



To: MCVB Board

From: Dee-dee Guerra – Executive Director

Date: September 20, 2018

RE: McKinney CVB August 2018-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Education/Webinar:**
 - TACVB Annual Conference-Staff
 - IT Security Training Videos- Staff
 - B Shumate Webinar:
 - Training on new operation of CrowdRiff rights permission feature
 - Training CrowdRiff Media Hub

- **Events/Services:**
 - 2019 Leadership Alumni Mixer
 - Texas Lakes Trail Annual meeting/Tour Of the Star Ford Center, Frisco, TX
 - Éclair Bistro- Media Mixer- Mapping Projection
 - Ribbon Cutting-Foxxi's
 - Sponsor for Leadership Alumni- Conflict Management w/ Tony Picchioni
 - Board & Liaison Interviews
 - Monarch Meeting w/Jany Tiken & Martha Cavazos–Fipps
 - Lunch w/ Lisa Chumbley (Simpson Strong Tie & DOS of the Hilton Home 2/Springhill Suites (Intro)
 - Hotel Association Budget Meeting
 - Meeting w/John Valencia re: Economic Impact
 - Brainstorming Meeting re: NAACP
 - Interview w/ Consulting Company Hired by the Heard Natural Science Museum & Wildlife Sanctuary
 - Attended TACVB Annual & was awarded the following Items:

- Judges Choice Award: Best Convention Promotion: Venue Videos by Paul Reynolds (We competed for w/ CVB'S that have over a \$9 million dollar Budget)
- Judges Choice Award: Best Cooperative Marketing: Co-op w/ Main St & MCDC for the DASH (We competed for w/ CVB'S that have over a \$9 million dollar Budget)
- People's Choice Award: Convention Promotion- Venue Videos by Paul Reynolds Budget Category \$350,000-\$999,999

Goal 2 Financially Sound Government

Strategies:

- **Balance resources generated by Hot tax**
- **Develop and utilize performance measures to ensure successful and efficient operations**
 - **Sales:**
 - CDW Software Solutions out of California, HDQ is in IL. – This is return business. The original visit was scheduled for last October, however they cancelled. They are looking to come and stay at the Grand Hotel. 7 Sleeping Rooms for 10/02-10/04, Conference Rooms for: 10/02 1pm-5pm, 10/03 8am-5pm, & 10/04 8am-2pm
 - Pygmy Goats, we are moving forward with hotel room rates/blocks from Hilton Home 2 and Spring Hill Suites. The contact, Tracy Carter has advised that the committee is moving forward with the proposal from the hotels. I have a call into Tracy to discuss locations for a meeting space for 200.
 - Staff has a call into the Site Manager at UPS, to see if we can set up a meeting and a site visit.
 - Staff had lunch with Simpson Strong Tie's Meeting Planner and DOS for both Hilton Home 2 & Spring Hill Suites. The planner is excited about the two new hotels and plans to move the business she has in Allen (Marriott) to these two McKinney hotels.
 - Children's Health System of Texas. Meeting space only. April 5, 2019. 300 Attendees. Contact: Michael Herrington. Sent to Sheraton.
 - Choctaw Nation of Oklahoma. Meeting space only. August 28, 2018, approximately 400 attendees. Contact: Valarie Robison. Sent to Sheraton
 - **Advertising:**
 - Éclair Bistro will be appearing on Good Morning Texas on 8/30/18 at 8:30 am to showcase the **DFW's Only Projection Mapping Restaurant**. Chef Aaron Thomas and Éclair Bistro in historic McKinney Texas, partners up with Texas Instruments and Optima Technologies to bring you a two-story restaurant projection mapping dining and interactive lounge experience. Using both sights and sounds from projectors positioned overhead, Éclair Bistro merges with the digital and real worlds for the modern-day consumer to align with their technological landscape and transform a seemingly average restaurant table into an

entertainment center. Chef Aaron Thomas displays a contemporary approach mixed with his New Orleans heritage to create a unique culinary fine-dining experience

HOT Tax Collections: 2017-2018

HOT TAX collection reported by City:

- MOM 2018 vs. 2017 (-Hotels & -B&B/VRBO reporting)
 - July 2018: \$ 157,448
 - July 2017: \$ 191,804
 - -17.91%↓

- YOY:
 - FY 17-18: \$ 1,427,973
 - FY 16-17: \$ 1,428,764
 - -0.06%↓

MCVB Room Nights Generated: TTL Room Nights: 491; TTL Revenue: \$ 55,251

WEDDINGS COMPLETED in August 2018 - TTL Room Nights: 207 TTL Rev: \$ 28,061

- Krueger/Hamm Wedding, Sheraton. TTL rooms: 56, TTL rev: \$ 6328
- Allyssa Chavez – Comfort Suites, TTL rooms: 17, TTL rev; \$1,445
- Waychoff/Lonzanida Wedding – Grand Hotel: TTL rooms: 68 (one comp), TTL rev: \$10,923
- Alvarado Wedding – Grand Hotel: TTL rooms: 1, TTL rev: \$118
- Stene/Olsen Wedding – Grand Hotel: TTL rooms 56, TTL rev: \$8365
- Samantha Guerra Wedding – Holiday Inn, TTL rooms: 9, TTL rev: \$ 882

No Pick-ups on the following weddings:

- Samantha Guerra – August 2018, The Springs
- Shannon Owens – August 2018, D’Vine Grace
- Lannie Robinson- August 2018, D’ Vine Grace
- Chelsea Parsons Wedding – August 2018, the Springs
- Katie Nelson Wedding, August 2018 – Stone Crest

ASSOCIATION/CORPORATE/SMERF COMPLETED in 2018: TTL Room nights: 284; TTL Revenue: \$ 27,190

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

Corporate: TTL Rooms: 269; TTL Revenue: \$ 25,555

- Torchmark-AIL201-Sheraton: 8/13-15/18, TTL room nights: 78; TTYL Rev. \$7,410

- Torchmark-AIL 401-Sheraton: 8/13-15/18, TTL room nights: 34 ; TTYL Rev. \$3,230
- Torchmark-AIL-SGA-Sheraton: 8/13-15/18, TTL room nights: 15; TTYL Rev. \$1,425
- Torchmark-LNL 104-Sheraton: 8/20-22/18, TTL room nights: 26 ; TTYL Rev. \$2,470
- Torchmark-Sheraton: 8/26-29/18, TTL room nights: 116; TTYL Rev. \$11,020

SMERF: TTL Rooms: 15; TTL Rev: \$ 1,635

- Just Crop – Holiday Inn. TTL rooms: 15, TTL rev: \$1635

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

- Big Time Hoops/MAYB – PSA no pick up
- Martial Arts – PSA – no pick up

Sales Calls: ASSOCIATIONS-/CORPORATE /SMERF Sales Calls: 27

Association: 8

- Rural Rental Association – Contact: Royce Ann Wiggins. Left message on voice mail. Trying to set up a time for a site visit to McKinney. Her annual conference was in July and she had asked that I reach out to her after the conf. No response
- Texas Land Title Association – Contact: Lynne Daves. Follow up email sent to touch base with Lynne again. No Response
- Texas Turfgrass Association – Contact: Katie Flowers. Established line of communication. No Response
- Texas Gas Association – Contact: Darrell Cherry. Potential to bring this group to our area in 2020. Working with Sheraton on this group, no further details at this time.
- Texas Our Little Miss - Contact: Teri Chandler. State Director is searching for a site for the Texas Universal Beauty Scholarship, assisting Teri with search.
- NAACP – Contact: June Jenkins – continued assistance with bringing NAACP State conference to McKinney in October 2018
- Train Collectors Association – Contact: Brian Jensen. Exhibit at Collin College, one day only. Offered assistance with other upcoming shows.
- Romance Writers of America – Contact: Megan Sloan. Sent email to open lines of communication, will follow up when she returns from vacation in early September.

Corporate: 8

- Clifton Coufal Law Firm – Contact: Clifton Coufal. Discussed possibilities for venue space for a 1-day meeting. Attendees: 100 people, August 30, 2018.
- Valisade Group – Contact: Valerie Delaney. Touched base with Valerie to see if her client base has changed and asked her to consider McKinney. No response
- CDW – Contact: Kim Houlihan. Small conference, October 2-4, 2018. Will need meeting space and 7 rooms. Working with the Grand to secure.
- Aflac – Contact: Amanda Risner. Working with Amanda to secure meeting space for a meeting/training to be held September 8, 2019
- Children’s Health – Contact: Denise Gomez. Working with Denise to secure meeting space for a joint meeting with the Dallas Federal Reserve. April 5, 2019

- IDQ Acquisitions – company was bought out by another company in Ohio. Garland location is a tech support center and does not host meetings/conferences.
- Cultural Awareness International – Contact: Debbie Fiorentinos. Initial contact. Debbie assists in relocating individuals to the North Texas area, at this time she does not host group information sessions. Potential to bring individual nights to hotels.
- Vistra Energy – Contact: Chris Schein no longer with company. HR representative advised me to send an email to their general mailbox with information regarding McKinney. Email sent.

SMERF: 7

- City of Garland, Senior Center. Contact: Sarah Walter/Cecilia Ballester. Spoke with Cecilia and provided her with information regarding a day trip to McKinney. They are interested in bringing a group here and will research that option.
- Merry Melles, Christening; September 2, 2018 – 50-75 Attendees. Possibility for some hotel room nights. Sent Merry information on hotels, MPAC, and Myers Park
- Leadership Women. Contact: Laura Logan/Heidi Murray. Spoke with Laura, she advised their national meetings were held in larger cities such as Dallas or Ft. Worth. Also reached out to Heidi Murray. Heidi stated she would keep McKinney in mind for any future Leadership Texas programs. Will follow up with them again in 6-9 months.
- Premier Tours Global – Contact: Birona Aswad. Working with Birona to bring a day trip here for Arts in Bloom 2019. Additionally she plans to bring a group to McKinney during the Christmas Holiday Season
- Wedding Venues – River Rd Chateau and The Springs in Anna. The Springs is hosting an open house in September, due to travel I will not be able to attend however they will include my contact information in their give a way bags.
- Hurricane Creek Country Club – Contact: Caitlin Ihm. Asked her to provide my contact information to those social groups/events that take place at the country club and are in need of hotel blocks, and “things to do in the area” assistance.
- High Pointe Church – Contact: Aleshia Ruehl. Spoke to Aleshia about potential pastoral or women’s retreat in McKinney. She stated she would pass along my information to the department that plans those events. Also helped Aleshia with information/vendors to call for a festival.

McKinney Top 25: 4

- Winstron Green Tech-8/29/18- Dropped information for Mike, Followed up with an email and phone call. Received Email from Mike on 9/4/18, he said he would contact me if he needed anything.
- Tong Yang Group- 8/29/18- Called Abby to see if I could get a contact. She gave me President Jeff Chen's name. I tried calling to set up an appointment and there is no one you can talk to or even leave a message. The voicemail is full. I will run by the establishment to see if I can find someone to speak to.
- Medical Center of McKinney-8/29/18- Emailed with Sally, she will reach out if she needs assistance with venues or hotel rates.

- UPS-Corporate Training-Follow up call. /31/18- Ingrid Cejas is the Receptionist. 214-491-4553. Sent an email to the old admins email jperojohnson@ups.com Ingrid needed Transportation options, cc'd Lindsey and hoping to get a meeting with them.

MCVB Calendar of Events 2018-2020: 3

2018

Month	Group	Venue	Room Nights	Attendees
June				
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
July				
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
August				
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
8/28/2018	Choctaw Nation of Oklahoma	Sheraton	Meeting Space Only	400
September				
9/8/18	AFLAC	First Baptist Church	Meeting Space Only	N/A
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
October				
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
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
11/13-16/2018	Women's Health Network	Holiday Inn	40	20
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

2019

Month	Group	Venue	Room Nights	Attendance
February				
2/17-19/19	Texas Association of Counties, Health & Employee Benefits Pool	Sheraton	350	225
April				
4/5/2019	Children's Health System of Texas	Sheraton, Piazza, The Grand, El Dorado CC, & Cotton Mill	Meeting Space Only	300
4/25-28/19	Texas Folklore	Sheraton	70	150
4/29-5/2/19	Veterans of Underage Military Service		40	80
April/May	TACVB Marketing Symposium	Sheraton	90	75-100
July				
7/22-26/19	Texas Extension Association of Family & Consumer	Sheraton	100	300

	Sciences-Texas Agri-Life			
7/2019	Texas Retailers	Sheraton	149	250
7/5-6/19	Religious Conf. Overflow- Allen	City Wide	300	700
September				
3 rd /4 th week	TTIA Travel Summit	Sheraton	500	250

2020

Month	Group	Venue	Room Nights	Attendance
June				
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
September				
3 rd /4 th 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:

- **August 2018 Gross Sales \$ 1,535.84**
 - **Rent check \$355.00**
 - **(15% of sales) \$3.58**

Visitors: FYTD Total (Oct.'17 – Aug. '18): 4,587

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

- Out of State: 83
- Out of Country:38
- Texas Residents:15
- McKinney Residents:12
- Register Total: 148
- Ticker Counter: 420

Day Trips: 0

RFP's: 9 (0-Association, 3-Corporate, 5-Weddings, 1-Social: 0-Religious, 0 -Sports, 0-Day Trips)

Association: 0

Corporate: 3

- Children's Health System of Texas. Meeting space only. April 5, 2019. 300 Attendees. Contact: Michael Herrington/Denise Gomez. Provided information to Sheraton, Piazza on The Green, Cotton Mill, Grand Hotel, and El Dorado Country Club. Decision will be made sometime in September/October 2018.
- Choctaw Nation of Oklahoma. Meeting space only. August 28, 2018, approximately 400 attendees. Contact: Valarie Robison. Gave to Sheraton
- AFLAC – Contact: Amanda Risner. Date: Sept 8th. Provided Amanda with venue information for location to hold an open enrollment for AFLAC. They selected First Baptist Church McKinney.

Social: 1

- Merry Melles –Provided information to her for venue/hotel location for a Christening

SMERF: 5 (Weddings)

- Josh Zamora Wedding, Sept 2018 – River Rd. Chateau
- Eriq ? –Sept 2018 - Springs
- Arent/Bishop Wedding, January 2019 – MPAC
- Lauren Stene, August 2018 – FUM/Gather
- Amanda Mink. Assisting with location for bridal shower
- Lourdes Vasquez, August 2019, Springs
- McClesky Wedding, December 2018, The Grand Ivory
- Arent/Bishop Wedding, January 2019, MPAC
- Morrison Wedding, December 2019, Rustic Grace

Site Visits: 1

- Kim Cotton, Jack Henry & Associates, scheduled another follow up meeting to take place in September with additional meeting planner from Jack Henry.

Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal): 24 (24-Weddings, 0-Social, 0 -Sports, 0-Day Trips)**Weddings: 24**

- Kristy McPhail – September 2018, Rosemary Barn
- Pallia Wedding – September 2018, Cotton Mill
- Ginny Ryan Wedding – September 2018, Rosemary Barn
- Thanh Do- September 2018, Springs
- Sarah Cantu Wedding – September 2018 Wedding, D’Vine Grace
- Ray Byrns Wedding – September 2018, the Springs
- Tiffany Fluker –October 2018, Rock Creek
- Lori Naquin (MOB) – October 2018, Chestnut Square
- 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
- Britt Morgan – November 2018, Springs
- Bridget Tong – December 2018, Springs
- Priscilla Arriaga – December 2018, The Springs
- Joyce Spisak – December 2018, Springs
- Dana Curry (MOB) – January 2019, Rustic Grace
- Kaufman Wedding – March 2019, River Road Chateau
- Meghan Powers- March 2019, Springs
- Shauna Brown – April 2019, Springs

- Jessica Costello –April 2019, Stone Crest
- Megan Harrison – May 2019, Rosemary Barn
- Megan Neth – June 2019, River Road Chateau

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: 420

Mailing Leads Processed: 546

- Tour Texas-83
- See Texas First-463
 - Top Five States requesting information:
 - Texas
 - Florida
 - Missouri
 - New York
 - California

Advertising/Marketing/Media

Blogs on our website:

- VisitMcKinney Receives Awards: 9
- McKinney Dining: 238
- Second Saturday Blog: 35

Visits on Homepage News Flash buttons & landing pages:

- Welcome Summer: 12
- Oktoberfest: 30
- Weekend Update page: 170
- McKinney Shop: 27
- Tourism Grants: 33

Photos, Text Written, Marketing Materials and Ads Submitted

- **Materials Submitted**
 - Submitted content for TSAE Directory
 - Submitted advertorial text for Bus Tours Magazine
 - Submitted new ads to the high school programs

- Submitted ad to County Line Magazine
- Submitted ad to USA Today
- Wrote/submitted script to Texas Lifestyle Magazine
- Major revisions to MCVB Marketing Plan for 2018-19

▪ **Advertising- Website & Publication ROI Tracking:**

- Meeting-Planners-Guide: 18
- Event-Planning (new page): 56
- Go-MNHS-Bulldogs: 1
- Go-MHS-Lions: 4
- Go-Boyd-High-Broncos: 2
- VisitMcKinneyFun: 45
- Splash-in-McKinney: 20
- Hunt-in-McKinney: 19
- Explore-in-McKinney: 19
- Welcome-Polka-News-Readers: 18
- Welcome-Texas-Highways-Readers: 6
- Welcome-New-Orleans-Magazine-Readers: 2

(The Texas Highways and New Orleans magazines had only been on newsstands for a week of August.)

Free Publicity: Does not include \$20,000 for Grants

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

AUGUST 2018- MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions/Reach
BubbleLife Collin Co.	Shared Blog/website updates (4 times)	\$ -	\$6,000	\$18,000	650,000
County Line Magazine	Dinosaurs Live (full page)	\$1,935	\$500	\$7,305	76,000
WFAA GMT (July)	Heard Museum butterflies	8000	5000	39000	1,500,000
WFAA GMT (Aug.)	Éclair Bistro (pitched by board member)	8000	5000	39000	1,500,000
TOTALS		\$17,935	\$16,500	\$103,305	3,726,000
FY 17-18 Totals		\$43,228	\$144,380	\$1,158,175	19,571,384

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
FEB. 18	59	6585	69,527	759,268	3,289,228
MAR. 18	76	6664	80,690	567,892	3,499,942
APR. 18	106	6770	83,960	449,311	3,615,527
May-18	109	6879	104,144	795,947	4,492,035
JUN.18	82	6961	70,764	453,651	2,675,163
Jul-18	134	7095	76,466	376,731	2,595,425
Aug. 18	208	7303	155,779	1,010,418	4,436,783
TOTALS	1132	N/A	932,592	6,789,489	39,680,353

OTHER SOCIAL MEDIA TRACKING – AUGUST 2018

Type	Number	Increase #
TWITTER		
Followers	4788	-36
Tweets	6484	32
Tweet Impressions	16.8K	-22%
Profile Visits	290	+67.3%
Mentions by other users	9	-18.2%
YOUTUBE		
	Views	Subscribers
YouTube views	5954	31
INSTAGRAM- NEW!!		
	Views	Followers
Instagram Posts	5954	662

Web Analytics –AUGUST 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
Jun-18	3,554	8,483	2,986
Jul-18	3,439	7,892	2,934
Aug-18	3,257	6,956	2,837
FY 17-18	36,927	87,113	30,897

AUGUST TOP 25 WEB PAGES

Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,295	997	0:01:18	941	43.04%	43.32%
Calendar	632	505	0:01:05	402	50.25%	45.89%
McK Dining Blog	233	219	0:03:23	212	93.40%	90.13%
Shopping Centers	191	177	0:01:33	163	88.34%	84.82%
Weekend Update	170	144	0:01:50	76	72.37%	53.53%
Events	123	104	0:00:18	20	25.00%	11.38%
McK Dining Blog	114	106	0:01:44	15	73.33%	50.00%
Dining	106	64	0:00:27	10	60.00%	17.92%
Mo. / Ann. Events	105	89	0:01:19	54	81.48%	70.48%
Explore	95	78	0:01:06	7	100.00%	20.00%
NTTA Toll Blog	95	74	0:03:06	74	82.43%	77.89%
Staff Directory	78	59	0:00:44	25	68.00%	44.87%
About McKinney	77	66	0:01:17	11	72.73%	31.17%
Shopping	58	52	0:00:46	34	50.00%	44.83%
Accommodations	57	52	0:00:22	16	43.75%	15.79%
Event Planning	56	39	0:00:30	11	54.55%	16.07%
Hotels & Motels	49	44	0:02:47	5	60.00%	40.82%
Dining / Nightlife	46	42	0:00:47	31	64.52%	58.70%
Visit McKinney Fun	45	40	0:01:37	20	60.00%	46.67%
Bus. Directory	45	34	0:00:53	3	100.00%	24.44%
Calendar	44	34	0:00:58	2	50.00%	20.45%
Towne Lake Rec.	42	39	0:00:27	30	83.33%	69.05%
Blog Module	42	29	0:00:34	9	55.56%	23.81%
Wedd. Rec. Venues	41	32	0:00:31	14	64.29%	34.15%
Calendar	40	31	0:01:01	1	100.00%	32.50%

Country Breakdown	Users		Avg. sess. Duration		
	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.
United States	2,603	2,468	3,013	65.25%	2.18
France	84	83	84	57.14%	1.43
(not set)	34	34	34	97.06%	1.09
Canada	17	16	18	44.44%	2.61
India	17	17	17	88.24%	1.47

China	16	16	16	100.00%	1	0:00:00
South Korea	10	10	10	100.00%	1	0:00:00
United Kingdom	8	8	9	55.56%	4.89	0:02:26
Philippines	7	7	7	71.43%	1.71	0:04:05
Peru	6	6	6	100.00%	1	0:00:00

State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Sess. Duration
Texas	1,839	1,721	2,167	62.11%	2.3	0:01:34
Oregon	310	310	311	99.68%	1.01	<00:00:01
California	62	58	66	48.48%	2.83	0:02:27
Illinois	36	35	43	62.79%	2.09	0:02:06
Florida	26	25	34	52.94%	2.09	0:02:23
New York	25	25	29	68.97%	1.59	0:00:39
Oklahoma	24	21	27	29.63%	3.63	0:02:14
Louisiana	19	19	22	45.45%	2.95	0:01:23
Kansas	18	15	22	72.73%	2.18	0:01:51
Pennsylvania	18	17	20	60.00%	1.8	0:00:21

City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Visit Duration
McKinney	630	550	797	62.48%	2.34	0:01:54
Dallas	458	430	503	69.38%	1.93	0:00:56
Plano	86	82	96	55.21%	2.49	0:01:25
Allen	64	62	69	76.81%	1.52	0:01:04
Frisco	63	60	70	64.29%	2.17	0:00:51
Houston	44	42	45	68.89%	1.89	0:00:34
Fort Worth	38	36	40	42.50%	3.1	0:01:29
Prosper	36	35	38	63.16%	1.95	0:01:05
Austin	32	31	35	54.29%	3.91	0:02:21
Richardson	23	21	25	52.00%	2.2	0:02:02

Mobile Traffic	Users	Percent of Total
Desktop	1,450	51.11%
Mobile Traffic	1,196	42.16%
Tablet	191	6.73%

August 2018					
	Users	Sessions	Page Views	Pages/Session	Bounce Rate
Widget	68	78	207	2.65	65%
iOS App	38	54	372	10	N/A
Android App	13	16	210	16	N/A
Total/AVG	119	148	789	9.55	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	53.51	60.15	76.50	69.21	66.82	68.47	73.84		
Hampton	97.82	97.82	97.82	97.82	97.82	97.82	97.82	97.82	88.37	80.34		
Holiday Inn	69.05	71.18	57.02	60.61	51.12	47.18	53.74	75.29	69.29	71.55		
Holiday Inn CR	73.79	69.88	55.40	57.26	69.06	75.77	68.59	71.45	74.13	75.12		
La Quinta	N/A	74.43	61.49	64.68	70.57	68.74	65.65	69.29	78.52	83.22		
Sheraton	96.77	N/A	N/A	72.13	79.03	75.54	78.06	78.87	81.25	77.76		
Townplace	79.01	81.65	79.01	98.88	63.20	64.15	73.33	62.85	75.17	76.55		

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%	81.25%
July	75.60%	72.61%	N/A	77.76%
August	56.22%	63.86%	76.00%	%
September	56.43%	72.50%	N/A	%

LOST BUSSINESS- 2

- Choctaw Nation Cultural Community, August 2018. Planner pulled RFP. This RFP was for meeting space only. Attendees: 400
- 2021 Healthy County Boot Camp. Conference awarded to The Renaissance in Addison. (Attendees: 200-225, with expected 350 room nights total)