



## Marketing Report: March 2026

### Participation in Marketing/Networking & Community Events

*(Since February 26 Board meeting)*

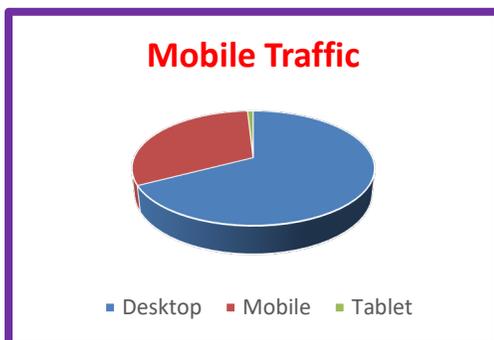
- Grant and Sponsored events: TUPPS Silos Ribbon-cutting, Habitat Cotton Groves townhomes welcome home, Hugs Gala, TKI Terminal Tour
- Other outreach events: Direction 613 BBQ and Bingo

### Press, Social Mentions, Tags, Shares

- Press: Project Grants Awarded (StarLocal, Community Impact, Courier Gazette); Affordable Housing Summit (StarLocal, Texas Housing, TACDC)
- Social mentions: McKinney Parks & Rec, Chestnut Square, Rhythm & Blues, City of McKinney, Collin County History Museum, CC Master Gardners, McKinney Empty Bowls, SBG St Pat's Beer Walk,

### Website Metrics

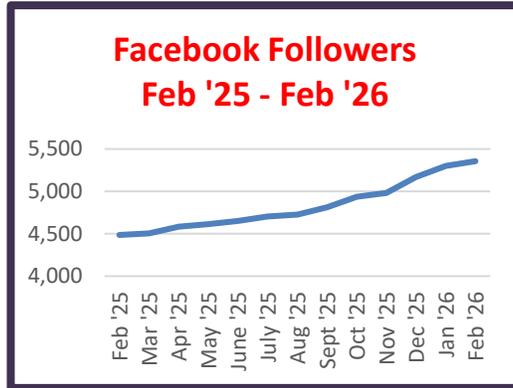
February sessions continued to show increase over 2025. Top pages viewed being Calendar, Grants, and Quality of Life. Spikes for website visits correlate to posts related to 30 Years of MCDC, 2025 Year in Review, and February 26 Board Meeting Recap.



REFERRALS	
Facebook	73
City of McKinney	39
MEDC	12
AI (ChatGPT & Gemini)	10
McKinney Rotary	2

# Facebook

For Facebook, followship increased to 5,356. Top posts included McKinney Half Marathon, Black History Month, 2025 Year in Review, 30 years of MCDC, and MillHouse Makers Markets.



**McKinney Community ...**  
Wed 2/19/2026 8:39 am PST

Registration is now open for the inaugural McKinney Historic Half on March 28, 2026. This first-ever race

Engagements	208
Reactions	28
Comments	2
Shares	6
Post Link Clicks	35
Other Post Clicks	137

**McKinney Community ...**  
Fri 2/13/2026 4:33 am PST

As you continue to celebrate Black History Month, The McKinney First Baptist Church is hosting a great

Engagements	140
Reactions	29
Comments	21
Shares	9
Post Link Clicks	—
Other Post Clicks	81

**McKinney Community ...**  
Tue 2/10/2026 12:26 am PST

A Valentine's Weekend in McKinney  
Discover events happening across

Engagements	138
Reactions	28
Comments	6
Shares	6
Post Link Clicks	4
Other Post Clicks	94

**McKinney Community ...**  
Fri 2/20/2026 10:45 am PST

Rise and shine, tomorrow is Farmers Market day. Stop by the McKinney Farmers Market at Chestnut Square

Engagements	92
Reactions	17
Comments	0
Shares	5
Post Link Clicks	4
Other Post Clicks	66

**McKinney Community ...**  
Mon 2/2/2026 12:20 pm PST

MCDC experienced a monumental 2025! With grants totaling \$80.1 million, we saw record numbers of

Engagements	53
Reactions	12
Comments	1
Shares	5
Post Link Clicks	1
Other Post Clicks	34

**McKinney Community ...**  
Tue 2/24/2026 10:02 am PST

For 30 years, MCDC has been investing in the future of McKinney. Since 1996, we have awarded more

Engagements	44
Reactions	19
Comments	0
Shares	2
Post Link Clicks	—
Other Post Clicks	23

**McKinney Community ...**  
Fri 2/13/2026 10:30 am PST

ArtFest returns to MillHouse McKinney on February 14-15 from 11 a.m. to 5 p.m. Explore a curated selection of

Engagements	42
Reactions	9
Comments	3
Shares	2
Post Link Clicks	3
Other Post Clicks	25

**McKinney Community ...**  
Fri 2/27/2026 8:34 am PST

Here's a quick look at highlights from the February 26 MCDC Board Meeting:

Engagements	31
Reactions	8
Comments	0
Shares	4
Post Link Clicks	1
Other Post Clicks	18

**McKinney Community ...**  
Wed 2/4/2026 12:28 pm PST

Explore a world of discovery at Dinosaurs Live at the Heard Natural Science Museum & Wildlife Sanctuary.

Engagements	29
Reactions	9
Comments	2
Shares	0
Post Link Clicks	3
Other Post Clicks	15

**McKinney Community ...**  
Fri 2/6/2026 10:49 am PST

Sing along to your favorite hits from the '70s and '80s with the McKinney Philharmonic Orchestra, featuring

Engagements	27
Reactions	5
Comments	5
Shares	2
Post Link Clicks	4
Other Post Clicks	11