

MEDC-MCDC-MAIN ST.

I. MCVB Room Nights Generated: TTL Room Nights: 575; TTL Revenue: \$ 64,715

WEDDINGS COMPLETED in April 2018 - TTL Room Nights: 199; TTL Rev: \$ 24,219

- McLellan/Sanders Wedding – Sheraton: TTL rooms: 26, TTL rev: \$2734
- Taitt Wedding – Sheraton: TTL rooms: 30, TTL rev: \$ 3925
- Kacie Phillips – Holiday Inn: TTL rooms: 2, TTL rev: \$228; Towne Place Suites: TTL rooms 19, TTL rev: \$2071
- Patty Quexada Wedding – Holiday Inn: TTL rooms: 12, TTL rev: \$1428
- Jenny Checks Wedding – block made at Holiday Inn, no pick ups
- Emily Wolf – The Grand: TTL rooms: 43, TTL rev: \$3416
- Crystal Eaton Wedding – La Quinta: TTL rooms: 33, TTL rev: \$2411

No Pick-ups on the following weddings: 6

- Alex Parkinson Wedding, April 2018, the Rosemary Barn
- Chris Shuma Wedding – April 2018, the Springs
- Angel Vance – April 2018, River Road Chateau
- Moomaw/Tchao –April 2018, D’Vine Grace
- Spears/Vazquez – April 2018, The Gather in Downtown McKinney – The Grand
- Chris Shuma Wedding – April 2018 – The Springs

ASSOCIATION/CORPORATE/SMERF COMPLETED in April 2018: TTL Room nights: 376; TTL Revenue: \$ 40,496

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

Corporate: TTL Rooms: 376; TTL Revenue: \$ 40,496

- Torchmark- AIL 101, Sheraton-April 8-11, 2018, TTL room nights: 289 ; TTYL Rev. \$ 27,455
- Torchmark- Sheraton: April 22-25,2018, TTL room nights: 53; TTYL Rev. \$ 5,035
- Emerson: Lifecycle SVCS IV1106 - Holiday Inn: April 10-12, 2018, TTL room nights: ; TTYL Rev. \$ CANCELLED
- Clayton Homes – The Grand: TTL rooms: 34, TTL rev: \$ 8006

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

- Block at the Holiday Inn for the Arts meets Floral at the Heard Craig, no pick up

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

II. Visitors: FYTD Total (Oct. - Apr. '18): 3,084

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

- Out of State: 73
- Out of Country: 27

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- Texas Residents: 13
- McKinney Residents: 0
- Register Total: 113
- Ticker Counter: 392
- Top Five States requesting information:
 - Top Five States requesting information:
 - Texas- Houston, San Antonio, Austin, Ft Worth, Dallas
 - California – Los Angeles, Sacramento, Riverside, San Diego, Fairfield
 - Florida – Orlando, Coral Springs, Jacksonville, Port St. Lucie, Tampa
 - Oklahoma – OKC, Edmond, Broken Arrow, Norman, Tulsa
 - Louisiana – Lake Charles, Shreveport, Baton Rouge, New Iberia Slidell

III. RFP's: 7 (3-Association, 0-Corporate, 4 -Weddings, 0-Social (-Religious, 0-Sports, 0-Day Trips)

Association: 3

- TACVB 2019 Marketing Symposium
 - 2 day symposium, dates are flexible – April & May preferred. 75-100 Attendance, 90 Total room nights, 60 peak
- TTIA 2019 Travel Summit. Date: 3rd or 4th Week in September. Peak room nights – 250, Approximately 500 attendees. Requirements from CVB were very steep (i.e.: \$18,000 for sponsored sit-down lunch, \$6,000 for Sponsor & Host board dinner, \$16,000 for sponsor & hosting of opening night reception. Etc.)
- TTIA 2020 Travel Summit. Date: 3rd or 4th Week in September. Peak room nights – 250, Approximately 500 attendees. Requirements from CVB were very steep (i.e.: \$18,000 for sponsored sit-down lunch, \$6,000 for Sponsor & Host board dinner, \$16,000 for sponsor & hosting of opening night reception. Etc.)

RFP Awarded: Texas Folklore Society - April 25-28, 2019, Hotel Selected: Sheraton, 150-200 attendees. Approx. 70 room nights. They will come back for a site visit for “things to do” – the group is very interested in Historical Tours

Corporate: 0

SMERF: 4 (Weddings)

- Philip Alvarado Wedding – The Springs
- Rosie Perez Wedding – D’Vine Grace
- Erin Burge Wedding – Stonecrest
- Stephanie Aguilar – The Springs

IV. Site Visits: 1

- City Perimeter Site Tour with Hilton Home 2 & Spring Hills Suites Sales Managers

V. Lost Business: 2

- TTIA 2019 & 2020 Travel Summit – event is too large for McKinney and they are asking for too many concessions.
- TTIA 2020 Travel Summit – event is too large for McKinney and they are asking for too many concessions.

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

Blogs on our website: 241

- Food Walks of Texas: 1
- Breakfasting McKinney Style: 9
- 7 Reasons to Love McKinney Wine Merchant: 62
- Second Saturday Blog: 63
- Yellow Wood Festival: 79
- Memorial Day Weekend in McKinney: 27

Visits on Homepage News Flash buttons & landing pages:

- Arts in Bloom: 67
- Memorial Day Weekend: 36
- Plan Your Visit: 16
- Weekend Update page: 131
- Weather: 0
- Breakfast: 6
- Second Saturdays: 61

Photos, Text Written, Marketing Materials and Ads Submitted

▪ **Materials Submitted**

- Press release for Yellow Wood Festival
- Set up page for Memorial Day Weekend events
- Took photos at Arts in Bloom
- Submitted May TourTexas.com materials
- Wrote letters of support about filmmaker for City Manager and CVB Director
- Prepared welcome slide for Volunteer McKinney sponsorship
- Photos at Art Meets Floral
- Submitted NTTW info to TTIA
- Took photos at:
 - Arts in Bloom
 - Art Meets Floral
 - Chicken Coop Tour

Advertising- Website & Publication ROI Tracking:

- **Meeting Planners Guide: 29**
- **McKinney Lions Program: 2**
- **TourTexas.com: 18**
- **Strikes Against Cancer: 53**
- **Oxford American Readers: 1**
- **County Line Magazine: 5**

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Free Publicity:

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

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

APRIL 2018- MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print/Broadcast Value	Web Value	PR Value	Impressions
BubbleLife Collin Co.	Shared Blog/website updates (6 times)	\$ -	\$12,000.00	\$36,000	1,200,000
Courier Gazette	Used large CVB photo for Arts in Bloom	\$ 720	\$1,100.00	\$3,300	100,000
McKinney Online	Yellow Wood Festival		\$1,800.00	\$5,400	75,000
Community Impact	Yellow Wood Festival	\$ -	\$240.00	\$720	60,000
TOTALS		\$720	\$15,140	\$45,420	1,435,000
FY 17-18 Totals		\$20,723	\$98,980	\$954,610	12,497,384

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
FEB. 18	59	6585	69,527	759,268	3,289,228

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MAR. 18	76	6664	80,690	567,892	3,499,942
APR. 18	106	6770	83,960	449,311	3,615,527
TOTALS	493	N/A	441,479	3,703,431	21,865,420

OTHER SOCIAL MEDIA TRACKING – APRIL 2018

Type	Number	Increase #
Twitter		
Followers	4715	+27
Tweets	6097	+49
Tweet Impressions	17.8K	(not given)
Profile Visits	301	+58.4%
Mentions by other users	13	-12
Google Sites		
	Views	Subscribers
YouTube views	5397 (+ 275)	25 (+1)

Web Analytics – APRIL 2018

Month	Sessions	Pageviews	Users
Oct-17	3,613	9,034	3,018
Nov-17	3,456	8,370	2,868
Dec-17	2,892	6,591	2,462
Jan-18	2,561	6,820	2,009
Feb-18	2,360	6,537	1,949
Mar-18	3,404	7,926	2,811
Apr-18	3,526	8,219	2,971
FY 17-18 Total	21,812	53,497	18,088

Top Pages in April 2018

Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,222	992	0:01:02	946	36.89%	37.07%
Calendar	897	669	0:00:58	564	41.31%	39.58%
Memorial Day	313	293	0:02:35	256	80.47%	74.76%
Shopping Centers	199	180	0:03:08	167	84.43%	80.40%
Visitors Guide	178	142	0:01:35	30	63.33%	41.57%
Mo. Ann. Events	176	164	0:01:48	115	84.35%	74.43%
Events	155	124	0:00:17	23	34.78%	10.32%
Wknd Update	127	116	0:01:02	22	77.27%	49.61%
About McKinney	106	86	0:01:27	14	64.29%	29.25%
Explore	93	72	0:00:25	9	88.89%	23.66%
Calendar	92	69	0:00:47	6	83.33%	39.13%
Dining	88	61	0:00:29	9	77.78%	14.77%

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Staff Directory	85	63	0:01:40	26	69.23%	42.35%
We. Rec. Venues	83	68	0:00:57	47	29.79%	27.71%
Yellow Wood	79	68	0:03:14	62	90.32%	79.75%
Shopping	76	61	0:01:49	39	46.15%	32.89%
Stay	68	61	0:00:08	7	85.71%	14.71%
Arts in Bloom	67	65	0:00:30	4	50.00%	16.42%
Calendar	66	64	0:02:19	7	57.14%	78.79%
Event Planning	64	54	0:00:33	9	88.89%	21.88%
Calendar	63	39	0:00:51	3	100.00%	30.16%
Blog	62	50	0:00:34	11	45.45%	12.90%
2nd Saturday	62	54	0:02:48	14	64.29%	33.87%
7 Reasons to Love...	62	50	0:02:19	42	88.10%	70.97%
Memorial Day	60	21	0:00:29	2	0.00%	5.00%

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Country Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs. per Session	Avg. sess. Duration
United States	2,840	2,655	3,390	59.06%	2.36	0:01:42
South Korea	29	29	29	93.10%	1.07	0:00:01
Canada	23	23	23	82.61%	1.57	0:00:09
(not set)	17	17	17	94.12%	1.06	<00:00:01
India	16	16	16	81.25%	1.5	0:00:26
Peru	11	11	11	100.00%	1	0:00:00
Philippines	10	10	12	58.33%	1.83	0:02:17
Brazil	4	4	4	100.00%	1	0:00:00
Australia	2	2	2	100.00%	1	0:00:00
Spain	2	2	2	50.00%	2	0:00:11

State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs. per Session	Avg. Sess. Duration
Texas	2,353	2,187	2,847	58.41%	2.34	0:01:44
California	67	61	69	53.62%	2.94	0:02:01
Illinois	34	31	37	59.46%	3.11	0:03:54
Oklahoma	29	26	30	60.00%	3.13	0:01:46
Florida	28	27	37	48.65%	3.08	0:02:36
New York	28	27	28	71.43%	1.57	0:00:16
Tennessee	27	26	30	93.33%	1.13	0:00:05
Virginia	26	26	27	77.78%	2	0:00:47
Missouri	20	19	23	69.57%	3.04	0:01:42
Kansas	15	14	19	52.63%	2.95	0:01:29

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City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Visit Duration
McKinney	685	594	893	59.57%	2.49	0:02:05
Dallas	669	611	745	64.97%	1.97	0:01:09
Plano	141	135	155	49.03%	2.47	0:01:56
Frisco	91	86	106	63.21%	2	0:00:52
Allen	83	77	93	54.84%	2.3	0:01:07
Fort Worth	50	44	56	41.07%	3.36	0:03:41
Houston	49	47	58	50.00%	2.31	0:01:33
Prosper	43	38	56	58.93%	2.45	0:01:31
Austin	38	35	42	59.52%	2.07	0:01:17
Richardson	29	29	32	62.50%	1.78	0:00:26

Visit Widget - April 2018

April 2018					
	Sessions	Users	Page Views	Pages/Session	Bounce Rate
Widget	90	67	489	5.43	34%
iOS App	43	33	335	10	N/A
Android App	1	1	1	1	N/A
Total/AVG	134	101	825	5.48	N/A