



May 2019

I. MCVB Room Nights Generated: Total Room nights: 571; TTL Rev: \$ 62,341

WEDDINGS COMPLETED- May 2019 - TTL Room nights: 173; TTL Rev: \$21,967

- Sumner Sparks/Short-Sheraton: TTL Room nights: 27; TTL Rev.: \$ 3,240
- Jocelyn Hubbell/Azaria-Sheraton: TTL Room nights: 62; TTL Rev.: \$ 8,063
- Ashley Mitchel/Lamb -Sheraton: TTL Room nights 5; TTL Rev.: \$ 655
- Mattei/Begala-Holiday Inn: TTL Room nights: 25; TTL Rev. \$ 3,145
- Champman/Wise-Hampton Inn: TTL Room nights: 9; TTL Rev.: \$ 1,071
- Bachmen/Penn-Hampton Inn: TTL Room nights 4; TTL Rev.: \$ 516
- Dement/Hamilton-Hampton Inn: TTL Room nights: 24; TTL Rev.: \$ 3,096
- Blanchard Wedding-Hampton Inn: TTL Room nights: 6; TTL Rev.: \$ 642
- Martinez-Grand: TTL Room nights: 9; TTL Rev.: \$ 1,281

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

- Megan Harrison – May 2019, Rosemary Barn - no rooms picked up

ASSOCIATION/CORPORATE/SMERF COMPLETED in May 2019: TTL Room nights: 398; TTL Rev.: \$ 40,374

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

- N/A

Corporate: TTL Rooms: 300; TTL Rev.: \$ 29,100

- Torchmark-LNL 101-Sheraton 5/5-9/19: TTL Room nights: 300; TTL Rev. \$ 29,100

SMERF: TTL Room nights: 3 TTL Rev: \$ 477

- Ingal 50th Wedding Anniversary-Grand Hotel: TTL Room nights: 3; TTI Rev.: \$ 477

SPORTS: TTL Room nights: 95 TTL Rev.: \$10,797

- TSHLL- Sheraton: TTL Room nights: 87; TTL Rev., \$10,005
- Big Z Golf Classic-Towne Place Suites: TTL Room nights: 7; TTL Rev.: \$ 792

II. Visitors: FYTD Total (October '18-September '19): 3,220

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

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- Out of State: 67
- Out of Country: 20
- Texas Residents: 19



- McKinney Residents: 8
- Register Total: 114
- Ticker Counter: 361

III. RFP's: 8 (0-Association, 2-Corporate, 6-Weddings, 0-Social, 0-Religious, 0-Sports, 0-Day Trips)

Association: 0

Corporate: 2

1. HelmsBriscoe for PFS. Room nights only: 21, June 10-13, 2019. Sent to Grand Hotel, Sheraton, Holiday Inn Express, Hampton Inn, and Holiday Inn and Suites.
2. Zumiez -2019 Best Foot Forward Finals. Worked with McKinney Parks Department for this event, 2019 Best Foot Forward Finals- September 7, 2019. They ended up choosing 4DWN Skate Park in Dallas

SMERF: 6 (6-Weddings, 0-Social, 0-Sport, 0-Religious)

1. Angela Plikas-March 2020, Rustic Grace
2. Alyssa Wasilewski-April 2020, Stonecrest
3. Mayer Wedding-December 2019, Avalon Legacy
4. Sara Lessard-December 2019, Rosemary Barn
5. Kay Pethick -November 2019, River Rd. Chateau
6. Morgan Berigan -March 2020, Rosemary Barn

IV. Site Visits: 2

1. Morgan Berigan-Visited Hotels: Sheraton, Grand Hotel, and Holiday Inn & Suites wedding guest block.
2. Bridal Party from OKC & Louisiana

V. Advertising: Ads/materials created and submitted: Created/submitted materials (photos and text)

Blogs: 316

Mother's Day- 128

Blog Home Page- 41

McKinney Coffee Guide- 40

Summer Camps - 36

NTTA- 59

Ice Cream Museum at Chestnut- 12

VI. Visits on Homepage News Flash buttons & landing pages:

Weekend Update page- 172

Summer Camps in McKinney- 24

Tours in McKinney- 50

Then & Now exhibit p- 33



MPAC Events- 45
 Event-Planning Pages/Meeting Planners Guide- 261
 Visitors Guide- 199
 KPIs- 11
 Tourism Grants- 13
 National Travel & Tourism Week- 345

Special Client Pages:

TAAF State Gymnastics Meet- 11
 Lacrosse- 232

VII. Photos, Text Written, Marketing Materials, and Ads Submitted

- Submitted Fall 2019 events to Texas Events Calendar
- Submitted changes to Texas State Travel Guide text
- Set up June historic walking tours
- Secured new contracts:
 - Naylor (TSAE)
 - Bus Tours Magazine
 - Historic Calendar

VIII. Advertising- Website & Publication ROI Tracking:

- Oxford American- 1
- Convention South Readers- 5

SOCIAL MEDIA TRACKING

MAY 2019 SOCIAL MEDIA NUMBERS

FACEBOOK – 2018-19					
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
Mar. '19	106	7,951	194,190	1,322,497	5,951,768



Apr. '19	144	8,095	135,964	812,985	5,175,251
May '19	144	8,239	108,763	901,480	4,185,610
TOTALS	841	N/A	1,044,624	6,761,043	33,930,674

TWITTER	
Followers	5,127
Tweets	6,704
Tweet Impressions	16,400
Profile Visits	303
Mentions by other users	48

Google Business Pg.	Page Views	Website visits
Oct. '18	1,960	27
Nov. '18	1,970	30
Dec. '18	1,195	40
Jan. '19	1,850	34
Feb. '19	1,970	29
Mar. '19	2,240	31
Apr. ,19	2,150	56
May '19	2,060	45
TOTAL	15,395	292



YOUTUBE	Views	Subscribers
Historical numbers	6,699	30
Oct. '18	217	0
Nov. '18	222	4
Dec. '18	232	3
Jan. '19	124	1
Feb. '19	155	1
Mar. '19	142	3
Apr. '19	141	0
May '19	135	0
TOTAL	8,067	42

MAY 2019 WEBSITE NUMBERS

Month	Sessions	Pageviews	Users
Oct. '18	3,061	7,459	2,496
Nov. '18	3,565	7,585	3,140
Dec. '18	3,043	6,689	2,640
Jan. '19	2,880	7,381	2,383
Feb. '19	2,632	6,433	2,200
Mar. '19	2,900	6,705	2,440
Apr. '19	3,591	8387	2937
May '19	9,272	17,251	7,837
FY 18-19	30,944	67,890	26,073



MAY 2019 - TOP 25 WEB PAGES

Page	Pageviews	Unique Page Views	Entrances
Home	3,048	2,504	2,400
Calendar	2,079	1,735	1,508
Featured Event	1,207	1,075	1,064
Mem. Day Wknd	462	419	415
Calendar Preview	458	401	397
Festivals	449	357	350
Monthly/Annual Events	339	301	268
NTTW 2019	156	144	132
Dining	281	191	99
Events	261	211	62
THSLL Championship	229	180	176
Shopping Centers	206	177	155
Visitors Guide	199	164	18
Explore	195	138	7
Calendar Event	182	161	14
Weekend Update	166	145	6
Tours	153	120	65
Event Planning	142	132	89
Dining/Nightlife	128	110	99
Calendar	114	89	9
Shopping	110	100	80
Calendar Entry	110	63	12
Wine Country Tour	98	80	6



History of McKinney	96	80	58
Accommodations	95	82	31

MAY 2019 Traffic by Device	Users
Mobile	5,276
Desktop	1,973
Tablet	495

TOP COUNTRIES

Country Breakdown	Users	New Users	Sessions
United States	7,495	7,188	3,591
Canada	122	121	56
India	30	30	22
(Not Set)	22	21	16
United Kingdom	18	18	14
France	13	13	13
Germany	11	11	11
Nigeria	11	11	12
Denmark	10	10	10
South Korea	8	8	8

TOP STATES

State Breakdown	Users	New Users	Sessions
Texas	6,022	5,817	7,327
California	146	138	166
Oklahoma	106	105	117
Virginia	87	85	89



Illinois	80	78	89
New York	73	73	78
Florida	68	67	78
Georgia	63	62	69
Pennsylvania	49	47	53
Missouri	47	46	53

TOP CITIES

City Breakdown	Users	New Users	Sessions
Dallas	2,057	1,912	2,321
McKinney	1,956	1,766	2,463
Plano	207	198	233
Frisco	193	184	216
(not set)	162	156	181
Allen	162	144	184
Austin	129	120	142
Houston	115	108	128
Prosper	113	104	131
Fort Worth	92	87	95



VISIT WIDGET-MAY 2019				
	Users	Sessions	Pg. Views	Downloads
Widget	190	180	1,135	
-Desktop	36	39	214	
-Mobile	143	130	892	
iOS	109	102	789	43
Android	34	28	103	7
TOTAL	322	299	1,998	50

CROWDRIFF GALLERY ACCESS -MAY 2019		
Gallery	Interactions	Views
Summer Fun	17	27
Explore	17	168
Dining	30	271
History (Downtown)	24	186
Events	36	242
Home Gallery	228	1,300
TOTAL	352	2,194

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

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



MAY 2019 FREE MEDIA					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
Bubble Life	Shared Blog/web updates	\$0	\$10,000	\$30,000	720,000
Community Impact	Wedding article (2 full pages)	\$7,500	\$9,500	\$51,000	550,000
Community Impact	Wedding follow-up web article	\$0	\$9,500	\$28,500	550,000
Community Impact	National Travel/Tourism Week	\$0	\$6,000	\$18,000	470,000
Collin Co. DFW Mag.	Lacrosse Championship	\$0	\$5,000	\$15,000	350,000
TOTALS		\$7,500	\$40,000	\$142,500	2,640,000
FY 18-19 Totals		\$36,864	\$193,515	\$855,233	12,301,000

X. Lost Business- 2

1. Zumiez -2019 Best Foot Forward Finals. Worked with McKinney Parks Department for this event, 2019 Best Foot Forward Finals- September 7, 2019. They ended up choosing 4DWN Skate Park in Dallas.
2. Slowinski Wedding - May 2019, Grand Ivory -(went to Allen because blocks were at new hotels which did not open)