



News Release

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City of McKinney News Release
FOR IMMEDIATE RELEASE

City of McKinney releases annual progress report: A City on the Rise

Report highlights recent accomplishments and accolades

McKINNEY, Texas (Nov. 2, 2017) – Each year, the City of McKinney’s annual progress report serves as an essential communication tool to further the city’s goal of transparency in local government by featuring major projects and vital city information. In keeping with industry trends, the city is proud to announce this year’s report is presented as a single-page website that graphically highlights city accomplishments in an easy to read, succinct format.

The annual progress report focuses on the many ways McKinney is a *City on the Rise*, from the rapidly growing population, the increase in economic development announcements, and the numerous accolades and awards earned by the city.

“With this report, we really listened to feedback we’ve received with past reports. Some may think an annual report is full of numbers and information that isn’t fun to read, but we put a lot of effort into this report to make it easy to understand and give readers an exciting overview of their community that is simple and engaging. It celebrates all the city has accomplished and tells our story well,” said CoCo Good, Communications and Marketing Director. “As always, our website offers much more detail on everything mentioned in the report for those who would prefer more extensive information.”

The annual progress report can be viewed at <http://www.mckinneytexas.org/2017report> on a desktop or smart device, but is best viewed in landscape mode.

Recent annual progress reports created by the City of McKinney have won numerous national and local awards from 3CMA, the Texas Association of Municipal Information Officers and the Dallas chapter of the Public Relations Society of America.

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About McKinney

McKinney, Texas, is unique by nature. As one of the fastest growing cities in America, McKinney has a current population of more than 168,000. The city was #1 on the list of Best Places to Live in America in 2014, published by *Money Magazine*. Established in 1848, the city is located 30 miles north of Dallas and is the county seat of Collin County. McKinney offers award-winning schools, a vibrant historic downtown, diverse housing options, a robust economy and a uniquely beautiful natural setting, with rolling hills and lush trees. Visit the city’s website at www.mckinneytexas.org.

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