

MEDC-MCDC-MAIN ST.

I. MCVB Room Nights Generated: TTL Room Nights: 1,060 ; TTL Revenue: \$ 127,555

WEDDINGS COMPLETED in November 2017 - TTL Room Nights: 510 TTL Rev: \$65,784

- Baidwin/Fidler Wedding – Grand Hotel: TTL room nights: 56, TTL rev: \$8834
- St John/Hoover Wedding – Grand Hotel: TTL room nights: 61, TTL rev: \$9839
- Petry Wedding – Sheraton: TTL room nights: 43, TTL rev: \$3827
- Jordon Knutson Wedding – Holiday Inn: TTL room nights: 32, TTL rev: \$3168
- Sean Jamisen Wedding- Sheraton: TTL room nights: 89, TTL rev: \$11,332
- Stephanie Elizondo Wedding – TPS: TTL room nights: 15, TTL rev: \$654, Grand Hotel: TTL room nights: 1, TTL rev: \$179
- Green/Becknell Wedding – TPS: TTL room nights: 46, TTL rev: \$5014
- Hannah Brewer Wedding – Comfort Suites: TTL room nights: 20, TTL rev: \$1800
- Bauman/Hicks Wedding – Grand Hotel: TTL room nights: 56, TTL rev: \$8856
- Amy Hernandez Wedding – Hampton Inn: TTL room nights: 12, TTL rev: \$1428
- Hayes/Lightle Wedding – Hampton Inn: TTL room nights: 44, TTL rev: \$5236
- Jules Case Wedding – Hampton Inn: TTL room nights: 12, TTL rev: \$1428
- Rodrigues/Gomes Wedding – Hampton Inn: TTL room nights: 1, TTL rev: \$2023; Comfort Suites: TTL room nights: 16, TTL rev: \$ 1602
- Aday/Sommers Wedding: Comfort Suites: TTL room nights: 6, TTL Rev; \$564

No Pick-ups on the following weddings:

- Spencer Mitchell Wedding – November 2017, Stone Crest
- Emily Jones Wedding – November 2017
- Meagan Elmer Wedding – November 2017, The Springs

ASSOCIATION/CORPORATE/SMERF COMPLETED in November 2017: TTL Room nights: 550, TTL Revenue:\$61,771

Associaton: TTL Rooms: 368; TTL Rev: \$ 42,401

- TACUPA - Sheraton: TTL room nights: 109, TTL rev: \$14,170
- Texas Downtown Association:
 - Sheraton/Holiday Inn 11/6-10/17; 259 TTL Room nights; \$ 28,231 TTL Revenue
 - Holiday Inn 11/7-10/17; 19 Room nights; \$ TTL Revenue

Corporate: TTL Rooms: 112 TTL Revenue: \$ 13,840

- Torchmark- Grand 11/5-8-17; TTL Room nights; \$ TTL Revenue- Canceled
- Emerson- Sheraton 11/6-10/17; 88 TTL Room nights; \$ 11,352 TTL Revenue
- Raytheon (Maryland) – Grand Hotel: TTL room nights: 24, TTL rev: \$2376

SMERF: 70 TTL Rooms: N/A TTL Rev: \$ 5,5530

- Vintage Market Days – Comfort Inn: TTL room nights: 70, TTL Rev: \$5530

III. Visitors: FYTD Total (November '17)

Visitors: FYTD Total (November '17): 963

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

- Out of State: 56
- Out of Country: 26
- Texas Residents: 57
- McKinney Residents: 8
- Register Total: 147
- Ticker Counter: 511

IV. RFP's: 9 (2-Association, 0-Corporate, 7-Weddings, -Social (0-Religious), 0 -Sports, 0-Day Trips)

Association: 2

- Texas Retailers Forum, Summer 2019. Preferred dates: July 21-22, 22-23, or 23-24, 2019. Total Room nights: 149, Total Attendees: 250 Attendee Profile: Large chain store, small store/boutique, and grocery store key decision makers, especially government affairs, and legislators. The majority will be driving in from Dallas, Houston, or Austin, but less than one-hour drive from the airport is preferred.
- TACVB 2018 Leadership Symposium. Preferred dates: November 13-14, 14-15, 27-28, or 28-29, 2018, or December 4-5, 5-6, 11-12, 12-13, 2018. Total Room Nights: 100, Total Attendees: 75-80.

Corporate: 0

Weddings: 7

- Bernice Medellin Wedding – March 2018; D'Vine Grace
- Kathrine Martin Wedding – March 2018; Bella Donna
- Sarah Rain Wedding – May 2018; The Springs
- Morgan Coldwell Wedding – May 2018; Stonecrest
- Brittany Tigert Wedding – July 2018; The Springs
- Brooke Von Readen Wedding – November 2018,
- Haley Spencer Wedding – November 2018, The Springs

V. Site Visits: 0

VI. Lost Business-0

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

Blogs on our website:

- Peek Inside The Old Gough-Hughston House – 7
- Want to be in a Movie? – 4
- Benji House on Film Trail – 6
- McKinney Shop opens - 42

- Slice of McKinney: Improv 4at Comedy Arena - 0
- What's New in McKinney-Fall Update - 4
- Grants now Available – 1
- Shop Small - 17
- Food Walks of Texas - 112
- Veterans Day - 25

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

- The McKinney Shop - 40
- World-War-I-Exhibit – 0
- Plan Your Visit - 6
- Weekend Update page-100
- GetSocial#getsocial – 0
- MCVB Grants - 14

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

- Facebook photos
 - Fall photos at Towne Lake
 - TDA Proclamation
 - Press release at Dee-dee – Tourism College grad
 - Finalize Eventzee Clues for TDA
 - Art for selfie fans
 - Photos at TDA
 - Photos at Home for the Holidays
- Materials Submitted
 - Winter calendar info for Texas Events Calendar
 - Home for the Holidays photos to Modern Luxury Magazine
 - Event information to Dallas Child Magazine

X. Advertising- Website & Publication ROI Tracking:

- Welcome to McKinney (Visitor Map)-2
- Meeting Planners Guide: 16
- Texas-Highways-Thank-You – 2
- Faster2First-Tournament –156
- Travel-South-Readers - 0
- Welcome-Southern-Living-Readers -0
- Howdy-Dallas-Cowboys-Fans – 0
- Make-McKinney-Your-Home for the Holidays (TourTexas.com) – 86
- McKinney Lions - 3
- Boyd Broncos - 1
- Bulldogs – 1
- MCVB-Director-Guerra-Earns-CTE-Designation –2
- Welcome-TourTexas.com-Readers-40
- Make-McKinney-Your-Home-for-the-Holidays-86

#GETSOCIAL - 2017-18

MEDC-MCDC-MAIN ST.

FY 17-18	Views
OCT. 17	77
NOV. 17	
TOTALS	77

XI. Free Publicity:

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

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

NOVEMBER 2017 - 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	24000	900000
Community Impact	MCVB Grants	0	2000	6000	150000
Courier Gazette	MCVB Grants	1025	1000	3000	49384
North Texas E- News	MCVB Grants	750	600	1800	55000
TOTALS		\$1,775	\$11,600	\$34,800	1,154,384
FY-17-18 Total		\$1,775	\$22,600	\$67,800	2,179,384

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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
TOTALS	127	6,295	159,289	1,601,981	8,747,872

OTHER SOCIAL MEDIA TRACKING – NOVEMBER 2017

Type	Number	Increase #	Percentage (+/-)
<i>Twitter</i>			
Followers	4593	+30	+15%
Tweets	6038	+106	-25%
Tweet Impressions	12.3K	(not given)	-33.4%
Profile Visits	165	-117	-42.1%
Mentions by other users	14	-12	-41.7%
<i>Google Sites</i>	<i>Views</i>	<i>Increase</i>	<i>Subscribers</i>
YouTube	4295	+280	20

VISIT WIDGET - NOVEMBER 2017

NOVEMBER	Sessions	Users	Page Views	Pages per Session	Bounce Rate %	% New Sessions
Nov. 6-12	32	27	115	3.59	28.12	50.00
Nov. 13-16	35	33	129	3.69	25.71	71.43
Nov. 20-26	29	21	116	4.00	17.24	41.38