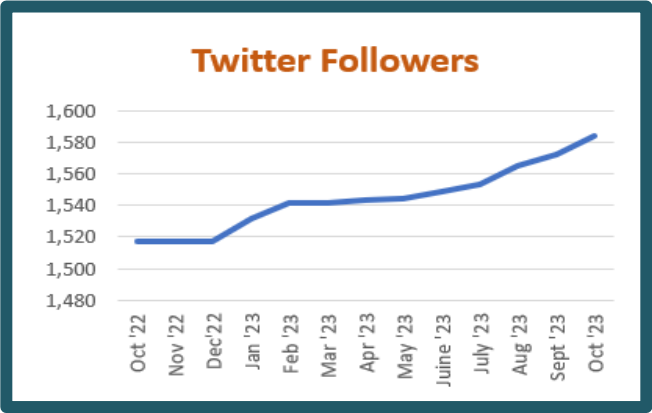
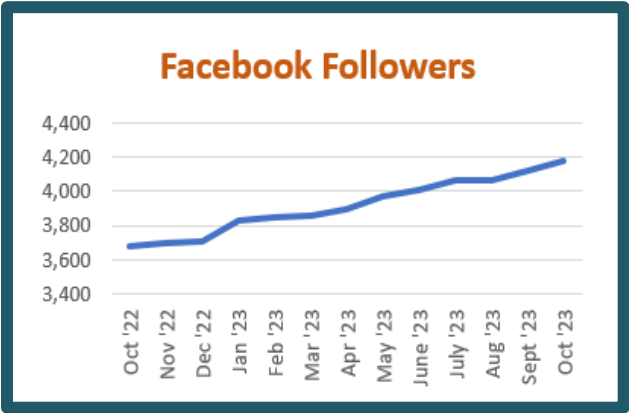


Referrals	
City of McKinney	26
MEDC	13
GrantWatch	5
McKinney Rotary	3
BeerInBigD	1

The number of website visitors using mobile devices has remained constant over the last couple of months.

Mobile Traffic	Users	Percent of Total
Desktop	284	60.94%
Mobile	178	38.20%
Tablet	6	1.29%

























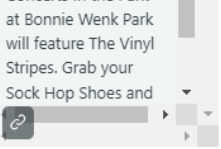
# Social Media: Facebook and Twitter



October was a robust month for MCDC Facebook with the addition of 59 followers and significant increases in post engagement! Top performing posts for October were related to TUPPS, Hugs Greenhouse, Wine & Music Festival, La Tiendita, Concerts in the Park, Harvest at the Masonic, Board Oaths/Officers, Legacy Neighborhoods Fall Festival, and town history.

<div><div>McKinney Community ...</div><div>Tue 10/3/2023 8:13 am PDT</div><div>More progress at the new TUPPS Brewery site! Walls are coming down to open up the barrel-aging area. Thi...</div><div></div><div><div>Total Engagements280</div><div>Reactions45</div><div>Comments5</div><div>Shares2</div><div>Post Link Clicks—</div><div>Other Post Clicks228</div></div></div>	<div><div>McKinney Community ...</div><div>Wed 10/18/2023 4:49 pm PDT</div><div>Looking to add some fall color to your the perfect blooms! Check them out Tu 3PM. You can also find them at McKinn</div><div></div><div><div>Total Engagements135</div><div>Reactions41</div><div>Comments3</div><div>Shares2</div><div>Post Link Clicks1</div><div>Other Post Clicks88</div></div></div>	<div><div>McKinney Community ...</div><div>Fri 10/13/2023 8:40 am PDT</div><div>McKinney Wine &amp; Music Festival is tomorrow! Experience grape stomping, food and wine, and music! For tasting...</div><div></div><div><div>Total Engagements70</div><div>Reactions16</div><div>Comments0</div><div>Shares4</div><div>Post Link Clicks4</div><div>Other Post Clicks46</div></div></div>	<div><div>McKinney Community ...</div><div>Fri 10/6/2023 9:21 am PDT</div><div>When the community reaches out to the community... lives can be changed. We hope you'll join us at East...</div><div></div><div><div>Total Engagements46</div><div>Reactions17</div><div>Comments0</div><div>Shares1</div><div>Post Link Clicks2</div><div>Other Post Clicks26</div></div></div>	<div><div>McKinney Community ...</div><div>Thu 10/5/2023 5:18 pm PDT</div><div>Let's Rock 'n' Roll! This Saturday's Concerts in the Park at Bonnie Wank Park will feature The Vinyl Stripes....</div><div></div><div><div>Total Engagements36</div><div>Reactions8</div><div>Comments0</div><div>Shares1</div><div>Post Link Clicks26</div><div>Other Post Clicks1</div></div></div>
<div><div>McKinney Community ...</div><div>Mon 10/23/2023 8:55 am PDT</div><div>MCDC is proud to partner with Harvest at the Masonic through an MCDC Retail Development...</div><div></div><div><div>Total Engagements28</div><div>Reactions12</div><div>Comments0</div><div>Shares0</div><div>Post Link Clicks13</div><div>Other Post Clicks3</div></div></div>	<div><div>McKinney Community ...</div><div>Thu 10/26/2023 3:34 pm PDT</div><div>MCDC Board Chair Angela Richardson-Woods administered the Oath of Office to reappointed Board...</div><div></div><div><div>Total Engagements26</div><div>Reactions13</div><div>Comments0</div><div>Shares2</div><div>Post Link Clicks—</div><div>Other Post Clicks11</div></div></div>	<div><div>McKinney Community ...</div><div>Wed 10/4/2023 11:29 am PDT</div><div>Join the fun this Saturday... welcome in the Fall and celebrate Old East McKinney Legacy Neighborhoods.</div><div></div><div><div>Total Engagements26</div><div>Reactions5</div><div>Comments2</div><div>Shares2</div><div>Post Link Clicks—</div><div>Other Post Clicks17</div></div></div>	<div><div>McKinney Community ...</div><div>Sun 10/15/2023 3:07 pm PDT</div><div>After a long HOT summer, it's finally Texas chili season! Did you know... "Jesse James refused to rob banks in...</div><div></div><div><div>Total Engagements23</div><div>Reactions16</div><div>Comments0</div><div>Shares2</div><div>Post Link Clicks—</div><div>Other Post Clicks5</div></div></div>	<div><div>McKinney Community ...</div><div>Fri 10/20/2023 12:50 pm PDT</div><div>Fall at McKinney Farmers Market at Chestnut Square is splendid. Come out tomorrow and stroll the market for t...</div><div></div><div><div>Total Engagements21</div><div>Reactions12</div><div>Comments0</div><div>Shares4</div><div>Post Link Clicks—</div><div>Other Post Clicks5</div></div></div>

**October garnered a significant increase in engagement for Twitter**, although the platform remains a much smaller, slower-growing social audience with just over 1,580 followers. Top posts were related to Hugs Greenhouse, Wine & Music Festival, Dia de los Muertos, Parks Concerts, town history, TUPPS, and La Tiendita.

<p> @mckinneycdc Wed 10/4/2023 12:10 am UTC</p> <p>Do you have your tickets yet for McKinney's Wine &amp; Music Festival? Music, food, wine, and even grape stomping. Details and tickets:</p>  <p><b>Total Engagements</b> 13</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks 11</p> <p>Other Post Clicks 2</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Fri 10/6/2023 7:10 am UTC</p> <p>When the community reaches out to the community... lives can be changed. We hope you'll join us at the Legacy...</p>   <p><b>Total Engagements</b> 8</p> <p>Likes 2</p> <p>@Replies 0</p> <p>Retweets 1</p> <p>Post Link Clicks 2</p> <p>Other Post Clicks 3</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Tue 10/3/2023 3:00 pm UTC</p> <p>More progress at the new @TuppsBrewery site! Walls are coming down to open up the barrel...</p>   <p><b>Total Engagements</b> 5</p> <p>Likes 1</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 4</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Tue 10/31/2023 6:55 pm UTC</p> <p><a href="https://t.co/bqVGk6Zh1G">https://t.co/bqVGk6Zh1G</a></p>  <p><b>Total Engagements</b> 4</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 4</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Tue 10/24/2023 2:50 pm UTC</p> <p>Cirque Carré -- exciting entertainment for the whole family under the big top this week in @DTOWNMcKinney!</p>  <p><b>Total Engagements</b> 3</p> <p>Likes 1</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 2</p> <p>Other Engagements 0</p>
<p> @mckinneycdc Thu 10/19/2023 12:02 am UTC</p> <p>Looking to add some fall color to your beds? Hugs Greenhouse has the perfect blooms! You can find them at...</p>   <p><b>Total Engagements</b> 3</p> <p>Likes 2</p> <p>@Replies 0</p> <p>Retweets 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 0</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Fri 10/13/2023 3:03 pm UTC</p> <p>McKinney Wine &amp; Music Festival is tomorrow! Experience grape stomping, food and wine, and music!</p>   <p><b>Total Engagements</b> 3</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Retweets 1</p> <p>Post Link Clicks 2</p> <p>Other Post Clicks 0</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Sun 10/15/2023 4:03 pm UTC</p> <p>After a long HOT summer, it's finally Texas chili season! Did you know... "Jesse James refused to rob banks in...</p>   <p><b>Total Engagements</b> 2</p> <p>Likes 1</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 1</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Fri 10/13/2023 8:08 pm UTC</p> <p><a href="https://t.co/H11msWUzHs">https://t.co/H11msWUzHs</a></p>  <p><b>Total Engagements</b> 2</p> <p>Likes 1</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 1</p> <p>Other Engagements 0</p>	<p> @mckinneycdc Fri 10/6/2023 12:18 am UTC</p> <p>Let's Rock 'n' Roll! This Saturday's Concerts in the Park at Bonnie Wenk Park will feature The Vinyl Stripes. Grab your Sock Hop Shoes and</p>  <p><b>Total Engagements</b> 2</p> <p>Likes 0</p> <p>@Replies 0</p> <p>Retweets 0</p> <p>Post Link Clicks 2</p> <p>Other Post Clicks 0</p> <p>Other Engagements 0</p>

# Facebook Demographics

Our Facebook audience demographic is primarily located in McKinney, with 2/3 being female. Our top two age demographics for followers is 35-44 and 45-54.

