

MEDC-MCDC-MAIN ST.

I. MCVB Room Nights Generated: TTL Room Nights: 749 ; TTL Revenue: \$93,828

***NOTE: waiting on pick-up from Hampton and Holiday Inn**

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 deMarrais
- Roberto Yanez

**ASSOCIATION/CORPORATE/SMERF COMPLETED in December 2017: TTL Room nights: 37 ,
TTL Revenue:\$4,176**

Associaton: TTL Rooms:0 ; TTL Rev: \$ 0

Corporate: TTL Rooms: 37 TTL Revenue: \$ 4,176

- Tom Pierce/I Leed company: Grand Hotel: TTL Room nights:24; TTL REV: \$2856
- The Seed Company: Grand Hotel: TTL room nights: 13, TTL rev: \$1320 (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)

SPORTS:TTL Room nights: 587; TTL Rev: \$76,463 Waiting on Pick Up reports, this number will increase

- 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: 277 Total Rev; \$36,315 – will change w/Hampton Inn Numbers*
 - Best Western: TTL room nights: 64, TTL rev; \$8424
 - Sheraton Hotel: TTL room nights: 107, TTL rev: \$13,823
 - La Quinta: TTL room nights: 36, TTL rev: \$4344
 - 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: xx TTL Rev; \$xx**

II. Visitors: FYTD Total (December '17)

Visitors: FYTD Total (Oct. 17-December'17): 1474

December Total:

MEDC-MCDC-MAIN ST.

Out of State: 22

Out of Country: 18

Texas Residents: 15

McKinney Residents: 6

Register Total: 147

Ticker Counter: 511

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

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

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

Association: 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

MEDC-MCDC-MAIN ST.

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

Corporate: 0

Weddings: 4

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

IV. Site Visits:

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

V. Lost Business-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.

VI. Advertising: Ads/materials created and submitted: Created/submitted materials (photos and text)

Blogs on our website:

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

VII. 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

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

VIII. 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
 - McKinney write-up to Facilities Online

IX. Advertising- Website & Publication ROI Tracking:

- 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

X. Free Publicity:

FY 17-18	Budgeted Amount
Adv.	\$42,655
Promo.	\$83,710

MEDC-MCDC-MAIN ST.

Total	\$ 126,365
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- 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
TOTALS		\$738	\$17,650	\$52,950	2,415,000
FY Total		\$2,513	\$40,250	\$120,750	\$4,594,384

XI. 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
TOTALS	183	N/A	197,899	1,844,193	11,197,048

OTHER SOCIAL MEDIA TRACKING – DECEMBER 2017

MEDC-MCDC-MAIN ST.

Type	Number	Increase #	Percentage (+/-)
Twitter			
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%
Google Sites	Views	Increase	Subscribers
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
TOTALS	82	61	488	24.28	n/a	n/a

XII. 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
TOTALS 17-18	9,961	23,995	8,348

Top Pages in December 2017

MEDC-MCDC-MAIN ST.

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%

MEDC-MCDC-MAIN ST.

Wed/EventVenues	37	31	0:00:35	24	25.00%	29.73%
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Country Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit 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 Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit 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

MEDC-MCDC-MAIN ST.

City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pgs/Visit	Avg. Visit 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