



Talking Points January 2018 for October 2018

I. MCVB Room Nights Generated: TTL Room Nights: 854; TTL Revenue: \$ 94,324

WEDDINGS COMPLETED-October 2018 - TTL Room Nights: 159 TTL Rev: \$ 19,946

- Spencer/Huckins Wedding – Sheraton: TTL room nights: 75, TTL rev: \$9375, Hampton Inn: TTL room nights: 17, TTL rev: \$2195
- Byer/Teller Wedding – Holiday Inn: TTL room nights: 8, TTL rev: \$882; Sheraton: TTL room nights: 32, TTL rev: \$ 4088
- Bloodworth/Ide Wedding – October 2018, Rustic Grace Estate, Comfort Suites – 0 rooms picked up, Neathery Estates- TTL room nights: 4, TTL rev: \$1017
- Anderson/Delcambre Wedding – Hampton Inn: TTL room nights: 6, TTL rev: \$774
- Brooke Von Readen Wedding – Holiday Inn, TTL room nights: 17, TTL rev: \$ 1615

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

- Tiffany Fluker –October 2018, Rock Creek
- Lori Naquin (MOB) – October 2018, Chestnut Square
- Danille Jansma Wedding – October 2018 – Rustic Grace
- Levi Kennaw Wedding – October 2018 – Stonecrest
- Kayly Browne Wedding, October 2018 – Avalon Legacy

ASSOCIATION/CORPORATE/SMERF COMPLETED in October 2018: TTL Room nights: 695 ; TTL Revenue: \$ 74,378

Associaton: TTL Rooms: 208; TTL Rev: \$ 24,437

- FARFA - Grand Hotel: TTL room nights: 53, TTL rev: \$ 5,837
- NAACP – Sheraton, TTL room nights: 155, TTL rev: \$,18,600

Corporate: TTL Rooms: 456; TTL Revenue: \$ 47,120

- Torchmark-FHL 101-Sheraton:TTL room nights: 63 ; TTYL Rev. \$ 5,985
- Torchmark-FHL 201-Sheraton: TTL room nights: 40; TTYL Rev. \$ 3,800
- Torchmark-LNL 101-Sheraton:TTL room nights: 353; TTYL Rev. \$ 37,335
- Emerson-FC 1605-Holiday Inn: TTL room nights: ; TTYL Rev. \$ **CANCELLED**

SMERF: TTL Rooms: 31; TTL Rev: \$ 2,821

- Lions Club – Holiday Inn, TTL room nights: 31, TTL rev: \$ 2,821

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



II. Visitors: FYTD Total (October '18-September '19): 426

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

- Out of State: 55
- Out of Country: 11
- Texas Residents: 23
- McKinney Residents: 12
- Register Total: 101
- Ticker Counter: 426

III. RFP's: 16 (3-Association, 1-Corporate, 10-Weddings, 1 -Social: 0-Religious, 0 -Sports, 1-Day Trips)

Association: 3

- Advanced Drainage System. Dates: Nov 5-8, 2018. They will need 18 room night plus meeting space. Sent to: Sheraton, Hampton, Comfort Suites, Holiday Inn & Suites, Holiday Inn Express, La Quinta, Hilton Home 2, and Springhill Suites.
- Assisted Beto O'Rourke's campaign for a location to hold town hall meeting. Provided information on the Sheraton & Myers Park. They selected Sheraton Hotel. Approx. 800 in attendance, meeting room only.
- The National El Camino Owners Association. Dates: October 10-12, 2019. Looking for venues that has ample parking to display approximately 250-300 cars. Unfortunately, we do not have the venue/space to accommodate them so this will go down as lost business.

Corporate: 1

- Level Up Training Center – Meeting space only. Attendees: 20-30, Date: December 8-9, 2018, February 9-10, 2019, and February 15-16, 2018. Sent to Sheraton, Holiday Inn, Hampton, La Quinta, LaCour, McKinney Venue, The Station, and MPAC.

Social: 2

- Book Club Convention – Attendees: 150, Date: January 17-19, 2019. I called the planner back and she decided to stay in Jefferson TX. We got the call to bid on this convention she recanted it in the same week.
- Antiquer's of Dallas – day trip. Meet at Heard Craig House/Shopping

SMERF: 10 (10-Weddings, 0-Sport)

- Bloodworth/Ide Wedding
- Delcambre/Anderson Wedding – The Grand
- Symm Wedding – Feb 2020, Springs
- Jocelyn Hubbell – May 2019, Chandlers Garden
- Jenni McFarland – March 2019, Cotton Mill
- Ryan Taylor – January 2019, The Springs
- Frazier Wedding – March 2019, The Springs
- Sumner Sparks Wedding – May 2019, The Cotton Mill



- Lamberson Wedding – November 2019, Stone Crest
- Abbott/Fowler Wedding – November 2018, Grand Hotel

IV. Site Visits: 3

- Texas Christmas Tree Growers Assoc. – Sheraton & Holiday Inn
- Jocelyn Hubbell, bride. Sheraton, Holiday Inn, Hampton, Grand Hotel
- NCAA- Division II Championship Football Game 12/12-15/18; MISD Stadium, 50 room nights in McKinney (NCAA Staff & Officials), using @ hotels in Frisco for football teams (Embassy Suites & Westin Stonebriar).

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

Blogs on our website: 168

Second Saturday Blog - 65

Showcasing Your McKinney Experiences – 2

Halloween Activities blog - 101

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

Visits on Homepage News Flash buttons & landing pages:

- Weekend Update page – 71
- Tourism Grants - 5
- McKinney Shop – 32
- Event-Planning - 64

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

- Submitted info Tour Texas
- Finalized itinerary with Texas Travel Talk for bloggers
- Took photos around town to use on Instagram/Facebook

VIII. Advertising- Website & Publication ROI Tracking:

- MHS-Lions: 7
- Boyd-High-Broncos: 2
- Explore McKinney – 20
- Welcome-Polka-News-Readers: 1
- Texas Highways – 1
- New Orleans Magazine - 1
- Meet Texas Magazine – 3
- Meeting Planners Guide – 64
- Greetings TSAE Members - 2



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
TOTALS	97	N/A	92,814	378,097	2,678,708

Type	Number	Increase #
TWITTER		
Followers	4847	62
Tweets	6510	17
Tweet Impressions	17,800	4%
Profile Visits	301	-0.70%
Mentions by other users	33	up 120%
YOUTUBE		
	Views	Subscribers
YouTube views	6176	30
INSTAGRAM- NEW!!		
	Impressions	Followers
Instagram Posts	5,777	761 (+99)
Google Business Pg.		
	Page Views	Website visits
Performance	2200	21



Web Analytics – OCTOBER 2018

Month	Sessions	Pageviews	Users
Oct. 18	3,061	7,459	2,496
FY 18-19	3,061	7,459	2,496

Mobile Traffic	Users	Percent of Total
Mobile	1,226	47.23%
Desktop	1,184	45.61%
Tablet	186	7.16%

OCTOBER TOP 25 WEB PAGES

Page	Page views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,348	1,087	0:01:22	1,025	28.63%	43.84%
Calendar	930	679	0:01:17	562	40.75%	37.96%
Shopping Centers	162	151	0:01:54	130	90.77%	82.10%
Events	158	131	0:00:36	22	0.00%	8.86%
Visitors Guide	117	108	0:01:58	15	66.67%	36.75%
Mo./Ann. Events	116	111	0:01:50	68	92.65%	77.59%
Dining	112	75	0:00:52	13	0.00%	23.21%
About McKinney	108	80	0:01:29	15	60.00%	31.48%
Explore	102	78	0:00:23	3	0.00%	17.65%
Halloween Blog	101	89	0:04:58	42	85.71%	69.31%
Calendar	81	76	0:00:46	75	77.33%	76.54%



Accommodations	79	63	0:01:01	15	20.00%	13.92%
Calendar	79	72	0:02:09	72	91.67%	91.14%
Toll Tag	78	66	0:02:33	66	83.33%	84.62%
Shopping	74	67	0:00:43	43	37.21%	39.19%
Weekend 10-25-28	70	65	0:01:55	0	0.00%	38.57%
2nd Sat Nov. 6	64	57	0:02:18	23	86.96%	56.25%
Calendar	57	40	0:01:09	1	0.00%	17.54%
Staff Directory	56	42	0:01:40	18	61.11%	46.43%
Broken Link	54	44	0:00:42	1	100.00%	12.96%
Calendar	52	41	0:00:52	1	100.00%	25.00%
Hotels & Motels	51	45	0:03:33	6	83.33%	43.14%
Calendar	48	35	0:00:39	1	100.00%	29.17%
Dining & Nightlife	47	41	0:00:44	26	61.54%	48.94%
Coffee Houses	47	39	0:01:52	2	100.00%	53.19%

Country Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs. per Sess.	Avg. sess.
United States	2,444	2,286	2,892	51.38%	2.49	0:02:02
Canada	23	23	24	54.17%	1.38	0:00:48
India	22	22	22	72.73%	1.41	0:01:21
China	13	13	13	92.31%	1.15	0:00:12
Germany	13	13	13	100.00%	1	0:00:00
South Korea	13	13	13	100.00%	1	0:00:00
Philippines	11	11	12	50.00%	1.83	0:01:23



Iraq	9	9	9	100.00%	1	0:00:00
United Kingdom	7	7	11	45.45%	1.45	0:00:26
Denmark	6	6	6	100.00%	1	0:00:00

State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Sess. Duration
Texas	1,894	1,747	2,283	53.04%	2.48	0:02:03
California	75	74	87	32.18%	2.82	0:02:05
(not set)	53	53	53	83.02%	1.17	0:00:30
Florida	36	35	41	31.71%	2.71	0:02:35
Illinois	30	29	30	36.67%	2.67	0:01:49
Oklahoma	29	27	32	43.75%	2.22	0:00:51
Kansas	28	28	32	56.25%	2.06	0:03:06
New York	28	28	31	32.26%	2.13	0:01:19
Massachusetts	23	21	25	40.00%	3.56	0:03:50
Oregon	18	17	20	75.00%	1.4	0:00:21

City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Visit Duration
McKinney	582	494	793	50.95%	2.88	0:02:47
Dallas	491	451	535	59.25%	1.92	0:01:09
Plano	94	86	104	48.08%	2.65	0:02:53
Allen	72	68	76	60.53%	2.24	0:01:21
Frisco	68	61	74	56.76%	2.12	0:01:28
Prosper	46	44	49	75.51%	1.84	0:00:55

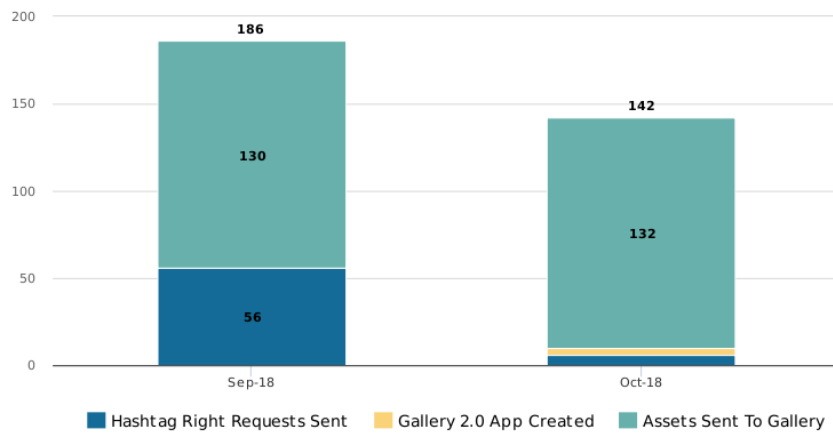


Fort Worth	32	31	35	48.57%	2.6	0:03:00
Houston	30	26	32	46.88%	2.34	0:00:40
Austin	26	24	29	51.72%	2.41	0:02:30
Wylie	23	21	24	45.83%	2.04	0:01:44

VISIT WIDGET - OCTOBER 2018					
	Users	Sessions	Page Views	Avg. Session in Min.	Downloads
Widget	57	58	238	3:02	
Desktop	36	37	449	2:56	
iOS App	68	63	503	3:24	18
Android App	8	7	27	1:03	3
TOTAL	169	165	1217		21

CROWDRIFF – 10/2018

The graphic shows my usage of the platform – how many photos we have in our galleries and how many hashtag requests we have. Graph next to it is people access the galleries on our pages.





CROWDRIFF ACCESS-10/18	
Events	30
Monthly & Annual events	28
Explore	20
Dining	22
Foodie	9
Music	7
History	3
Social pics	3
TOTAL	122

VIII. Free Publicity:

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

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

OCTOBER 2018- MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
BubbleLife	Shared Blog/website updates (3 times)	\$0	\$4,000	\$12,000	625,000
Group Travel Leader	Article about charging	\$0	\$3,900	\$11,700	150,000



site	station sponsorship				
County Line Magazine	Full page article on Heard Museum	\$1,935	\$2,000	\$6,000	50,000
North Texas E-News	Ran press release about organ concert at MPAC	\$0	\$500	\$1,500	40,000
TOTALS		\$1,935	\$10,400	\$31,200	865,000
FY 18-19		\$1,935	\$10,400	\$31,200	865,000

X. Lost Business-4

- Advanced Drainage System. Dates: Nov 5-8, 2018. Eighteen room night plus meeting space. They advised they will consider McKinney another time and that they planned to stay in Austin for this event.
- 2019 NACE National Convention (E-Sports) – July 17-19, 2019/July 10-12, 2019. They need space for 250 attendees w/audiovisual for general session, space for 250 guests for meal, at least 3 break out rooms that and hold a minimum of 100 with audiovisual and exhibit space for 20 exhibits of 8x10. We do not have a venue that would be able to accommodate their needs.
- The National El Camino Owners Association. Dates: October 10-12, 2019. Looking for venues that has ample parking to display approximately 250-300 cars. Unfortunately, we do not have the venue/space to accommodate them so this will go down as lost business
- The Book Club – meeting planner advised they elected to stay in Jefferson TX due to location being more suitable for attendees.