



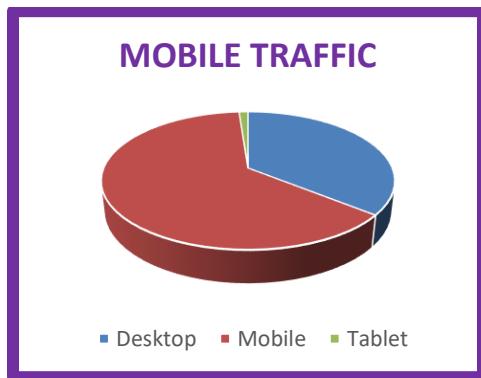
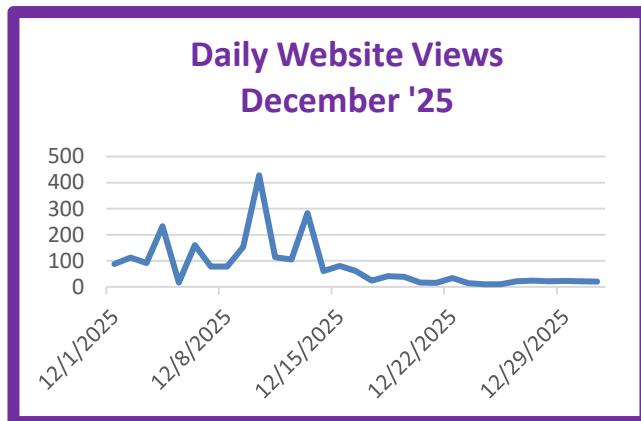
## Marketing Report: January 2026

### Press, Social Mentions, Tags, Shares

- Press: Sunset Amphitheater (StarLocal, CI and Local Profile), JW Marriott (CI), Airport (Dallas Morning News, Local Profile, WFAA, StarLocal, Spectrum, plus 3 airline sources)
- Social mentions: McKinney Repertory Theater, Chestnut Square, CC Master Gardeners, Historic Downtown McKinney, McKinney Parks & Rec, Habitat for Humanity, McKinney Rotary

### Website Metrics

December sessions continued to show significant increase over 2024. Top pages viewed being Calendar, Grants and Quality of Life Award. Spikes for website visits correlate to posts related to



Referrals	
McKinney Rotary	38
City of McKinney	26
MEDC	13
Statistics Team	3

# Facebook

For Facebook, fellowship increased 130 to a total of 5,169. Record-breaking views and reach were achieved for several posts: Light Walk, Airport, Heard Dinosaurs, TUPPS Saturday events, Cannon Beach groundbreaking, and Holiday Happenings in McKinney.



<p><b>McKinney Commun...</b> <span>Wed 12/31/2025 9:38 am CST</span></p> <p>Looking for plans after dark? The Light Walk at Towne Lake Park is now open, offering a beautiful way to...</p> <p><b>Views</b> 54,447 <b>Reach</b> 34,262 <b>Engagements</b> 2,971 <b>Engagement Rate (per View)</b> 5.5%</p> <p>...   </p>	<p><b>McKinney Commun...</b> <span>Mon 12/29/2025 2:38 pm CST</span></p> <p>We love our partnership with TUPPS Brewery and all the exciting happenings east of Highway 5 this...</p> <p><b>Views</b> 1,315 <b>Reach</b> 909 <b>Engagements</b> 27 <b>Engagement Rate (per View)</b> 2.1%</p> <p>...   </p>	<p><b>McKinney Commun...</b> <span>Fri 12/26/2025 12:43 pm CST</span></p> <p>Looking for Saturday plans? Our partner on the east side, TUPPS, has you covered....</p> <p><b>Views</b> 6,201 <b>Reach</b> 4,664 <b>Engagements</b> 152 <b>Engagement Rate (per View)</b> 2.5%</p> <p>...   </p>	<p><b>McKinney Commun...</b> <span>Thu 12/25/2025 6:48 am CST</span></p> <p><b>Views</b> 365 <b>Reach</b> 215 <b>Engagements</b> 6 <b>Engagement Rate (per View)</b> 1.6%</p> <p>...   </p>	<p><b>McKinney Commun...</b> <span>Tue 12/23/2025 10:04 am CST</span></p> <p>Enjoy Dinosaurs Live at the Heard Natural Science Museum and Wildlife Sanctuary through March 1, 2026....</p> <p><b>Views</b> 3,874 <b>Reach</b> 2,730 <b>Engagements</b> 45 <b>Engagement Rate (per View)</b> 1.2%</p> <p>...   </p>
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<p><b>McKinney Commun...</b> <span>Sun 12/1/2025 2:17 pm CST</span></p> <p>The holidays shine brighter in McKinney. From shopping local and dining downtown to scenic parks and...</p> <p><b>Views</b> 4,074 <b>Reach</b> 2,411 <b>Engagements</b> 84 <b>Engagement Rate (per View)</b> 2.1%</p> <p>...   </p>	<p><b>McKinney Commun...</b> <span>Sat 12/20/2025 11:07 am CST</span></p> <p>Cozy up at TUPPS for Christmas Movie Night. Elf at 6 PM and Home Alone at 8 PM in the Beer Hall. Enjoy a night of...</p> <p><b>Views</b> 771 <b>Reach</b> 568 <b>Engagements</b> 8 <b>Engagement Rate (per View)</b> 1%</p> <p>...   </p>	<p><b>McKinney Commun...</b> <span>Fri 12/19/2025 10:25 am CST</span></p> <p>McKinney's airport expansion is officially taking off! As a partner in the expansion of McKinney National...</p> <p><b>Views</b> 33,311 <b>Reach</b> 23,398 <b>Engagements</b> 1,169 <b>Engagement Rate (per View)</b> 3.5%</p> <p>...   </p>	<p><b>McKinney Commun...</b> <span>Fri 12/19/2025 9:03 am CST</span></p> <p>Here's a quick look at highlights from the December 18 MCDC Board Meeting....</p> <p><b>Views</b> 2,564 <b>Reach</b> 1,580 <b>Engagements</b> 67 <b>Engagement Rate (per View)</b> 2.6%</p> <p>...   </p>
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<p><b>McKinney Commun...</b> Wed 12/17/2025 8:23 am CST</p> <p>The temps were low for a Texas day, but the excitement was high as MCDC celebrated the groundbreaking of...</p>  <p><b>Views</b> 2,771 <b>Reach</b> 1,946 <b>Engagements</b> 105 <b>Engagement Rate (per View)</b> 3.8%</p> <p>...   </p>	<p><b>McKinney Commun...</b> Tue 12/16/2025 11:29 am CST</p> <p>This Friday, head to Downtown McKinney for the SoTenn Block Party and Night Market. Live music, food...</p>  <p><b>Views</b> 1,521 <b>Reach</b> 956 <b>Engagements</b> 42 <b>Engagement Rate (per View)</b> 2.8%</p> <p>...   </p>	<p><b>McKinney Commun...</b> Fri 12/12/2025 12:25 pm CST</p> <p>Head to TUPPS Brewery this weekend and enjoy the holiday fun! Dec. 13: Ugly Sweater Party at 6:30 P...</p>  <p><b>Views</b> 444 <b>Reach</b> 283 <b>Engagements</b> 4 <b>Engagement Rate (per View)</b> 0.9%</p> <p>...   </p>	<p><b>McKinney Commun...</b> Wed 12/10/2025 9:54 am CST</p> <p>Still hunting for the perfect Christmas gifts? 🎁 Shop local at the MillHouse Makers Market on Saturday, Decemb...</p>  <p><b>Views</b> 688 <b>Reach</b> 406 <b>Engagements</b> 14 <b>Engagement Rate (per View)</b> 2%</p> <p>...   </p>
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