



**To:** MCVB Board  
**From:** Dee-dee Guerra – Executive Director  
**Date:** January 23, 2017  
**RE:** McKinney CVB December 2017-Staff Report

### **Goal 1 Operational Excellence**

#### **Strategies:**

- **Education/Webinar: 3**
  - Good to Great Seminar: Conflict Management- Dee-dee
  - Patrick Ybarra Workshop-Dee-dee
  - Finished continuing ed class @Collin College – Digital Marketing & Brand Management- Beth
  
- **Events/Services: 2**
  - The Hotel Association Advisory Board Meeting 12/6/17
  - McKinney National Airport Hangar Ribbon Cutting
  - Staff worked SportSource booth at Craig Ranch (Special Thanks to Board Members & Main St Interns who assisted at the booth- Director Bressler, Director Gibson, Director Perkins, & Main St. Interns: ).
  - Finished continuing ed class @Collin College – Digital Marketing & Brand Management
  - Worked with Boyd teacher on student day trip to square; created itinerary

### **Goal 2 Financially Sound Government**

#### **Strategies:**

- **Balance resources generated by Hot tax**
- **Develop and utilize performance measures to ensure successful and efficient operations**

#### **Meetings:**

- **Sales: 2**
  - We had two Sport Teams in town for the first weekend in December 1-3, 2017: Hotels were full.
    - Sport Source (Collegiate Scouts-Soccer); used Craig Ranch & Al Ruschhaupt Fields. Room nights booked at: the Sheraton, both Holiday Inns, La Quinta, & Best Western.
    - Faster 2 First (Girls Softball)-Used Texas Glory fields in McKinney/Celina. Used Areté Volleyball facility for their opening ceremony. Room nights booked at Comfort Inn Suites & Holiday Inn & Suites.

- Texas Downtown Association Economic Impact (November 6-10, 2017):
    - \$ 22,150 - 278 Hotel Room nights (259- Sheraton & 19- Holiday Inn & Suites)
    - \$ 59,000 - Food & Beverage at the Sheraton (the most TDA has ever spent)
    - \$ 4,200 - Local Yocal
    - \$ 600 - Tupps
    - \$ 35,000 - Sales (Retail & Food Sales) – Low guesstimate.
      - Catherine the Executive Director from TDA shared with us 82 surveys which stated that they spent \$15,000 in retail & food sales, and that was only 82 of 250 attendees. We estimate that there was about \$35,000 in retail spending. We also know that at least one of the receipts was for about \$1000.
  - (\$ 17,100) MCVB/Main St & In Kind-Food, Sponsorship, Transportation, & Board Bonding Experience.
  - **Total Estimate of Economic Impact for TDA: \$ 104,128**
- **Advertising:**
    - MCVB & Main St, Co-op; we are advertising in talk to Business 360 in February/March. Using the downtown video (Paul Reynolds), co-op advertising with Main St., they will have a link on their website and we have a URL link to it so will be able to track the ROI

#### **HOT Tax Collections: 2016-2017**

#### **HOT TAX collection reported by City:**

- MOM 2018 vs. 2017 (17-Hotels & 8-B&B/VRBO reporting)
  - December 2017: \$ 147,271
  - December 2016: \$ 129,720
    - **13.53% ↑**

#### **MCVB Room Nights Generated: TTL Room Nights: 643; TTL Revenue: \$77,610**

#### **WEDDINGS COMPLETED in December 2017 - TTL Room Nights: 125 TTL Rev: \$13,189**

- Kaelan Cowan Wedding – Sheraton: TTL Room nights: 38, TTL Rev: \$4162
- Clay Quinn Wedding – Sheraton: TTL Room nights: 65, TTL Rev: \$6795
- Alisha Beyer – Sheraton: TTL Room nights: 8, TTL Rev: \$832
- Jenny Luo – Holiday Inn Express: TTL room nights: 14, TTL rev: \$1400

#### **No Pick-ups on the following weddings:**

- Ashley Wride- Comfort Suites, no pick up
- Natalie Butlers Wedding, December 2017 – River Road Chateau
- Gaby Ortiz Wedding, December 2017, - Springs
- Jasmin Torres Wedding – December 2017
- Julia Martinez Wedding – December 2017, the Springs
- Claire Chaney Wedding – December 2017, the Springs
- Mary de Marrais

- Roberto Yanez

**ASSOCIATION/CORPORATE/SMERF COMPLETED in December 2017: TTL Room nights: 518 , TTL Revenue:\$64,421**

**Associaton: TTL Rooms: 13 ; TTL Rev: \$ 1,320**

- The Seed Company: Grand Hotel: TTL room nights: 13, TTL rev: \$1,320 - this is a 501c3 company, so HOTTAX is not collected on room nights, but I wanted to report that they had come back to McKinney.

**Corporate: TTL Rooms: 63; TTL Revenue: \$ 6,795**

- Tom Pierce/I Leed company- Grand. TTL room nights: 24 room nights; TTYL Rev.\$ 2,856
- Emerson- Holiday Inn: 12/4-8/17. TTL room nights: 39 room nights; TTYL Rev.\$ 3,939
- Emerson- Holiday Inn: 12/12-14/17. TTL room nights: 0 room nights; TTYL Rev. \$ 0 - NO BLOCK

**SMERF: TTL Rooms: 0 TTL, Rev: \$ 0**

**Sports: TTL Rooms: 442, TTL Rev: \$ 56,306**

- Faster 2 First – Holiday Inn: TTL room nights: 2, TTL Rev; \$218  
Comfort Suites: TTL room nights: 20, TTL Rev: \$2300
- Hitt 08 Softball Team – Comfort Suites: TTL room nights: 11, TTL Rev: \$1315
- Sports Source – *TTL Room nights: 409; Total Rev: \$52,473*
  - Best Western: TTL room nights: 64, TTL Rev: \$8424
  - Sheraton Hotel: TTL room nights: 107, TTL Rev: \$13,823
  - La Quinta: TTL room nights: 66 , TTL rev: \$8,514
  - Holiday Day Inn Express: TTL room nights: 45, TTL Rev: \$6774
  - Holiday Inn & Suites: TTL room nights: 25, TTL Rev: \$2950
  - Hampton Inn: TTL room nights: 102; TTL Rev: \$11,988

**Sales Calls: ASSOCIATIONS-/CORPOARTE /SMERF Sales Calls:**

**Association: 27**

The following association, corporate, and SMERF sales calls were introduction or follow up emails. All were registered at Connect 2017 in Horseshoe Bay. I did not have a meeting scheduled with these planners. I have sent an email to introduce McKinney Texas and myself. I have scheduled follow up calls with everyone in 1Q18.

- Texas Criminal Defense Lawyers Association – Contacts: Melissa Shank, Ananda Rivera & Shreika Madison. Keeping lines of communication open with this association, they are planning to come back to McKinney in 2019
- Texas Association of Community Development Corporations – Contact: Robyn Murphy. We have previously spoken; she stated she was interested in a site visit to McKinney. Was not able to connect with her at Connect 2017.
- American Brahman Breeders – Contact: Armelinda Ibarra
- Plumbing, Heating, Cooling Contractors (PHCC) of Texas – Contact: Amy Noska

- Texas Association of Secondary School Principals- Contact: Brent Jaco
- Best Answer for Cancer Foundation – Contact: Annie Brandt
- Texas Association of School Business Officials – Contact: Becky Bunte
- Texas Association Against Sexual Assault – Contact: Cecilia Perkins
- Independent Bankers Association of Texas – Contact: Kelly George & Christopher Williston
- Texas Association of Future Educators – Contact: Donita Garza
- Texas High School Coaches Association – Contact: D.W. Rutledge
- American Subcontractors Association – Contact: Francie Dix
- Texas Council of Administrators of Special Education – Contact: Holly Smallwood & Theresa Parsons
- Texas Cotton Association – Contact: Kandi Poteet
- Texas Association for Supervision & Curriculum – Contact: Laura Stubbins
- National Petroleum Energy Credit Association – Contact: Mike Brittain
- Texas Council on Family Violence – Contact: Maria Jose Angelelli
- National Guard Association of Texas – Contact: Robert Casias
- Texas Cattle Feeders Association – Contact: Rachel Hernandez
- Texas Association of Community Colleges – Contact: Suheill Villafane
- Texas Medical Association – Contact: Sara Regalado
- Texas Bankers Association – Contact: Tam Nguyen
- Hospitality Sales & Marketing Association International, Austin Chapter – Contact: Nour Hammoudeh

**Corporate: 27**

- AZZ Corporation – Contact: Michelle Scott. Followed up with Michelle regarding potential regional conference held in McKinney in 2018. Will reach out to her again after the New Year.
- Best Answer for Cancer Foundation – Contact: Annie Brandt
- Keller Williams – Contact: Allison Young
- Conferences Designed – Contact: Cori Dossett
- Copart – Contact: Debbie Schroder
- Virtuoso, Ltd – Contact: Denise Boatman
- The Event Lounge – Contact: Dena Eichhorst
- GlobauxSource – Contact: Eddie Haisten
- CRE8AD8 Event & Travel Management – Contact: Gregorio Palomino
- HelmsBriscoe – Contacts: Gay Sills, Kenneth Benjamin, Curry Koch, and Jane Schmidt
- Meeting Planning Professionals – Contact: Paula Rigling
- ALTB Event Management – Contact: Janet Hoppenstein
- Western Area Links, Inc. – Contact: Josie Daniels
- NACM Guld States – Contact: Kathleen Quill
- Acelity (KCI USA, Inc.) – Contact: Leonore Carrillo
- ACEP/CORD – Contact: Michele Byers
- Laerdal Medical Corp – Contact: Marion Young

- CAMT (Conference for the Advancement of Mathematic Teaching) – Contact: Paula Moeller, Conference Chair, and Anita Hopkins, Executive Director
- RMC Meetings & Events – Contact: Patricia Goins
- Conference Direct – Contact: Steven Long
- Solara – Contact: Suzyn Skaggs
- Summit Conferences & Incentives – Contacts: Lynnanne Hamel & Michael Williams
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**SMERF: 5**

- New Creation Christian Fellowship – Contact: Sandra Ross. I had previously spoken to Sandra at Connect 2016 and sent follow up emails, with no response. I did not get to meet her at Connect 2017, sent email to keep lines of communication open
- Jasper County Adult Probation – Contact: Chris Thomas
- Society Offices Association Management Company – Contact: Eve Van Wagner
- Texas State Council Knights of Columbus – Contact: Michael McLaughlin
- Philosophical Society of Texas – Contact: Terri Killen

**McKinney Top 25: 2**

- Collin County Courthouse- Per receptionist only use meeting rooms in house.
- Timber Blinds- Spoke to Aimee Pichardo, left her with a sales kit. They have a training/meeting space onsite, she said she would let me know if they ever needed hotel rooms.

**MCVB Calendar of Events 2017-2019: 22**

Month	Group	Venue	Room Nights	Attendees
<b>October</b>				
10/2-5/18	Torchmark	Sheraton	30	90
10/21-25/18	Torchmark	Sheraton	300	100
10/28-31/18	Torchmark	Sheraton	60	20
10/9-11/18	Emerson: Regulator: FC1605	Holiday Inn	90	30
10/2018 ( 3days)	NAACP Annual Conference	Sheraton	75	250
<b>November</b>				
11/6-8/18	Emerson: Regulator: 1100	Holiday Inn	60	30
11/6-8/18	Emerson: Regulator: 1106	Holiday Inn	60	30
11/13-15/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30
11/2018	TACVB- Symposium	Sheraton	100	75-80
<b>December</b>				
12/1-3/17	Sports Source	City wide	2016: 400	1000+
12/4-8/17	Emerson	Holiday Inn	80	20

Month	Group	Venue	Room Nights	Attendees
12/12-14/17	Emerson	Holiday Inn	20	10
12/11-13/18	Emerson: Regulator: 1100	Holiday Inn	60	30
<b>January</b>				
1/28-31/18	Torchmark	Sheraton	300	100
1/30/18- 2/1/18	Emerson: Lifecycle SVCS: IV1100	Holiday Inn	60	30
1/9-11/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30
1/23-26/18	Emerson: Regulator: 1100	Holiday Inn	90	30
<b>February</b>				
2/4-8/18	Torchmark	Sheraton	400	100
2/7-9/18	Torchmark	Sheraton	24	12
2/12-14/18	Torchmark	Sheraton	200	100
2/18-21/18	Torchmark	Sheraton	60	20
2/20-22/18	Emerson: Regulator: 1100	Holiday Inn	60	30
2/20-23/18	Torchmark	Sheraton	90	30
2/27-3/1/18	Emerson: Regulator: 1106	Holiday Inn	60	30
<b>March</b>				
3/20-22/18	Emerson: Regulator: 1100	Holiday Inn	60	30
3/20-22/18	Emerson: Regulator: 1106	Holiday Inn	60	30
<b>April</b>				
4/8-11/18	Torchmark	Sheraton	300	100
4/10-12/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30
4/7-1119 or 4/14-18/19	TTIA-Travelers Conference	Sheraton	425	225
4/5-9, 2020	TTIA-Travelers Conference	Sheraton	425	225
4/22-25/18	Torchmark	Sheraton	40	20
<b>May</b>				
5/1-3/18	Emerson: Lifecycle SVCS:IV1100	Holiday Inn	60	30
5/14-16/18	Torchmark	Sheraton	160	80
5/20-24/18	Torchmark	Sheraton	400	100
5/22-24/18	Emerson: Regulator: 1112	Holiday Inn	60	30
5/5-6/19	Texas Beer & Fly Fishing Festival	Myers Park	75	700
<b>June</b>				
6/4-6/18	Torchmark	Sheraton	30	15
6/2019	Keep TX Beautiful	City Wide	200	500

Month	Group	Hotel	Room Nights	Attendees
6/17-19/19	Flamefest	Craig Ranch	2014:16 2015:19	2014-120 teams 3600 attendees
6/5-7/18	Emerson: Lifecycle SVCS: IV1100	Holiday Inn	60	30
6/18-21/18	Torchmark	Sheraton	90	30
6/20-22/18	Torchmark	Sheraton	16	8
Month	Group	Venue	Room Nights	Attendees
<b>July</b>				
7/2019	Texas Agri-Life	Sheraton	100	300
7/2019	Texas Retailers	Sheraton	149	250
7/15-18/18	Torchmark	Sheraton	300	100
<b>August</b>				
8/20-22/18	Torchmark	Sheraton	100	50
8/26-29/18	Torchmark	Sheraton	90	30
<b>September</b>				
9/11-13/18	Emerson: Regulator: 1100	Holiday Inn	60	30
9/11-13/18	Emerson: Regulator: 1106	Holiday Inn	60	30
9/17-19/18	Torchmark	Sheraton	60	30
9/23-26/18	Torchmark	Sheraton	300	100
9/18-20/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30
9/30/18- 10/3/18	Torchmark	Sheraton	60	20

Events the MCVB assist with: We help to advertise & promote these events (No Hotel Rooms or Venues):

- Main Street
  - Home for the Holidays
  - 4th of July Parade
  - Second Saturday
  - Krewe of Barkus
  - Bike the Bricks
  - Arts in Bloom
- MPAC Events (all concerts/plays/art exhibits/public events)
- Chestnut Square
  - Ghost Walk (Chestnut Square/Collin County Historical Museum)
  - Holiday Home Tour
  - Farmers Market
  - Farm to Table dinners
  - Prairie Camp
  - Ice Cream Crank Off
- Collin County Historical Society Museum (all exhibits)

- Heard Natural Science Museum & Wildlife Sanctuary
  - Dinosaurs Live!
  - Halloween at the Heard
  - Holiday Trail of Lights
  - Butterfly Gardens & House
  - Spring and Fall Native Plant Sales
  - Texas Heritage Day
- Third Monday Trade Days
- Myers Park Events (Dogs Show, Horse show, & Master Gardener Events)
- State of the City - McKinney
- Volunteer McKinney
- Chamber (Community Awards/Leadership)
- Pumpkinville at Tucker Hill
- Adriatica Events (at Sanctuary, Love Life & Smiles Concert)
- Franconia Brewery Tour
- Tupps Brewery Tour
- Wales Manor Music Under the Stars
- Live music at local restaurants/pubs/wine bars

**The McKinney Shop:**

- **November 2017 Gross Sales \$ 3,276.64**
  - **Rent check \$355.00**
  - **10% - \$ 177.66**

**Visitors: FYTD Total (Oct. - Dec. '17): 1,474**

**Total:** (includes all individuals that have come through the visitor's center)

- Out of State: 22
- Out of Country: 18
- Texas Residents: 15
- McKinney Residents: 6
- Register Total: 147
- Ticker Counter: 511

**Day Trips: 0**

**RFP's: 26 (-Association, 22 -Corporate, 4-Weddings, -Social (0-Religious), 0 -Sports, 0-Day Trips)**

**Association:**

**Corporate: 22**

- **Torchmark 3,530 room nights**



<u>Meeting Name</u>	<u>Date</u>	<u>Projected Attendees</u>	<u>Room nights</u>	<u>Location</u>
AIL 101	January 28-31	100	300	Sheraton
LNL 101	February 4-8	100	400	Sheraton
LNL 401	February 7-9	12	24	Sheraton
AIL 301	February 12-14	100	200	Sheraton
FHL 201	February 18-21	20	60	Sheraton
FHL 201	February 20-23	20	60	Sheraton
LNL 201	February 25-28	30	90	Sheraton
AIL 101	April 8-11	100	300	Sheraton
LNL 301	April 22-25	20	40	Sheraton
AIL 201	May 14-16	80	160	Sheraton
LNL 101	May 20-24	100	400	Sheraton
AIL SGA Improvement Seminar	June 4-6	15	30	Sheraton
FHL 101	June 18-21	30	90	Sheraton
FHL 301	June 20-22	8	16	Sheraton
AIL 101	July 15-18	100	300	Sheraton
AIL 201	August 20-22	50	100	Sheraton
LNL 201	August 26-29	30	90	Sheraton
AIL 301	September 17-19	30	60	Sheraton
AIL 101	September 23-26	100	300	Sheraton
FHL 201	September 30- Oct 3	20	60	
FHL101	Oct 2-5	30	90	
LNL 101	October 21-25	100	300	Sheraton
LNL 301	October 28-31	20	60	Sheraton

**Weddings: 4**

- McConville-Holloway Wedding – Jan 2018, Grand Hotel
- Reynolds Wedding – Jan 2018, Chestnut Square
- Kush Shrestha Wedding – March 2018, Springs
- Meghana Patil Wedding – May 2018, Springs

**SMERF: 0**

**Site Visits: 1**

- Sarah Rains & Becky Rains – Hotels for wedding guests. May 2018/The Springs

**Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal): 39 (39-Weddings, 0-Social, 0 -Sports, 0-Day Trips)**

**Weddings: 39**

- Heisy Servellon Wedding- January 2018, the Springs
- Rachel Kaplan Wedding – January 2018, the Springs
- Shadae Rogers Wedding, February 2018 – The Springs
- McLendon Wedding – February 2018, Avalon Legacy
- Kayla Schwalenberg Wedding – February 2018, Stonecrest
- Mary Sine (MOB) Wedding – February 2018, the Grand Ivory/Leonard
- Nicole Castelin Wedding – February 2018, the Springs
- Nisha Rajay Wedding – February 2018, Stone Crest
- Bernice Medellin Wedding – March 2018, D’Vine Grace
- Kathrine Martin Wedding – March 2018, Bella Donna
- Morgan McGrew Wedding- March 2018, the Springs
- Grubbs Wedding – March 2018 – Stonecrest
- Aja Walker Wedding – March 2018, the Springs
- Eric Burgett Wedding – March 2018, the Springs
- Kristina Schkade Wedding – March 2018, Stone Crest
- Alex Parkinson Wedding, April 2018, the Rosemary Barn
- Chris Shuma Wedding – April 2018 – The Springs
- Jenny Checks Wedding – April 2018, Stone Crest
- Crystal Eaton Wedding – April 2018, Stone Crest
- Chris Shuma Wedding – April 2018, the Springs
- Sarah Rain Wedding – May 2018; the Springs
- Morgan Coldwell Wedding – May 2018, Stonecrest
- Lauren Daymard Wedding, May 2018 – Chandlers Garden
- Hyejin Hwang Wedding – May 2018, the Springs
- Sydney Rodriguez Wedding – May 2018, the Springs
- Eva McGuire Wedding – May 2018, the Springs
- Olivia Sebesta Wedding – June 2018, the Springs
- Brittany Tigert Wedding – July 2018, the Springs
- Samantha Guerra Wedding– August 2018, the Springs
- Chelsea Parsons Wedding – August 2018, the Springs
- Katie Nelson Wedding-August 2018, Stone Crest
- Waychoff/Lonzanida Wedding – August 2018, Stone Crest
- Sarah Cantu Wedding – September 2018 Wedding, D’Vine Grace
- Ray Byrns Wedding – September 2018, the Springs
- Brooke Von Readen Wedding – October 2018, undecided
- Haley Spencer Wedding – October 2018, the Springs
- Danille Jansma Wedding – October 2018, Rustic Grace
- Levi Kennaw Wedding – October 2018, Stonecrest
- Kayly Browne Wedding-October 2018, Avalon Legacy

**Social: 0**

**Goal 3 Enhance the Quality of Life in Downtown:**

**Strategies:**

- Continue to highlight Downtown McKinney as a unique destination.
- Continue efforts to expand entertainment, dining, & shopping options.

**Newsletter Email Database (Robly) TTL: 32.5 % average open rate (December)**

**Bags Serviced: 50**

**Mailing Leads Processed: 1,164**

- See Texas First – 1,079
- Texas State Travel Guide – 45
- Tour Texas – 40
  - Top Five States requesting information:
    - Texas – Houston, Austin, San Antonio, Dallas, & Conroe
    - California – San Diego, San Francisco, Los Angeles, Irvine, & Sacramento
    - New York– Brooklyn, New York, Rochester, Ballston Lake, & Fresh Meadows
    - Florida – Miami, Orlando, Tampa, Jacksonville, & Naples
    - Tennessee - Knoxville, Nashville, Cookeville, Memphis, & Antioch

**Advertising/Marketing/Media**

**Blogs on our website:**

- Shop Small: 4
- Food Walks of Texas: 20
- NYE 2017: 100
- Santa Sightings: 23

**Visits on Homepage News Flash buttons & landing pages:**

- The McKinney Shop - 32
- Plan Your Visit - 3
- Weekend Update page - 38
- GetSocial#getsocial – 40
- Weather – 5

<b>#GETSOCIAL - 2017-18</b>	
<b>FY 17-18</b>	<b>Views</b>
<b>OCT. 17</b>	77
<b>NOV. 17</b>	0
<b>DEC. 17</b>	40
<b>TOTALS</b>	117

**Photos, Text Written, Marketing Materials and Ads Submitted**

- Facebook photos

- Holiday Windows downtown
- Staff Christmas pictures/card
- Materials Submitted
  - Winter calendar info for Texas Events Calendar

**Advertising- Website & Publication ROI Tracking: (waiting)**

**Visits on Homepage News Flash buttons & landing pages:**

- Meeting Planners Guide: 10
- Historic-Calendar - 2
- Faster2First-Tournament – 14
- Make-McKinney-Your-Home for the Holidays (TourTexas.com) – 1
- MCVB-Director-Guerra-Earns-CTE-Designation – 9
- Welcome-TourTexas.com-Readers - 7
- Make-McKinney-Your-Home-for-the-Holidays – 1
- WELCOME-TALK-BUSINESS-360-READERS-VIEWER - 6

**Free Publicity:**

FY 17-18	Budgeted Amount
Adv.	\$42,655
Promo.	\$83,710
<b>Total</b>	<b>\$ 126,365</b>

- *Does not include \$20,000 for Grants*

DECEMBER 2017 - MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print/ Broadcast Value	Web Value	PR Value	Impressions
BubbleLife Collin Co.	Shared Blog/web posts (4 times)	0	8000	24000	900,000
BubbleLife	DASH wins award at TDA	0	3000	9000	125,000
Courier-Gazette	DASH wins award (18 in.)	\$ 738	\$ 1800	\$7614	595,000
Community Impact	DASH wins Award (online only)	0	2400	7200	670,000
NTexas E-News	DASH wins Award (online only)	0	950	2850	50,000
McKinney Online	DASH wins award (online only)	0	1500	4500	75,000
<b>TOTALS</b>		\$738	\$17,650	\$52,950	2,415,000
<b>FY 17-18 Total</b>		\$2,513	\$40,250	\$730,950	4,594,384

**SOCIAL MEDIA TRACKING**

FACEBOOK - 2017-18					
	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct. 17	47	6217	92,814	850,774	4,382,210
Nov. 17	80	6295	66,475	751,207	4,365,662
DEC. 17	56	6351	38,610	242,212	2,449,176
<b>TOTALS</b>	<b>183</b>	<b>N/A</b>	<b>197,899</b>	<b>1,844,193</b>	<b>11,197,048</b>

**OTHER SOCIAL MEDIA TRACKING – DECEMBER 2017**

Type	Number	Increase #	Percentage (+/-)
<b>Twitter</b>			
Followers	4618	+22	+15%
Tweets	6038	+106	-25%
Tweet Impressions	14.7	(not given)	-0.2%
Profile Visits	222	+57	+34.5%
Mentions by other users	13	-1	-7.1%
<b>Google Sites</b>			
	<b>Views</b>	<b>Increase</b>	<b>Subscribers</b>
YouTube	4442	+147	20

VISIT WIDGET - DECEMBER 2017						
DECEMBER	Sessions	Users	Page Views	Pages per Session	Bounce Rate %	% New Sessions
Dec. 4-10	35	24	194	5.54	25.71	57.14
Dec. 11-17	21	17	139	6.62	23.81	47.62
Dec. 18-24	14	10	67	4.79	21.43	50.00
Dec. 25-31	12	10	88	7.33	16.67	66.67
<b>TOTALS</b>	<b>82</b>	<b>61</b>	<b>488</b>	<b>24.28</b>	<b>n/a</b>	<b>n/a</b>

**Web Analytics – DECEMBER 2017 (for 2017-18)**

Month	Sessions	Page views	Users
Oct. 17	3,613	9,034	3,018
Nov. 17	3456	8370	2868
Dec. 17	2892	6591	2462
<b>TOTALS 17-18</b>	<b>9,961</b>	<b>23,995</b>	<b>8,348</b>

**Top Pages in December 2017**

Page	Page views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,001	824	0:01:08	787	42.06%	41.26%
Calendar	910	659	0:01:25	568	38.20%	38.57%
Calendar	368	338	0:04:47	337	89.02%	88.86%
Shopping	131	116	0:01:35	90	54.44%	45.04%
Events	127	100	0:00:15	11	9.09%	8.66%
Shopping Centers	122	107	0:02:03	90	81.11%	74.59%
Calendar	113	103	0:04:59	100	90.00%	87.61%
Visitors Guide	100	86	0:02:23	22	77.27%	42.00%
NYE Blog	100	92	0:02:31	78	96.15%	88.00%
Dining	93	52	0:00:21	2	50.00%	15.05%
Explore	73	51	0:00:26	2	50.00%	17.81%
Dining/Nightlife	69	64	0:02:36	51	90.20%	72.46%
About Mck.	69	57	0:01:09	4	50.00%	34.78%
Monthly/Ann. Ev	64	60	0:00:41	40	75.00%	71.88%
NTTA Blog	61	56	0:02:08	56	87.50%	88.52%
Stay	60	45	0:00:36	2	0.00%	6.67%
Coffee Houses	60	47	0:00:59	0	0.00%	41.67%
Calendar	59	53	0:02:00	8	75.00%	76.27%
Calendar	49	41	0:01:05	3	66.67%	24.49%
Staff Direct.	45	29	0:01:14	7	42.86%	31.11%
Staff Direct.	43	33	0:01:04	14	57.14%	46.51%
Calendar	42	30	0:00:51	1	0.00%	16.67%
Get Social	40	40	0:00:55	17	76.47%	55.00%
Calendar	40	34	0:00:28	5	100.00%	37.50%
Wed/Event Venues	37	31	0:00:35	24	25.00%	29.73%

Country Breakdown	Sessions	% New	New Users	Bounce	Pgs./Visit	Avg. Visit
		Sessions		Rate		Time
United States	2,817	79.16%	2,230	60.35%	2.29	0:01:39
India	12	91.67%	11	75.00%	1.33	0:00:42
Canada	7	85.71%	6	85.71%	1.14	0:00:04
Colombia	5	0.00%	0	0.00%	5.8	0:08:42
United Kingdom	5	100.00%	5	40.00%	3.2	0:02:12
Japan	5	100.00%	5	100.00%	1	0:00:00
South Korea	4	100.00%	4	100.00%	1	0:00:00
Germany	3	100.00%	3	66.67%	1.67	0:00:07
France	3	66.67%	2	100.00%	1	0:00:00
Peru	3	100.00%	3	100.00%	1	0:00:00

State Breakdown	Sessions	% New	New Users	Bounce	Pgs/Visit	Avg. Visit
		Sessions		Rate		Duration
Texas	2,312	77.16%	1,784	60.38%	2.26	0:01:34
California	88	88.64%	78	53.41%	3.02	0:03:45
Oklahoma	31	87.10%	27	45.16%	2.58	0:02:13
Florida	29	86.21%	25	65.52%	2.17	0:01:29
New York	29	82.76%	24	65.52%	2.07	0:01:40
Virginia	27	100.00%	27	92.59%	1.3	0:00:26
Pennsylvania	26	100.00%	26	80.77%	1.46	0:00:13
Georgia	24	75.00%	18	58.33%	3.46	0:03:33
Kansas	24	75.00%	18	70.83%	1.38	0:01:01
Illinois	19	89.47%	17	42.11%	2.37	0:01:27

City Breakdown	Visits	% New	New Visits	Bounce	Pgs/Visit	Avg. Visit
		Visits		Rate		Duration
McKinney	758	67.15%	509	58.97%	2.41	0:02:06
Dallas	665	78.80%	524	68.57%	1.82	0:00:50
Plano	99	83.84%	83	60.61%	2.48	0:01:32
Frisco	91	83.52%	76	65.93%	2.36	0:01:14
Allen	67	83.58%	56	46.27%	2.18	0:01:29
Prosper	50	84.00%	42	68.00%	1.88	0:01:32
Fort Worth	37	81.08%	30	35.14%	3.57	0:03:14
Houston	35	88.57%	31	62.86%	2.34	0:01:37
Richardson	30	70.00%	21	40.00%	3.07	0:01:13
Austin	24	83.33%	20	66.67%	2	0:02:42

**OCCUPANCY RATES:**

**Top 5 McKinney Hotels 2016-2017 Occupancy Rates: %**

<b>Hotel</b>	<b>Oct. '17</b>	<b>Nov. '17</b>	<b>Dec. '17</b>	<b>Jan. '18</b>	<b>Feb. '18</b>	<b>Mar. '18</b>	<b>Apr. '18</b>	<b>May '18</b>	<b>Jun. '18</b>	<b>Jul. '18</b>	<b>Aug. '18</b>	<b>Sep. '18</b>
Comfort	67.79	70.85										
Hampton	97.82	97.82										
Holiday Inn	69.05	71.18										
Holiday Inn CR	73.79	69.88										
La Quinta	N/A	N/A										
Sheraton	96.77	N/A										
Townplace	79.01	81.65										

**Sheraton Occupancy Rates:**

<b>Month</b>	<b>FY 14-15</b>	<b>FY 15-16</b>	<b>FY 16-17</b>	<b>FY 17-18</b>
<b>October</b>	N/A	67.28%	75.19%	96.77%
<b>November</b>	N/A	61.35%	75.20%	N/A%
<b>December</b>	N/A	69.24%	57.74%	%
<b>January</b>	N/A	61.62%	69.54%	%
<b>February</b>	N/A	71.58%	79.77%	%
<b>March</b>	24.60 %	63.53%	77.04%	%
<b>April</b>	39.29%	82.34%	84.81%	%
<b>May</b>	50.47%	64.60%	81.11%	%
<b>June</b>	69.70%	75.03%	88.88%	%
<b>July</b>	75.60%	72.61%	N/A	%
<b>August</b>	56.22%	63.86%	76.00%	%
<b>September</b>	56.43%	72.50%	<b>N/A</b>	%

**LOST BUSSINESS – 1**

- Texas Retailers Assoc. – Sheraton unable to accommodate. Also sent RFP to Holiday Inn, waiting for response to see if they will be able to submit a response to the RFP.