



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. 3rd 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 3rd 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

| FACEBOOK | | | | | |
|-----------------|------------------|------------------|----------------------|--------------------|--------------------|
| FY 18-19 | New Likes | TTL Likes | Engaged Users | Total Reach | Impressions |
| 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 |
| TOTALS | 1,061 | N/A | 1,258,334 | 7,762,341 | 42,299,668 |

| INSTAGRAM | New Followers |
|------------------|----------------------|
| 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 |
| TOTAL | 1623 |

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

| YOUTUBE | Views | Subscribers |
|--------------------|--------------|--------------------|
| 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 |
| TOTAL | 8,436 | 46 |

| Google Bus. Pg | Page Views | Web visits |
|-----------------------|-------------------|-------------------|
| 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 | 2150 | 56 |
| May.2019 | 2,060 | 45 |
| June.2019 | 2,144 | 29 |
| July.2019 | 1,860 | 35 |
| TOTAL | 19,399 | 356 |

JULY 2019 Website Numbers

| Month | Sessions | Pageviews | Users |
|-----------------|-----------------|------------------|---------------|
| 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 |
| FY 18-19 | 44,043 | 94,626 | 37,341 |

| JULY 2019 Traffic | Users |
|--------------------------|--------------|
|--------------------------|--------------|

| | |
|---------|-------|
| 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 |
|-----------------|-------|-----------|----------|
|-----------------|-------|-----------|----------|

| | | | |
|------------|-------|-------|-------|
| 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 |
|--------------------|------------|------------|-------------|---------------|
| Widget | 179 | 184 | 959 | |
| Desktop | 28 | 29 | 156 | |
| Mobile | 28 | 32 | 96 | |
| App-iOS | 123 | 123 | 707 | 38 |
| App-Android | 11 | 13 | 83 | 2 |
| TOTAL | 190 | 197 | 1042 | 40 |

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 |

| | | |
|--------------|------------|-------------|
| TOTAL | 190 | 1925 |
|--------------|------------|-------------|

Advertising- Website & Publication ROI Tracking:

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

| FY 18-19 | Budgeted Amount |
|-----------------------------|------------------------|
| Adv. & Promo TTL | \$ 141,470 |

| JULY 2019 FREE MEDIA | | | | | |
|-----------------------------|-----------------------------------|--------------------|------------------|-----------------|---------------------------|
| Publication | Article/Topic/Writer | Print Value | Web Value | PR Value | Impressions /Reach |
| 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 |
| TOTALS | | \$840 | \$21,000 | \$65,520 | 905,000 |
| FY 18-19 Totals | | \$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. 3rd 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.