



Marketing Report: October 2025

Participation in Marketing/Networking & Community Events

(Since Sept 25 Board meeting)

- Grant and Sponsored events: Hugs Beam Signing, Oktoberfest, MYP Cheers to Charity, Hugs 10 Year Birthday, ManeGait Gala, Trick or Treat Trails, Purses with Purpose
- Other outreach event: Chamber CEO Series, CC Housing Summit, National Night Out, Main Street Merchants

Press, Social Mentions, Tags, Shares

- Press: Retail Grants (CI, StarLocal)
- Social mentions: TWS Asian Festival, Chestnut Square, Volunteer McKinney, City of McKinney, Dia de los Muertos, Visit McKinney, Hugs, Historic Downtown McKinney, McKinney Parks & Rec, McKinney Parks Foundation, Rooted in Rhythm, LifePath, ManeGait, Habitat for Humanity

Website Metrics

September sessions remained level with top pages viewed being Grants, About Us, and Calendar. Spikes for website visits correlate to posts related to Fall Events, Oktoberfest, Retail Grants, Farmers Market, Love McKinney, and TUPPS Oktoberfest.

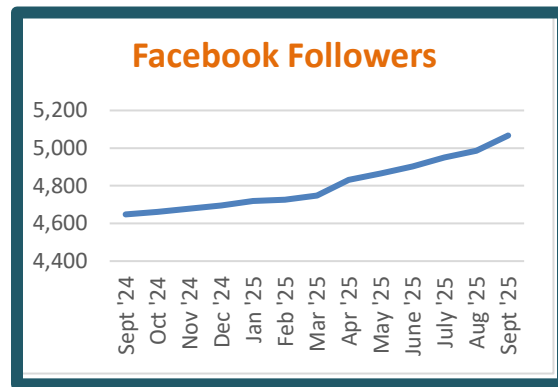


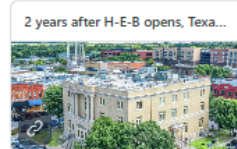
REFERRALS	
City of McKinney	34
MEDC	9
ChatGPT	3
McKinney Rotary	3

Mobile Traffic	Users	Percent of Total
Desktop	708	71.70%
Mobile	264	26.70%
Tablet	15	1.50%

Facebook

For Facebook, follower increased by 81... total Followers now exceeds 5000! Top posts were related to Fall Events, Oktoberfest, Retail Projects, HEB and Farmers Market.



McKinney Community ... Tue 9/2/2025 10:47 am CDT Fall is almost here, and so are some incredible MCDC grant-funded events! Get ready for a season filled with...  Total Engagements 2,684 Reactions 207 Comments 3 Shares 33 Post Link Clicks 54 Other Post Clicks 2,387	McKinney Community ... Mon 9/22/2025 12:28 pm CDT Prost! 🍷 Celebrate McKinney Oktoberfest this weekend! Enjoy authentic German traditions with...  Total Engagements 298 Reactions 30 Comments 6 Shares 10 Post Link Clicks 201 Other Post Clicks 51	McKinney Community ... Fri 9/26/2025 1:17 pm CDT MCDC awards grants to spur local retail revitalization.  Total Engagements 90 Reactions 23 Comments 0 Shares 2 Post Link Clicks — Other Post Clicks 65	McKinney Community ... Sun 9/7/2025 3:39 pm CDT Big things are happening in McKinney! Even folks in the Texas Hill Country are talking about everything our city has ...  Total Engagements 88 Reactions 14 Comments 0 Shares 3 Post Link Clicks 48 Other Post Clicks 23	McKinney Community ... Thu 9/18/2025 11:11 am CDT Help keep the McKinney Farmers Market #1 in Texas! Voting is open until September 30. Please take a...  Total Engagements 48 Reactions 14 Comments 0 Shares 8 Post Link Clicks 8 Other Post Clicks 18
McKinney Community ... Fri 9/19/2025 10:01 am CDT Tomorrow, Saturday, September 20, the annual TUPPS Oktoberfest Bash returns. Enjoy a full day of German...  Total Engagements 39 Reactions 10 Comments 0 Shares 4 Post Link Clicks — Other Post Clicks 25	McKinney Community ... Mon 9/15/2025 4:40 pm CDT Join us for Love McKinney this Saturday from 10:00 a.m.–1:00 p.m. at Finch Park! Enjoy family-friendly fun...  Total Engagements 37 Reactions 4 Comments 1 Shares 6 Post Link Clicks 10 Other Post Clicks 16	McKinney Community ... Wed 9/3/2025 8:28 am CDT The first Historic Ghost Tour of the year is this Friday at 8 PM at the Collin County History Museum! Get ready f...  Total Engagements 36 Reactions 7 Comments 0 Shares 2 Post Link Clicks 10 Other Post Clicks 17	McKinney Community ... Wed 9/10/2025 3:19 pm CDT The MillHouse Makers Market returns Saturday, September 13 at the McKinney Cotton Mill! Discover...  Total Engagements 35 Reactions 12 Comments 0 Shares 6 Post Link Clicks 3 Other Post Clicks 14	McKinney Community ... Mon 9/8/2025 9:09 am CDT Dinosaurs Live is back at the Heard Natural Science Museum and Wildlife Sanctuary! Enjoy life-size animatronic...  Total Engagements 30 Reactions 7 Comments 0 Shares 2 Post Link Clicks 6 Other Post Clicks 15