



To: MCVB Board

From: Dee-dee Guerra – Executive Director

Date: January 22, 2019

RE: McKinney CVB November 2018-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Education/Webinar:**
 - V. Rhodes
 - Online Training via City – Disaster Planning, What Employees Need to Know
 - D. Guerra
 - Film Friendly Texas – Denton Workshop
 - C. Marsh
 - Organizational Development Training - Stress & Burnout Management with Dr. Tony Picchioni
 - B. Shumate
 - Webinar - Working with UGC on Instagram's New API
- **Events/Services:**
 - Events: 5
 - Leadership Alum-Karaoke for Cans- Benefiting the Food Pantry (D. Guerra)
 - State of the City (D. Guerra, V. Rhodes, C. Marsh)
 - McKinney ISD Business, Marketing & Finance Cluster Advisory (D. Guerra)
 - Chamber New Member Showcase (D. Guerra)
 - Meet & Greet for Peter Tokar, McKinney EDC President (D. Guerra & V. Rhodes)
 - Hotel Visits: 12
 - Comfort Inn
 - Days Inn
 - Best Western
 - Grand Hotel
 - Sheraton
 - Southern Chic Retreat
 - Holiday Inn
 - La Quinta
 - Wood Springs
 - Hampton Inn
 - McKinney B&B

- Holiday Inn Express

Goal 2 Financially Sound Government

Strategies:

- **Balance resources generated by Hot tax**
- **Develop and utilize performance measures to ensure successful and efficient operations**
- **Advertising:**
 - The MCVB completed our influencer weekend project with Texas Travel Talk. Over the second weekend in November, we hosting three bloggers/influencers and their three best friends for a girlfriend getaway weekend. The MCVB is thankful to Patina Green, Food Walks of Texas and Savor Patisserie for gift certificates they provided as well as a special VIP tour of the Farmhouse Fresh corporate facility and farm/rescue. We are awaiting final numbers from the weekend's social media traffic, but we have already gotten some great blog posts and social media posts from the weekend.
 - The video project with The Daytripper co-oped between MCVB, City Comm., Main Street and MCDC is complete. The social media numbers for its first day of being shared are impressive. After a week of letting it bounce around in social media, we will begin sharing it on our websites and YouTube channel.

Daytripper page – 36 hours

Views: 31,000 (total on all pages/all shares across FB)

Shares: 630

Comments: 47

Engagements: 380

Visit McKinney page – 15 hours

People Reached: 1495

Engagements: 325

Likes/Reactions: 43

Shares: 24

Comments: 3

Main Street Page – 22 hours

Likes/reactions: 163

Shares: 53

Comments: 4

HOT Tax Collections: 2017-2018

HOT TAX collection reported by City:

- MOM 2018 vs. 2017 (18-Hotels & 7-B&B/VRBO reporting)
 - October 2018: \$ 142,172
 - October 2017: \$ 156,251
 - -9.01%↓

MCVB Room Nights Generated: TTL Room Nights: 355; TTL Revenue: \$ 41,375

WEDDINGS COMPLETED- November 2018 - TTL Room Nights: 83 TTL Rev: \$11,741

- Westlake/Ross Wedding – Sheraton Hotel, TTL rooms: 14, TTL rev: \$ 1484
- Abbott/Fowler Wedding – Grand Hotel, TTL rooms: 9, TTL rev: \$1431
- Courtney Lavey – Grand Hotel: TTL rooms: 2, TTL rev: \$358, The Neathery Estates: TTL rooms: 4 (entire house), TTL rev: \$1853
- Britt Morgan Wedding – Hampton Inn: TTL rooms: 13, TTL rev: \$1,482, Grand Hotel: TTL rooms: 23, TTL rev: \$3517
- Phares Wedding – Comfort Suites: TTL rooms: 6, TTL rev: \$ 468
- Strobel Wedding – Comfort Suites: TTL rooms: 8, TTL rev: \$792
- Sutton Wedding – Comfort Suites: TTL rooms: 4, TTL rev; \$356

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

- Beaubien Wedding – Springs
- Ringo/Carter Wedding – River RD

ASSOCIATION/CORPORATE/SMERF COMPLETED in October 2018: TTL Room nights: 272; TTL Revenue: \$29,634

Associaton: TTL Rooms: 23 ; TTL Rev: \$ 2,445

- Women's Health Network Association, Holiday Inn – Total rooms: 23 TTL rev: \$2,445

Corporate: TTL Rooms: 47; TTL Revenue: \$ 6,063

- Emerson-1100-Holiday Inn: TTL room nights: 0; TTYL Rev. \$ 0
- Emerson-1106-Holiday Inn: TTL room nights: 9; TTYL Rev. \$ 1,161
- Emerson-IV 1106-Holiday Inn: TTL room nights: 38; TTYL Rev. \$ 4,902

SMERF: TTL Room nights: 202 TTL rev: \$21,164

- Toast Masters , Sheraton – TTL rooms: 57, TTL rev: \$5,472
- Delta Theta Chi , Sheraton – TTL rooms: 75, TTL rev: \$9,150
- Lodge Family Block, La Quinta – TTL rooms: 18, TTL rev: \$1,602
- Vintage Market Days, Hampton Inn- TTL rooms: 52, TTL rev: \$ 4,940

Sports: TTL Rooms: 0; TTL Rev: \$ 0

Sales Calls: ASSOCIATIONS-/CORPOARTE /SMERF Sales Calls: 37

Association Calls: 35

1. Fusion Marketing – Contact: Heather Baumbach. Corporate office is in St. Louis, she is satellite office. The majority of her meetings are incentive based – Mexico is main destination. She did advise that the American Fence Association offices with them and would forward information along to them.
2. Hello Texas Destination Management – Contact: Patsy Phillips. Third Party planning company that designs full experiences for their corporate clients. They will keep McKinney in mind.

3. Calyx Software – Contact: Peg Wolschon. Most of her clients are bankers and mortgage companies. She stated McKinney might be a fit for her executive meetings and would reach out to me when needed.
4. Donnie Brown Weddings & Events – Contact: Heather Bradford – McKinney is a little far north for her clientele, however she would keep our information for reference.
5. Ernest & Young – Contact: Sherry De La Garza. She handles meetings and events for the SW team of Ernst & Young and works primarily with the financial services group. Her meetings are mainly local and or/day meetings only.
6. Dallas World Aquarium – Contact: Kyle Hennigan. Potential for partnership of when we have groups in McKinney and need an offsite attraction.
7. Mary Kay Corporate Office – Contact: Diane Detmering – Diane is interested in the Grand Hotel for the family members of Mary Kay and may consider this hotel for future planning. She stated she would forward my contact information to other planners in the organization.
8. CSI Texas – Contact: Alisa Caldwell
9. Dallas Arboretum – Contact: Angela Rollins. Potential partnership for when we have groups in McKinney and need an offsite attraction.
10. Summit Quest – Contact: Rob Bishop. Am working to Rob to secure a site visit to McKinney, projection date is in January 2019.
11. Eventful Advantage – Contact: Terri Yanke, secured site visit with Terri to take place in December.
12. Fischer Company – Contact: Cheyanne Jester. Drop off and follow up email. Unable to meet with her due to unknown conflict.
13. Event Lounge – Contact: Carrie Elder. They are a 3rd party planner and event company. Carrie will reach out to me if she comes across a company/event that would be a good fit for McKinney.
14. Capital One Auto Insurance – Contact: Amy Guthrie. Need to follow up with Amy after January to secure site meeting to McKinney.
15. Todd Events – Contact: Omynisha
16. Blackard Global – Contact: JD Lee. Assisting him with search for venue to host a one day seminar in September 2019. Referred him to Collin College Conference Center, as well as Sheraton Conference Center. Approximate attendance: 800. JD advised that he secured Collin College.
17. Anthony Travel – Contact: Tricia Gorgas – have left several message on voice mail, will continue to reach out to her to establish relationship for groups.
18. Premier Tours Global – Contact: Birona Asward – working with Birona on a group that will be here for a day trip in April 2019, as well as creating a history bus tour for cities in Texas.
19. The Flour Mill – Per owner (Brad), they are currently closed and will not be open for booking until further notice.
20. Mary Kay – Contact: Alex Paez, sent follow up email to try to establish dialogue. Unable to reach via telephone.
21. Austin Square & Round Dance – Contact: Carolyn Preston. Sent her email with information about McKinney, as well as followed up with phone call.
22. Nutriwest of Texas Inc. – Contact: Tracy Connolly. Advised Tracy's assistant of the purpose of my call, left message on voice mail, and followed up with email correspondence. Looking for ideas on team building excursions, as well as a venue location that could accommodate approximately 200.
23. Texas Association of School Boards – Contact: Mandy Bagely. Left message on voice mail and followed up with email correspondence. The do around 20 events each year, one potentially in our area in June.
24. Colt Collection Association Inc. – Contact: Barbara Hinesley. Left message on voice mail and followed up with email correspondence. Barbara is the new chair to this association. Their annual convention is too large for McKinney, however their board meeting with approximately 25-30 attendees may be a fit for McKinney.
25. National American Miss – Contact: Lakisha Edwards. Spoke with assistant, Maria as well as left a message on Lakisha's voice mail and followed up with email correspondence.

26. Skillpath Training – Contact: Amanda Clark. Amanda handles all hotel scouting for Skillpath. Sent her an email and left voice mail.
27. Texas Homeless Network – Contact: Jennifer Paulsen. Sent email to follow up on discussion regarding McKinney as host city for their 2020 board meeting.
28. Texas Association of Counties – Contact: Haley Click. Currently Haley does not have a meeting that would be a good fit for McKinney.
29. Texas Association of Counties – Contact: Deanna Auert, no response to email/follow up call.
30. FC Premier Soccer – Contact: Ray Hirsch. Tournament is Dec 1 and held in Allen at Watters Creek. Left a message on his voice mail to discuss any hotel needs.
31. Solar Soccer Club – Contact: Jennifer Pivnick. Soccer tournament, December 15, 2018. Offered assistance with obtaining hotel room blocks.
32. Texas Association of Community Development Corporations – Contact: Robyn Murphy. Follow up correspondence to present McKinney as an option for board retreats/regional meeting.
33. Texas Historical Foundation- Contact: Lee Braverman. Following up with Lee from previous correspondence. Left message on voice mail. Lee thought McKinney would be a good fit for a board retreat/meeting.
34. Texas Justice Court Training Center – Contact: Laura Villarreal. Follow up with Laura regarding 2020 annual conf. She will send this conference out for bid in early 2019. Also, she is looking to bid out July/Aug 2019 Legislative update meetings. I sent her link to Sheraton and will follow up with her in January.
35. Texas Society of Professional Engineers – Contact: Claire Black. Follow up email to discuss June 2020 conference and needs.

McKinney Top 25: 2

1. Baylor Scott & White- Met with Jennifer Estes & Andrea Howard (new replacement) - assisted with venue for Physicians Christmas party. It will be held at the Sanctuary in Adriatica.
2. Torchmark-Met with Kristi, she gave me rooming list/RFP for FY 18-19.

MCVB Calendar of Events 2018-2020: 29

2018				
Month	Group	Venue	Room Nights	Attendees
<i>November</i>				
11/18	Beto O'Rourke	Sheraton- Meeting Space Only		800
11/6-8/18	Emerson: Regulator: 1100	Holiday Inn	60	30
11/6-8/18	Emerson: Regulator: 1106	Holiday Inn	60	30
11/13-15/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30
11/13-16/2018	Women's Health Network	Holiday Inn	40	20
11/16-17/18	Toast Master's	Sheraton	62	300
<i>December</i>				

12/11-13/18	Emerson: Regulator: 1100	Holiday Inn	60	30
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2019

Month	Group	Venue	Room Nights	Attendance
January				
01/13 - 01/16/19	Torchmark AIL 101	Sheraton	100	100
01/21 - 01/23/19	Torchmark AIL SGA Improvement Seminar	Sheraton	15	15
01/27 - 01/30/19	Torchmark LNL 201	Sheraton	30	30
February				
02/11 - 02/13/2019	Torchmark AIL 201	Sheraton	80	80
02/17 - 02/20/2019	Torchmark FHL 201	Sheraton	15	30
02/19 - 02/22/2019	Torchmark FHL 101	Sheraton	22	44
02/24 - 02/28/2019	Torchmark LNL 101	Sheraton	100	100
2/17-19/19	Texas Association of Counties, Health & Employee Benefits Pool	Sheraton	350	225
March				
03/04 - 03/06/2019	Torchmark AIL 301	Sheraton	50	50
03/18 - 03/20/2019	Torchmark LNL 401	Sheraton	20	20
03/24 - 03/27/2019	Torchmark LNL 301	Sheraton	20	20
03/04 - 03/06/2019	Torchmark AIL 301	Sheraton	50	50
April				
4/5/2019	Children's Health System of Texas	Sheraton, Piazza, The Grand, El Dorado CC, & Cotton Mill	Meeting Space Only	300
4/25-28/19	Texas Folklore	Sheraton	70	150
4/29-5/2/19	Veterans of Underage Military Service		40	80
April/May				
	TACVB Marketing Symposium	Sheraton	90	75-100
04/28 - 05/01/2019	Torchmark AIL 101	Sheraton	100	100
05/05 - 05/09/2019	Torchmark LNL 101	Sheraton	100	100

June				
06/16 - 06/19/2019	Torchmark AIL 101	Sheraton	100	100
06/23 - 06/26/2019	Torchmark LNL 201	Sheraton	30	30
July				
07/15 - 07/17/2019	Torchmark AIL SGA Improvement Seminar	Sheraton	15	15
07/21 - 07/25/2019	Torchmark FHL 101	Sheraton	22	44
07/24 - 07/26/2019	Torchmark FHL 301	Sheraton	9	18
7/22-26/19	Texas Extension Association of Family & Consumer Sciences-Texas Agri-Life	Sheraton	100	300
7/2019	Texas Retailers	Sheraton	149	250
7/5-6/19	Religious Conf. Overflow- Allen	City Wide	300	700
August				
08/05 - 08/08/2019	Torchmark LNL 401	Sheraton	20	20
08/12 - 08/14/2019	Torchmark AIL 201	Sheraton	80	80
08/25 - 08/28/2019	Torchmark LNL 301	Sheraton	20	20
September				
09/15 - 09/19/2019	Torchmark LNL 101	Sheraton	100	100
09/23 - 09/25/2019	Torchmark AIL 301	Sheraton	50	50
3 rd /4 th week	TTIA Travel Summit	Sheraton	500	250
October				
10/20 - 10/23/2019	Torchmark LNL 201	Sheraton	30	30
10/22 - 10/23/2019	Torchmark FHL 101	Sheraton	22	44
10/27 - 10/29/2019	Torchmark FHL 201	Sheraton	15	30
10/27 - 10/30/2019	Torchmark AIL 101	Sheraton	100	100
November				
11/03 - 11/07/2019	Torchmark LNL 101	Sheraton	9-Apr	100

2020

Month	Group	Venue	Room Nights	Attendance
May				

5/2020	International Boxing Federation	City Wide	170	275
June				
6/15-19/2020	TCCE Annual Convention	Sheraton	175	300
6/11-16/20	National Pigmy Goat Association	Sheraton, Springhill Suites & Hilton Home 2	100	400-500
July				
7/2020	Council on Occupational Education	Sheraton	N/A	350
September				
3 rd /4 th week	TTIA Travel Summit	Sheraton	500	250

2021

Month	Group	Venue	Room Nights	Attendance
May				
5/2021	International Boxing Federation	City Wide	170	275

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

- Main Street
 - Home for the Holidays
 - 4th of July Parade
 - Second Saturday
 - Krewe of Barkus
 - Bike the Bricks
 - Arts in Bloom
- MPAC Events (all concerts/plays/art exhibits/public events)
- Chestnut Square
 - Ghost Walk (Chestnut Square/Collin County Historical Museum)
 - Holiday Home Tour
 - Farmers Market
 - Farm to Table dinners
 - Prairie Camp
 - Ice Cream Crank Off
- Collin County Historical Society Museum (all exhibits)
- Heard Natural Science Museum & Wildlife Sanctuary
 - Dinosaurs Live!
 - Halloween at the Heard
 - Holiday Trail of Lights
 - Butterfly Gardens & House

- Spring and Fall Native Plant Sales
- Texas Heritage Day
- o Third Monday Trade Days
- o Myers Park Events (Dogs Show, Horse show, & Master Gardener Events)
- o State of the City - McKinney
- o Volunteer McKinney
- o Chamber (Community Awards/Leadership)
- o Pumpkinville at Tucker Hill
- o Adriatica Events (at Sanctuary, Love Life & Smiles Concert)
- o Franconia Brewery Tour
- o Tupps Brewery Tour
- o Wales Manor Music Under the Stars
- o Live music at local restaurants/pubs/wine bars

The McKinney Shop:

- **November 2018 Gross Sales \$ 1,504.28 (\$4.28 x 10%= \$0.43)**
 - o **Rent check \$355.43**

Visitors: FYTD Total (Oct.'18– Sept. '19): 874

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

- Out of State: 29
- Out of Country: 21
- Texas Residents: 39
- McKinney Residents: 15
- Register Total: 104
- Ticker Counter: 448

Day Trips: 0

RFP's: 33 (0-Association, 29-Corporate, 4-Weddings, 0-Social: 0-Religious, 0-Sports, 0-Day Trips)

Association:

- N/A

Corporate: 29

- o **Room Nights: 1365 attendees: 1465**

<u>Month</u>	<u>Group</u>	<u>Venue</u>	<u>Room Nights</u>	<u>Attendees</u>
January	-	-	-	-
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April/May				
04/28 - 05/01/2019	Torchmark AIL 101	Sheraton	100	100
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June				
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10/27 - 10/29/2019	Torchmark FHL 201	Sheraton	15	30
10/27 - 10/30/2019	Torchmark AIL 101	Sheraton	100	100
November				
11/03 - 11/07/2019	Torchmark LNL 101	Sheraton	100	100
Total			1365	1470

Social: 0

- N/A

SMERF: 4 (4-Weddings, 0-Sport)

- Westlake/Ross Wedding – November 2018
- Courtney Lavey Wedding – November 2018, The Gather
- Claudia Martinez Wedding – May 2019, The Springs
- Senkel/Basile Wedding – June 2019, The Gather

Site Visits: 1

- Megan Neth

Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal): 21 (21-Weddings, 0-Social, 0 -Sports, 0-Day Trips)

Weddings:

- McClesky Wedding – December 2018, Grand Ivory
- Bridget Tong Wedding – December 2018, Springs
- Priscilla Arriaga Wedding – December 2018, Springs
- Joyce Spisak Wedding – December 2018, Springs
- Ryan Taylor Wedding – January 2019, Springs
- Arent/Bishop Wedding – January 2019, MPAC
- Dana Curry (MOB) – January 2019, Rustic Grace
- Kaufman Wedding – March 2019, River Road Chateau
- Fraizer Wedding – March 2019, Springs

- Jenni McFarland Wedding – March 2019, Cotton Mill
- Meghan Powers Wedding – March 2019, Springs
- Shauna Brown Wedding – April 2019, Springs
- Jessica Costello Wedding – April 2019, Stone Crest
- Sumner Sparks Wedding – May 2019, Cotton Mill
- Jocelyn Hubbell Wedding – May 2019, Chandlers Garden
- Megan Harrison – Wedding May 2019, Rosemary Barn
- Megan Neth Wedding – June 2019, River Road Chateau
- Lourdes Vasquez Wedding – August 2010, Springs
- Lamberson Wedding – November 2019, Stone Crest
- Morrison Wedding – December 2019, Rustic Grace
- Symm Wedding – February 2020, Springs

Social: 0

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: 433

Mailing Leads Processed: 1,943

- See Texas First: 1,908
- Tour Texas: 35

Top Five States requesting information:

- Texas
- Florida
- California
- Ohio
- Georgia

Advertising/Marketing/Media

Blogs: 28

Second Saturday Blog (Nov.) - 27

New to McKinney – 1

Visits on Homepage News Flash buttons & landing pages:

Weekend Update page - 99

NCAA – 36

McKinney Shop – 11

Event-Planning – 54

Santa on the Square – 22

Plan Your Visit – 6

MAST (McK Art Studio Tour) – 16

Photos, Text Written, Marketing Materials and Ads Submitted

- Submitted info Texas Events Calendar
- Wrote November feature and submitted photos to Texas Hotel Assoc. (Al DeBerry)
- Took photos at Home for the Holidays
- Created artwork for promotional items
- Submitted Nov. events to TACVB for newsletter
- Emailed grant confirmation letters to recipients

Advertising- Website & Publication ROI Tracking:

- MHS-Lions: 1
- Boyd-High-Broncos: 3
- MNHS Bulldogs - 1
- Daytripper – Home for the Holidays – 4
- McKinney Foodie scene – 27
- McKinney Music scene – 19
- NCAA – 1
- Sports Destination Marketers - 1

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

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

NOVEMBER 2018- MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
BubbleLife	Shared Blog/website updates (2 times)	\$0	\$2,500	\$9,000	575,000
Courier Gazette	Economic Impact of NCAA game - D2 Quoted	\$1,120	\$800	\$5,760	225,000
County Line Magazine	New Year's Eve listing	\$750	\$500	\$3,600	60,000
Community Impact	Economic Impact of NCAA game - D2 Quoted	\$1,800	\$900	\$8,100	250,000

TSAE Newsletter	Free article		\$570	\$1,375	10,000
Texas Standard web/NPR radio	Piece by Marika Flatt		\$6,000	\$18,000	210,000
TTIA Newsletter	Shared article from Texas Standard	\$0	\$450	\$1,500	40,000
TOTALS		\$3,670	\$11,720	\$47,335	1,370,000
FY 18-19 Totals		\$5,605	\$22,120	\$78,535	\$2,235,000

SOCIAL MEDIA TRACKING

FACEBOOK - 2018-19					
FY 18-19	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct. 18	97	7491	92,814	378,097	2,678,708
Nov. 18	65	7556	88,311	449,685	2,860,148
TOTALS	162	N/A	181,125	827,782	5,538,856

INSTAGRAM	Impressions	Followers
Historical	12,600	761
Oct. 2018 (trying to figure out monthly #s)		126
Nov. 2016		164
TOTAL		1051

TWITTER		
Followers	4931	84
Tweets	6570	42
Tweet Impressions	12,300	2%
Profile Visits	321	32.60%
Mentions by other users	52	271.40%

Google Business Pg.	Page Views	Website visits
Oct. 2018	1960	27
Nov. 2018	1970	30
TOTAL	3930	57

YOUTUBE	Views	Subscribers
Historical numbers	6699	30
Oct. 2018	217	0
Nov. 2018	222	4
TOTAL	7138	34

Web Analytics – NOVEMBER 2018

Month	Sessions	Pageviews	Users
Oct. 18	3,061	7,459	2,496
Nov. 2018	2,469	5,994	2,191
FY 18-19	5,530	13,453	4,687

Mobile Traffic in Nov 2018	Users	Percent of Total
Desktop	1,619	51.56%
Mobile	1,283	40.86%
Tablet	238	7.58%

NOVEMBER TOP 25 WEB PAGES

Page	Page views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,446	1,151	0:01:22	1,092	30.23%	43.91%
Calendar	829	644	0:01:10	521	40.12%	37.88%
Shopping Centers	165	152	0:03:00	134	88.06%	83.64%
Events	162	129	0:00:40	24	16.67%	15.43%
Visitors Guide	131	119	0:01:33	12	41.67%	39.69%
Mon. Ann. Events	130	117	0:02:29	62	83.87%	69.23%
?	104	98	0:02:21	28	85.71%	69.23%
Dining	98	60	0:00:33	5	40.00%	18.37%
Weekend Update	98	82	0:01:34	3	100.00%	26.53%
Explore	88	70	0:00:38	8	37.50%	21.59%
HFTH Tour Texas	88	73	0:00:54	73	68.49%	69.32%
About McKinney	80	66	0:00:57	9	75.00%	31.25%
Calendar	77	67	0:01:43	67	79.10%	75.32%
Shopping Centers	76	67	0:00:46	42	40.48%	36.84%
Accommodations	68	58	0:00:17	13	30.77%	10.29%
Benji Blog	66	60	0:02:02	59	86.44%	87.88%
Staff Directory	64	56	0:00:57	23	69.57%	59.38%
Calendar	63	43	0:01:57	3	33.33%	28.57%
Calendar	59	43	0:00:32	4	100.00%	38.98%
Calendar	57	41	0:01:05	10	70.00%	38.60%
Toll Tag Blog	55	51	0:01:29	51	92.16%	92.73%
Calendar	54	44	0:01:14	3	66.67%	33.33%
Hotels & Motels	51	46	0:01:38	4	100.00%	47.06%
Wedd. Rec. Venues	49	35	0:00:43	29	31.03%	36.73%
Wknd. Update Sign up	41	36	0:02:22	14	78.57%	41.46%

Country Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. sess.
United States	2,988	2,813	3,390	57.40%	2.15	0:01:26
Russia	27	27	35	100.00%	1	0:00:00
Latvia	20	20	20	55.00%	1.45	0:06:03
India	19	19	21	71.43%	1.52	0:02:52
Canada	13	13	16	50.00%	3.12	0:01:03
South Korea	12	12	12	100.00%	1	0:00:00
Germany	8	8	8	87.50%	1.12	0:00:30
United Kingdom	6	6	6	33.33%	1.83	0:01:05
Philippines	6	5	7	57.14%	2.29	0:01:13
China	5	5	5	100.00%	1	0:00:00

State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Sess. Duration
Texas	1,988	1,833	2,342	51.37%	2.35	0:01:38
Virginia	478	478	482	97.72%	1.09	0:00:09
California	61	59	65	41.54%	2.58	0:03:35
New York	54	53	55	63.64%	1.78	0:01:11
(not set)	46	46	46	89.13%	1.09	0:00:02
Oklahoma	27	24	28	32.14%	2.93	0:01:53
Illinois	23	21	25	36.00%	1.76	0:00:50
District of Columbia	20	17	22	54.55%	2.59	0:02:10
Florida	20	17	22	31.82%	1.77	0:00:39
Massachusetts	20	17	20	70.00%	1.75	0:00:34

City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Visit Duration
McKinney	597	512	745	52.35%	2.47	0:02:03
Dallas	500	458	554	55.60%	2.05	0:01:05
Plano	99	88	107	49.53%	2.22	0:01:49
Allen	71	64	75	46.67%	2.12	0:00:59
Frisco	69	60	75	45.33%	2.21	0:01:17
Houston	45	45	49	53.06%	2	0:00:45
Austin	39	38	42	42.86%	2.4	0:01:54
Prosper	37	36	41	60.98%	1.98	0:01:59
Fort Worth	29	28	32	53.12%	2.22	0:00:48
Richardson	28	27	31	41.94%	2.48	0:01:47

VISIT WIDGET - NOVEMBER 2018					
	Users	Sessions	Page Views	Avg. Session in Min.	Downloads
Widget	41	43	221	2:18	
Desktop	29	31	184	2:43	
iOS App	66	48	295	1:49	17
Android App	17	15	54	1:57	6
TOTAL	153	137	754		23

CROWDRIFT ACCESS-November		
	Interactions	Views
Gallery		
Summer Fun (discontinued)	17	26
Explore	25	82
Dining	24	104
History (Downtown)	17	74
Events	34	172
Home Gallery	71	517
TOTAL	458	975

OCCUPANCY RATES:**Top 5 McKinney Hotels 2016-2017 Occupancy Rates: %**

Hotel	Oct. '18	Nov. '18	Dec. '18	Jan. '19	Feb. '19	Mar. '19	Apr. '19	May '19	Jun. '19	Jul. '19	Aug. '19	Sep. '19
Comfort	64.57											
Hampton	73.87											
Holiday Inn	63.70											
Holiday Inn CR	65.16											
La Quinta	58.96											
Sheraton	85.79											
Townplace	59.48											

Sheraton Occupancy Rates:

Month	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19
October	N/A	67.28%	75.19%	96.77%	85.79%
November	N/A	61.35%	75.20%	N/A%	
December	N/A	69.24%	57.74%	N/A%	
January	N/A	61.62%	69.54%	72.13%	
February	N/A	71.58%	79.77%	79.03%	
March	24.60 %	63.53%	77.04%	75.54%	
April	39.29%	82.34%	84.81%	78.06%	
May	50.47%	64.60%	81.11%	78.87%	
June	69.70%	75.03%	88.88%	81.25%	
July	75.60%	72.61%	N/A	77.76%	
August	56.22%	63.86%	76.00%	72.64%	
September	56.43%	72.50%	N/A	78.98%	

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