



## July 2019

### I. ASSOCIATION/CORPORATE/SMERF COMPLETED in July 2019: TTL Room Nights: 714; TTL Revenue: \$83,977

#### WEDDINGS COMPLETED- July 2019 - TTL Room Nights: 171 TTL Rev: \$22,825

- Bustin/Grimes Wedding – Sheraton: TTL room nights: 32, TTL Rev.: \$ 3,680
- Dearick/Healey Wedding – Sheraton: TTL room nights: 13, TTL Rev.: \$1,378
- Hutchins/Barber – Grand Hotel: TTL room nights: 42 TTL Rev.: \$6,758
- Lee/Cooper – Grand Hotel: TTL room nights: 33 TTL Rev.: \$5,344
- Simnitt/Evetts Wedding – Sheraton: TTL room nights: 19, TTL Rev: \$2,147
- Comfort Inn Hotel Wedding Party Booking Link: TTL room nights: 10, TTL Rev.: \$863
- Eason/McLeod Wedding – Hampton Inn: TTL room nights: 7, TTL Rev.: \$ 945.
- Sauter Wedding – Hampton Inn: TTL room nights: 15, TTL Rev.: \$ 1710

**Assisted following wedding parties with hotel quotes/info, however, no hotel room blocks made or welcome bags provided.**

- Alicia Padgett – Stonecress

**Wedding Parties lost due to new hotels not being open. (They were moved to Allen/Fairview)**

- Vansteenbergh – Rosemary Barn – Block was made at the Spring Hill Suites. We lost this business to Allen hotels.

#### ASSOCIATION/CORPORATE/SMERF COMPLETED in July 2019: TTL Room nights: 543; TTL Revenue: \$61,152

**Associaton: TTL Rooms: 194; TTL Rev: \$23,086**

- Texas Extension Association of Family & Consumer Sciences – Sheraton: TTL room nights: 194, TTL Rev.: \$23,086

**Corporate: TTL Rooms: 288 ; TTL Revenue: \$30,200**

- Torchmark-7/15-17/19 AIL SGA:TTL room nights: 30; TTL Rev. \$2,910
- Torchmark-7/21-25/19-FHL 101: TTL room nights: 90;TTL Rev. \$7,920
- Torchmark-7/23-25/19-FHL 301: TTL room nights: 31; TTL Rev. \$3,007
- SRS 7/19: TTL room nights: 72; TTYL Rev. \$8,568
- ILead – Grand Hotel: TTL room nights: 65; TTL Rev.: \$7,795

**SMERF: TTL Room nights: 39 ; TTL Rev: \$5,056**

- Rogers Funeral-7/23-25/19: TTL room nights:21; TTL Rev. \$2,394
- Oklahoma College of Women - The Grand Hotel: TTL room nights: 18; TTL Rev: \$2,662

**Sports: TTL Rooms: 22; TTL Rev: \$ 2,810**

- Mid America Youth Basketball - Hampton Inn: TTL room nights: 11; TTL Rev: \$1,380
- Primetime Sportz – Hampton Inn: TTL room nights: 11; TTL Rev: \$1,430

### II. Visitors: FYTD Total (Oct.'18– Sept. '19): 4,278

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

- Out of State: 46

- Out of Country: 17
- Texas Residents: 6
- McKinney Residents: 1
- Register Total: 70
- Ticker Counter: 457

**III. RFP's: 22 (3-Association, 10-Corporate, -6 Weddings, 1-Social, 1-Military, 0-Religious, 1-Education, 0-Sports, 0-Day Trips)**

**Association: 3**

1. Texas Academy of General Dentistry –TAGD Strategic Retreat & Board Meeting. April 17-19, 2020. Total attendees: 30, Total room nights: 25. Sent RFP to the Grand Hotel and The Sheraton.
2. TTIA -2021 Travel Summit RFP. Date: September. This RFP was lost due to size and concession asked to be provided by CVB. (Over 400 in attendance)
3. TTIA -2022 Travel Summit RFP. Date: September. This RFP was lost due to size and concession asked to be provided by CVB. (Over 400 in attendance)

**Corporate: 10**

Emerson:

- **FY 18-19-TTL Room nights: 120, Attendees: 15 per group/60 total.**

Date	Name	Attendees	Total Roomnights
11/5-7/19	FC 1605/1100	15	30
11/12-14/19	IV 1006	15	30
11/19-21/19	IV 1100	15	30
12/3-5/19	IV 1006	15	30

- **FY 19-20-TTL Roomnights: 180, Attendees: 15 per/90 total. She might add more.**

Date	Name	Attendees	Total Roomnights
1/7-9/20	IV 1100	15	30
1/14-16/20	IV 1106	15	30
6/2-4/20	IV 1100	15	30
6/9-11/20	IV 1006	15	30
11/10-12/20	IV 1000	15	30
11/17-19/20	IV 1006	15	30

**SMERF: 9 (6-Weddings, 1-Social, 0-Sport, 1-Military, 1-Education, 0-Religious)**

1. Craig Family Reunion – June 2020. Working with planners to secure meeting/event location. Approximately 50 – 75 attendees.
2. 3<sup>rd</sup> Marine Division – October 2019, 50 Attendees. Unsure of rooms needed at this time, looking at a 10 room block.
3. Austin Concierge Services/Oklahoma College of Women – Contact: Lisa McClanahan. July 9, 2019. Attendees: 10
4. Grassley/McDonald Wedding – September 2019 Wedding block of 15 at the Hampton, venue is The Grand Ivory in Leonard
5. Cindy Miller Wedding – May 2020
6. Yesenia Gallegos Wedding – October 2019, Magnolia Grace Venue
7. Morrison/Alvarado Wedding – December 2019, Rustic Grace
8. Chiles Wedding – September 2019, The Springs
9. Kelsha Mayers, December 2019, The Springs

#### **IV. Site Visits: 3**

1. Emerson: Tammy Warren- Yard, the Station, & Sanctuary.
2. Tina Kula with 3<sup>rd</sup> Marine Division
3. Jack Henry & Associates meeting planner: Kim Cotton and Christie Dawson visited the Hilton Home 2 Hotel.

#### **V. Day Trips: 1**

1. Texas Pecan Growers Association – Conference was in Frisco, however, we worked with the planner to bring a group of spouses to McKinney for shopping and lunch.

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

##### **Blogs: Top 5 for JULY 2019:**

Crape Myrtle Park - 180  
Getting Around Downtown – Parking/Valet – 54  
NTTA – 44  
Blog – Archived Home Page – 17  
Ice Cream Freezer Museum – 13  
Blog home page – 40

#### **VII. JULY 2019 Visits on Homepage News Flash buttons & landing pages:**

Weekend Update page – 203  
Getting Around Downtown/Parking/Valet – 60  
Tours in McKinney - 36  
Then & Now exhibit – 9  
Ask a Local - 54  
Visitors Guide – 231  
Grants – 29  
Event-Planning Pages/Meeting Planners Guide – 314  
KPIs - 3

#### **VIII. JULY 2019 SUBMITTED: Photos, Text Written, Marketing Materials and Ads**

- Wrote five emails for TACVB Conference marketing committee
- Took photos at RWB Parade, Street Fair & Salsa Festival
- Created coupon sheets for Pecan Growers, Texas Agrilife, and Texas Christmas Tree Growers
- Created map of hotels/sports/restaurants for LSC meeting

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

- THSLL Championship – 6
- Yarn Crawl – 5
- Business 360 – 5
- Texas Meetings+Events – 1
- Tour Texas – 1
- Small Market Meetings – 1
- Boyd Broncos – 2
- MHS Lions - 2
- Polka News – 2
- NCAA – 2
- Polka News – 2
- Sports Destination Mgmt. – 1
- Stonebridge Ranch News – 1
- New Orleans Magazine -1

- Texas Highways – 2
- Meet Texas – 1

**JULY 2019 SOCIAL MEDIA Tracking**

<b>FACEBOOK</b>					
<b>FY 18-19</b>	<b>New Likes</b>	<b>TTL Likes</b>	<b>Engaged Users</b>	<b>Total Reach</b>	<b>Impressions</b>
Oct. 18	97	7,491	92,814	378,097	2,678,708
Nov. 18	65	7,556	88,311	449,685	2,860,148
Dec. 18	63	7,619	159,866	1,042,216	4,343,739
Jan.19	76	7,695	135,200	1,022,782	4,626,660
Feb. 19	146	7,845	129,516	831,301	4,108,790
March.19	106	7,951	194,190	1,322,497	5,951,768
April.19	144	8,095	135,964	812,985	5,175,251
May.19	144	8,239	108,763	901,480	4,185,610
June.19	110	8,349	94,367	511,199	3,682,075
July.19	110	8,459	119,343	490,099	4,686,919
<b>TOTALS</b>	<b>1,061</b>	<b>N/A</b>	<b>1,258,334</b>	<b>7,762,341</b>	<b>42,299,668</b>

<b>INSTAGRAM</b>	<b>New Followers</b>
Historical	761
Oct. 2018	126
Nov. 2018	164
Dec. 2018	94
Jan. 2019	56
Feb. 2019	59
March-19	75
April-19	77
May-19	61
June.19	71
July.19	79
<b>TOTAL</b>	<b>1623</b>

<b>TWITTER - JULY 2019</b>	
Followers	5,188 (+23)
Tweets	6,755
Tweet Impressions	29,900
Profile Visits	163
Mentions by other users	18

<b>YOUTUBE</b>	<b>Views</b>	<b>Subscribers</b>
Historical numbers	6,699	30
Oct. 2018	217	0
Nov. 2018	222	4
Dec. 2018	232	3
Jan. 2019	124	1
Feb. 2019	155	1
March.2019	142	3
April.2019	141	0
May.2019	135	0
June.2019	166	3
July.2019	203	1
<b>TOTAL</b>	<b>8,436</b>	<b>46</b>

<b>Google Bus. Pg</b>	<b>Page Views</b>	<b>Web visits</b>
Oct. 2018	1,960	27
Nov. 2018	1,970	30
Dec. 2018	1,195	40
Jan. 2019	1,850	34
Feb. 2019	1,970	29
March.2019	2,240	31
April.2019	2,150	56
May.2019	2,060	45
June.2019	2,144	29
July.2019	1,860	35
<b>TOTAL</b>	<b>19,399</b>	<b>356</b>

#### JULY 2019 Website Numbers

<b>Month</b>	<b>Sessions</b>	<b>Pageviews</b>	<b>Users</b>
Oct. 2018	3,061	7,459	2,496
Nov. 2018	3,565	7,585	3,140
Dec. 2018	3,043	6,689	2,640
Jan. 2019	2,880	7,381	2,383
Feb. 2019	2,632	6,433	2,200
Mar. 2019	2,900	,404,705	2,440
April.2019	3,591	8,387	2,937
May.2019	9,272	17,251	7,837
June.2019	6,503	13,314	5,598
July.2019	6,596	13,422	5,670
<b>FY 18-19</b>	<b>44,043</b>	<b>94,626</b>	<b>37,341</b>

<b>JULY 2019 Traffic</b>	<b>Users</b>
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Mobile	3,604
Desktop	1,516
Tablet	550
TOTAL	5,670

#### JULY 2019 - TOP 25 WEB PAGES

Page	Pageviews	Unique Page Views
Home Page	7,404	6,345
Calendar	2,941	2,400
Shopping Centers	244	227
Visitors Guide	231	184
Events	231	180
Explore	223	164
Dining	211	127
Wknd Upd. home button	194	171
Blog_Crape Myrtle Park	180	155
Event Plan. (Landing pg)	155	138
Monthly Events	151	140
Calendar-June	111	94
Tours	111	98
Parks Trail Maps	102	96
Shopping	99	93
History of Mckinney	99	86
Calendar	96	78
Ask a Local	89	60
About McKinney	84	71
Accommodations	81	71
Attractions directory	74	67
Weekend Update Sign-up	73	63
Weddings/Receptions	73	42
Specialty Inns page	73	64
Dining/Nightlife	68	59

#### Top Countries – JULY 2019

Country Breakdown	Users	New Users	Sessions
United States	5,255	5,049	6,596
Canada	280	280	296
South Korea	18	18	18
Brazil	14	14	14
India	14	14	14
Germany	12	12	12
Denmark	7	7	7
Mexico	6	5	7
Philippines	6	5	6
China	5	5	6

#### Top States

State Breakdown	Users	New Users	Sessions
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Texas	4,005	3,807	4,761
California	132	128	144
Oklahoma	115	111	122
Virginia	82	81	83
Illinois	72	68	80
Florida	57	56	63
Tennessee	52	51	57
Louisiana	48	47	52
Georgia	47	44	49
New Jersey	40	40	46

#### Top Cities

City Breakdown	Users	New Users	Sessions
Dallas	1267	1187	1408
McKinney	1130	1001	1476
Not set	190	185	197
Plano	116	113	132
Frisco	114	110	125
Allen	110	106	124
Austin	85	81	94
Houston	75	70	81
Prosper	63	55	66
Ashburn	58	58	58

VISIT WIDGET - JULY 2019				
	Users	Sessions	Page Views	New Downloads
<b>Widget</b>	179	184	959	
<b>Desktop</b>	28	29	156	
<b>Mobile</b>	28	32	96	
<b>App-iOS</b>	123	123	707	38
<b>App-Android</b>	11	13	83	2
<b>TOTAL</b>	<b>190</b>	<b>197</b>	<b>1042</b>	<b>40</b>

CROWDRIFF GALLERIES - JULY 2019		
Gallery	Interactions	Views
Being Social	21	13
Explore	18	168
Dining	12	162
History (Downtown)	26	114
Events	16	168
Home Gallery	97	1,300

<b>TOTAL</b>	<b>190</b>	<b>1925</b>
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**Advertising- Website & Publication ROI Tracking:**

**Publicity: Does not include \$30,000 for Grants**

<b>FY 18-19</b>	<b>Budgeted Amount</b>
<b>Adv. &amp; Promo TTL</b>	<b>\$ 141,470</b>

<b>JULY 2019 FREE MEDIA</b>					
<b>Publication</b>	<b>Article/Topic/Writer</b>	<b>Print Value</b>	<b>Web Value</b>	<b>PR Value</b>	<b>Impressions /Reach</b>
Bubble Life	Shared Blog/web updates (7 times)	\$0	\$20,000	\$60,000	800,000
Courier Gazette	Ask a Local - Dee-dee column	\$840	\$1,000	\$5,520	105,000
<b>TOTALS</b>		\$840	\$21,000	\$65,520	905,000
<b>FY 18-19 Totals</b>		\$40,387	\$240,515	\$1,015,262	15,026,000

**X. LOST BUSINESS: 2**

1. TTIA Travel Summit - This RFP was lost due to size and concession provided by CVB. (Over 400 in attendance). Dates: September, with a Friday – Wednesday travel pattern.
2. 3<sup>rd</sup> Marine Division – lost hotel rooms to Allen, La Quinta. Group is still looking to come to McKinney for a day. They are considering the Collin County Historical Museum for one of their field trips.