



**I. MCVB Room Nights Generated: TTL Room Nights: 499; TTL Revenue: \$ 56,611**

**WEDDINGS COMPLETED in 2018 – TTL Room Nights: 46; TTL Rev: \$ 6,464**

- Cheri Alexander Wedding – Springs. Hampton Inn- Rooms: 10, Revenue: \$1190
- Bowen/Hausler – Rosemary Barn. Holiday Inn - Rooms: 6, Revenue: \$624
- Liz Lefever- River Road Chateau. Hampton Inn - Rooms: 4, Revenue: \$516
- Ashley/Cline Wedding – Rustic Grace. Grand Hotel – Rooms: 3, Revenue: \$477
- Weissman/McLaine Wedding – Cotton Mill. Grand Hotel – Rooms:5, Revenue: \$795
- Brittany Tigert – Springs. Grand Hotel: Rooms: 18, Revenue \$ 2862

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

- Karmen Acencio – The Springs
- Briana O’Neil – Stone Crest
- Emily Jacobs – D’Vine Grace
- Krurger/Hamm Wedding – D’Vine Grace
- Andrea Yanz – Bella Donna
- Karmen Ascencio – Springs
- Lauren Huntsman – Springs
- Shaundra Blackwell

**ASSOCIATION/CORPORATE/SMERF COMPLETED in 2018: TTL Room nights: 453; TTL Revenue: \$50,147**

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

**Corporate: TTL Rooms: 373; TTL Revenue: \$ 45,891**

- Torchmark-Sheraton: , TTL room nights: 205; TTYL Rev. \$ 21,375
- Copart Intl -Sheraton – Room nights: 78, Revenue: \$9,126
- Sanger ISD – Grand Hotel – Room nights: 51, Revenue: \$6,069
- I Lead – Grand Hotel – Room nights: 39, Revenue: \$4,641

**SMERF: TTL Rooms: 40; TTL Rev: \$ 4,680**

- Corbin Family Reunion – Sheraton – Room nights: 40, Revenue: \$4,680

**Sports: TTL Rooms: 40; TTL Rev: \$ 4,256**

- Primetime Sportz – Best Western, room nights: 40 Revenue: \$4,256



## II. Visitors: FYTD Total (Oct.'17 – Jun. '18): 4,661

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

- Out of State: 101
- Out of Country: 48
- Texas Residents: 58
- McKinney Residents: 34
- Register Total: 241
- Ticker Counter: 494
  
- Top Five States requesting information:
  - Top Five States requesting information:
    - Texas
    - Missouri
    - Illinois
    - Florida
    - Oklahoma

## III. RFP's: 7 (0-Association, 0-Corporate, 6 -Weddings, 1-Social: 0-Religious, 0 -Sports, -Day Trips)

**Association: 0**

**Corporate: 0**

**Social: 0**

**SMERF: 7 (6-Weddings& 1 Gov't)**

- Quinceañera, Maggie L – July 2019, looking for venue and hotels -provided venue and hotel information.
- Tiffany Fluker –October 2018, Rock Creek
- Megan Harrison – May 2019, Rosemary Barn
- Kristy McPhail – September 2018, Rosemary Barn
- Kaufman Wedding – march 2019, River Road Chateau
- Megan Neth – June 2019, River Road Chateau
- Veterans of Underage Military Service – Sent to Sheraton, Holiday Inn, and The Grand Hotel. April 29-May 2, 2019. 80 Attendance, 40 peak rooms

## IV. Site Visits: 4

- Megan Harrison/Demetri Turner-May 2019 Wedding
- Ivy Vann- Gathering Coordinator, Strong Towns
- Staff meeting with Kim Cotton of Jack Henry & Assoc. this week to assist her in locating venues for local/regional meetings.



- 1/11/18-Texas Extension Association of Family & Consumer Sciences-Texas Agri-Life- Friendship Dinner (150-175 attendees) July 23, 2019.

#### **V. Lost Business: 2**

- NAIA 2019 Men's and Women's Bowling Invitational
- Strong Towns Event – MPAC was not available to them, they selected Plano for their location.

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

##### **Blogs on our website:**

- Star-Spangled Fun: 9
- Five Years of Sweetness: 24  
Second Saturday Blog: 85
- Plan Your Trip: 1
- Put Yourself on our Map: 2
- Welcome Back, Rye: 41  
Keeping Cool: 22

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

- Second Saturdays: 49
- Plan Your Visit: 21
- Weekend Update page: 88
- McKinney Shop: 25

##### **Photos, Text Written, Marketing Materials and Ads Submitted**

- Submitted contracted editorial & photos to Bus Tours Magazine
- Submitted photos to HVS – requested for a presentation they're putting together on McKinney (they are a global consulting and services organization focused on the hotel, restaurant, shared services, gaming, and leisure industries.
- Pitched influencer visit to Texas Travel Talks
- Took new photos at 4<sup>th</sup> of July Parade, Salsa Festival and Car Show
- Took new photos for Bus Tour Magazine and submitted for potential cover
- Created new artwork for nail files (promo order)

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

- Meeting-Planners-Guide: 4
- Event-Planning (new Meeting Planner page): 109
- Go-MHS-Lions: 4
- Greetings-TSAE-Members: 2



- Welcome-Stonebridge-Ranch-News-Readers: 1  
Welcome-Meet-Texas-Readers - : 1  
VisitMcKinneyFun-Contest-Rules –: 5

- VisitMcKinneyFun: 178  
Splash-in-McKinney: 55  
Hunt-in-McKinney: 33  
Explore-in-McKinney: 45  
Welcome-Polka-News-Readers: 10

**Free Publicity:**

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

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

<b>JULY 2018- MCVB Publicity/Free Media Coverage</b>					
<b>Publication</b>	<b>Article/Topic/Writer</b>	<b>Print Value</b>	<b>Web Value</b>	<b>PR Value</b>	<b>Impressions</b>
BubbleLife Collin Co.	Shared Blog/website updates (5 times)	\$ -	\$8,000	\$24,000	800,000
Readers Digest	McKinney B&B - Best in TX		\$4,322	\$12,966	98,333
<b>TOTALS</b>		\$0	\$12,322	\$36,966	898,333
<b>FY 17-18 totals</b>		25,293	\$140,652	\$1,091,836	16,743,717



**SOCIAL MEDIA TRACKING**

<b>FACEBOOK - 2017-18</b>					
<b>FY 17-18</b>	<b>New Likes</b>	<b>TTL Likes</b>	<b>Engaged Users</b>	<b>Total Reach</b>	<b>Impressions</b>
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
<b>Jul. 18</b>	<b>134</b>	<b>7095</b>	<b>76,466</b>	<b>376,731</b>	<b>2,595,425</b>
<b>TOTALS</b>	<b>924</b>	<b>N/A</b>	<b>776,813</b>	<b>5,779,071</b>	<b>35,243,570</b>

**OTHER SOCIAL MEDIA TRACKING – JULY 2018**

<b>Type</b>	<b>Number</b>	<b>Increase #</b>
<b>TWITTER</b>		
Followers	4813	+40
Tweets	6466	+47 (up 38.2%)
Tweet Impressions	23.4K	+10.4%
Profile Visits	328	+67.3%
Mentions by other users	7	-66.7%



<b>YOUTUBE</b>	<b>Views</b>	<b>Subscribers</b>
YouTube views	5673	30

**Web Analytics –JULY 2018**

<b>Month</b>	<b>Sessions</b>	<b>Pageviews</b>	<b>Users</b>
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
<b>FY 17-18</b>	<b>33,670</b>	<b>80,157</b>	<b>28,060</b>

<b>Mobile Traffic</b>	<b>Users</b>	<b>Percent of Total</b>
Mobile Traffic	1,458	49.69%
Desktop	1,263	43.05%
Tablet	213	7.26%



Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,344	1,061	0:01:05	1,004	43.53%	42.26%
Calendar	779	611	0:01:11	492	46.34%	42.88%
Calendar	197	169	0:02:45	168	77.38%	77.66%
Shopping Centers	188	162	0:04:07	154	83.77%	80.32%
Fun	178	146	0:00:41	121	58.68%	51.12%
Visitors Guide	166	138	0:01:53	28	67.86%	37.35%
Mo./Annual Events	151	135	0:01:48	93	76.34%	68.21%
Events	150	123	0:00:19	25	12.00%	12.67%
Dining	127	79	0:01:42	9	44.44%	21.26%
Calendar	122	115	0:02:03	113	72.57%	72.13%
Staff Directory	119	64	0:00:28	25	64.00%	24.37%
NTTA Blog	116	99	0:04:55	99	85.86%	85.34%
Event Planning	109	45	0:00:46	9	66.67%	13.76%
Explore	99	78	0:00:37	9	88.89%	25.25%
Accommodations	89	77	0:00:41	27	40.74%	16.85%
Weekend Update	87	74	0:00:44	3	66.67%	29.89%
2nd Saturday blog	83	78	0:02:04	51	90.20%	77.11%
About McKinney	80	66	0:01:16	6	83.33%	30.00%
Dining / Nightlife	67	60	0:00:38	46	67.39%	56.72%



Wedd./Rec./Venues	62	49	0:00:54	33	36.36%	37.10%
Shopping Centers	59	52	0:00:43	34	64.71%	55.93%
Hotels/Motels	59	48	0:01:47	5	80.00%	38.98%
Calendar	59	47	0:00:39	1	100.00%	23.73%
Splash in McKinney	55	53	0:01:26	2	100.00%	40.00%
2nd Saturday carousel	49	42	0:00:39	3	66.67%	18.37%

Country Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. sess. Duration
United States	2,778	2,616	3,264	61.58%	2.33	0:01:39
France	40	40	40	57.50%	1.48	0:00:30
Peru	13	13	13	100.00%	1	0:00:00
Canada	11	11	15	60.00%	2.2	0:00:49
South Korea	11	11	11	100.00%	1	0:00:00
India	10	10	10	70.00%	1.6	0:00:49
Philippines	10	10	10	80.00%	1.4	0:00:28
Germany	9	8	9	77.78%	1.67	0:00:16
(not set)	9	9	9	77.78%	1.89	0:01:35
Australia	3	3	3	33.33%	2.33	0:00:57

State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Sess. Duration
Texas	2,134	1,981	2,563	58.80%	2.38	0:01:41
Oregon	179	179	182	97.25%	1.14	0:00:34
California	65	63	73	56.16%	2.7	0:03:30
New York	44	44	44	77.27%	1.5	0:01:00



Oklahoma	29	26	29	48.28%	2.86	0:01:41
Florida	26	25	38	50.00%	2.82	0:02:13
Illinois	25	22	27	59.26%	4	0:02:51
Tennessee	21	21	22	77.27%	1.5	0:00:14
Kansas	19	19	21	76.19%	3.52	0:03:12
Virginia	19	18	19	94.74%	1.05	0:00:01

City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Visit Duration
McKinney	647	551	822	56.20%	2.59	0:02:02
Dallas	564	516	619	64.46%	1.95	0:01:12
Plano	105	98	114	62.28%	2.61	0:01:24
Frisco	76	70	84	52.38%	2.61	0:01:21
Allen	72	69	85	57.65%	2.14	0:01:23
Houston	69	65	75	58.67%	2.23	0:01:11
Fort Worth	45	41	49	46.94%	2.94	0:01:52
Prosper	37	36	41	73.17%	1.61	0:01:24
Austin	26	23	29	68.97%	1.69	0:00:49
Arlington	20	20	22	22.73%	3.23	0:02:48

JULY 2018					
	Users	Sessions	Page Views	Pages/Session	Bounce Rate
<b>Widget</b>	56	66	301	4.6	57%
<b>iOS App</b>	48	64	395	8	N/A
<b>Android App</b>	16	16	85	5	N/A
<b>Total/AVG</b>	<b>120</b>	<b>146</b>	<b>781</b>	<b>5.87</b>	N/A

