VISIT MCKINNEY

REPORT

NOVEMBER 2025

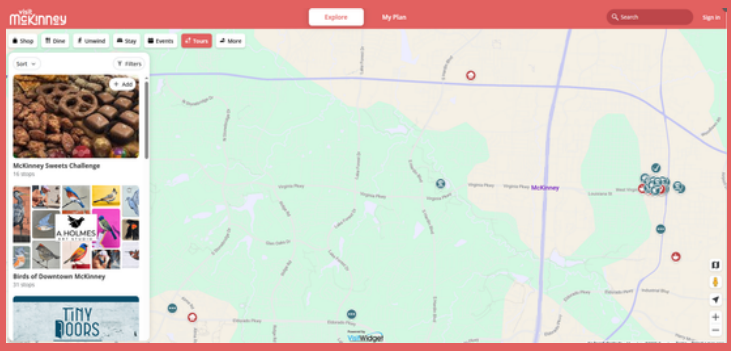
WEBSITE

Active Users: 36,000
New Users: 34,000
Views: 79,000
Engagement Time: 37 seconds

Top Pages Visited:

1. *Inflatable Turkeys*
2. *Home for the Holidays*
3. *Events*
4. *Restaurants*
5. *Vintage market Days*

VISIT WIDGET



Total Users: 11,121
Returning Visitors: 5,177
Top Visits:

1. *Inflatable Turkey Map*
2. *Tiny Doors*
3. *Home for the Holidays Event*

SOCIAL MEDIA

Facebook Impressions: 482,722
Facebook Engagement Rate: 2.9%
Instagram Impressions: 187,961
Instagram Engagement rate: 2.4%
LinkedIn Impressions: 4,922
Linkedin Engagment Rate: 8.2%
Most Engaging Post: Mayor Cox Reel (7.2%)

Top Posts

EMAIL MARKETING

- *5,091 email contacts received content*
- *1626 opens (31.6%)*
- *5.5% Click Through Rate*

EARNED MEDIA

- *McKinney's Inflatable Turkey Map Takes Flight this Fall*
  - *11/4 - Local Profile*
  - *11/4 - Community Impact*
  - *11/5, 11/6, 11/8 - WFFA (several segments)*
  - *11/6 - North Texas E-News*
  - *11/10 - 100.3 Jack RM Radio*
  - *11/10 - 96.3 Hawkeye in the Morning*
  - *11/24 - NBC5*

VISIT MCKINNEY

REPORT

DECEMBER 2025

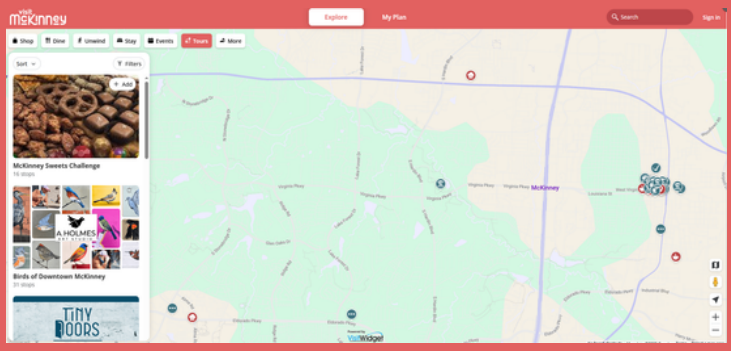
WEBSITE

Active Users: 34,000
New Users: 32,000
Views: 75,000
Engagement Time: 40 seconds

Top Pages Visited:

1. *Events*
2. Christmas Parade of Lights
3. Restaurants
4. DII Football
5. Cannon Beach

VISIT WIDGET



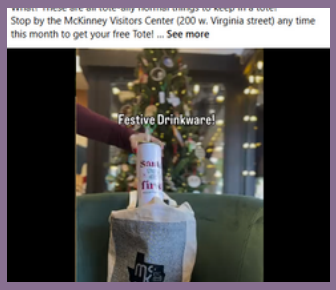
Total Users: 2,869
Returning Visitors: 2,389
Top Visits:

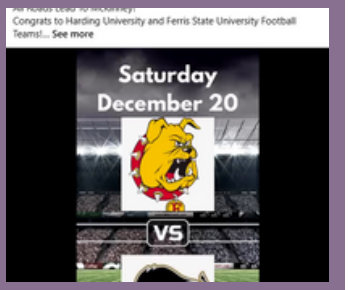
1. *Tiny Doors*
2. *Birds of Downtown*
3. *Christmas Parade of Lights Event*

SOCIAL MEDIA

Facebook Impressions: 153,327 (up YoY 66.7%)
Facebook Engagement Rate: 1.2%
Instagram Impressions: 110,228
Instagram Engagement rate: 1.1%
LinkedIn Impressions: 3,656
Linkedin Engagment Rate: 3.3%%
Most Engaging Post: D2 Final Matchup Reel

Top Posts





EMAIL MARKETING

- *4946 email contacts received content*
- *2398 opens (48.5%)*
- *4,124 clicks*

EARNED MEDIA

- *McKinney Has Another Record Year of HOT Tax*
  - *12/1 - Star Local Media*
  - *12/1 - North Dallas Gazette*
  - *12/1 - Local Profile*
  - *12/1 - North Texas E-News*
  - *12/4 - Community Impact*
- D2 Football Championship
  - 12/15 - Sports Events Magazine
  - 12/15 - McKinney & North Dallas Gazette
  - 12/17 - Local Profile

VISIT MCKINNEY

REPORT

JANUARY 2026

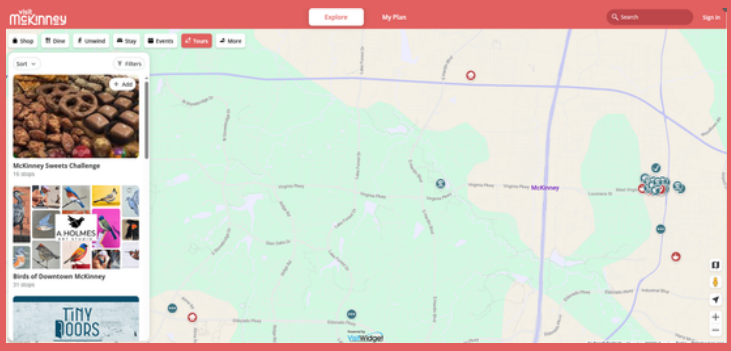
WEBSITE

Active Users: 21,000
New Users: 20,000
Views: 52,000
Engagement Time: 36 seconds

Top Pages Visited:

1. *Events*
2. *Restaurants*
3. *Home*
4. *Downtown Shopping*
5. *Shopping*

VISIT WIDGET



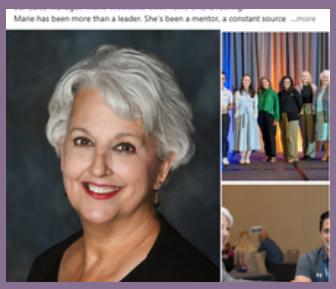
Total Users: 2,267
Returning Visitors: 1,894
Top Visits:

1. *Tiny Doors*
2. *Birds of Downtown*
3. *Tiny Door Birthday Party*

SOCIAL MEDIA

Facebook Impressions: 125,598
Facebook Engagement Rate: 2.3%
Instagram Impressions: 102,412
Instagram Engagement rate: 1%
LinkedIn Impressions: 6,144
Linkedin Engagment Rate: 17.9%
Most Engaging Post: Marie's Retirement(30%)

Top Posts



EMAIL MARKETING

- *In December we started a new segmented email campaign*
- *5 campaigns reached 9,580 recipients.*
- *Average open rate: 45%*

EARNED MEDIA

- *McKinney Launches Inaugural McKinney Historic Half Presented by BMW on March 28, 2026*
  - North Texas E-News
  - Local Profile
  - Star Local Media
  - Community Impact