



September 2019

I. **ASSOCIATION/CORPORATE/SMERF COMPLETED SALES CALLS- September 2019 - TTL Room Nights: 1,611, TTL Rev: \$165,475**

WEDDINGS COMPLETED- September 2019 - TTL Room Nights: 509, TTL Rev: \$56,550

- Davis/Edwards Wedding: Springhill Suites – TTL room nights: 9; TTL rev: \$1,075
- Proctor/Fuller Wedding: Hampton Inn - TTL room nights: 11; TTL rev: \$1,314
- Engelskirchen/Whitaker Wedding: Hampton Inn – TTL room nights: 2; TTL rev: \$ 268
- Kacey Wedding: Hampton Inn – TTL room nights: 5; TTL rev: \$613
- Bell/Horton Wedding: Hampton Inn- TTL room nights: 5; TTL rev: \$595
- Miller/DeSouza Wedding: Hampton Inn – TTL room nights: 3; TTL rev: \$285
- Thompson/Dowling Wedding: Hampton Inn – TTL room nights: 5; TTL rev: \$595
- Freeman/Zeisler Wedding: Hampton Inn – TTL room nights: 29; TTL rev: \$3,076
- Rennie/Ramirez Wedding: Hampton Inn- TTL room nights: 11; TTL rev: \$1,050
- Jarzombek/Dawson Wedding: Hampton Inn – TTL room nights: 13; TTL rev: \$1,285
- Fox/Board Wedding: Hampton Inn – TTL room nights: 27; TTL rev: \$3,213
- Prater/Points Wedding: Hampton Inn – TTL room nights: 7; TTL rev: \$805
- Grassley/McDonald Wedding: Hampton Inn – TTL room nights: 14; TTL rev: \$1,521
- Goodman/Endo Wedding: Grand Hotel - TTL room nights: 17; TTL rev: \$2743
- Donaldson Wedding: Grand Hotel – TTL room nights: 17; TTL rev: \$2,863
- Harvey/Warzusa Wedding: Sheraton Hotel – TTL room nights: 11; TTL rev: \$1,232
- Killingsworth/Wilmoth Wedding: Sheraton Hotel – TTL room nights: 17; TTL rev: \$1,938
- Mata/Mei Wedding: Sheraton Hotel – TTL room nights: 40; TTL rev: \$4,720
- Mesecher/Lowery Wedding: Sheraton Hotel – TTL room nights:15; TTL rev: \$1,680
- Nielsen Wedding: Sheraton Hotel – TTL room nights:12; TTL rev: \$1,380
- Peoples/Ritter Wedding: Sheraton Hotel – TTL room nights: 23; TTL rev: \$3,174
- Ploof/Davenport Wedding: Sheraton Hotel – TTL room nights: 39; TTL rev: \$4,134
- Richardson/Boyd Wedding: Sheraton Hotel – TTL room nights: 23; TTL rev: \$ 2,852
- Rosenkrance/Clawson Wedding: Sheraton Hotel – TTL room nights: 28; TTL rev: \$3,220
- Tallchief/Peterson Wedding: Sheraton Hotel – TTL room nights: 41; TTL rev: \$3,220
- Thomas/Hutchens Wedding: Sheraton Hotel – TTL room nights:11; TTL rev: \$1,199
- Tomlinson/Biermann Wedding: Sheraton Hotel, TTL room nights: 25; TTL rev: \$2,800
- Comfort Inn Wedding Link - TTL room nights: 49; TTL rev: \$3,700

ASSOCIATION/CORPORATE/SMERF COMPLETED in September 2019: TTL Room nights: 1,102 ; TTL Revenue: \$109,295

ASSOCIATION – TTL Room Nights: 0; TTL Rev.: \$ 0

CORPORATE – TTL Room Nights: 1,014; TTL Rev.: \$96,737

- Torchmark-LNL 101- 9/15-19/19 Sheraton: TTL room nights: 359; TTL Rev. \$34,823
- UPS-Sheraton: TTL room nights: 478; TTL Rev. \$43,976
- Torchmark-All-301- 9/23-25/19, Sheraton: TTL room nights: 42; TTL Rev. \$4,074
- Texas Instruments – Grand Hotel: TTL room nights: 29, TTL rev: \$3,791
- Clayton Homes – Grand Hotel: TTL room nights: 106, TTL rev: \$10,073



SMERF: TTL Room nights: 88 TTL Rev: \$12,558

- Yarn Crawl – Grand Hotel: TTL room nights: 2; TTL rev; \$195
- Johnson Family Reunion – Sheraton Hotel: TTL room nights: 75; TTL rev: \$8,400
- Christian Women’s Group/Karen Bourg – Grand Hotel: TTL room nights: 8; TTL rev: \$1,112
- Ladies/Girls Night Out Trip – Neathery Estates: 3 room nights, TTL rev: \$2,851

SPORTS: TTL Room nights: 0; TTL Rev.: \$ 0

II. Visitors: FYTD Total (Oct.’18– Sept. ’19): 6,044

September 2019 Total: (includes all individuals that have come through the visitor’s center)

- Out of State: 53
- Out of Country: 14
- Texas Residents: 6
- McKinney Residents: 7
- Register Total: 80
- Ticker Counter: 378 + 940 (Oktoberfest)=1318

Top Five States requesting information:

1. Texas
2. California
3. Florida
4. Georgia
5. Michigan

III. RFP’s: 33 (2-Association, 3-Corporate, 13 -Weddings, 13-Social, 0-Religious, 2-Sports, 0-Day Trips)

Association: 2

1. International Textile & Apparel Association– Contact: Donald Duszynski. Attendees: 450-575, Room nights: 650-800, Preferred dates: October – November (except Halloween weekend and the week before Thanksgiving); No exact day pattern is given, however, the event is 3.5-5 days. Booking for 2021. Gave RFP to Sheraton
2. American Society of Parasitologists – Attendees: 180-300, Room nights: 400-600, 3-5 day event. Preferred meeting dates: May 15-August 15. Booking for 2021. Gave RFP to Sheraton.

Corporate: 3

1. Mitas Group-Grand Hotel April 5-8, 2019. Using Rick’s and Harvest for lunch/dinner. Assisting Sherrie with transportation and ideas for the April 7th dinner.
2. Clayton Homes – Contact: Evelyn Radford/Gary Garza. Grand Hotel. September 23-27, 2019. Attendees: 34, approximately 107 room nights.
3. Texas Instruments – Contact: Denine Chron. Working with the Grand on a small group coming to the Grand September 17-18, 2019. Attendees: 30.

SMERF: 28 (13-Weddings, 13-Social, 2-Sport, 0-Religious)

1. Destinations International 2020 Fall Summit & Learning Week. This RFP combines three different fall summits and a learning week program. Proposed dates: October 16-23, 2020 or October 23-30, 2020. TTL room nights: 1310, TTL Attendees for Membership Summit: 125-150, TTL attendees for The Technology, Finance & Operations Summit: 80-140, TTL attendees for the Visitor Services Summit: 75-140, TTL attendees for Fall Learning Week: 30-50. Gave **2 RFP’s** to the Sheraton.
2. NCAA D2 College Classic - Fastpitch Tournament – Henderson State is the anchor school. Dates: February 12-14, 2021. Venue: Melissa Ball Fields. Approximately 10-12 teams competing. Sent RFP to hotels as requested



- by contact Kevin Shelton. (Sheraton, Hampton Inn, Comfort Suites, Holiday Inn, Holiday Inn Express, La Quinta, Springhill Suites, and Hilton Home 2).
3. NCAA D1 College Classic – Tracy Beard College Classic, University of N. Texas is the anchor school. Dates: February 18-21, 2021. Venue: Melissa Ball Fields. Approximately 10-12 teams competing. (Sheraton, Hampton Inn, Comfort Suites, Holiday Inn, Holiday Inn Express, La Quinta, Springhill Suites, and Hilton Home 2).
 4. HMM/VMM-265 Squadron's Reunion – Attendees: 50-100, room nights total unknown. Meeting pattern – 5 days. Preferred meeting dates: May-November, no strong preference. Booking for 2021. Gave RFP to Sheraton.
 5. Naval Support Activity (NSA) DaNang Reunion – Contact: Bill Neal. Attendees: 150-200, room nights: approximately 450. Meeting day pattern – Sunday –Saturday. Preferred meeting dates: Any week in April or early May, excluding Easter weekend. Booking for 2020 and beyond. Gave RFP to Sheraton.
 6. Navy Reunions – Contact: Mary Neal. Attendees: 40-70, Meeting day pattern: Sunday-Saturday. Total room nights: 125+. Preferred meeting dates: September – October. Booking for 2020 and beyond. Gave RFP to Sheraton.
 7. Civil Air Patrol – Contact: Missie Harris. Attendees: 30-50, room nights: 70-80. Meeting pattern: Monday-Wednesday. Preferred meeting dates: April and December. Booking for April 2020 and December 2020. Gave RFP to Sheraton.
 8. Morehouse School of Medicine – Contact: Zena Young. Attendees: 150-200. Total room nights: 300. Preferred meeting date: September 2020. Booking for 2020. Gave RFP to Sheraton.
 9. Clown Education Promotions – Contact: Patricia Roeser. Attendees: 150, Total room nights: 310. Meeting Pattern: Tuesday-Sunday. Preferred meeting dates: April-May 2021. Booking for 2021. Gave RFP to Sheraton.
 10. *Council of Administration of Special Education – Contact: Gary Myrah. Attendees: *125-for Hybrid Conference, 400 for the Fall Annual Conference*. Total room nights: unknown at this time. Preferred meeting dates: Late February-early March for the Hybrid Conference, mid to late October for Fall Annual Conference. Bidding for 2022. Gave RFP to Sheraton. (*2 RFP's)
 11. *Our Little Miss – Contact: Teri Chandler. (2 RFP's) Our Little Miss July Event -Attendees: 600-1000, 7-day event. Total room nights: 150. Preferred meeting date: First or second week in July. Model/Entertainer of the Year. The two-day competition, 400 Attendees. Total room nights unknown at this time, this is a new event. Preferred meeting dates: TBD/flexible. (* 2 RFP's)
 12. Rendezvous South 2021 – Contact: Ashley Strickland. Attendees: 150-200, Conference Pattern: 3 day/2night – Total room nights: 400. Bidding for 2021.
 13. Kelley Bramer (MOG) Bramer/Cavendar Wedding– December 2019, Springs
 14. Shannon Ellis (MOG) – September 2019, Magnolia Grace Ranch
 15. Regie O Spearmon Wedding – October 2019, Gather
 16. Skertahly/Spangler Wedding – October 2019, Stone Crest
 17. Basket/McCarty Wedding – October 2019, Stone Crest
 18. Drouillard/McKee Wedding – October 2019, Avalon Legacy
 19. Haddock/Want Wedding – November 2019, Magnolia Grace
 20. Demarco/Nix Wedding – November 2019, Avalon Legacy
 21. Emmons/Tompkins Wedding – November 2019, Stone Crest
 22. Whitmire/Krister Wedding – November 2019, Stone Crest
 23. Sandra Squires (MOG) – January 2020, Rustic Grace
 24. Kaysie Guillory – April 2020, Magnolia Grace Ranch
 25. Gleason Wedding – November 2019, Avalon Legacy



Site Visits:3

1. Heard Craig Center for the Arts Site Tour of New Art Machine
2. Tech Culture
3. Kaycie Gillroy-Bride

Day Trips: 0

IV. Advertising: Ads/materials created and submitted: Created/submitted materials (photo and text)

Blogs (Top 5) for SEPTEMBER 2019:

Blog Home Page - 84

NTTA – 63

Plan Your Trip (Visit Widget) – 43

Art-o-Mat -34

Benji House (archived) – 19

BLOG VISITS - FY 18-19	
MONTH	Sessions
Oct. 2018	384
Nov. 2018	250
Dec. 2018	232
Jan. 2019	380
Feb. 2019	294
Mar. 2019	298
April.2019	367
May.2019	467
June.2019	379
July.2019	500
August.2019	495
Sept.2019	425
FY 18-19	4,471

V. SEPTEMBER 2019 Visits on Homepage News Flash buttons & landing pages:

- McKinney to Munich – 193 (button)
- Weekend Update – 130 (button)
- Ask a Local – 22 (button)
- Grants – 40
- Getaway Itineraries – 38
- NCS4 – 15
- NCAA D2 - 19
- KPIs – 8
- Meeting Planners Guide (pages combined) – 275
- Yarn Crawl – 85
- THSLL – 5
- TSAE – 7



- Polka News – 3
- Dallas Map (Certified) – 4
- Daytripper - 3

VI. SEPTEMBER 2019 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Photos at Oktoberfest
- Redesigned Weekend Update
- Phone interview for Native Texan content for AJR; revised outline writer provided.
- Created updated Tacos and Tequila letter/send out to participants
- Wrote a blog about Art-o-Mat
- Submitted TSAE digital banners
- Created QR code sheets/mock-up of the card for McKinney to Munich booth
- Took photos at Springhill Suites/shared on social media
- Updated the online itineraries and created an Itinerary page on the website

Advertising- Website & Publication ROI Tracking:

- Business 360 – 3
- Texas Meetings+Events – 1
- Tour Texas – 1
- Small Market Meetings – 1
- Boyd Broncos – 15
- MHS Lions – 5
- MHNS Bulldogs - 3
- Polka News – 2
- Texas State Travel Guide – 1
- Stonebridge Ranch News – 12
- Texas Highways – 10
- Meet Texas – 1
- Historic Calendar - 3



SEPTEMBER 2019 SOCIAL MEDIA

FACEBOOK STATS					
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
August.19	304	8,763	104,625	438,578	4,586,953
September.19	518	9,281	135,376	609,997	5,226,395
TOTALS	1,883	N/A	1,498,335	8,810,916	52,113,016

INSTAGRAM: SEPTEMBER 2019

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
August.19	88
September.19	630
TOTAL	2341



TWITTER - SEPTEMBER 2019	
Followers	5,287 (+50)
Tweets	6874 (+56)
Tweet Impressions	173,000
Profile Visits	126
Mentions	14

SEPTEMBER 2019 YOUTUBE

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
August.2019	445	2
September.2019	243	1
TOTAL	9,124	49



SEPTEMBER 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	6,705	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
August.2019	8,046	15,664	6,933
September.2019	6,791	12,969	5,891
FY 18-19	58,880	123,259	50,165

SEPT 2019 USERS by FORMAT	
Mobile	2,996
Desktop	2,484
Tablet	411
TOTAL	5,891



SEPTEMBER 2019 - TOP WEB PAGES

Page	Pageviews	Unique Page Views
Home Page	2,019	1,717
McKinney to Munich/Okt	3,025	2,569
Calendar	1,122	915
Events	222	185
Explore	200	151
M2M front page button	193	172
Visitors Guide	171	137
Shopping Centers	159	140
Explore	152	129
About McKinney	150	125
Dining	135	90
Monthly/Annual Events	135	124
Weekend update button	130	111
Accommodations	127	113
Turlaxin landing page	123	93
Event planning	115	101
Calendar item/expired	93	51
NTX Yarn Crawl landing pg.	91	82
Blog main page	84	75
Staff directory	83	55
Calendar item/expired	94	78
Weekend update sign-up	72	60
McKinney Foodie Scene	71	62
Hotel/Motel directory	68	61
Blog – NTTA/tollway	63	53

Top Countries – SEPTEMBER 2019

Country Breakdown	Users	New Users	Sessions
United States	5,675	5,469	6,562
Canada	76	76	78
Argentina	25	25	25
India	21	21	23
Germany	14	14	14
France	14	14	14
Denmark	8	8	8
South Korea	8	8	8
United Kingdom	7	7	7
China	4	4	4



Top States

State Breakdown	Users	New Users	Sessions
Texas	5,675	5,469	6,562
Virginia	286	284	286
California	114	113	124
Oklahoma	57	55	68
Florida	45	42	48
Illinois	45	42	48
New York	44	43	46
Arkansas	27	26	29
Tennessee	27	26	29
Washington	25	25	27

Top Cities

City Breakdown	Users	New Users	Sessions
Dallas	1,427	1,360	1,564
McKinney	1,109	978	1,464
Plano	296	285	326
Allen	194	174	214
Frisco	127	122	139
Prosper	102	99	109
Austin	86	83	91
Wylie	79	78	82
Fort Worth	68	65	81
Garland	62	61	65

VISIT WIDGET - SEPTEMBER 2019				
	Users	Sessions	Page Views	New Downloads
Widget	60	62	283	
<i>Desktop</i>	38	38	206	
<i>Mobile</i>	22	24	77	
Mobile APP	200	203	1,077	
<i>App-iOS</i>	170	173	986	51
<i>App-Android</i>	30	30	91	11
TOTAL	260	265	1,360	62



CROWDRIFF GALLERIES - SEPTEMBER 2019	
Interactions	Views
33	34
48	112
10	124
32	73
1	198
40	675
164	1,216

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

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

SEPTEMBER 2019 FREE MEDIA						
Publication	Article/Topic/Writer		Print Value	Web Value	PR Value	Impressions /Reach
Bubble Life	Shared Blog/web updates (3 times)		\$0	\$3,000	\$9,000	90,000
TOTALS			\$0	\$3,000	\$9,000	90,000
FY 18-19			54,467	\$258,515	\$942,926	17,468,601

VII. **LOST BUSINESS: 1**

1. Rendezvous South 2021 – Contact: Ashley Strickland. Attendees: 150-200, Conference Pattern: 3 day/2night – Total room nights: 400. Bidding for 2021.