

MEDC-MCDC-MAIN ST.

I. MCVB Room Nights Generated: TTL Room Nights: 808; TTL Revenue: \$87,535

WEDDINGS COMPLETED in January 2018 - TTL Room Nights: 207 TTL Rev: \$29,940

- Rachel Kaplan Wedding – Holiday Inn: 1 room night, \$98, Hampton Inn: 36 room nights; \$4,284 TTL rev.
- McConville/Holloway Wedding – Grand Hotel: 80 total room nights, \$14,848 TTL rev.
- Bear Wedding – Hampton: 90 room nights, \$10,710 TTL rev.

No Pick-ups on the following weddings:

- Heisy Servellon Wedding (Springs) January 2018
- Reynolds Wedding – Chestnut Square

ASSOCIATION/CORPORATE/SMERF COMPLETED in January 2018: TTL Room nights: 601, TTL Revenue:\$57,595

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

Corporate: TTL Rooms: 601; TTL Revenue: \$ 57,595

- Torchmark- Sheraton- AIL 101 –January 28-31, 2018. TTL room nights: 308 room nights; TTYL Rev.\$ 29,260
- Emerson- Holiday Inn: 1/30/18/-2/1/18. TTL room nights: 30 room nights; TTYL Rev.\$ 2,880
- Emerson- Holiday Inn: 1/9-11/18. TTL room nights: 28 room nights; TTYL Rev. \$ 2,828
- Emerson- Holiday Inn: 1/23-26/18. TTL room nights: 96 room nights; TTYL Rev.\$ 7,008
- Starbucks – Grand Hotel: 37 total room nights, \$4773 total revenue
- KD Johnson – Grand Hotel: 21 total room nights, \$2079 total revenue
- Pedi Devices – Grand Hotel: 7 total room nights, \$903 total revenue
- Clayton Homes – Grand Hotel: 74 total room nights, \$7326 total revenue

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

Sports: TTL Rooms: 0 , TTL Rev: \$ 0

II. Visitors: FYTD Total (Oct. - Jan. '17): 1,821

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

- Out of State: 25
- Out of Country: 109
- Texas Residents: 25
- McKinney Residents: 41
- Register Total: 200
- Ticker Counter: 347

- Top Five States requesting information:
 - Texas – Houston, Dallas, Ft. Worth, San Antonio, Denton

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- California – San Diego, San Joes, LA. Fresno, Stockton
- Florida – Miami, Kissimmee, New Port Richey, Orlando, Brandon
- Oklahoma – OKC, Norman, Edmond, Tulsa, Broken Arrow
- Missouri – Kansas City, Columbia, Centertown, Chillicothe, Craig

III. RFP's: 14 (5-Association, 1-Corporate, 8 -Weddings, -Social (0-Religious), 0 -Sports, 0-Day Trips)

Association: 5

- Texas Agri-Life- Having annual meeting at the Sheraton in 2019. Board is coming for a site visit, Sheraton was too pricey to hold lunch meeting. I suggested Harvest for lunch/meeting 24 attendees. Blocked 8 room at the Sheraton for this meeting.
- TCCE Annual Convention June 15-19, 2020, TTL peak room nights: 175, TTL attendees: 300 – Sent RFP to Sheraton
- LCMS TX District All Early Childhood Educators Conference, January 2019, TTL room nights: 400, Peak Room nights: 200, TTL attendees: 800. Sent this RFP to both Sheraton and Holiday Inn & Suites
- LCMS TX District All Early Childhood Educators Conference, November 2018, TTL room nights: 300, Peak room nights: 150, TTL attendees: Sent this RFP to the Sheraton and The Holiday Inn & Suites.
- NAACP – RFP Sent to the Sheraton. October 4-7, 2018. Attendees: 75-100 Total number of room nights: 180- **Awarded**

Corporate: 1

- Copart International – RFP sent to Sheraton, Holiday Inn, Hampton Inn, Hilton Home 2 Suites, and Comfort Suites. Event: July 13-15m 2018, 50-60 Rooms, Attendees: 60-100

SMERF: 8 (Weddings)

- Ryan Davis – May 2018, Mitas Hill
- Mattison Johnson – May 2018, Springs
- Leticia Banda – June 2018
- Emily Jacobs – July 2018, D'Vine Grace
- Shannon Owens- August 2018, D'Vine Grace
- Lanie Robinson – August 2018, D'Vine Grace
- Joyce Spisak – December 2018, Springs
- Meghan Powers- March 2019, Springs

IV. Site Visits: 1

- NAACP- Sheraton w/Linda, October 4-7, 2018. Attendees: 75-100, Total Room nights: 180

V. Lost Business-0

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

Blogs on our website:

- MCVB Grants : 12
- Food Walks of Texas: 8
- NYE 2017: 9
- Breakfasting McKinney Style: 105
- Couple Focuses Camera on McKinney: 142
- Cooking and Sharing on the Square: 27

VII. Visits on Homepage News Flash buttons & landing pages:

- **The McKinney Shop: 4**
- **Plan Your Visit: 3**
- **Weekend Update page: 52**
- **Weather: 8**
- **Krewe of Barkus: 38**
- **Breakfast: 16**

#GETSOCIAL - 2017-2018	
FY 17-18	Views
OCT. 17	77
NOV. 17	55
DEC. 17	40
JAN. 18	78
TOTALS	250

VIII. Photos, Text Written, Marketing Materials and Ads Submitted

- Facebook photos
 - GMT preview of bridal show
- Materials Submitted
 - Arts in Bloom to Authentic Texas

IX. Advertising- Website & Publication ROI Tracking:

- Welcome to McKinney (Visitor Map): 2
- Meeting Planners Guide: 33
- Faster2First-Tournament -3
- Travel-South-Readers -11
- McKinney Lions Program -1
- North Bulldog Program- 1

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- MCVB-Director-Guerra-Earns-CTE-Designation -10
- Welcome-Talk Business-360-Readers/Viewer-1

X. Free Publicity:

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

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

January 2018- MCVB Publicity/Free Media Coverage				
Article/Topic/Writer	Print/ Broadcast Value	Web Value	PR Value	Impressions
Shared Blog/web posts (4 times)	0	8000	24000	900000
Bridal Fair pitch to Paige	8000	5000	39000	1,500,000
Piece about art at MPAC	795	250	3135	239000
Totals	\$8,795	\$13,250	\$66,135	2,639,000
FY-17-18 Totals	\$ 11,308	\$ 53,500	\$ 797,085	7,233,384

XI. SOCIAL MEDIA TRACKING

FACEBOOK - 2017-18					
FY 17-18	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
JAN. 18	175	6526	93,363	532,078	3,879,202
TOTALS	358	N/A	291,262	2,376,271	15,076,250

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OTHER SOCIAL MEDIA TRACKING – JANUARY 2017

Type	Number	Increase #	Percentage (+/-)
Twitter			
Followers	4618	+37	+0.81%
Tweets	6038	+51	-15%
Tweet Impressions	19.4K	(not given)	--1.8%
Profile Visits	307	+85	+8.5%
Mentions by other users	24	+11	+50.0%
Google Sites	Views	Increase	Subscribers
YouTube	4681	+219	22

VISIT WIDGET - DECEMBER 2017

XII. Web Analytics – January 2018 (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
Jan. 18	2561	6820	2009
TOTALS 17-18	12,522	30,815	10,357

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Top Pages in JANUARY 2017

Page	Page views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,178	945	0:01:12	892	36.21%	35.82%
Calendar	580	441	0:01:21	333	43.24%	41.21%
Couple Focuses Blog	142	121	0:02:09	116	83.62%	78.87%
Events	132	103	0:00:16	13	7.69%	12.12%
Shopping Centers	120	102	0:04:23	93	86.02%	77.50%
Visitors Guide	117	103	0:01:49	20	55.00%	45.30%
Wedd. Rec. Ven.	107	83	0:00:42	57	29.82%	30.84%
Breakfasting Blog	105	98	0:04:34	76	88.16%	78.10%
Mo. Annual Events	99	88	0:03:09	51	86.27%	69.70%
Explore	91	79	0:00:33	5	40.00%	13.19%
Stay	90	68	0:00:15	8	37.50%	12.22%
About McKinney	80	61	0:00:54	6	66.67%	28.75%
Dining	79	56	0:00:27	1	0.00%	20.25%
Staff Directory	79	48	0:00:45	12	33.33%	29.11%
Get Social	75	63	0:03:50	25	76.00%	53.33%
Shopping Centers	73	66	0:00:40	40	62.50%	47.95%
Tourism Grants	72	48	0:01:02	20	50.00%	25.00%
Event Planning	64	51	0:00:51	8	37.50%	17.19%
Dining & Nightlife	59	50	0:02:15	35	71.43%	54.24%
Tourism Grants	59	16	0:00:29	0	0.00%	8.47%
Food Walks	56	50	0:02:27	31	87.10%	69.64%
Unique Venues	56	52	0:02:09	6	66.67%	23.21%
Weekend Updates	52	46	0:01:11	2	100.00%	46.15%
Unique Venues	49	37	0:01:54	3	66.67%	14.29%
Calendar	48	42	0:00:45	1	100.00%	31.25%

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Country Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Visit	Avg. Visit Duration
United States	2,464	70.94%	1,748	54.79%	2.68	0:02:24
India	16	87.50%	14	81.25%	1.38	0:00:23
Philippines	15	73.33%	11	66.67%	1.93	0:02:18
South Korea	12	100.00%	12	91.67%	1.08	0:00:02
Canada	7	85.71%	6	28.57%	5.43	0:02:31
Bulgaria	4	0.00%	0	100.00%	1	0:00:00
Colombia	4	0.00%	0	0.00%	3.75	0:02:17
United Kingdom	4	100.00%	4	50.00%	4.5	0:06:10
Peru	4	100.00%	4	100.00%	1	0:00:00
Argentina	2	50.00%	1	50.00%	2	0:17:00

State Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Visit	Avg. Visit Duration
Texas	1,971	69.46%	1,369	54.85%	2.66	0:02:26
California	55	90.91%	50	45.45%	2.8	0:01:31
New Hampshire	27	11.11%	3	40.74%	4.56	0:11:04
Kansas	26	73.08%	19	53.85%	2.65	0:01:17
Illinois	23	95.65%	22	60.87%	2.26	0:01:05
Florida	22	81.82%	18	36.36%	2.27	0:02:01
Oklahoma	22	77.27%	17	50.00%	3	0:02:26
Virginia	21	90.48%	19	66.67%	2.29	0:01:00
Georgia	19	73.68%	14	63.16%	2.32	0:04:28
New Jersey	19	94.74%	18	68.42%	2.37	0:00:33

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City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pages/Visit	Avg. Visit Duration
McKinney	808	53.84%	435	51.36%	3.05	0:03:36
Dallas	394	77.92%	307	64.97%	1.97	0:01:17
Plano	99	69.70%	69	57.58%	2.81	0:01:56
Frisco	78	78.21%	61	52.56%	2.96	0:02:00
Allen	69	88.41%	61	52.17%	2.58	0:02:13
Prosper	36	86.11%	31	58.33%	1.78	0:00:27
Austin	24	95.83%	23	45.83%	2.33	0:01:29
Fort Worth	24	87.50%	21	45.83%	1.96	0:01:18
Richardson	23	78.26%	18	47.83%	3.39	0:01:19
Garland	20	90.00%	18	45.00%	2.45	0:01:25