

## MEDC-MCDC-MAIN ST.

**I. MCVB Room Nights Generated: TTL Room Nights: 749 ; TTL Revenue: \$93,828**

**\*NOTE: waiting on pick-up from Hampton and Holiday Inn**

**WEDDINGS COMPLETED in December 2017 - TTL Room Nights: 125 TTL Rev: \$13,189**

- Kaelan Cowan Wedding – Sheraton: TTL Room nights: 38, TTL Rev: \$4162
- Clay Quinn Wedding – Sheraton: TTL Room nights: 65, TTL Rev: \$6795
- Alisha Beyer – Sheraton: TTL Room nights: 8, TTL Rev: \$832
- Jenny Luo – Holiday Inn Express: TTL room nights: 14, TTL rev: \$1400

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

- Ashley Wride- Comfort Suites, no pick up
- Natalie Butlers Wedding, December 2017 – River Road Chateau
- Gaby Ortiz Wedding, December 2017, - Springs
- Jasmin Torres Wedding – December 2017
- Julia Martinez Wedding – December 2017, the Springs
- Claire Chaney Wedding – December 2017, the Springs
- Mary deMarrais
- Roberto Yanez

**ASSOCIATION/CORPORATE/SMERF COMPLETED in December 2017: TTL Room nights: 37 ,  
TTL Revenue:\$4,176**

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

**Corporate: TTL Rooms: 37 TTL Revenue: \$ 4,176**

- Tom Pierce/I Leed company: Grand Hotel: TTL Room nights:24; TTL REV: \$2856
- The Seed Company: Grand Hotel: TTL room nights: 13, TTL rev: \$1320 (This is a 501c3 company, so HOTTAX is not collected on room nights, but I wanted to report that they had come back to McKinney)

**SPORTS:TTL Room nights: 587; TTL Rev: \$76,463 Waiting on Pick Up reports, this number will increase**

- Faster 2 First – Holiday Inn: TTL room nights: 2, TTL rev; \$218
- Comfort Suites: TTL room nights: 20, TTL rev: \$2300
- Hitt 08 Softball Team – Comfort Suites: TTL room nights: 11, TTL rev: \$1315
- Sports Source – *TTL Room nights: 277 Total Rev; \$36,315 – will change w/Hampton Inn Numbers*
  - Best Western: TTL room nights: 64, TTL rev; \$8424
  - Sheraton Hotel: TTL room nights: 107, TTL rev: \$13,823
  - La Quinta: TTL room nights: 36, TTL rev: \$4344
  - Holiday Day Inn Express: TTL room nights: 45, TTL rev: \$6774
  - Holiday Inn & Suites: TTL room nights: 25, TTL rev; \$2950
  - Hampton Inn: **TTL room nights: xx TTL Rev; \$xx**

**II. Visitors: FYTD Total (December '17)**

**Visitors: FYTD Total (Oct. 17-December'17): 1474**

**December Total:**

## MEDC-MCDC-MAIN ST.

**Out of State:** 22

**Out of Country:** 18

**Texas Residents:** 15

**McKinney Residents:** 6

**Register Total:** 147

**Ticker Counter:** 511

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

### Top Five States requesting information

- Texas – Houston, Austin, San Antonio, Dallas, Conroe
- California – San Diego, San Francisco, Los Angeles, Irvine, Sacramento
- New York– Brooklyn, New York, Rochester, Ballston Lake, Fresh Meadows
- Florida – Miami, Orlando, Tampa, Jacksonville, Naples,
- Tennessee - Knoxville, Nashville, Cookeville, Memphis, Antioch

### III. RFP's: 26 (22-Association, 0-Corporate, 4-Weddings, -Social (0-Religious), 0 -Sports, 0-Day Trips)

**Association: 22**

- Torchmark 3,530 room nights

<u>Meeting Name</u>	<u>Date</u>	<u>Projected Attendees</u>	<u>Room nights</u>	<u>Location</u>
AIL 101	January 28-31	100	300	Sheraton
LNL 101	February 4-8	100	400	Sheraton
LNL 401	February 7-9	12	24	Sheraton
AIL 301	February 12-14	100	200	Sheraton
FHL 201	February 18-21	20	60	Sheraton
FHL 201	February 20-23	20	60	Sheraton
LNL 201	February 25-28	30	90	Sheraton
AIL 101	April 8-11	100	300	Sheraton
LNL 301	April 22-25	20	40	Sheraton
AIL 201	May 14-16	80	160	Sheraton
LNL 101	May 20-24	100	400	Sheraton
AIL SGA Improvement Seminar	June 4-6	15	30	Sheraton
FHL 101	June 18-21	30	90	Sheraton

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FHL 301	June 20-22	8	16	Sheraton
AIL 101	July 15-18	100	300	Sheraton
AIL 201	August 20-22	50	100	Sheraton
LNL 201	August 26-29	30	90	Sheraton
AIL 301	September 17-19	30	60	Sheraton
AIL 101	September 23-26	100	300	Sheraton
FHL 201	September 30-Oct 3	20	60	
FHL101	Oct 2-5	30	90	
LNL 101	October 21-25	100	300	Sheraton
LNL 301	October 28-31	20	60	Sheraton

**Corporate: 0**

**Weddings: 4**

- McConville-Holloway Wedding – Jan 2018, Grand Hotel
- Reynolds Wedding – Jan 2018, Chestnut Square
- Kush Shrestha Wedding – March 2018, Springs
- Meghana Patil WAedding – May 2018, Springs

### **IV. Site Visits:**

- Sarah Rains & Becky Rains – Hotels for wedding guests. May 2018/The Springs

### **V. Lost Business-1**

- Texas Retailers Assoc. – Sheraton unable to accommodate. Also sent RFP to Holiday Inn, waiting for response to see if they will be able to submit a response to the RFP.

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

**Blogs on our website:**

- Shop Small: 4
- Food Walks of Texas: 20
- NYE 2017: 100
- Santa Sightings: 23

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

- The McKinney Shop - 32
- Plan Your Visit - 3
- Weekend Update page - 38
- GetSocial#getsocial – 40
- Weather – 5

#GETSOCIAL - 2017-18	
FY 17-18	Views
OCT. 17	77
NOV. 17	0
DEC. 17	40
<b>TOTALS</b>	<b>117</b>

**VIII. Photos, Text Written, Marketing Materials and Ads Submitted**

- Facebook photos
  - Holiday Windows downtown
  - Staff Christmas pictures/card
- Materials Submitted
  - Winter calendar info for Texas Events Calendar
  - McKinney write-up to Facilities Online

**IX. Advertising- Website & Publication ROI Tracking:**

- Meeting Planners Guide: 10
- Historic-Calendar - 2
- Faster2First-Tournament – 14
- Make-McKinney-Your-Home for the Holidays (TourTexas.com) – 1
- MCVB-Director-Guerra-Earns-CTE-Designation – 9
- Welcome-TourTexas.com-Readers - 7
- Make-McKinney-Your-Home-for-the-Holidays – 1
- WELCOME-TALK-BUSINESS-360-READERS-VIEWER - 6

**X. Free Publicity:**

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

**MEDC-MCDC-MAIN ST.**

<b>Total</b>	<b>\$ 126,365</b>
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- Does not include \$20,000 for Grants

<b>DECEMBER 2017 - 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/web posts (4 times)	0	8000	24000	900,000
BubbleLife	DASH wins award at TDA	0	3000	9000	125,000
Courier-Gazette	DASH wins award (18 in.)	\$ 738	\$ 1800	\$7614	595,000
Community Impact	DASH wins Award (online only)	0	2400	7200	670,000
NTexas E-News	DASH wins Award (online only)	0	950	2850	50,000
McKinney Online	DASH wins award (online only)	0	1500	4500	75,000
<b>TOTALS</b>		\$738	\$17,650	\$52,950	2,415,000
<b>FY Total</b>		\$2,513	\$40,250	\$120,750	\$4,594,384

**XI. SOCIAL MEDIA TRACKING**

<b>FACEBOOK - 2017-18</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>TOTALS</b>	183	N/A	197,899	1,844,193	11,197,048

**OTHER SOCIAL MEDIA TRACKING – DECEMBER 2017**

**MEDC-MCDC-MAIN ST.**

Type	Number	Increase #	Percentage (+/-)
<b>Twitter</b>			
Followers	4618	+22	+15%
Tweets	6038	+106	-25%
Tweet Impressions	14.7	(not given)	-0.2%
Profile Visits	222	+57	+34.5%
Mentions by other users	13	-1	-7.1%
<b>Google Sites</b>	<b>Views</b>	<b>Increase</b>	<b>Subscribers</b>
YouTube	4442	+147	20

VISIT WIDGET - DECEMBER 2017						
DECEMBER	Sessions	Users	Page Views	Pages per Session	Bounce Rate %	% New Sessions
Dec. 4-10	35	24	194	5.54	25.71	57.14
Dec. 11-17	21	17	139	6.62	23.81	47.62
Dec. 18-24	14	10	67	4.79	21.43	50.00
Dec. 25-31	12	10	88	7.33	16.67	66.67
<b>TOTALS</b>	<b>82</b>	<b>61</b>	<b>488</b>	<b>24.28</b>	<b>n/a</b>	<b>n/a</b>

**XII. Web Analytics – DECEMBER 2017 (for 2017-18)**

Month	Sessions	Page views	Users
Oct. 17	3,613	9,034	3,018
Nov. 17	3456	8370	2868
Dec. 17	2892	6591	2462
<b>TOTALS 17-18</b>	<b>9,961</b>	<b>23,995</b>	<b>8,348</b>

Top Pages in December 2017

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Page	Page views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,001	824	0:01:08	787	42.06%	41.26%
Calendar	910	659	0:01:25	568	38.20%	38.57%
Calendar	368	338	0:04:47	337	89.02%	88.86%
Shopping	131	116	0:01:35	90	54.44%	45.04%
Events	127	100	0:00:15	11	9.09%	8.66%
Shopping Centers	122	107	0:02:03	90	81.11%	74.59%
Calendar	113	103	0:04:59	100	90.00%	87.61%
Visitors Guide	100	86	0:02:23	22	77.27%	42.00%
NYE Blog	100	92	0:02:31	78	96.15%	88.00%
Dining	93	52	0:00:21	2	50.00%	15.05%
Explore	73	51	0:00:26	2	50.00%	17.81%
Dining/Nightlife	69	64	0:02:36	51	90.20%	72.46%
About Mck.	69	57	0:01:09	4	50.00%	34.78%
Monthly/Ann. Ev	64	60	0:00:41	40	75.00%	71.88%
NTTA Blog	61	56	0:02:08	56	87.50%	88.52%
Stay	60	45	0:00:36	2	0.00%	6.67%
Coffee Houses	60	47	0:00:59	0	0.00%	41.67%
Calendar	59	53	0:02:00	8	75.00%	76.27%
Calendar	49	41	0:01:05	3	66.67%	24.49%
Staff Direct.	45	29	0:01:14	7	42.86%	31.11%
Staff Direct.	43	33	0:01:04	14	57.14%	46.51%
Calendar	42	30	0:00:51	1	0.00%	16.67%
Get Social	40	40	0:00:55	17	76.47%	55.00%
Calendar	40	34	0:00:28	5	100.00%	37.50%

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Wed/EventVenues	37	31	0:00:35	24	25.00%	29.73%
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Country Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Time
United States	2,817	79.16%	2,230	60.35%	2.29	0:01:39
India	12	91.67%	11	75.00%	1.33	0:00:42
Canada	7	85.71%	6	85.71%	1.14	0:00:04
Colombia	5	0.00%	0	0.00%	5.8	0:08:42
United Kingdom	5	100.00%	5	40.00%	3.2	0:02:12
Japan	5	100.00%	5	100.00%	1	0:00:00
South Korea	4	100.00%	4	100.00%	1	0:00:00
Germany	3	100.00%	3	66.67%	1.67	0:00:07
France	3	66.67%	2	100.00%	1	0:00:00
Peru	3	100.00%	3	100.00%	1	0:00:00

State Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
Texas	2,312	77.16%	1,784	60.38%	2.26	0:01:34
California	88	88.64%	78	53.41%	3.02	0:03:45
Oklahoma	31	87.10%	27	45.16%	2.58	0:02:13
Florida	29	86.21%	25	65.52%	2.17	0:01:29
New York	29	82.76%	24	65.52%	2.07	0:01:40
Virginia	27	100.00%	27	92.59%	1.3	0:00:26
Pennsylvania	26	100.00%	26	80.77%	1.46	0:00:13
Georgia	24	75.00%	18	58.33%	3.46	0:03:33
Kansas	24	75.00%	18	70.83%	1.38	0:01:01
Illinois	19	89.47%	17	42.11%	2.37	0:01:27



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City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pgs/Visit	Avg. Visit Duration
McKinney	758	67.15%	509	58.97%	2.41	0:02:06
Dallas	665	78.80%	524	68.57%	1.82	0:00:50
Plano	99	83.84%	83	60.61%	2.48	0:01:32
Frisco	91	83.52%	76	65.93%	2.36	0:01:14
Allen	67	83.58%	56	46.27%	2.18	0:01:29
Prosper	50	84.00%	42	68.00%	1.88	0:01:32
Fort Worth	37	81.08%	30	35.14%	3.57	0:03:14
Houston	35	88.57%	31	62.86%	2.34	0:01:37
Richardson	30	70.00%	21	40.00%	3.07	0:01:13
Austin	24	83.33%	20	66.67%	2	0:02:42