

We are McKinney. We are unique by nature.

The City of McKinney's *Unique by nature* brand defines our city's image for residents, businesses and visitors alike. The tagline speaks to McKinney's inherent uniqueness and embodies the spirit of our community: our historic downtown, cultural diversity, charming neighborhoods, business-friendly environment and natural assets.



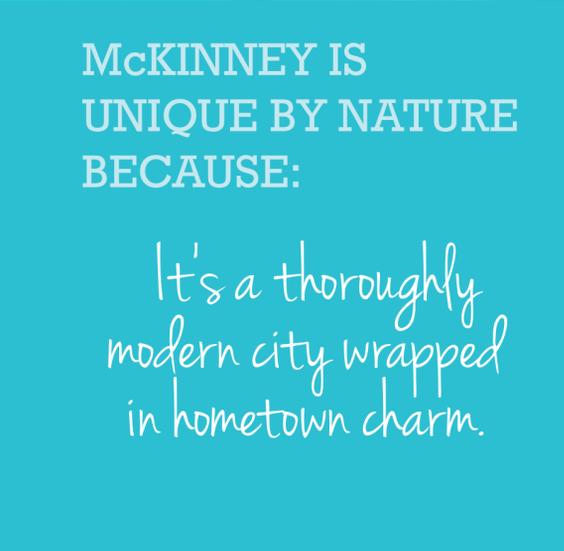
McKINNEY IS
UNIQUE BY NATURE
BECAUSE:

*It's a great place for
business! Employees
love working & living
in McKinney*



McKINNEY IS
UNIQUE BY NATURE
BECAUSE:

*I can escape to a
Mediterranean village
without ever
leaving town.*



McKINNEY IS
UNIQUE BY NATURE
BECAUSE:

*It's a thoroughly
modern city wrapped
in hometown charm.*



McKINNEY IS
UNIQUE BY NATURE
BECAUSE:

*we have the BEST
events, BEAUTIFUL parks
and
MILES of nature trails*



RUNS Deep

McKINNEY IS
UNIQUE BY NATURE
BECAUSE:

*It's the
friendliest town
EVER!*



McKINNEY IS
UNIQUE BY NATURE
BECAUSE:

*of its history,
its people,
its restaurants...
EVERYTHING!*




McKINNEY
T E X A S
Unique by nature.