



To: MCVB Board

From: Dee-dee Guerra – Executive Director

Date: October 25, 2016

RE: McKinney CVB September 2016-Staff Report

Goal 1 Operational Excellence
Strategies: N/A

Events: 4

- Leadership McKinney Retreat- Dee-dee Guerra
- 9/10-13/16-Dee-dee attended TSAE (Texas Society of Association Executives) New Ideas Conference in San Antonio, TX. There were over 300 association meeting planners in attendance.
- 9/29/16- Staff is did a segment with City Communications-#SeeMcKinneyWithMe.
- Webinar- Demystifying Industry Acronyms: CVB, DMO, DMC – What’s the Difference?(Dee-dee Guerra).

New Venues:

- Stone Crest (New Hope, TX)- <http://stonecrest.com/>
- Rustic Barn Ranch(Celina, TX)- <http://www.rustybarnranch.com/>
- McKinney: Grace Vineyards <http://www.gracevineyardstx.com/vineyards>

Goal 2 Financially Sound Government
Strategies:

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

Tradeshows/Missions: 0

Hot Tax Collections: August 2016 – Sales Report TTL Room Nights: 163; TTL Rev: \$17,605

September 2016 – Sales Report
SMERF: (completed in September 2016) TTL Room Nights: 163 TL Rev: \$17,605

Weddings: 9 Weddings, 3 no Pick-up, 1 Corporate w/no room nights-space only

- Caldwell/Calistro Wedding: Holiday Inn: TTL Rooms -27, TTL Rev: \$2943
- Stanley Wedding: Hampton Inn – TTL Rooms: 11, TTL Rev: \$1254, Sheraton: TTL Rooms: 22, TTL Rev; \$ 2475
- Barnard/McCoy Wedding: Hampton Inn – TTL Rooms: 42, TTL Rev: \$4578
- Horner/Torres Wedding: Holiday Inn – TTL Rooms: 6, TTL Rev: \$654
- Oscar Butos Wedding: Holiday Inn – TTL Rooms 13, TTL Rev: \$1457
- Namey Wedding: Holiday Inn – TTL Rooms 16, TTL Rev: \$1635
- Tavera Wedding: Holiday Inn – TTL Rooms: 26, TTL Rev: \$2609
- No pick up report for the following weddings:
 - Ussher Wedding – Used Allen Hotels
 - Jennifer Rengal Wedding
 - Sean Copeland Wedding

Social Groups:

- N/A **Education Groups:** N/A

Sports Groups: N/A

Associations/Corporate: 0 TTL Room nights ; TTL Revenue: \$ 0& F&B: \$

- Stetler Media & Expos – no pick up report, used Sheraton Conference Center for space only.

HOT Tax Collections:

MOM 2016 vs. 2015 (16 Hotels & 6 B&B/VRBO reporting)

- August 2016: \$ 129,778
- August 2015: \$ 110,410
 - 17.54%↑

Sales Calls: ASSOCIATIONS-/CORPORATE/SMERF/MCKINNEY TOP 25 Sales Calls: 29

Association: Follow up calls-15

- American Association of Community Theater- Julei Crawford, McKinney is too far.
- Greater Denton/Wise County Association of Realtors-4 time to reachout to this group, I haven't heard from them, closing this lead.
- North TX Orthodontic Association-Janie @ Mckinney Office- do not have meetings outside their office.
- Printing & Imaging Association of Mid- America-BJ Irvin-Will not come to McKinney, this group likes to stay in Dallas.
- Tarrant County Medical Society- Karen Reynolds-No response after 4 attempts- Closing this lead out.
- Texas Association of Clinical Laboratory Science-Jasmin- After 5 attempts to call & email – closing this lead out.
- Texas Association of Community & Schools-Linda Valk-recently retired. This group likes to meet in big cities/resort towns.
- Texas Association of Museums-After 5 attempts to contact with no response, closing this lead out.
- Texas Cotton Association- Candi Poteet-Must be by an airport.

- Texas Dietetic Association- No longer in TX, moved to Virginia.
- Texas Numismatic Association- Doug Davis- In Arlington too far to travel to McKinney.
- Texas Nursing Association- Pat Pollock- Too far from airport and need over 10,000 sq ft of space.
- The National Alliance for Insurance Meetings and Resesarch-Ricardo Bosque- Checking to see when is a good time to come do a site visit.
- The National Association of Women in Construction-Dina- Followed up with 2 emails 2 phone calls, no response. Closing this lead.
- Texas Severe Storms Associaiton- Tessa- Sent 2 emails & madde 2c allss, no response. Closing this lead.

Corporate: (Follow up calls): 14

- Citronix-Shirley Statterfield- No meetings offsite.
- D.R. Suar- Kelly Kunst. No meetings.
- Frost Wealth Advisors-Todd Breeding-Use their own office space.
- Green Way Investemnt Co.-Spoke to the receptionist, they do not have a meeting planner and only hold metings in house.
- LPL Financial- Spke to Michael Valter-meet with cleints in their own office space.
- March Inc.- Out of state wil not bring a ameeeting to Mckinney.
- Med Fusion-Hailey- Diagnostic Center , do not meet offsite.
- Muni Services-Ted Kamel- Stay in Fort Worth for meetings.
- New Castle Manufacturing-Travis Kunker-No meetings only sales calls.
- Ovehead Door Company-per receptionist only meet in Lewisville.
- TIAA-CREF-Called 5 times, no answer. Closing this lead.
- The Apparel Logistics Group-Per receptionist: only meet at thier facility.
- Universal Fixtures & Displays-Per receptionist only meet on site.
- Webshops.com-JebDoyle-No meetings at this time.

McKinney Top 25: 0

• MCVB Calendar of Events 2015-2017: 1

Month	Group	Venue	Room Nights	Attendees
October				
10/3-7/16	Emerson	Sheraton	90	30
10/20-21/16	First Mortgage-	Grand Hotel & MPAC-Emerson Board Room, Lunch from Patina Green, Dinner at Ricks Chophouse	6	6
10/21/16	McKinney Noon Lions Annual Meeting	Holiday Inn-5 th year	30	100
November				

11/16/2016	Collin County Association of Realtors- Installation Ceremony	Piazza on the Green/Trolley	350	0-using Wingate in Frisco, TX
11/10/16	Kansas City Railroad Association- Dinner party tribute to retiring Pres	Sheraton	30	50
11/6-10/17	Emerson	Sheraton	90	30
11/6-10/2017	TX Downtown Association	City Wide- Sheraton (host Hotel)	300 (over the 4days of the conference)	300
Month	Group	Venue	Room Nights	Attendees
December				
12/6-8/16	Emerson	Holiday Inn	30	15
12/13-15/16	Emerson	Holiday Inn	30	15
12/4-6/17	Emerson	Holiday Inn	30	15
12/6-8/17	Emerson	Holiday Inn	30	15
12/12-14/17	Emerson	Holiday Inn	30	15
12/19/16	Vasquez Taekwondo	Vasquez Tae Kwando Facility	2015:7	8-12 teams 550-625 attendees
January				
1/17-/19/17	Emerson	Holiday Inn	30	15
1/19-20/17	TCDLA (Texas Criminal Defense Lawyers Association (1 Day Seminar)	Holiday Inn	60	60
1/24-27/17	Emerson	Holiday Inn	30	15
February				
2/27/17-3/3/17	Emerson	Holiday Inn	30	15
March				
April				
4/18-20/17	Emerson	Sheraton	90	30
4/2017	Civil Court Process- Bid won	Sheraton	300	120
May				
5/21/17	Polonia Festival	Myers Park	N/A	2017: 1500
5/23-25/17	Emerson	Holiday Inn	30	15
5/28/17	Bike the Bricks	Downtown McKinney	2014: 0 2015:19	2014: riders: 550; attendees: 8,000 2015: 600, 9,000

			2016: Cancelled- weather	2016:0
June				
6/6-8/17	Emerson	Holiday Inn	30	15
6/13-15/17	Emerson	Holiday Inn	30	15
6/17-19/19	Flamefest	Craig Ranch	2014:16 2015:19	2014-120 teams 3600 attendees
July				
7/14-16/16	TX Academy of Nutrition & Dietetics	Sheraton	120	60
7/20-21/16	Texas Society of Infection Control & Prevention (TSICP)	Sheraton	50	30
7/18-20/17	Emerson	Holiday Inn	30	15
August				
8/10/16	Visage (Dru Reiss (Popular Ink)	Rick's Chophouse- rick's 101	18	0
8/2016	Miniature Book Society	Sheraton	50	100
8/15-17/17	Emerson	Holiday Inn	30	15
September				

Events the MCVB assist with: We help to advertise & promote these events (No Hotel Rooms or Venues):

- Rat & Rod Show (Tupps Brewery)
- Home for the Holidays
- Ghost Walk
- 4th of July Parade
- Holiday Home Tour
- Dinosaurs Live!
- Living History Days
- Collin County Historical Society Museum
- Halloween at the Heard
- Second Saturday
- ORLY- Old Red Lumber Yard
- Trade Days
- Myers Park Events (Dogs Show, Horse show, & Master Gardner Events)
- Farmers Market
- State of the City of McKinney Volunteer McKinney
- Chamber Community Awards
- Pumpkinville at Tucker Hill
- Sanctuary (Adriatica) Events

- Franconia Brewery Tour
- Tupps Brewery Tour
- Heritage
- Whales Manor Music Under the Stars
- City wide weekend events/concerts
- All MPAC Events

Visitors:

- **FYTD Total (October '15 –September '16): 2023; YTD: 4165**
 - **September Total:** 146 (registered); 486 total Count
 - **Out of State:** 72
 - **Out of Country:** 14
 - **Texas Residents:** 50
 - **McKinney Residents:** 10

Day Trips: 1

- Methodist Hospital Sr. Group (Heard Museum and Downtown McKinney)

Made in McKinney Store Revenue:

- Sales for September 2016 \$ 1094.99
- Sales for September 2015 \$ 1232.78
- MOM down by 11.18%

Meetings: 2

- 9/8/16: E.D. Guerra & Vanesa Rhodes met with Roger Harper re: World Police & Fire Games. This was an introduction by Danielle Girdano. After discussing with Mr. Harper their needs, both parties came to the conclusion that McKinney did not have the facilities to hold these types of games. He stated to the MCVB Staff that he was doing this as a favor to Danielle Girdano.
- E.D. Guerra & B. Shumate attended a meeting with Janay Tieken & Amy Rosenthal regarding an app called "Otocas." This app is currently being used around the country (and beyond) to let people access over 1,400 points of interest across about 70 guides (with more on the way), for **public art, murals, historic landmarks, architecture, monuments, and other points-of-interest** that get people more engaged with their surroundings, encourage exploration, and spend more time enjoying the area.
 - Below are the links to download the free app for your smart phone/tablet.
 - Apple: <https://itunes.apple.com/app/otocast/id880987065?ls=1&mt=8>
 - Android: <https://play.google.com/store/apps/details?id=com.otocast.app>

RFP's:1

- Morning Noon Lions Annual Meeting- October 21, 2016. Holiday Inn & Suites: 100 attendees, 30 room nights.

Site Visits: 1

- 9/7/16: Site Visit with Lisa Chumbley from Simpson Strongtie: Was very impressed with all the venues McKinney has to offer. Mrs. Chumbley did mention that they are currently building their own meeting room on site.

SMERF (Social, Military, Religious, & Fraternal)

New Prospects: Bold & *Italic indicates new business:*

33 *Weddings (10-New), 1- Day Trip (1 new), 3-Social (0- new)& 1- Sport (0- new)*

- **Notes-Wedding Stats:**
 - 2013 -17
 - 2014- 54
 - 2015- 76
 - 2016 – YTD 83
 - 2017 – YTD 22

New & Ongoing Prospects: *Italic indicates new business*

Ongoing Prospects:

- Coleman/Haskew Wedding – October 2016
- McKinney Noon Lions Fall Conference – Oct 2016 (Holiday Inn)
- Britt Wedding – October 2016
- Stoner Wedding – October 2016
- Overman/Gartley Wedding – October 2016
- Dunn/Adair Wedding – October 2016
- Foote Wedding – November 2016
- The Sports Source – Soccer Tournament – December 2016
- Barron/Rhodes Wedding – December 2016
- Gajewski-McGowan Wedding –December 2016
- Sepeda/Beene Wedding – December 2016
- Rachael Blanchard Wedding – Februarys 2017
- Hensley/Wilson Wedding - March 2016
- McCauley/Little Wedding – March 2016
- Rohr Wedding – March 2017
- Amber Kotaur Wedding – April 2017
- Mallory Smith Wedding – April 2017
- Caitlyn Gilliam Wedding – May 2016
- Knuth/LaGrow Wedding – May 2017
- Wylile HS 10 Yr. Class Reunion – May 2017
- Kofahl Wedding – June 2017
- Swanson Meetings & Event Planning Family Reunion –June 2017
- Neena/Vay Wedding – July 2017
- Kara Girardo Wedding – October 2016
- Coleman/Haskew Wedding – October 2016
- Brown/Ussher Wedding – October 2016

- Emily Jones Wedding – November 2017

New: 12

- *Kappa Alpha Sorority (400 bags/vg) Book Sheraton Conf. Center – No Hotels*
- *Annette Lord (MOB) Wedding*
- *Debbie Coleman Wedding*
- *Penrose Wedding*
- *Howard/Hope Wedding*
- *Reith Wedding*
- *Horner Wedding*
- *Symone Charlton Wedding*
- *Bowmer Wedding*
- *Corona Wedding*
- *Ashfia Salemin –Bday*
- *Kenya Alexander Wedding*

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: 1037

Mailing Leads Processed: September 2016 Leads Processed: 1462

Top Sources:

September 2016 Leads Processed: 1462

- See Texas First – 1373
- Southern Living – 6
- Tour Texas –83

Advertising/Marketing/Media

Created/submitted materials (photos and text) – new this month

- **Blogs on our website**
 - Fall 2016 Events – 65 views
- **Submitted photos and text:**
 - Text/graphics for annual web listings – TSAE, ConventionSouth
 - (Nothing editorial)
 - Lots of web work
- **Ads/materials created and submitted**
 - TSAE Directory Listing Updates
 - Banner ads/text for TripInfo refresh

Photos Representing MCVB

Took photos at the following events/venues to post on Facebook:

- Day of Remembrance

- OKTOBERFEST!

Meetings/Events Attended/Connections Made:

- Main Street Business Meeting
- Monthly Communications Strategy meeting
- Meeting about attractions app with MPAC, Arts Commission, and city comm.
- Met with MPAC/Main Street team about TDA welcome video
- Met with Frances to finalize #SeeMcKinneyWithMe
- Day of Remembrance (9/11 15th anniversary)
- #SeeMcKinneyWithMe day with the MCVB
- Lots of phone calls/texting about ad contracts

ADVERTISING Website & Publication ROI Tracking: *Scans of QR codes/using redirect URLs in our ads:*

- Welcome to McKinney (tear off map) – 2
- Quinceanera page – 11
- Meeting Planners Guide (from cards/handout) – 8
- Welcome to the Website (visitors Guide) – 1

SOCIAL MEDIA TRACKING:

FACEBOOK -

Month FY 15-16	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct-15	96	4226	55,415	524,917	1,740
Nov-15	54	4276	54,211	601,695	1,979,749
Dec-15	106	4382	47,801	540,978	1,975,600
Jan-16	171	4447	54,211	601,695	1,979,479
Feb-16	73	4520	47,092	340,989	1,414,730
Mar-16	95	4615	45,697	490,000	2,541,203
Apr-16	113	4728	37,129	372,614	2,179,533
May-16	147	4785	44,605	440,689	2,359,325
Jun-16	90	4875	35,017	328,031	1,746,835
Jul-16	116	4,991	58,916	669,707	3,459,735
Aug-16	53	5,044	44,130	688,888	3,194,080
Sep-16	80	5124	40546	562,348	2,492,709
Totals	1194	56,013	564,770	6,162,551	25,324,718

SOCIAL MEDIA TRACKING

Type	Number	Increase #	Percentage (+/-)
Twitter			
Followers	4083	93	+ 2.33%
Tweets	5142	119	+ 42%
Tweet Impressions	18,880	Not given	+ 8.1%
Profile Visits	317	Not given	+ 25%
Mentions by other users	52	Not given	+ 160%
Yelp	30 days	12 mon.	24 mon.
Views	17 (+55%)	146(+17%)	271
Web Visits	2	31	51
Word Press Blog			
	Views	Lifetime views	Lifetime Visitors
September 2016	299	35712	16282
Google Sites			
	Views	Followers	Subscribers
Google+	10,713	16	N/A
YouTube	1747	N/A	8

WEBSITE ANALYTICS – Sept. 2016					
Total Visits	Page Views	Unique Visitors	Lifetime Visits	Lifetime Pg Views	Lifetime Pg Views
3544	9664	3,033	120,836	520,628	102,615
Total Web Visits FY 15-16	Page Views	Unique Visitors	Lifetime Visits		
31,612	9,971	2,905	117,292		

Top 25 Pages in September 2016

Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,792	1,409	0:00:53	1,356	36.06%	36.33%
Calendar	1,062	833	0:01:17	677	38.11%	35.88%
Explore	235	161	0:00:37	15	73.33%	14.47%
Visitors Guide	227	194	0:01:26	25	52.00%	42.73%
Events	225	182	0:00:34	8	0.00%	8.89%
Mthly/Annl Events	172	155	0:01:16	83	63.86%	47.67%
Shopping	149	132	0:00:53	79	46.84%	42.28%
About McKinney	140	109	0:00:48	4	50.00%	22.14%
Calendar	139	132	0:01:43	31	74.19%	71.22%
Shopping Centers	136	122	0:03:50	93	84.95%	73.53%
Nightlife	135	118	0:01:06	87	81.61%	60.00%
Dining	131	102	0:01:19	6	33.33%	19.85%
Stay	131	92	0:00:14	6	0.00%	6.87%
Dir. All Categories	120	89	0:01:06	1	100.00%	32.50%
Weekend Update	117	107	0:01:42	9	88.89%	41.88%
Weddings	112	92	0:00:30	71	35.21%	35.71%
Daytrippers	102	93	0:04:10	93	92.47%	88.24%
Welcoming Bus.	94	81	0:01:20	79	73.42%	74.47%
Calendar	92	75	0:01:34	70	34.29%	42.39%
Dir. All Categories	82	65	0:01:05	2	100.00%	17.07%
Unique Venues	79	68	0:01:58	12	83.33%	39.24%
Dir. All Categories	73	69	0:00:34	3	100.00%	21.92%
TX Highways	60	55	0:02:36	2	50.00%	41.67%

Country Breakdown	% New		New Users	Bounce	Pgs/Visit	Avg. Visit Duration
	Sessions	Sessions				
United States	3,428	81.39%	2,790	50.35%	2.75	0:02:01
France	34	100.00%	34	100.00%	1	0:00:00
India	18	38.89%	7	61.11%	2	0:04:48
Germany	14	100.00%	14	100.00%	1	0:00:00
United Kingdom	10	70.00%	7	50.00%	3.4	0:00:28
Canada	9	88.89%	8	55.56%	2.89	0:01:06
Philippines	7	71.43%	5	57.14%	1.71	0:01:30
Mexico	5	40.00%	2	80.00%	3.6	0:06:22
Japan	4	100.00%	4	75.00%	1.25	0:00:44
Australia	3	100.00%	3	0.00%	4.67	0:01:38

State Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
Texas	2,687	79.12%	2,126	49.42%	2.72	0:02:06
California	109	90.83%	99	56.88%	2.5	0:01:13
Oklahoma	76	82.89%	63	38.16%	4.29	0:03:59
Florida	37	86.49%	32	54.05%	3.11	0:01:23
Illinois	37	78.38%	29	51.35%	2.65	0:01:22
Louisiana	37	86.49%	32	43.24%	3.7	0:02:37
New York	29	86.21%	25	65.52%	2.1	0:00:40
Georgia	28	85.71%	24	46.43%	2.36	0:01:54
Virginia	27	92.59%	25	81.48%	1.56	0:00:15
Colorado	25	92.00%	23	52.00%	3.04	0:01:58

City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pgs/Visit	Avg. Visit Duration
McKinney	751	70.17%	527	48.74%	2.8	0:02:26
Dallas	613	82.87%	508	54.49%	2.35	0:01:34
Plano	142	86.62%	123	42.96%	2.92	0:02:08
Frisco	99	84.85%	84	45.45%	2.7	0:02:07
Allen	97	84.54%	82	50.52%	2.54	0:02:02
Houston	68	88.24%	60	52.94%	2.66	0:02:14
Prosper	56	91.07%	51	62.50%	2.11	0:01:03
Fort Worth	50	90.00%	45	46.00%	3.68	0:03:02
Austin	46	86.96%	40	50.00%	2.22	0:01:17
San Antonio	42	83.33%	35	57.14%	2.86	0:03:04

SEPTEMBER 2016 Media Coverage:

<i>September 2016 - MCVB Publicity/Free Media Coverage Values</i>					
Publication	Article/Topic	Print Value	Web Value	PR Value	Impressions
Courier-Gazette	Weekend Update	\$0.00	\$1,600.00	\$4,800.00	49384
BubbleLife	Shared our blog link	0.00	2000.00	6,000.00	837,343
NOTE: SAME NUMBERS AS LAST MONTH					
TOTALS		0.00	\$3,600.00	\$10,800.00	886,727



September 2016 Multi-Media ROI Report McKinney CVB

Thank you for making TRIPinfo your Next Generation Marketing Partner! Our audience is Group + Tour + Agent + Meeting + Religious + Reunion + Event + Sport + Student + Wedding + International Planners. Traffic is filtered to remove search engine spiders, bots & page requests not fully transmitted.

INVESTMENT	CURRENT MONTH	CAMPAIGN TO DATE
12-Month Wide Skyscraper w/Video on TX Dining, TX Shopping & TX Meetings + 8 Text Ads on Market, Tables, Tour Index & Video Index + 1/4-Page Ad Each Issue of Quarterly Digital Magazine + Newsletter Features <i>Campaign Start 10/2015; \$9,120 Annual Buy</i>	\$760	\$9,120

IMPRESSIONS	CURRENT MONTH	CAMPAIGN TO DATE
TRIPinfo.com 24/7/365 Online	542	7,510
TRIPinfo Weekly Newsletter - <i>Internet Travel Monitor</i>	1,179	14,963
TRIPinfo Quarterly Digital Magazine	486	38,806
Total Impressions	2,207	61,279

CLICKS	CURRENT MONTH	CAMPAIGN TO DATE
Clicks to Your Website or Video	37	726
Click-Thru Rate	1.68%	1.18%

WHY CLICK-THRU RATE (CTR) IS IMPORTANT

Domestic Travel Display Ads average CTR = 0.05%. **Your TRIPinfo CTR is 24x the industry average.** Many marketers budget Cost-Per-Thousand (CPM) of Ad Impressions, assuming the industry average Click-Thru Rate. But if a medium delivers 24 times the industry average CTR, that same multiplier should apply to the CPM budget for an Engaged Audience!

TRAVEL PROFESSIONALS SPEND MORE TIME HERE THAN ANY TRAVEL SITE

~123,000 travel professionals book \$222+ billion/year in group/volume bookings. An average 1 in 4 use TRIPinfo.com to plan. ~30,000 TRIPinfo.com pros book \$50+ billion/year...\$1,500,000+ average each! **A click from a TRIPinfo.com travel pro has buying power up to ~375 times more than consumers,** who spend < \$4,000/year for family vacations. Multi-media impressions boost CTR!

TRIPinfo.com utilizes respected web analytics from multiple sources:
Alexa, Comcast, Compete, Quantcast & Google Analytics.



Behavioral Marketing:

Multiview Behavioral Marketing Campaign - Reports no longer generated monthly – Nothing this month

Top 5 McKinney Hotels July & August 2016 Occupancy Rates:

	<u>July</u>	<u>August</u>
Comfort Inn	75.63%	70.25%
Hampton Inn	99.18%	97.92%
Holiday Inn	86.41%	87.13%
La Quinta	87.30%	67.91%
Sheraton	72.61%	63.86%
Townplace	86.30%	N/A

Sheraton Occupancy Rates FY 14-15:

- Mar. 2015: 24.60 % (Had three days of tax in Feb. paid in March)
- Apr. 2015: 39.29 %
- May 2015: 50.47 %
- Jun. 2015: 69.70 %
- Jul. 2015: 75.60 %
- Aug. 2015: 56.22 %
- Sept. 2015: 56.43 %

Sheraton Occupancy Rates FY 15-16:

- Oct. 2015: 67.28 %
- Nov. 2015: 61.35 %
- Dec. 2015: 69.24 %
- Jan. 2016: 61.62 %
- Feb. 2016 : 71.58 %
- Mar. 2016: 63.53 %
- Apr. 2016: 82.34 %
- May 2016: 64.60 %
- June 2016: 75.03 %
- July 2016: 72.61%
- August 2016: 63.86%

LOST BUSINESS-1

Kansas City Railroad Retirement Party- 11/10/16, 30 hotel rooms at the Sheraton, venue was Grand Ballroom, 50 attendees. The ballroom could not meet their A/V needs to show a video. The Sheraton was too pricey as venue, they were staying at the Sheraton because the Grand was sold out. This bid was lost to a hotel in Plano.