



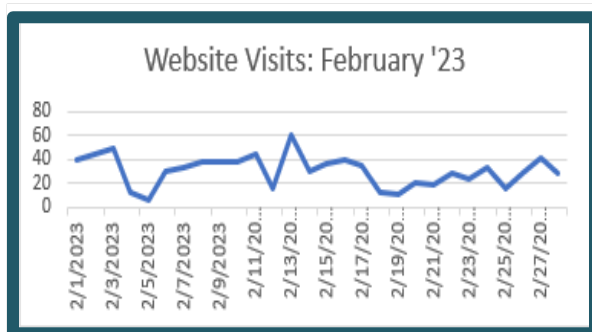
Marketing Report: February 2023

Participation in Marketing/Networking & Community Events

- Black History Month Events (Ron Kirk lecture)
- Community Awards Event
- MillHouse Art Fest – (Promotional Grant)
- St. Patrick's Beer Walk –SBG Hospitality (Promotional Grant)
- Chamber of Commerce Annual Business Meeting

Website Analytics

The number of website visits nearly doubled for January. Originally, we thought this may be due to a new system our platform is using for calculations. However, February visits were close to double from December, too, So we will continue to use future months' data to determine if this reflects a true spike. February spikes correlate with social media posts about MillHouse, Black History Month College MegaFest, Office Open House and the St. Patrick's Day Beer Walk. Top page visits in January were the Home, About Us, Grants and Community Impact. Most visitors connected directly; however, we saw 74 referral from City Website and other referrals from MEDC Website, Habitat of Collin County and USA Funding..

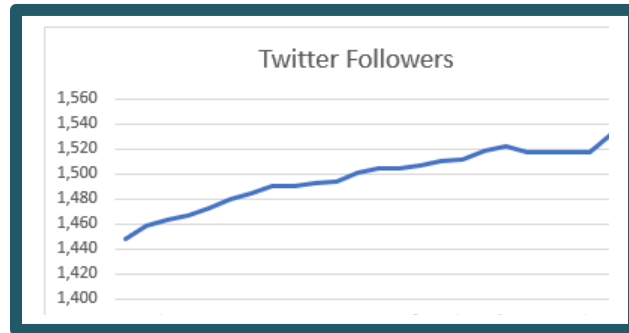
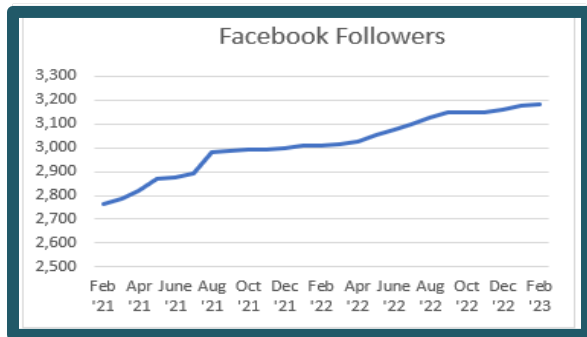


| Referrals | |
|--------------------|----|
| City Website | 74 |
| MEDC Website | 19 |
| Habitat CC Website | 2 |
| USA Funding Site | 2 |

The number of website visitors using mobile devices continues to grow at a slow but constant pace, and we've seen an increase of just over 20% since the website redesign.

| Mobile Traffic | Users | Percent of Total |
|----------------|-------|------------------|
| Desktop | 265 | 57.70% |
| Mobile | 190 | 41.40% |
| Tablet | 7 | 1.50% |

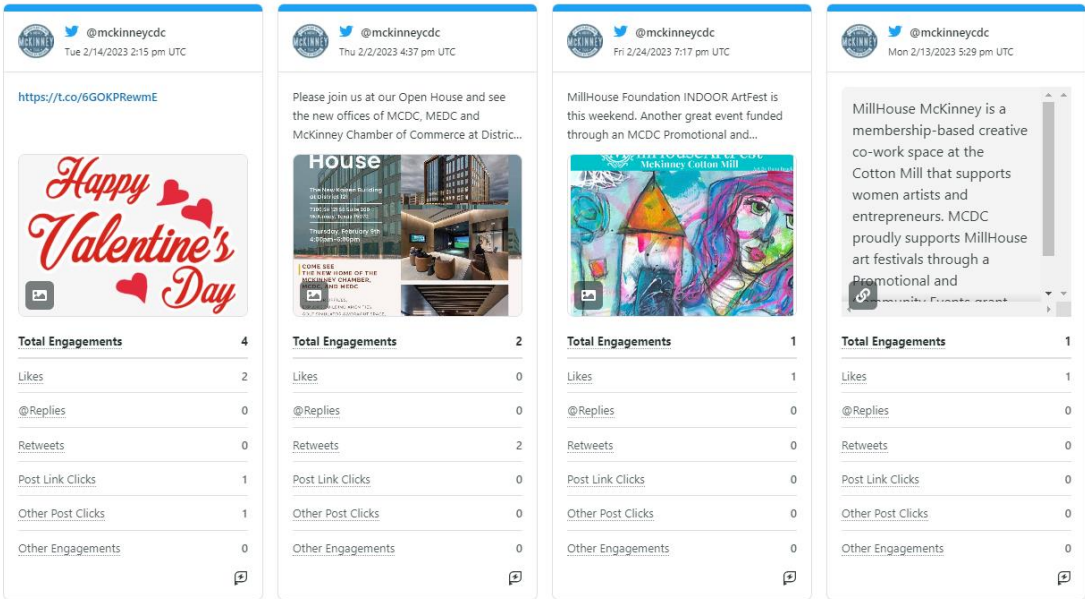
Social Media: Facebook and Twitter



Facebook followship has increased slightly for the last couple of months. For **Facebook**, the top performing posts for February were related to MillHouse, Open House, St. Patrick's Beer Walk, McKinney Repertory Theatre and Black History College MegaFest.

| | | | |
|---|--|--|---|
| <p>McKinney Community Development Center</p> <p>MillHouse Foundation INDOOR ArtFest is this weekend. Another great event funded through an MCDC Promotional and...</p> <p>Total Engagements 129</p> <p>Reactions 37</p> <p>Comments 7</p> <p>Shares 4</p> <p>Post Link Clicks 26</p> <p>Other Post Clicks 55</p> | <p>McKinney Community Development Center</p> <p>At MCDC, we appreciate all that Beth Beck has done for MillHouse McKinney. https://starlocamckinney/article_afac0236-b3a5-11ed-9000-000000000000</p> <p>Total Engagements 61</p> <p>Reactions 22</p> <p>Comments 8</p> <p>Shares 3</p> <p>Post Link Clicks 11</p> <p>Other Post Clicks 17</p> | <p>McKinney Community Development Center</p> <p>Please join us at our Open House and see the new offices of MCDC, MEDC and McKinney Chamber of Commerce at District...</p> <p>Total Engagements 25</p> <p>Reactions 8</p> <p>Comments 0</p> <p>Shares 2</p> <p>Post Link Clicks 2</p> <p>Other Post Clicks 13</p> | <p>McKinney Community Development Center</p> <p>SBG Hospitality's St. Patrick's Beer Walk in Downtown McKinney is coming up soon! Do you have your tickets yet? This is another...</p> <p>Total Engagements 10</p> <p>Reactions 5</p> <p>Comments 1</p> <p>Shares 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 4</p> |
| <p>McKinney Community Development Center</p> <p>Thank you McKinney Courier-Gazette for sharing this amazing theatre group. MCDC is excited through a Promotional and Community Event...</p> <p>Total Engagements 9</p> <p>Reactions 7</p> <p>Comments 0</p> <p>Shares 0</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 1</p> | <p>McKinney Community Development Center</p> <p>MCDC proudly supports McKinney Black History Month through a promotional and community events grant. If you are a student...</p> <p>Total Engagements 7</p> <p>Reactions 3</p> <p>Comments 0</p> <p>Shares 1</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 2</p> | <p>McKinney Community Development Center</p> <p>Summer jobs for teens... look no further than McKinney Parks and Recreation!</p> <p>Total Engagements 6</p> <p>Reactions 3</p> <p>Comments 0</p> <p>Shares 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 3</p> | <p>McKinney Community Development Center</p> <p>What will YOUR next adventure be?</p> <p>Total Engagements 6</p> <p>Reactions 3</p> <p>Comments 0</p> <p>Shares 0</p> <p>Post Link Clicks 3</p> <p>Other Post Clicks 0</p> |

Twitter is a smaller audience with just over 1,500 followers that is growing slowly. Engagement was average for the month of February with most fan reactions regarding posts about Valentine’s Day and the new office space open house.



Our Facebook audience demographic is primarily located in McKinney, with 2/3 being female. Demographic analytics are not readily available for our Twitter account.

