Marketing Report: July 2026

Participation in Marketing/Networking & Community Events

(Since June 25 Board meeting)

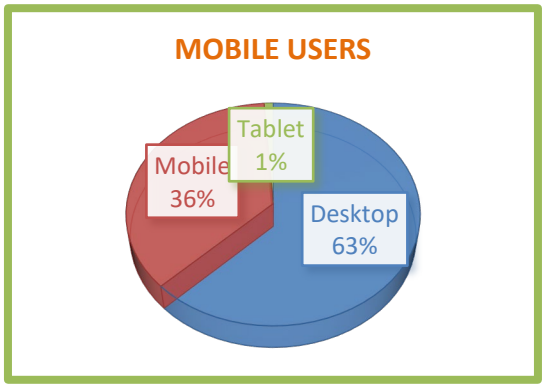
- Grant and Sponsored events: Hugs Grand Opening and pre-events, Summer of Soccer at TUPPS, 4th of July Parade and Block Party, RED WHITE & BOOM,

Press, Social Mentions, Tags, Shares

- Press: Airport (Community Impact, North Dallas Gazette, Courier Gazette, Community Impact), Hugs (WFAA, Community Impact, Courier Gazette, Dallas Morning News, McKinney Weekly, Local Profile), Hub 121 (McKinney Weekly), TUPPS Silo Fields of Fidelis (Community Impact)
- Social mentions: TMR, MillHouse, ManeGait, McKinney Lions Club, Visit McKinney, Chestnut Square, Hugs

Website Metrics

June sessions continued to show increase over 2025. Top pages viewed were Calendar, Grants, and About Us. Peak daily website visits align with social posts related to Summer of Soccer, Texas Music Revolution, Project Grants, and McKinney National Airport.



REFERRALS

City of McKinney	31
MEDC	14
mcktx.org	6
askforfunding.com	3

Facebook

For Facebook, followship **increased to 5,884** with top performing posts related to RED WHITE & BOOM, Juneteenth, Texas Music Revolution, Airport/Avelo, Summer of Soccer, and Project Grants.

MCDC McKinney Community ...
Mon 6/29/2026 7:02 am PDT

Celebrate Independence Day at Red, White and BOOM! Join the City of McKinney on July 4 for a hometown...

Engagements	1,323
Reactions	84
Comments	32
Shares	16
Post Link Clicks	451
Other Post Clicks	740

MCDC McKinney Community ...
Wed 6/10/2026 9:46 am PDT

Join the City of McKinney's Juneteenth Celebration on Saturday, June 13, from 5–10 p.m. at Finch Park. Enjoy an...

Engagements	226
Reactions	46
Comments	1
Shares	7
Post Link Clicks	45
Other Post Clicks	127

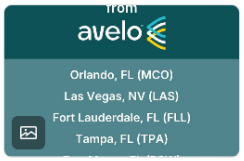
MCDC McKinney Community ...
Thu 6/4/2026 12:12 pm PDT

Looking for weekend plans? Head to the Texas Homegrown Music Stage at McKinney for a weekend of live music...

Engagements	149
Reactions	27
Comments	1
Shares	8
Post Link Clicks	15
Other Post Clicks	98

MCDC McKinney Community ...
Tue 6/30/2026 8:39 am PDT

Big news! McKinney's first nonstop destinations have been announced. Where will you fly first?



Engagements	92
Reactions	12
Comments	1
Shares	2
Post Link Clicks	10
Other Post Clicks	67

MCDC McKinney Community ...
Fri 6/12/2026 8:15 am PDT

Join the USA vs. Paraguay Watch Party tonight at TUPPS Brewery at 8 p.m.!...

Engagements	41
Reactions	9
Comments	2
Shares	2
Post Link Clicks	4
Other Post Clicks	24

MCDC McKinney Community ...
Wed 6/17/2026 11:02 am PDT

MCDC is now accepting project grant applications. Deadline to apply is Tuesday, June 30, at 5:00 PM. These...

Engagements	35
Reactions	9
Comments	1
Shares	5
Post Link Clicks	9
Other Post Clicks	11

MCDC McKinney Community ...
Mon 6/1/2026 10:48 am PDT

Kick off the summer on June 6 at the McKinney Experience Summer of Soccer Launch Party at TUPPS Brewer...

Engagements	35
Reactions	8
Comments	0
Shares	2
Post Link Clicks	12
Other Post Clicks	13

MCDC McKinney Community ...
Thu 6/18/2026 10:08 am PDT

Celebrate America 250 at the Collin County History Museum on June 19 from 12:00-4:00 p.m. Enjoy colonial-...

Engagements	32
Reactions	6
Comments	2
Shares	0
Post Link Clicks	—
Other Post Clicks	24

MCDC McKinney Community ...
Thu 6/11/2026 9:40 am PDT

Soccer fans, get ready! Join the Fan Zone fun at District 121 with live Global Game matches on the big screen,...

Engagements	26
Reactions	3
Comments	0
Shares	2
Post Link Clicks	5
Other Post Clicks	16

MCDC McKinney Community ...
Sat 6/6/2026 10:30 am PDT

Step into a world of adventure at Dragon Trails at Heard Natural Science Museum & Wildlife Sanctuary. This...

Engagements	26
Reactions	6
Comments	1
Shares	1
Post Link Clicks	6
Other Post Clicks	12