



**To:** MCVB Board  
**From:** Dee-dee Guerra – Executive Director  
**Date:** July 24, 2018  
**RE:** McKinney CVB June 2018-Staff Report

**Goal 1 Operational Excellence**

**Strategies:**

- **Recognition:**
  - **The McKinney B&B (Owners Wayne & Viki Hill)** was recognized as the representative for Texas on Readers' Digest's list of top B&B's in each state.  
<https://www.rd.com/advice/travel/small-town-bed-and-breakfasts/>
- **Accreditation:**
  - Dee-dee Guerra-TTIA Travel College- Alumni- Received CTE (Certified Tourism Executive).
- **Education/Webinar:**
  - V Rhodes:
    - Interview with McKinney Leadership Program
  - Beth Shumate:
    - Webinar: Chatbots
    - Webinar – getting most out of Facebook advertising
  -
- **Events/Services:**
  - Serve McKinney
  - Ice Cream Crank Off

**Goal 2 Financially Sound Government**

**Strategies:**

- **Balance resources generated by Hot tax**
- **Develop and utilize performance measures to ensure successful and efficient operations**
  - **Sales:**

- Copart International – they decided to come back to McKinney after all. They will be using the Sheraton, 90 total room nights July 12-13, 2018
  - RFP-Pygmy Goat Convention, June 2020, 500 attendees, 150 room nights, using Myers Park. Preparing the bid proposal (due June 2019, Boise, Idaho), host hotel, and a Banquet for 250 attendees.
- **Advertising:**
- We hit a snag in getting CrowdRiff, the user generated content application, added to our website, but the initial galleries finally went live on Tuesday, June 12. CrowdRiff had to write some special script in order to function within Civic Plus. The same thing happened when we were implementing Visit Widget into our site. There are still a few things they are tweaking to fit within the available space, but we're excited to finally have that up and running. It'll give our web visitors more to look at to keep them on our site longer.
  - Beth and Cortney took part in a webinar about the use of chatbots in dealing with travelers.
  - Dee-dee and Beth met with Magda Dia with Jump Into Art about promoting events and possible collaboration for McKinney Art Studio Tour this November.
  - MCVB is doing a cooperative sponsorship with Main Street for this year's Texas Downtown Association Conference. This sponsorship provides McKinney Main Street staff with registration for the conference.
  - We secured a very last minute remnant ad space in Southern Living's Fall Travel Issue distributed in five states – TX, OK, LA, AR, and MO – with a circulation of 576,000 for **\$1564** (usually \$6254).
  - Advertising The McKinney Shop in the three high school sports programs and in the Stonebridge Ranch News.
  - Revamping the online Meeting Planners Guide to make it all digital. Many of the pages are already complete and old files have been removed. Thanks to Susan Mardele for her help working with Beth to get the new pages set up.
  - Kicked off our #VisitMcKinneyFun contest/game in the interest of collecting more quality social media pictures for our new Crowd Riff galleries and for future advertising and promotion.
  - A writer from County Line Magazine contacted the MCVB for contact and other information about the food tours available in McKinney. Resulted in a 2/3 page article in their July/August issue, worth print value of \$1675 and a PR value of \$5025 of free publicity.

### **HOT Tax Collections: 2017-2018**

#### **HOT TAX collection reported by City:**

- MOM 2018 vs. 2017 (16-Hotels & 5 -B&B/VRBO reporting)
  - May 2018: \$ 148,142
  - May 2017: \$ 150,140
    - -1.33%↓

YOY:

- FY 17-18: \$1,109,579
- FY 16-17: \$1,077,227
  - 2.92%↑

**MCVB Room Nights Generated: TTL Room Nights: 430; TTL Revenue: \$ 49,417**

**WEDDINGS COMPLETED in April 2018 – TTL Room Nights: 262; TTL Rev: \$ 33,213**

- Yaniello/Roberts Wedding – Grand Hotel: 20 room nights, \$3180
- Bellio/LaRue Wedding – Sheraton: 148 room nights, \$18,944
- Manning/Thompson Wedding – Sheraton: 43 room nights, \$4988
- Wright/Gaddy Wedding – Sheraton: 33 room nights, \$3762 rev
- Hines/Mihok Wedding – Comfort Suites: 6 room nights, \$526 rev
- Grisby Wedding – Grand Hotel: 12 room nights, \$1818 rev

**No Pick-ups on the following weddings: 4**

- Oliva Sebesta
- Brenda Bell
- Candy Berdes
- Sidney Williams

**ASSOCIATION/CORPORATE/SMERF COMPLETED in April 2018: TTL Room nights: 168; TTL Revenue: \$16,204**

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

**Corporate: TTL Rooms: 139; TTL Revenue: \$ 13,175**

- Torchmark-Sheraton: 6/14-18/18, TTL room nights: 0; TTYL Rev. \$ CANCELLED
- Torchmark-FHL-101-Sheraton: 6/18-21/18, TTL room nights: 96 ; TTYL Rev. \$ 9,120
- Torchmark-FHL-301-Sheraton: 6/20-22/18, TTL room nights: 13; TTYL Rev. \$ 1,235
- Emerson-Holiday Inn: 6/5-7/18, TTL room nights: 30 ; TTYL Rev. \$ 2,820

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

**Sports: TTL Rooms: 29; TTL Rev: \$ 3,029**

- Triple Crown – Super 8: 4 room nights, Rev: \$114; Best Western: 10 room nights, rev: \$1160; Holiday Inn: 6 room nights, \$774 rev.
- MAYB – no pick ups
- Primetime Sportz – Comfort Suites: 6 room nights, \$594 rev
- FlameFest –Hampton Inn: 3 room nights, \$387 rev

## **Sales Calls: ASSOCIATIONS-/CORPORATE /SMERF Sales Calls: 28**

### **Association: 10**

- OKC Bar Association – Contact: Susan Damron. Susan, stated she does not do much out-of-state, but has a couple of law sections that do CLE in Texas and would pass my information along to her colleagues.
- American Heart Association – Contact: Gabi Sykes. Dropped of information with guard at front desk. Followed up with email.
- Greater Dallas Restaurant Association – Contact: Alison Matis (with 3<sup>rd</sup> Party Planner – AAM Concepts) Dropped off information for Alison with receptionist. Followed up with an email.
- Dallas Tennis Association – Contact: Erin Nolen/Anna Nallon. Spoke with Erin and provided information to her. She stated she would also give to Executive Director, Anna Nallon.
- Professional Retail Store Maintenance Association – Contact: Brooke Pierson. Gave information to receptionist to pass along to Brooke. (Brooke was out of office) and followed up with email.
- Dallas Area Alzheimer's Association – Contact: Cheryl Hanson. Left message on voice mail and also followed up with email.
- Dallas Bar Association – Contact: Liz Hayden. Visited with Liz regarding hosting a Dallas Bar Association meeting in McKinney. She advised most of her board (60 members) meetings/retreats are specifically not held in the North Texas area. However she was welcome to me sending her an email with links to information about McKinney and would reach out if anything changes.
- Dallas Trial Lawyers Association – Contact: Anya Lucas. Left a voice mail for Anya and also followed up with email.
- Roofing Contractors Association of Texas – Contact: Sarah Burns, sent email and followed up call. Sarah stated that she is booked through end of 2019. She is in process of hiring new event planner and will forward information once on board. I advised I would circle back around in fall/winter of this year.
- Texas Society of Architects – Contact: Arlena Buck, sent email and followed up with voice mail to open lines of communication. No response.

### **Corporate: 10**

- Blackard Global – Contact: JD Lee. Looking to possible bring a 1 day conference to McKinney in 2019/2020 for Commercial Real Estate Developers
- Jason's Deli – Contact: Mic Burnett. Mic advised he was no longer in the Dallas area and stated that he passed along the information to some colleagues.
- Dell Inc. – Contact: Maria Mack. Email sent
- Liberty Mutual – Contact: Toni Keith. Sent several emails and they were rejected. Need to follow up with phone call
- NCH Corporation – Contact: Mike McCall. Sent email
- Flight Safety International Inc. – Contact: Rick Bedard, sent email
- BMC Software – Contact: Sabrina Paprocki, sent email
- TDI Industries, LTD – Contact: Tara Gresham – email not deliverable. Spoke with receptionist she forwarded me to Mardy Little. Left a voice mail, no response. Receptionist stated they rarely hold meetings offsite.

- Correctional Management Institute of Texas – Contact: Aimee Crockett. She advised that she does not host meetings in the North Texas area, however gave me the name of a colleague. Sent email to Ashley Koonce on Aimee’s recommendation.
- Ebby Halliday, Inc. – Contact: Debbie Watson. Spoke with Debbie regarding hosting a training meeting in 2019 for Ebby Halliday agents located in cities north of Plano up to Sherman. Followed up with email and set date to discuss in the fall.

**SMERF: 5**

- Southern Chic Retreat – Contact: Monica Rojas. Developing a Craft Con to take place in McKinney. Will stay in communication
- Lone Star Soap & Toiletries – Contact: Elin Criswell. Sent email, she responded with interest. Am communicating with her to coordinate a possible site visit.
- Texas Craft Brewers Guild – Contact: Josh Hare (director). Sent email, no response. No phone listed on website
- Woolfest Workshop – Contact: Robin Reynolds, 2 day Conference July 19-20, 2018. (this was the Rugfest last year)
- Texas Master Gardner’s – Contact: Jayla Fry. Left her a voice mail, and followed up with an email.

**McKinney Top 25: 3**

- Independent Bank- Emailed with Peggy Smolen and dropped off literature. Received a response, they do not have anything on the horizon. She stated that she would call if she needed any assistance.
- Ag Power- Dropped literature off for Bethany Roadhamer, followed up with an email. No response.
- Traxxas- Called Abby Liu at MEDC to see if she could help with a contact, she was not able to assist. Called Kathy Blankenship VP of the McKinney Chamber and she is trying to get me a good contact at Traxxas, so I can follow up with this corporate partner.

**MCVB Calendar of Events 2018-2020: 6**

**2018**

Month	Group	Venue	Room Nights	Attendees
<i>June</i>				
6/4-6/18	Torchmark	Sheraton	30	15
6/15-17/18	Flamefest-Craig Ranch	Holiday Inn, HI Express & La Quinta	50	300
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
<b>July</b>				
7/13-15/18	Copart Int'l	Sheraton, Holiday Hampton, Inn, Hilton Home 2, & Comfort Suites	90	100
7/15-18/18	Torchmark	Sheraton	300	100
7/19-20/2018	Woolfest Workshop-Space only	Hampton	0	60
<b>August</b>				
8/13-15/18	Torchmark	Sheraton	40	20
8/13-15/18	Torchmark	Sheraton	30	15
8/13-15/18	Torchmark	Sheraton	32	16
8/20-22/18	Torchmark	Sheraton	100	50
8/26-29/18	Torchmark	Sheraton	90	30
8/2-3/2018	Just Crop	Holiday Inn	12	24
<b>September</b>				
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
<b>October</b>				
10/4-7/18	NAACP	Sheraton	75	250
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
<b>November</b>				
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
11/13-16/2018	Women's Health Network		40	20
11/2018	LCMS TX District All Early Childhood Educators Conf.	Sheraton/Holiday Inn	150	300
<b>December</b>				

12/11-13/18	Emerson: Regulator: 1100	Holiday Inn	60	30
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**2019**

Month	Group	Venue	Room Nights	Attendance
<b>February</b>				
2/17-19/19	Texas Association of Counties, Health & Employee Benefits Pool	Sheraton	<b>350</b>	<b>225</b>
<b>April</b>				
4/25/48/19	Texas Folklore	Sheraton	70	150
April/May	TACVB Marketing Symposium	Sheraton	90	75-100
<b>July</b>				
7/22-26/19	Texas Extension Association of Family & Consumer Sciences-Texas Agri-Life	Sheraton	100	300
7/2019	Texas Retailers	Sheraton	149	250
7/5-6/19	Religious Conf. Overflow- Allen	City Wide	300	700
<b>September</b>				
3 <sup>rd</sup> /4 <sup>th</sup> week	TTIA Travel Summit	Sheraton	500	250

**2020**

Month	Group	Venue	Room Nights	Attendance
<b>June</b>				
6/15-19/2020	TCCE Annual Convention	Sheraton	175	300
6/11-16/20	National Pigmy Goat Association	Sheraton, Springhill Suites & Hilton Home 2	100	400-500
<b>September</b>				
3 <sup>rd</sup> /4 <sup>th</sup> week	TTIA Travel Summit	Sheraton	500	250

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:**

- **June 2018 Gross Sales \$**
  - **Rent check \$355.00**

**Visitors: FYTD Total (Oct. '17 – May. '18): 4,167**

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

- Out of State: 112
- Out of Country: 23
- Texas Residents: 54



- McKinney Residents: 37
- Register Total: 226
- Ticker Counter: 599

**Day Trips: 0**

**RFP's: 19 (4-Association, 0-Corporate, 11 -Weddings, 4-Social: 0-Religious, 0 -Sports, 1-Day Trips)**

**Association: 4**

- National Pigmy Goat Association, June 11-16, 2020. Approximately 100 room nights during peak (Thursday-Saturday), 400-500 attendees. Bid presentation due June 5, 2019 in Boise Idaho.
- Torchmark: TTL Room nights: 46
  - AIL 401-8/13-15/18; Sheraton, 40 attendees, 20 room nights
  - AIL SGA Imp. Seminar; 8/13-15/18; Sheraton, 30 attendees, 15 room nights
  - LNL 401; 8/13-15/18; Sheraton, 32 attendees, 16 room nights

**Corporate: 0**

**Social: 4**

- Woolfest Workshop – Contact: Robin Reynolds, 2 day Conference July 19-20, 2018, Hampton Inn, most will be local attendees, however Hampton is available for room nights.
- Joyce Kahle/Family Reunion October 19-20, 2018
- Just Crop, Holiday Inn, August 2-3, 2018. 12 rooms blocked. Attendees: Approx. 24
- Antiquer's of Dallas – Day Trip to McKinney, Scheduled for October 30, 2018, Contact: Carol Doerfner

**SMERF: 11 (Weddings)**

- Ginny Brazil (MOB) Wedding- July 2018, Springs
- Bellio/LaRue Wedding – June 2018, Stonecrest
- Pallia Wedding – September 2018, Cotton Mill
- Weissman Wedding – July 2018, Cotton Mill
- Caitlin Child Wedding – June 2019, Stone Crest
- Alexander Wedding – July 2018, Springs
- Krurger Wedding – July 2018, D'Vine Grace
- Ginny Ryan Wedding – September 2018, Rosemary Barn
- Bridget Tong – December 2018, Springs
- Britt Morgan – November 2018, Springs
- Candy Berdes – June 2018, The Grand

**Site Visits: 0**

**Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal): 27 (-Weddings, 0-Social, 0 -Sports, 0-Day Trips)**

**Weddings: 27**

- Karmen Acencio – July 2018, Springs
- Briana O’Neil – July 2018, Stone Crest
- Emily Jacobs – July 2018, D’Vine Grace
- Allyssa Chavez – August 2018, Springs
- Brittany Tigert Wedding – July 2018, Springs
- Samantha Guerra – August 2018, Springs
- Shannon Owens – August 2018, D’Vine Grace
- Lannie Robinson- August 2018, D’ Vine Grace
- Samantha Guerra Wedding– August 2018, Springs
- Chelsea Parsons Wedding – August 2018, Springs
- Katie Nelson Wedding, August 2018 – Stone Crest
- Waychoff/Lonzanida Wedding – August 2018, Stone Crest
- Thanh Do- September 2018, Springs
- Sarah Cantu Wedding – September 2018 Wedding, D’Vine Grace
- Ray Byrns Wedding – September 2018, Springs
- Lori Naquin (MOB) – October 2018, Chestnut Square
- Brooke Von Readen Wedding – October 2018, Undecided
- Haley Spencer Wedding – October 2018, Springs
- Danille Jansma Wedding – October 2018 – Rustic Grace
- Levi Kennaw Wedding – October 2018 – Stonecrest
- Kayly Browne Wedding, October 2018 – Avalon Legacy
- Priscilla Arriaga – December 2018, Springs
- Joyce Spisak – December 2018, Springs
- Dana Curry (MOB) – January 2019, Rustic Grace
- Meghan Powers- March 2019, Springs
- Shauna Brown – April 2019, Springs
- Jessica Costello –April 2019, Stone Crest

**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: 573**

## **Mailing Leads Processed: 4,372**

- Tour Texas-101
- See Texas First-3,192
  - Top Five States requesting information:
    - Texas, Louisiana, Oklahoma, Florida, & California

## **Advertising/Marketing/Media**

### **Blogs on our website: 111**

- Second Saturday Blog: 29
- Plan Your Trip: 4
- Five Years of Sweetness: 68
- Father's Day: 10

### **Visits on Homepage News Flash buttons & landing pages:**

- Second Saturdays: 56
- Plan Your Visit: 26
- Weekend Update page: 133
- Ice Cream Crank-Off: 46
- VisitMcKinneyFun-Contest-Rules: 5
- VisitMcKinneyFun: 124
- Splash-in-McKinney: 29
- Hunt-in-McKinney: 27
- Explore-in-McKinney: 23

### **Photos, Text Written, Marketing Materials and Ads Submitted**

- **Materials Submitted**
  - Submitted editorial info to Meetings and Conventions
  - Submitted field info to Sports Management Magazine (editorial content)
  - Submit ad to Stonebridge Ranch News – The McKinney Shop
  - Submitted Southern Living ad
  - Took new photos at Crape Myrtle Park, Veteran Memorial & Bonnie Wenk
- **Advertising- Website & Publication ROI Tracking:**
  - Visitor Map: 3
  - Meeting-Planners-Guide (old page): 21
  - Event-Planning (new page): 116
  - TSAE-Members: 4
  - Oxford-American-Readers: 2
  - Readers-of-County-Line-Magazine: 1
  - Stonebridge-Ranch-News-Readers: 3
  - Welcome-Meet-Texas-Readers: 2

**Free Publicity:**

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

- Does not include \$20,000 for Grants

<b>JUNE 2018- MCVB Publicity/Free Media Coverage</b>					
<b>Publication</b>	<b>Article/Topic/Writer</b>	<b>Print/Broadcast Value</b>	<b>Web Value</b>	<b>PR Value</b>	<b>Impressions</b>
BubbleLife Collin Co.	Shared Blog/website updates (6 times)	\$ -	\$12,000	\$36,000	1,200,000
Courier-Gazette	Various small calendar pieces	\$300	\$450	\$2,250	60,000
Only in Texas	Article including Mom & PopCorn - ran in 2/16 - reposted in June 2018	\$700	\$800	\$4,500	75,000
County Line Magazine	McKinney Food Tour Options	1675	\$350	\$6,075	239,000
<b>TOTALS</b>		\$2,675	\$13,600	\$48,825	1,574,000
<b>FY 17-18 Totals</b>		\$25,293	\$128,330	\$1,054,870	15,845,384

**SOCIAL MEDIA TRACKING**

<b>FACEBOOK - 2017-18</b>					
<b>FY 17-18</b>	<b>New Likes</b>	<b>TTL Likes</b>	<b>Engaged Users</b>	<b>Total Reach</b>	<b>Impressions</b>
<b>Oct. 17</b>	47	6217	92,814	850,774	4,382,210
<b>Nov. 17</b>	80	6295	66,475	751,207	4,365,662
<b>DEC. 17</b>	56	6351	38,610	242,212	2,449,176
<b>JAN. 18</b>	175	6526	93,363	532,078	3,879,202
<b>FEB. 18</b>	59	6585	69,527	759,268	3,289,228
<b>MAR. 18</b>	76	6664	80,690	567,892	3,499,942
<b>APR. 18</b>	106	6770	83,960	449,311	3,615,527
<b>May-18</b>	<b>109</b>	<b>6879</b>	<b>104,144</b>	<b>795,947</b>	<b>4,492,035</b>
<b>JUNE. 18</b>	<b>82</b>	<b>6961</b>	<b>70,764</b>	<b>453,651</b>	<b>2,675,163</b>
<b>TOTALS</b>	<b>790</b>	<b>N/A</b>	<b>700,347</b>	<b>5,402,340</b>	<b>32,648,145</b>

**OTHER SOCIAL MEDIA TRACKING – MAY 2018**

Type	Number	Increase #
<b>TWITTER</b>		
Followers	4750	+35
Tweets	6386	+289
Tweet Impressions	20.6K	+24.5%
Profile Visits	208	-25.2%
Mentions by other users	42	+200%
<b>YOUTUBE</b>		
	<b>Views</b>	<b>Subscribers</b>
YouTube views	5925 (+ 265)	30 (+4)

**Web Analytics –JUNE 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
May-18	4,865	10,285	4,052
<b>FY 17-18</b>	<b>26,677</b>	<b>63,782</b>	<b>22,140</b>

Mobile Traffic	Users	Percent of Total
Mobile Traffic	1,483	49.67%
Desktop	1,270	42.53%
Tablet	233	7.80%

Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,616	1,230	0:01:18	1,152	47.57%	42.82%
Calendar	785	601	0:01:09	495	47.47%	43.57%
Shopping Centers	242	221	0:04:28	204	90.69%	84.71%
Events	168	114	0:00:26	12	8.33%	7.74%
Visitors Guide	151	133	0:02:04	22	59.09%	47.68%
Explore	150	103	0:01:24	5	80.00%	12.67%
Dining	142	85	0:00:55	5	40.00%	16.90%
Accommodations	142	89	0:01:26	44	52.27%	26.06%
Mo. & Annual Events	126	116	0:02:32	76	80.26%	71.43%
NTTA Blog	126	99	0:04:47	99	81.82%	76.98%

Visit Mck Fun	121	73	0:02:58	38	60.53%	33.06%
Weekend Update	119	103	0:01:20	26	50.00%	43.70%
Calendar	116	107	0:01:49	107	91.59%	89.66%
Event Planning	111	58	0:00:50	12	58.33%	15.32%
About McKinney	75	67	0:01:32	9	66.67%	32.00%
Calendar	75	71	0:02:09	71	92.96%	90.67%
Calendar	70	65	0:01:50	64	75.00%	74.29%
5 Yrs. Sweet Blog	68	60	0:05:44	58	87.93%	82.35%
Ice Cream Crank off	64	51	0:02:01	51	76.47%	73.44%
Dining & Nightlife	63	46	0:01:05	31	48.39%	41.27%
Shopping Centers	63	54	0:01:33	41	60.98%	44.44%
Calendar	60	48	0:01:29	3	100.00%	20.00%
RSS	60	60	0:00:00	60	100.00%	100.00%
Stay	58	43	0:00:44	0	0.00%	6.90%
Hotels & Motels	58	48	0:01:08	2	50.00%	27.59%

Country Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. sess. Duration
United States	2,753	2,598	3,307	61.63%	2.45	0:02:03
France	100	100	100	100.00%	1	0:00:00
Peru	23	23	23	100.00%	1	0:00:00
South Korea	21	21	21	90.48%	1.1	0:00:01
Philippines	16	16	16	93.75%	1.06	0:00:01
Canada	14	13	19	57.89%	4.58	0:07:17
India	12	12	12	75.00%	1.83	0:01:07
Germany	5	5	5	40.00%	1.8	0:05:56
Brazil	4	4	5	80.00%	1.4	0:02:31
China	4	4	4	100.00%	1	0:00:00

State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Sess. Duration
Texas	2,119	1,974	2,623	61.11%	2.44	0:02:08
California	95	92	101	49.50%	2.63	0:01:13
Michigan	58	58	58	98.28%	1.1	0:00:06
Oklahoma	47	43	54	55.56%	3.26	0:02:37
New York	39	37	40	77.50%	1.58	0:01:00
Illinois	38	38	41	63.41%	2.63	0:01:44
Virginia	27	27	27	85.19%	2.48	0:01:16
Kansas	26	26	27	74.07%	1.89	0:01:01
Florida	25	21	26	50.00%	3.42	0:01:41
Tennessee	19	18	21	57.14%	2.43	0:02:46

City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Visit Duration
McKinney	674	594	906	56.62%	3.11	0:03:30
Dallas	569	516	651	69.59%	1.72	0:01:07
Plano	114	110	139	66.19%	2.11	0:01:18
Allen	70	61	82	54.88%	1.94	0:01:28
Houston	64	56	72	52.78%	2.97	0:01:41
Frisco	61	52	65	49.23%	2.29	0:01:19
Fort Worth	41	36	46	52.17%	2.09	0:00:51
Prosper	39	37	48	70.83%	1.75	0:00:49
Austin	35	31	39	64.10%	2.15	0:02:27
Irving	29	28	31	48.39%	2.26	0:00:36

VISIT WIDGET JUNE 2018					
	Users	Sessions	Page Views	Pages/Session	Bounce Rate
Widget	51	56	218	3.9	53%
iOS App	34	57	472	14	N/A
Android App	10	18	71	7.1	N/A
<b>Total/AVG</b>	<b>95</b>	<b>131</b>	<b>761</b>	<b>8.33</b>	<b>N/A</b>

#### 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	53.51	60.15	76.50	69.21	66.82				
Hampton	97.82	97.82	97.82	97.82	97.82	97.82	97.82	97.82				
Holiday Inn	69.05	71.18	57.02	60.61	51.12	47.18	53.74	75.29				
Holiday Inn CR	73.79	69.88	55.40	57.26	69.06	75.77	68.59	71.45				
La Quinta	N/A	74.43	61.49	64.68	70.57	68.74	65.65	69.29				
Sheraton	96.77	N/A	N/A	72.13	79.03	75.54	78.06	78.87				
Townplace	79.01	81.65	79.01	98.88	63.20	64.15	73.33	62.85				

##### 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%	72.13%
February	N/A	71.58%	79.77%	79.03%
March	24.60 %	63.53%	77.04%	75.54%
April	39.29%	82.34%	84.81%	78.06%
May	50.47%	64.60%	81.11%	78.87%
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- 1**

- TACVB Annual Conference 2020 - 3-4 day conference. Attendees: 300-400. McKinney does not have hotel/conf. space large enough to host this conference.