

18-264 - MCVB REPORT

I. MCVB Room Nights Generated: TTL Room Nights: 824; TTL Revenue: \$80,036.05

WEDDINGS COMPLETED in February 2018 - TTL Room Nights: 196 TTL Rev: \$ 21,518

- Watkins/Green Wedding – Sheraton: TTL room nights: 54, TTL rev: \$5780
- McLendon Wedding – Sheraton: TTL room nights: 58, TTL rev: \$6,402
- Kayla Schwalenberg Wedding – Hampton Inn: TTL room nights: 36, TTL rev; \$4104
- Nicole Castelin Wedding – Towne Place Suites: TTL room nights: 5, TTL rev: \$545
- Nisha Rajay Wedding – Towne Place Suites: TTL room nights: 43, TTL rev: \$4687

No Pick-ups on the following weddings:

- Shadae Rogers Wedding, February 2018 – The Springs
- Mary Sine (MOB) Wedding – February 2018, the Grand Ivory/Leonard

**ASSOCIATION/CORPORATE/SMERF COMPLETED in February 2018: TTL Room nights: 628,
TTL Revenue: \$ 58,518.05**

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

Corporate: TTL Rooms: 628 ; TTL Revenue: \$ 58,518.05

- Torchmark- Sheraton- LNL 401- February 4-8, 2018. TTL room nights: 307; TTYL Rev. \$ 29,165
- Torchmark- Sheraton- LNL 401- February 7-9, 2018. TTL room nights: 16; TTYL Rev. \$ 1,520
- Torchmark- Sheraton- LNL 401- February 12-14, 2018. TTL room nights: 73; TTYL Rev. \$ 6,935
- Torchmark- Sheraton- FHL 201- February 18-21, 2018. TTL room nights: 29; TTYL Rev. \$ 2,755
- Torchmark- Sheraton- FHL 201- February 20-23, 2018. TTL room nights: 60; TTYL Rev. \$ 5,700
- Torchmark- Sheraton- FHL 201- February 25-28, 2018. TTL room nights: 92; TTYL Rev. \$7,790
- Texas Agri-Life-Sheraton- February 23, 2018.TTL room nights: 3; TTYL Rev. \$ 417
- Emerson- Holiday Inn-1100 Regulator- February 20-22, 2018. TTL room nights: 31; TTYL Rev. \$ 2,976
- Emerson- Holiday Inn- 1106 Regulator- February 27-March 1, 2018. TTL room nights: 17; TTYL Rev. \$ 1,677.05

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

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

II. Visitors: FYTD Total (Oct. - Feb. '18): 2,093

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

- Out of State: 62
- Out of Country: 18
- Texas Residents: 22
- McKinney Residents: 56
- Register Total: 158
- Ticker Counter: 272

- Top Five States requesting information:
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 - Texas: Houston, Azel, Coppel, Dallas, Fort Worth
 - Washington: Arlington, Everson, Kelso, Lynnwood, Vancouver
 - Florida: Bonita Springs, Jacksonville, Miami, Steinhatchee,
 - Iowa: Ankeny, Castana, Cedar Falls, Cedar Rapids
 - Michigan: Charlevoix, Inkster, Monroe, Tawas City

III. RFP's: 15 (5-Association, 0-Corporate, 10 -Weddings, -Social (0-Religious), 0 -Sports, 0-Day Trips)

Association: 5

- Volunteer Management Conference- May 3-4, 2018; Collin College Conference Center, Room nights blocked at Hampton Inn. Assisting Dana Riley (Volunteer McKinney) with a networking event. Secured venue at Collin County Museum for a happy hour approx. 50 attendees, MCVB is assisting with food sponsorship funding along with Mellow Mushroom.
- Texas Association of Counties Leadership Program – Haley Click. RFP given to Grand Hotel. May 28-31, 2019. 30 Attendees, Approximately 75 room nights.
- Texas Folklore Society – Annual conference for April 25-28, 2019. Approximately 150-200 attendees, approximately 70 room nights.
- Texas Society of American Medical Technologists – Michelle Hege. RFP given to the Sheraton. May 3-5, 2018. 70 Attendees, approximately 75 room nights.
- TACVB – Sarah Page. DMO Seminar 2018. Flexible dates for April, May, or September 2018. 20-30 room nights, 50-75 attendees. RFP given to Sheraton & Holiday Inn.

Corporate: 0

SMERF: 10 (Weddings)

- Carleen Wisnienski – Barnhill Vineyard
- Allyssa Chavez – August 2018, Springs
- Kacie Phillips – April 2018, Grand Ivory
- Briana O'Neil – July 2018, Stone Crest
- Thanh Do- September 2018, Springs
- Lori Naquin (MOB) – October 2018, Chestnut Square
- Allie Preston – March 2019, La Cour
- Shauna Brown – April 2019, Springs
- Jessica Costello –April 2019, Stone Crest
- Debbie Wood (MOG) – May 2018, Stone Crest/Chestnut Square

IV. Site Visits: 5

- Texas State Society of American Medical Technologist – Contact: Michelle Hege, May 4 – 5th. 40-50 room nights, 70 attendees - Sheraton was awarded RFP.
- Texas Association of Counties – Contact: Haley Click. Site visit for Feb 1-2, 2018. Grand Hotel. Will not know until May who won bid.
- Texas Agri-Life-February 23, 2018 brought 15 planner’s to do a site visit at the Sheraton. They held their monthly Board Meeting and had lunch at Harvest. The Trolley was used to showcase the downtown. The Sheraton was awarded the annual Conference. July of 2019; 300 attendees and 100 room nights. They are also looking at bring a Friendship Event to McKinney as well.
- 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. Will not know until who wins this bid until after she present to her board on 4-5-18.
- Copart Meeting Planners-Event is in mid-July. They are favoring the Sheraton, The Grand, and the Hampton Inn. 140 attendees and will need 50-60 rooms per night.

V. Lost Business-4

- TTIA-Texas Travelers Conference – April 2019; Unable to accommodate, Sheraton is booked.
- TTIA-Texas Travelers Conference – April 2020, bid went to Grapevine
- LCMS Texas District – Nov 2018, & Jan 2019; (C-vent Lead) Have not received response from Meeting Planner Cecil Burdick. Have sent follow up correspondence, however no response.
- Keep TX Beautiful – Lost to another city, checking with Sheraton to get details

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

Blogs on our website:

- MCVB Grants : 11
- Food Walks of Texas: 3
- Breakfasting McKinney Style: 15
- Cooking and Sharing on the Square: 27
- Meet Fair & Square Imports: 29
- Valentine’s Day Activities: 73

Visits on Homepage News Flash buttons & landing pages:

- Arts in Bloom: 10
- Plan Your Visit: 19
- Weekend Update page: 61
- Weather - 4
- Krewe of Barkus: 22
- Breakfast: 6

#GETSOCIAL - 2017-18	
FY 17-18	Views
OCT. 17	77
NOV. 17	55
DEC. 17	40
JAN. 18	78
FEB.18	45
TOTALS	295

Photos, Text Written, Marketing Materials and Ads Submitted

- **Materials Submitted**
 - **Chamber Relocation Guide – logo/description**
 - **Only in Your State Texas website – provided editorial and photos**
 - **Texas Meetings + Events – social media post materials**
 - **State Travel Office - Reverse Marketplace materials**
 - **County Line Magazine – ad**
 - **TTIA – web ad**

Advertising- Website & Publication ROI Tracking:

Welcome to McKinney (Visitor Map): 7

Meeting Planners Guide: 16

Texas Highways: 2

Dallas Cowboys Program: 1

McKinney Lions Program: 1

Boyd Broncos Program: 1

TourTexas.com: 2

Talk Business 360: 1

TSAE Members: 11

County Line Magazine: 3

WELCOME-TALK-BUSINESS-360-READERS-VIEWER – 1

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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 Grants

FEBRUARY 2018- 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	\$24,000	900,000
BubbleLife Collin Co.	Shared website updates 3 times)	0	7000	\$21,000	845,000
County Line Mag	Piece about Arts in Bloom	795	250	\$3,135	239,000
TOTALS		\$795	\$15,250	\$48,135	1,984,000
FY 17-18 TOTALS		\$ 12,103	\$ 68,750	\$ 845,220	9,217,384

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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
TOTALS	417	N/A	360,789	3,135,539	18,365,478

OTHER SOCIAL MEDIA TRACKING – FEBRUARY 2018

Type	Number	Increase #	Percentage (+/-)
<i>Twitter</i>			
Followers	4,679	+23	+5%
Tweets	6,038	+60	+13.2%%
Tweet Impressions	21.4K	(not given)	+9.6%%
Profile Visits	278	+85	-23.4%%
Mentions by other users	21	-4	-25%
Google Sites	Views	Increase	Subscribers
YouTube	4,901	+220	22

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Web Analytics – FEBRUARY 2018

Month	Sessions	Pageviews	Users
Oct. 17	3,613	9,034	3,018
Nov. 17	3456	8370	2868
Dec. 17	2892	6591	2462
Jan. 18	2561	6820	2009
Feb. 18	2360	6537	1949
TOTALS 17-18	14,882	37,352	12,306

Top Pages in FEBRUARY 2018

Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,203	941	0:01:27	897	41.03%	39.98%
Calendar	634	478	0:01:16	346	43.35%	39.12%
Events	193	157	0:00:32	53	15.09%	11.92%
Shopping Centers	144	130	0:02:47	118	85.59%	79.17%
Explore	127	96	0:00:34	8	87.50%	17.32%
Visitors Guide	117	100	0:01:47	10	70.00%	41.03%
About McKinney	114	90	0:01:25	3	33.33%	19.30%
Mo. & Annual Ev.	101	95	0:03:30	51	88.24%	67.33%
Dining	93	65	0:00:17	3	66.67%	17.20%
Wedd./Rec. Venues	82	66	0:00:46	36	30.56%	26.83%
Fair & Sq. Imports	77	17	0:00:28	0	0.00%	7.79%
Valentine's Day	73	62	0:03:22	32	71.88%	61.64%
Shopping	72	63	0:01:26	37	56.76%	38.89%

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Stay	70	52	0:00:15	4	25.00%	1.43%
Dining & Nightlife	69	61	0:01:13	41	63.41%	53.62%
Staff Directory	64	55	0:02:10	22	72.73%	54.69%
Wknd Update 3/1-4	60	55	0:00:48	2	100.00%	26.67%
Blog	54	43	0:01:38	13	53.85%	29.63%
Press Kits	49	37	0:04:40	2	100.00%	36.73%
Unique Venues	49	43	0:02:45	3	66.67%	28.57%
Calendar	46	40	0:00:50	1	0.00%	28.26%
Get Social	45	39	0:01:31	6	66.67%	31.11%
Event Planning	44	37	0:00:31	2	50.00%	9.09%
NTTA Toll Blog	43	35	0:03:56	35	74.29%	76.74%
Press Room	39	27	0:00:34	2	50.00%	5.13%

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Country Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. sess. Duration
United States	1,866	1,736	2,267	53.37%	2.81	0:02:20
South Korea	17	17	17	94.12%	1.06	0:00:01
India	15	15	16	68.75%	1.94	0:00:15
United Kingdom	7	6	9	66.67%	2	0:00:39
Canada	6	6	7	57.14%	2.71	0:05:52
Philippines	6	5	8	87.50%	1.62	0:00:07
Mexico	3	3	3	100.00%	1	0:00:00
Ukraine	3	3	3	100.00%	1	0:00:00
Germany	2	2	2	0.00%	4	0:00:47
Spain	2	2	3	33.33%	6.33	0:02:53

State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Sess. Duration
Texas	1,453	1,333	1,805	51.52%	2.89	0:02:29
California	69	66	76	60.53%	2.3	0:01:05
Oregon	36	36	36	100.00%	1	0:00:00
Illinois	29	28	32	65.62%	2.28	0:01:23
Virginia	28	27	32	71.88%	2.66	0:03:21
Oklahoma	25	24	26	38.46%	4.12	0:03:48
New York	20	20	23	65.22%	1.65	0:00:34
Florida	19	18	22	59.09%	2.59	0:00:47
Georgia	16	16	16	43.75%	2.19	0:01:26
Kansas	14	12	14	50.00%	3.29	0:02:05

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City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Visit Duration
McKinney	463	389	641	55.07%	2.69	0:02:19
Dallas	342	310	379	62.80%	2.02	0:01:26
Arlington	65	64	102	13.73%	6.89	0:10:39
Plano	56	52	60	48.33%	2.82	0:02:09
Allen	42	37	45	68.89%	1.73	0:00:52
Frisco	41	38	48	43.75%	2.62	0:01:18
Houston	34	32	40	47.50%	2.52	0:03:04
Prosper	29	26	29	62.07%	2.31	0:01:23
Austin	21	21	22	40.91%	3.32	0:01:54
Fort Worth	21	18	27	25.93%	4.67	0:05:31

Visit Widget – Feb. 2018

Feb 1 - Feb 28, 2018					
	Sessions	Users	Page Views	Pages/Session	Bounce Rate
Widget	87	66	324	3.72	38%
iOS App	35	30	358	12	N/A
Android App	3	3	4	1.3	N/A
Total/AVG	125	99	686	5.673333333	N/A