



To: MCVB Board
From: Dee-dee Guerra – Executive Director
Date: February 27, 2017
RE: McKinney CVB January 2018-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Education/Webinar:**
 - The Hotel Association-Luncheon Featuring LinkedIn Expert, Terry Sullivan (Dee-dee & Vanesa)
 - Leadership Talk- Joe Mazzola (Dee-dee)
 - Emotional Intelligence Class- Tony Picchioni (Dee-dee)
 - HPO Meeting 4 Day Training-Session (Dee-dee)
- **Events/Services:**
 - Independent Bank Ribbon Cutting-Craig Ranch (Dee-dee & Vanesa)
 -
 - Homeless Census- Volunteer McKinney (Staff: Sue, Vanesa, & Dee-dee, Board Members: Connie Gibson & Bryan Perkins)

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:**
 - Beau Beasley (Texas Fly-Fishing Event) is having his event in Plano, but reached out to let me know that Texas Fly Fishing & Brew Festival opening ceremony will be held in McKinney at Tupps Brewery.
Press Release:

Bass Bugs and Brews Movie Night
Join us March 9th from 5:30 PM-9:30 PM for our “Bass Bugs and Brews Movie Night” at [Tupps Brewery](#) in McKinney, Texas. We know how important fly tying is to our sport, and in Texas bass dominate much of the state’s water. What better way to start off this year’s Texas Fly Fishing & Brew Festival than by tying bass bugs and drinking great Texas

Beer? Fly tyers (and non-fly tyers) are welcome to attend our kickoff event, and bring any tying supplies they choose, along with their vice and tie from 5:30-7:30. At 7:30 we'll have a brief welcome from Dave Klausmeyer, Editor and Chief of [Fly Tyer](#) Magazine which is celebrating its 40th Anniversary this year. After Dave speaks, we'll be showing the latest IF4 movie and you can get a sneak peek by clicking [here](#). While this event is open to all members of the public, it is a ticketed event. Admission is \$15 in advance and \$20 at the door (if available). This event is sponsored by *Fly Tyer* in coordination with the TFFBF, and Tupps Brewery and the first 150 attendees will receive a free issue of *Fly Tyer*. If all that fly tying makes you hungry, don't worry food trucks will be on hand, and other fun activities as well as free raffles which is all part of the mix of this year's TFFBF. A portion of all proceeds will go to benefit [Project Healing Waters](#) programs in Texas. To order tickets [click here](#).

- MCVB attended and co-oped with MPAC for their annual Bridal Show on 1/20/18. The show had 190 attendees.
- RFP's: 4
 - 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
- Site Visit
 - 2/1-2/18 – Texas Association of Counties- Lead from Connect TX (Vanessa attended November 6-8, 2017).
 - NAACP at the Sheraton, October 4-7, 2018.
- **Advertising:**
 - Houston House & Home Magazine contacted us in December to let us know there is an article on **historic destinations in Texas** and McKinney is mentioned in the article in their January issue, and gave us a great remnant rate because it was last minute. (The article mention is straight editorial – NO cost to us). The issues will be distributed through their regular channels as well as at the Preservation Houston's Good Brick Home Tour and the Galveston Historic Home Tour. They'll also hand out copies of that issue at two home shows—the Spring Katy Home & Garden Show and the Sugar Land Home & Garden Show.
 - The MCVB is helping promote a video about McKinney made by McKinney native Brady Clayton and his wife Quinn who are competing for a six-month assignment as a CEO (*Cancun Experience Officer*) that is sponsored by the travel & tourism website, Cancun.com. The couple is in the top 50 with final voting taking place through Saturday.

The top five as of the 13th will be brought in for interviews. The video is a **FREE** wonderful promotion for visiting McKinney, so the MCVB is getting behind it, pushing it out on social media. Our office is in contact with the couple. Here is the link:

<https://ceo.cancun.com/profile/brady-clayton>

- TSAE – square online ad to run 3 months; it will link to a special landing page for tracking purposes
- County Line Magazine – This TDA press contact included calendar entries and a photo and editorial about the art at MPAC in their winter issue. MCVB staff is preparing an itinerary for the magazine to send a writer to McKinney for a future larger article.
- Travel South – secured full page at great remnant rate. Includes full page comprised of 300 words and photos. Promoting Arts in Bloom and McKinney as a destination.
- Free publicity on Good Morning Texas – Host Paige McCoy Smith contacted the MCVB about doing a piece for Good Morning Texas about the bridal show for air Thursday, Jan. 18. CVB staff pitched doing the GMT piece at LeAnn’s Bridal in downtown McKinney. Great team effort - MCVB staff facilitated contacts and MPAC staff appeared on air to promote the event held on 1/20/18.
- Oxford American 1/3 ad at a greatly discounted rate – Spring Issue and online coverage throughout the year including Fall.

HOT Tax Collections: 2017-2018

HOT TAX collection reported by City:

- MOM 2018 vs. 2017 (18-Hotels & 14-B&B/VRBO reporting)
 - January 2018: \$ 122,005
 - January 2017: \$ 120,091
 - 1.59% ↑

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: , TTL Rev: \$

Sales Calls: ASSOCIATIONS-/CORPORATE /SMERF Sales Calls: 26

Association: 8

- Texas State Society of American Medical Technologist – Contact: Michelle Hege. Scheduled a site visit with Michelle, February 2, 2018
- Texas Association of Counties – Contact: Haley Click. Confirmed site visit and itinerary for Feb 1-2, 2018
- NAACP – Contact: Lynda Lydia, received RFP and forwarded to Sheraton. Site visit on January 23, 2018
- Texas Folk Lore Society – Contact: Dina Lopez. Annual conference for April 25-28, 2019. Approximately 150-200 attendees, approximately 70 room nights. Confirmed a site visit at the Sheraton for February 9th at 9 a.m. Also toured Chestnut Square, History Museum, and Heard-Craig House for free-time options.
- Texas Agri-Life – Site visit scheduled for February 23, 2018 at 11a.m. Follow up from original site visit in April 2017. Planner is brining planning committee.
- Texas Chamber of Commerce Executives Conference – Contact: Camilla Rodriguez. Received RFP and forwarded to Sheraton.
- Texas Council of Governments (Texoma) – Contact: Susan Thomas. Dropped off information and followed up with an email.
- Substance Abuse Council/Pride Prevention – Contact: Lisa Tyler. Meet with Lisa, she is interested in a possible site visit to McKinney. Followed up with an email to secure site visit.

Corporate: 11

- Solutions 501 – Contact: Danna Fowble. – Follow up email from previous communication.
- Supplier Inspection Services – Contact: Susan Orsini. Susan will be in Texas in early February, we are working to secure to date to meet.

- Global Cynergies – Contact: Cecil Burdick. Working with Cecil on RFP's for the Lutheran Church out of Missouri. Have forwarded RFP's to the Sheraton.
- Copart International – Contact: Debbie Schroeder. Addison based company, building an event center in Celina and will need assistance with hotel room nights. Received RFP and sent to various hotels.
- Mitel Company – Contact: Debra Steele and Miriam Spies. Joint effort with Grand Hotel. Small training scheduled for February 2018.
- Jett Support – Contact: Tim Ferrell, joint effort with Grand Hotel. Repeat business from the company, however a different department.
- Coca Cola SW Bottling – Contact: Monica Maeske. Dropped off information and followed up with email.
- Emerson-Fisher Controls International – Contact; Jackie Dunlap. Dropped off information with gate guard and followed up with voice mail.
- Globitech – Contact: Kari England. Dropped off information with colleague (Jim) and followed up with an email.
- Sunny Delight Beverages Company – Dropped off information for HR director. The managers that I spoke with said that they are bare bones, understaffed and our offer for site visits to McKinney or hosting a meeting in McKinney was fluff. Stated that we were about 8 years to late.
- Tyson Foods – Contact: Latona Roberts. She advised me their meetings are held in house and rarely conducted off site meetings.

SMERF: 5

- USSA Softball Fast pitch – Contact: Lisa Anshutz. I am working with Lisa on hotel accommodations for team members. Tournament held in Plano, July 11-15, 2018. (secured Comfort Suites)
- Paul Family Reunion – Contact: Sonya Paul. Sent RFP to both Sheraton and Holiday Inn. Date: July 2018, Approx. 100 attendees and 30-40 room nights.
- First United Methodist Church Sherman- Contact: Lesa Boswell. Dropped off information with Lesa. Followed up with an email.
- Faith Church (Sherman) – Contact: Sonnie Estes, dropped off information and followed up with an email.
- MPAC bridal show – Over 200 attendees, emailed all to offer assistance with securing hotels or venues in McKinney.

McKinney Top 25: 2

- Encore Wire- Contacted Denise Liss and she was unable to meet. I left her a bag that contained new venues and options for team building.
- Torchmark- Met with Kathy Lopez, we discussed new venues and I left her a bag to bag that contained new venues and options for team building.

MCVB Calendar of Events 2017-2019: 6

Month	Group	Venue	Room Nights	Attendees
October				
10/4-7/18	NAACP	Sheraton	180	75-100
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
November				
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	LCMS TX District All Early Childhood Educators Conf.	Sheraton/Holiday Inn	150	300
December				
12/11-13/18	Emerson: Regulator: 1100	Holiday Inn	60	30
January				
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
1/2019	LCMS TX District All Early Childhood Educators Conf.	Sheraton/Holiday Inn	200	800
February				
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
2/23/18	Texas Agri-Life Board Mtg.	Sheraton/Lunch Meeting at Harvest	8	24
2/20-23/18	Torchmark	Sheraton	90	30

2/27-3/1/18	Emerson: Regulator: 1106	Holiday Inn	60	30
Month	Group	Venue	Room Nights	Attendance
March				
3/20-22/18	Emerson: Regulator: 1100	Holiday Inn	60	30
3/20-22/18	Emerson: Regulator: 1106	Holiday Inn	60	30
April				
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
May				
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
June				
6/4-6/18	Torchmark	Sheraton	30	15
6/2019	Keep TX Beautiful	City Wide	200	500
6/15-19/20	TCCE Annual Convention	Sheraton	175	300
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
July				
7/2019	Texas Agri-Life	Sheraton	100	300
7/2019	Texas Retailers	Sheraton	149	250
7/13-15/18	Copart International	Sheraton, Hampton, Holiday Inn, Hilton Home 2, & Comfort Suites	60	100
7/15-18/18	Torchmark	Sheraton	300	100
August				

8/20-22/18	Torchmark	Sheraton	100	50
8/26-29/18	Torchmark	Sheraton	90	30
Month	Group	Venue	Room Nights	Attendance
September				
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:

- **January 2018 Gross Sales \$1,660.28**
 - **Rent check \$355.00**
 - **10% - \$ 16.03**

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

Day Trips: 0

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
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- 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

Site Visits: 1

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

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

Weddings: 39

- 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
- Kush Shrestha Wedding, March 2018, Springs
- 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
- Meghana Patil Wedding, May 2018, 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 Wedding, 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,
- 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: 519

Mailing Leads Processed: 846

- See Texas First – 751
- Texas State Travel Guide – 26
- Tour Texas – 69
 - Top Five States requesting information:
 - Texas – Houston, Dallas, Ft. Worth, San Antonio, Denton
 - 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

Advertising/Marketing/Media

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

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

Photos, Text Written, Marketing Materials and Ads Submitted

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

Meetings/Events Attended

- Main Street Monthly Business meeting
- Meeting with Matteo, Diego and the mayor
- Phone meeting with UT Arlington marketing professor to prep for Feb. intern program
- Met with Dee-dee and Lauren Stephan about potential events

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

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

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

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

Web Analytics – JANUARY 2018

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

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%

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

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

VISIT WIDGET-

	Sessions	Users	Page Views	Pages/Session	Bounce Rate
Widget	117	80	619	5.29	27.35%
iOS App	71	43	539	12	N/A
Android App	12	12	34	2.8	N/A
Total/AVG	200	135	1192	6.70	N/A

OCCUPANCY RATES:

Top 5 McKinney Hotels 2016-2017 Occupancy Rates: %

Hotel	Oct. '17	Nov. '17	Dec. '17	Jan. '18	Feb. '18	Mar. '18	Apr. '18	May '18	Jun. '18	Jul. '18	Aug. '18	Sep. '18
Comfort	67.79	70.85	54.28									
Hampton	97.82	97.82	97.82									
Holiday Inn	69.05	71.18	57.02									
Holiday Inn CR	73.79	69.88	55.40									
La Quinta	N/A	N/A	61.49									
Sheraton	96.77	N/A	N/A									
Townplace	79.01	81.65	79.01									

Sheraton Occupancy Rates:

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

LOST BUSSINESS – 0