



**To:** MCVB Board  
**From:** Dee-dee Guerra – Executive Director  
**Date:** March 27, 2018  
**RE:** McKinney CVB February 2018-Staff Report

### **Goal 1 Operational Excellence**

#### **Strategies:**

- **Education/Webinar:**
- **Events/Services:**
  - Black Soldiers in WWI and Cemeteries of Collin County Lunch & Learn (Collin County History Museum)
  - Dee-dee joined the Leadership McKinney Alumni Network Advisory Committee
  - Dee-dee joined the Advisory Committee for Chestnut Square
  - Chamber Award Ceremony- PSA- McKinney awarded 2017 Tourism Partner of the Year

### **Goal 2 Financially Sound Government**

#### **Strategies:**

- **Balance resources generated by Hot tax**
- **Develop and utilize performance measures to ensure successful and efficient operations**

#### **Meetings:**

- **Sales:**
  - Sales Calls w/Sam Nanu (Holiday-Inn Express Craig Ranch)-2/15/18
  - Meeting with New DOS (Sharmeen Farrukh) and GM (Javier Ortega) of the Hampton Inn.
  - Staff attended TACVB Sales Blitz in Austin 2/27/18-3/1/18.
  
- **Advertising:**
  - OnlyinYourState.com/Texas – We are partnering with them in having sponsored content on their website as well as having a Facebook post (they have 349,000 FB followers), and a couple other added value digital pieces they're giving us. Should be some good coverage. The article with photos goes live on Tuesday, Feb. 13.  
<http://www.onlyinyourstate.com/texas/picturesque-destination-town-mckinney-tx/>
  - Met with owners/operators of both Food Walks of Texas and newcomers We Ate Well Food Tours about partnering with them for bloggers and visiting writers.
  - We are taking part in a marketing project with marketing students at the University of

Texas Arlington campus. We were selected by a company called Riipen who helps students get real-world experience by working with companies to do press kits, press releases and other promotional projects. For a sponsor fee of \$350, they matched us with a college class. We had our first briefing session last week with a class of 17 students working on various projects we identified as needing freshening up and updating. They asked some great questions to determine our needs and have set deadlines for various pieces of the project. Their work officially begins Feb. 12 and they will work on our project into the middle of April.

- Met with the couple who did the Cancun.com contest video based on downtown McKinney. They are going to work with the MCVB on some ideas for National Travel & Tourism Week as well as re-editing their contest video to take out the contest mentions so it will be more relevant for us to use for promotional purposes.
- Kimberly Stephens- Food & Life Blogger: Met with this blogger to partner with her in hosting a FAM tour here in McKinney with bloggers from the Dallas-Fort Worth area who have good-sized followings.
- We Ate Well Food Tours: Met with the owner of McKinney's new (second one now) food tour company to discuss ways to promote them and about them helping us when we host foodie bloggers. They are happily on board for partnering with us.
- The MCVB joined the group of downtown businesses working to relaunch Second Saturdays. Despite not being open on Saturday evenings, the CVB will display a window cling and posters as well as helping to promote the monthly event.
- Our work with the marketing students at University of Texas at Arlington is well underway. They are presently working on three press releases and updating our media kit.

### **HOT Tax Collections: 2017-2018**

#### **HOT TAX collection reported by City:**

- MOM 2018 vs. 2017 (17-Hotels & 7-B&B/VRBO reporting)
  - February 2018: \$ 129,447
  - February 2017: \$ 120,551
    - **7.38% ↑**

### **MCVB Room Nights Generated: TTL Room Nights: 824; TTL Revenue: \$ 80,036.05**

### **WEDDINGS COMPLETED in February 2018 - TTL Room Nights: 196 TTL Rev: \$ 21,518**

- Watkins/Green Wedding – Sheraton: TTL room nights: 54, TTL rev: \$5780
- McLendon Wedding – Sheraton: TTL room nights: 58, TTL rev: \$6,402
- Kayla Schwalenberg Wedding – Hampton Inn: TTL room nights: 36, TTL rev: \$4104
- Nicole Castelin Wedding – Towne Place Suites: TTL room nights: 5, TTL rev: \$545
- Nisha Rajay Wedding – Towne Place Suites: TTL room nights: 43, TTL rev: \$4687

#### **No Pick-ups on the following weddings:**

- Shadae Rogers Wedding, February 2018 – The Springs

- Mary Sine (MOB) Wedding – February 2018, the Grand Ivory/Leonard

**ASSOCIATION/CORPORATE/SMERF COMPLETED in February 2018: TTL Room nights: 628, TTL Revenue:\$ 58,518.05**

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

**Corporate: TTL Rooms: 628 ; TTL Revenue: \$ 58,518.05**

- Torchmark- Sheraton- LNL 401- February 4-8, 2018. TTL room nights: 307; TTYL Rev. \$ 29,165
- Torchmark- Sheraton- LNL 401- February 7-9, 2018. TTL room nights: 16; TTYL Rev. \$ 1,520
- Torchmark- Sheraton- LNL 401- February 12-14, 2018. TTL room nights: 73; TTYL Rev. \$ 6,935
- Torchmark- Sheraton- FHL 201- February 18-21, 2018. TTL room nights: 29; TTYL Rev. \$ 2,755
- Torchmark- Sheraton- FHL 201- February 20-23, 2018. TTL room nights: 60; TTYL Rev. \$ 5,700
- Torchmark- Sheraton- FHL 201- February 25-28, 2018. TTL room nights: 92; TTYL Rev. \$7,790
- Texas Agri-Life-Sheraton- February 23, 2018.TTL room nights: 3; TTYL Rev. \$ 417
- Emerson- Holiday Inn-1100 Regulator- February 20-22, 2018. TTL room nights: 31; TTYL Rev. \$ 2,976
- Emerson- Holiday Inn- 1106 Regulator- February 27-March 1, 2018. TTL room nights: 17; TTYL Rev. \$ 1,677.05

**SMERF: TTL Rooms: 0 TTL, Rev: \$ 0**

**Sports: TTL Rooms: , TTL Rev: \$ 0**

**Sales Calls: ASSOCIATIONS-/CORPOARTE /SMERF Sales Calls: 23**

**Association: 10**

- Texas State Society of American Medical Technologist – Contact: Michelle Hege. Site visit at Sheraton Hotel - February 2, 2018. Follow up. Event is May 3-4, 2018. Attendees: 45-45, Room nights: 40
- Texas Association of Counties – Contact: Haley Click. Site visit for Feb 1-2, 2018 (follow up)
- Texas Folk Lore Society – Contact: Dina Lopez. Annual conference for April 25-28, 2019. Approximately 150-200 attendees, approximately 70 room nights. Confirmed a site visit at the Sheraton for February 9<sup>th</sup> at 9 a.m. Also toured Chestnut Square, History Museum, and Heard-Craig House for free-time options.(follow up)
- Texas Agri-Life – Site visit scheduled for February 23, 2018 at 11a.m. Follow up from original site visit in April 2017. Planner is brining planning committee.
- Independent Bankers Association – Contact: Christopher Williston. Follow up call from Texas Connect and previous email mail. Left message on voice mail.
- Texas Bankers Association – Contact: Kate Miller. Left follow up voice mail.
- Texas Bankers Association – Contact: Brandi Gardner. Sent intro email. Will follow up to see if we can meet in March during TTIA Unity Dinner timeframe.
- Texas Nursery & Landscape Association – Contact: Nathan Flint, email & voicemail sent

- National Athletic Trainers Association – Contact: Susan Foster, email and voicemail
- Texas Food & Fuels Association – Contact Dana Fuller. Sent email to get back on her radar for 2019 meetings.

**Corporate: 3**

- ALTB Event Management – Contact: Janet Hoppenstein. Follow up from email correspondence. Left message on voice mail.
- Greater Ann Chamber of Commerce- Contact: Kevin Hall. Reached out to Kevin to assist him with venues for Anna Chamber banquets and any necessary hotel needs.
- Burns & McDonnell – Contact: Chelsey Smith. Assisting Chelsey with locating space for public meeting that will take place sometime in April (exact date TBD)

**SMERF: 6**

- WorldView Class – Contact: Dina Lopez. Annual Ballroom Banquet and Dance – This is for Conference room only – Dance and Banquet.
- Society of Petroleum Engineers – Contact: Shasta Foy. Introduction call to Shasta. She advised that she handle's meetings that would be too large for McKinney and suggested that I contact Katie Krug who handles the logistics for board meetings. I did offer a site visit to Shasta and asked her to consider McKinney for any other area of meetings that she may plan.
- Society of Petroleum Engineers – Contact: Katie Krug. Sent introductory email to Katie as suggested from Richardson TX colleague Shasta. Katie stated she works out of NJ and occasionally comes to Texas. Stated she likes McKinney and will keep us in mind for smaller board meetings or executive meetings.
- Antiquer's – Contact: Kathy Reeves. Worked with Kathy to bring a group of 9 from Georgetown for a weekend of antique shopping in April.
- IRS Unified Network Services-Contact: Steven Shayle, - Due to budget constraints they do not hold training sessions or conferences outside of their buildings.
- Wedding Planner – Contact: Pat Vires, Venue: RoseMary Barn, Dec 2018

**McKinney Top 25: 4**

- Pogue Construction –Josie Betts dropped by her office, she was in a meeting. Sent her a follow up email. Josie stated everything is going well. She will contact me if she needs anything.
- McKinney Air Center- Kesta Redding-Dropped by the airport and met with Kesta, asked for rates from Hoteliers with a shuttle.
- Audi Dealership-Met with Marina Chernenko (Admin.), she stated they rarely have meetings in McKinney. She took my information and said she would contact me if she needed anything.
- SportSource-Lisa Levelle & Dee Maher- Discussed Economic Impact of Sporting Events & Sport Source Events via email and phone conversations.

**MCVB Calendar of Events 2017-2019: 5**

<b>Month</b>	<b>Group</b>	<b>Venue</b>	<b>Room Nights</b>	<b>Attendees</b>
<b>October</b>				
10/4-7/18	NAACP	Sheraton	75	250
10/2-5/18	Torchmark	Sheraton	30	90
10/21-25/18	Torchmark	Sheraton	300	100
10/28-31/18	Torchmark	Sheraton	60	20
10/9-11/18	Emerson: Regulator: FC1605	Holiday Inn	90	30
<b>November</b>				
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
11/2018	LCMS TX District All Early Childhood Educators Conf.	Sheraton/Holiday Inn	150	300
<b>December</b>				
12/11-13/18	Emerson: Regulator: 1100	Holiday Inn	60	30
<b>January</b>				
1/28-31/18	Torchmark	Sheraton	300	100
1/30/18- 2/1/18	Emerson: Lifecycle SVCS: IV1100	Holiday Inn	60	30
1/9-11/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30
1/23-26/18	Emerson: Regulator: 1100	Holiday Inn	90	30
<b>February</b>				
2/4-8/18	Torchmark	Sheraton	400	100
2/7-9/18	Torchmark	Sheraton	24	12
2/12-14/18	Torchmark	Sheraton	200	100
2/18-21/18	Torchmark	Sheraton	60	20
2/20-22/18	Emerson: Regulator: 1100	Holiday Inn	60	30
2/23/18	Texas Agri-Life Board Mtg.	Sheraton/Lunch Meeting at Harvest	8	24
2/20-23/18	Torchmark	Sheraton	90	30
2/27-3/1/18	Emerson: Regulator: 1106	Holiday Inn	60	30
<b>March</b>				
3/20-22/18	Emerson: Regulator: 1100	Holiday Inn	60	30
3/20-22/18	Emerson: Regulator: 1106	Holiday Inn	60	30

Month	Group	Venue	Room Nights	Attendance
<b>April</b>				
4/8-11/18	Torchmark	Sheraton	300	100
4/10-12/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30
4/22-25/18	Torchmark	Sheraton	40	20
4/25-28/19	Texas Folklore Society	Sheraton	70	150
4/18 or May /Sept.	TACVB-DMO Seminar	Sheraton	30	75
<b>May</b>				
5/1-3/18	Emerson: Lifecycle SVCS:IV1100	Holiday Inn	60	30
5/3-4/18	TX Volunteer Conf.	Hampton/Collin College Conf. Center	10	150
5/3-5/18	TX Society of American Medical Technologist	Sheraton	75	70
5/14-16/18	Torchmark	Sheraton	160	80
5/20-24/18	Torchmark	Sheraton	400	100
5/22-24/18	Emerson: Regulator: 1112	Holiday Inn	60	30
5/28-31/18	TX Assoc. of Counties Leadership Program	Grand Hotel	75	30
<b>June</b>				
6/4-6/18	Torchmark	Sheraton	30	15
6/15-19/20	TCCE Annual Convention	Sheraton	175	300
6/17-19/19	Flamefest	Craig Ranch	2014:16 2015:19	2014-120 teams 3600 attendees
6/5-7/18	Emerson: Lifecycle SVCS: IV1100	Holiday Inn	60	30
6/18-21/18	Torchmark	Sheraton	90	30
6/20-22/18	Torchmark	Sheraton	16	8
<b>July</b>				
7/2019	Texas Agri-Life	Sheraton	100	300
7/2019	Texas Retailers	Sheraton	149	250
7/13-15/18	Copart Int'l	Sheraton, Holiday Hampton, Inn, Hilton Home 2, & Comfort Suites	60	100
7/15-18/18	Torchmark	Sheraton	300	100

<b>Month</b>	<b>Group</b>	<b>Venue</b>	<b>Room Nights</b>	<b>Attendance</b>
<b>August</b>				
8/20-22/18	Torchmark	Sheraton	100	50
8/26-29/18	Torchmark	Sheraton	90	30
<b>September</b>				
9/11-13/18	Emerson: Regulator: 1100	Holiday Inn	60	30
9/11-13/18	Emerson: Regulator: 1106	Holiday Inn	60	30
9/17-19/18	Torchmark	Sheraton	60	30
<b>Month</b>	<b>Group</b>	<b>Venue</b>	<b>Room Nights</b>	<b>Attendance</b>
9/23-26/18	Torchmark	Sheraton	300	100
9/18-20/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30
9/30/18- 10/3/18	Torchmark	Sheraton	60	20

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
- Third Monday Trade Days
- Myers Park Events (Dogs Show, Horse show, & Master Gardener Events)

- State of the City - McKinney
- Volunteer McKinney
- Chamber (Community Awards/Leadership)
- Pumpkinville at Tucker Hill
- Adriatica Events (at Sanctuary, Love Life & Smiles Concert)
- Franconia Brewery Tour
- Tupps Brewery Tour
- Wales Manor Music Under the Stars
- Live music at local restaurants/pubs/wine bars

**The McKinney Shop:**

- **February 2018 Gross Sales \$ 704.56**
  - **Rent check \$355.00**

**Visitors: FYTD Total (Oct. – Feb. '17): 2,093**

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

- Out of State: 62
- Out of Country: 18
- Texas Residents: 22
- McKinney Residents: 56
- Register Total: 158
- Ticker Counter: 272

**Day Trips: 0**

**RFP's: 15 (5-Association, 0-Corporate, 10-Weddings, -Social (0-Religious), 0 -Sports, 0-Day Trips)**

**Association: 5**

- Volunteer Management Conference- May 3-4, 2018; Collin College Conference Center, Room nights blocked at Hampton Inn. Assisting Dana Riley (Volunteer McKinney) with a networking event. Secured venue at Collin County Museum for a happy hour approx. 50 attendees, MCVB is assisting with food sponsorship funding along with Mellow Mushroom.
- Texas Association of Counties Leadership Program – Haley Click. RFP given to Grand Hotel. May 28-31, 2019. 30 Attendees, Approximately 75 room nights.
- Texas Folklore Society – Annual conference for April 25-28, 2019. Approximately 150-200 attendees, approximately 70 room nights.
- Texas Society of American Medical Technologists – Michelle Hege. RFP given to the Sheraton. May 3-5, 2018. 70 Attendees, approximately 75 room nights.
- TACVB – Sarah Page. DMO Seminar 2018. Flexible dates for April, May, or September 2018. 20-30 room nights, 50-75 attendees. RFP given to Sheraton & Holiday Inn.

**Corporate: 0**



**SMERF: 10 (Weddings)**

- Carleen Wisnienski – Barnhill Vineyard
- Allyssa Chavez – August 2018, Springs
- Kacie Phillips – April 2018, Grand Ivory
- Briana O’Neil – July 2018, Stone Crest
- Thanh Do- September 2018, Springs
- Lori Naquin (MOB) – October 2018, Chestnut Square
- Allie Preston – March 2019, La Cour
- Shauna Brown – April 2019, Springs
- Jessica Costello –April 2019, Stone Crest
- Debbie Wood (MOG) – May 2018, Stone Crest/Chestnut Square

**Site Visits: 5**

- Texas State Society of American Medical Technologist – Contact: Michelle Hege, May 4 – 5th. 40-50 room nights, 70 attendees - **Sheraton was awarded RFP.**
- Texas Association of Counties – Contact: Haley Click. Site visit for Feb 1-2, 2018. Grand Hotel. Will not know until May who won bid.
- Texas Agri-Life-February 23, 2018 brought 15 planner’s to do a site visit at the Sheraton. They held their monthly Board Meeting and had lunch at Harvest. The Trolley was used to showcase the downtown. The **Sheraton was awarded** the annual Conference. July of 2019; 300 attendees and 100 room nights. They are also looking at bring a Friendship Event to McKinney as well.
- Texas Folk Lore Society – Contact: Dina Lopez. Annual conference for April 25-28, 2019. Approximately 150-200 attendees, approximately 70 room nights. Confirmed a site visit at the Sheraton for February 9<sup>th</sup> at 9 a.m. Also toured Chestnut Square, History Museum, and Heard-Craig House for free-time options. Will not know until who wins this bid until after she present to her board on 4-5-18.
- Copart Meeting Planners-Event is in mid-July. They are favoring the Sheraton, The Grand, and the Hampton Inn. 140 attendees and will need 50-60 rooms per night.

**Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal): **41 (41-Weddings, 0-Social, 0 -Sports, 0-Day Trips)******Weddings:**

- Kush Shrestha Wedding – March 2018, Springs
- Bernice Medellin Wedding – March 2018; D’Vine Grace
- Kathrine Martin Wedding – March 2018; Bella Donna
- Morgan McGrew Wedding, March 2018, the Springs
- Grubbs Wedding – March 2018 – Stonecrest
- Aja Walker Wedding – March 2018, the Springs
- Eric Burgett Wedding – March 2018, the Springs

- Kristina Schkade Wedding – March 2018, Stone Crest
- Alex Parkinson Wedding, April 2018, the Rosemary Barn
- Chris Shuma Wedding – April 2018 – The Springs
- Jenny Checks Wedding – April 2018, Stone Crest
- Crystal Eaton Wedding – April 2018, Stone Crest
- Chris Shuma Wedding – April 2018, the Springs
- Ryan Davis – May 2018, Mitas Hill
- Mattison Johnson – May 2018, the Springs
- Meghana Patil Wedding – May 2018, Springs
- Sarah Rain Wedding – May 2018; the Springs
- Morgan Coldwell Wedding – May 2018; Stonecrest
- Lauren Daynard Wedding, May 2018 – Chandlers Garden
- Hyejin Hwang Wedding – May 2018, the Springs
- Sydney Rodriguez Wedding – May 2018, the Springs
- Eva McGuire Wedding – May 2018, the Springs
- Leticia Banda –June 2018, the Springs
- Olivia Sebesta Wedding – June 2018 Wedding, the Springs
- Emily Jacobs – July 2018, D’Vine Grace
- Brittany Tigert Wedding – July 2018; the Springs
- Shannon Owens – August 2018, D’Vine Grace
- Lannie Robinson- August 2018, D’ Vine Grace
- Samantha Guerra Wedding– August 2018, the Springs
- Chelsea Parsons Wedding – August 2018, the Springs
- Katie Nelson Wedding, August 2018 – Stone Crest
- Waychoff/Lonzanida Wedding – August 2018, Stone Crest
- Sarah Cantu Wedding – September 2018 Wedding, D’Vine Grace
- Ray Byrns Wedding – September 2018, the Springs
- Brooke Von Readon Wedding – October 2018,
- Haley Spencer Wedding – October 2018, the Springs
- Danille Jansma Wedding – October 2018 – Rustic Grace
- Levi Kennaw Wedding – October 2018 – Stonecrest
- Kayly Browne Wedding, October 2018 – Avalon Legacy
- Joyce Spisak – December 2018, Springs
- Meghan Powers- March 2019, 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: 147

Mailing Leads Processed: 92

- Tour Texas – 92
  - Top Five States requesting information:
    - Texas: Houston, Azel, Coppell, Dallas, Fort Worth
    - Washington: Arlington, Everson, Kelso, Lynnwood, Vancouver
    - Florida: Bonita Springs, Jacksonville, Miami, Steinhatchee,
    - Iowa: Ankeny, Castana, Cedar Falls, Cedar Rapids
    - Michigan: Charlevoix, Inkster, Monroe, Tawas City

**Advertising/Marketing/Media**

Blogs on our website:

- MCVB Grants : 11
- Food Walks of Texas: 3
- Breakfasting McKinney Style: 15
- Cooking and Sharing on the Square: 27
- Meet Fair & Square Imports: 29
- Valentine’s Day Activities: 73

Visits on Homepage News Flash buttons & landing pages:

- Arts in Bloom: 10
- Plan Your Visit: 19
- Weekend Update page: 61
- Weather - 4
- Krewe of Barkus: 22
- Breakfast: 6

<b>#GETSOCIAL - 2017-18</b>	
<b>FY 17-18</b>	<b>Views</b>
<b>OCT. 17</b>	<b>77</b>
<b>NOV. 17</b>	<b>55</b>
<b>DEC. 17</b>	<b>40</b>
<b>JAN. 18</b>	<b>78</b>
<b>FEB.18</b>	<b>45</b>
<b>TOTALS</b>	<b>295</b>

**Photos, Text Written, Marketing Materials and Ads Submitted**

▪ **Materials Submitted**

- Chamber Relocation Guide – logo/description
- Only in Your State Texas website – provided editorial and photos
- Texas Meetings + Events – social media post materials
- State Travel Office - Reverse Marketplace materials
- County Line Magazine – ad
- TTIA – web ad

**Advertising- Website & Publication ROI Tracking:**

Welcome to McKinney (Visitor Map): 7

Meeting Planners Guide: 16

Texas Highways: 2

Dallas Cowboys Program: 1

McKinney Lions Program: 1

Boyd Broncos Program: 1

TourTexas.com: 2

Talk Business 360: 1

TSAE Members: 11

County Line Magazine: 3

WELCOME-TALK-BUSINESS-360-READERS-VIEWER – 1

**Free Publicity:**

FY 17-18	Budgeted Amount
Adv.	\$42,655
Promo.	\$83,710
<b>Total</b>	<b>\$ 126,365</b>

- *Does not include \$20,000 for Grants*

FEBRUARY 2018- MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print/ Broadcast Value	Web Value	PR Value	Impressions
BubbleLife Collin Co.	Shared Blog/web posts (4 times)	0	8000	\$24,000	900,000
BubbleLife Collin Co.	Shared website updates 3 times)	0	7000	\$21,000	845,000
County Line Mag	Piece about Arts in Bloom	795	250	\$3,135	239,000
<b>TOTALS</b>		<b>\$795</b>	<b>\$15,250</b>	<b>\$48,135</b>	<b>1,984,000</b>
<b>FY 17-18 TOTALS</b>		<b>\$ 12,103</b>	<b>\$ 68,750</b>	<b>\$ 845,220</b>	<b>9,217,384</b>

## SOCIAL MEDIA TRACKING

FACEBOOK - 2017-18					
FY 17-18	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct. 17	47	6217	92,814	850,774	4,382,210
Nov. 17	80	6295	66,475	751,207	4,365,662
DEC. 17	56	6351	38,610	242,212	2,449,176
JAN. 18	175	6526	93,363	532,078	3,879,202
FEB. 18	59	6585	69,527	759,268	3,289,228
<b>TOTALS</b>	<b>417</b>	<b>N/A</b>	<b>360,789</b>	<b>3,135,539</b>	<b>18,365,478</b>

## OTHER SOCIAL MEDIA TRACKING – FEBRUARY 2018

Type	Number	Increase #	Percentage (+/-)
<i>Twitter</i>			
Followers	4,679	+23	+5%
Tweets	6,038	+60	+13.2%%
Tweet Impressions	21.4K	(not given)	+9.6%%
Profile Visits	278	+85	-23.4%%
Mentions by other users	21	-4	-25%
<b>Google Sites</b>	<b>Views</b>	<b>Increase</b>	<b>Subscribers</b>
YouTube	4,901	+220	22

## Web Analytics – FEBRUARY 2018

Month	Sessions	Pageviews	Users
Oct. 17	3,613	9,034	3,018
Nov. 17	3456	8370	2868
Dec. 17	2892	6591	2462
Jan. 18	2561	6820	2009
Feb. 18	2360	6537	1949
<b>TOTALS 17-18</b>	<b>14,882</b>	<b>37,352</b>	<b>12,306</b>

Top Pages in FEBRUARY 2018

Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,203	941	0:01:27	897	41.03%	39.98%
Calendar	634	478	0:01:16	346	43.35%	39.12%
Events	193	157	0:00:32	53	15.09%	11.92%
Shopping Centers	144	130	0:02:47	118	85.59%	79.17%
Explore	127	96	0:00:34	8	87.50%	17.32%
Visitors Guide	117	100	0:01:47	10	70.00%	41.03%
About McKinney	114	90	0:01:25	3	33.33%	19.30%
Mo. & Annual Ev.	101	95	0:03:30	51	88.24%	67.33%
Dining	93	65	0:00:17	3	66.67%	17.20%
Wedd./Rec. Venues	82	66	0:00:46	36	30.56%	26.83%
Fair & Sq. Imports	77	17	0:00:28	0	0.00%	7.79%
Valentine's Day	73	62	0:03:22	32	71.88%	61.64%
Shopping	72	63	0:01:26	37	56.76%	38.89%
Stay	70	52	0:00:15	4	25.00%	1.43%
Dining & Nightlife	69	61	0:01:13	41	63.41%	53.62%
Staff Directory	64	55	0:02:10	22	72.73%	54.69%
Wknd Update 3/1-4	60	55	0:00:48	2	100.00%	26.67%
Blog	54	43	0:01:38	13	53.85%	29.63%
Press Kits	49	37	0:04:40	2	100.00%	36.73%
Unique Venues	49	43	0:02:45	3	66.67%	28.57%
Calendar	46	40	0:00:50	1	0.00%	28.26%
Get Social	45	39	0:01:31	6	66.67%	31.11%
Event Planning	44	37	0:00:31	2	50.00%	9.09%
NTTA Toll Blog	43	35	0:03:56	35	74.29%	76.74%
Press Room	39	27	0:00:34	2	50.00%	5.13%

Country Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. sess. Duration
United States	1,866	1,736	2,267	53.37%	2.81	0:02:20
South Korea	17	17	17	94.12%	1.06	0:00:01
India	15	15	16	68.75%	1.94	0:00:15
United Kingdom	7	6	9	66.67%	2	0:00:39
Canada	6	6	7	57.14%	2.71	0:05:52
Philippines	6	5	8	87.50%	1.62	0:00:07
Mexico	3	3	3	100.00%	1	0:00:00
Ukraine	3	3	3	100.00%	1	0:00:00
Germany	2	2	2	0.00%	4	0:00:47
Spain	2	2	3	33.33%	6.33	0:02:53

State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Sess. Duration
Texas	1,453	1,333	1,805	51.52%	2.89	0:02:29
California	69	66	76	60.53%	2.3	0:01:05
Oregon	36	36	36	100.00%	1	0:00:00
Illinois	29	28	32	65.62%	2.28	0:01:23
Virginia	28	27	32	71.88%	2.66	0:03:21
Oklahoma	25	24	26	38.46%	4.12	0:03:48
New York	20	20	23	65.22%	1.65	0:00:34
Florida	19	18	22	59.09%	2.59	0:00:47
Georgia	16	16	16	43.75%	2.19	0:01:26
Kansas	14	12	14	50.00%	3.29	0:02:05

City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Visit Duration
McKinney	463	389	641	55.07%	2.69	0:02:19
Dallas	342	310	379	62.80%	2.02	0:01:26
Arlington	65	64	102	13.73%	6.89	0:10:39
Plano	56	52	60	48.33%	2.82	0:02:09
Allen	42	37	45	68.89%	1.73	0:00:52
Frisco	41	38	48	43.75%	2.62	0:01:18
Houston	34	32	40	47.50%	2.52	0:03:04
Prosper	29	26	29	62.07%	2.31	0:01:23
Austin	21	21	22	40.91%	3.32	0:01:54
Fort Worth	21	18	27	25.93%	4.67	0:05:31

**Visit Widget – Feb. 2018**

Feb 1 - Feb 28, 2018					
	Sessions	Users	Page Views	Pages/Session	Bounce Rate
Widget	87	66	324	3.72	38%
iOS App	35	30	358	12	N/A
Android App	3	3	4	1.3	N/A
<b>Total/AVG</b>	<b>125</b>	<b>99</b>	<b>686</b>	<b>5.673333333</b>	<b>N/A</b>

**OCCUPANCY RATES:**

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

Hotel	Oct. '17	Nov. '17	Dec. '17	Jan. '18	Feb. '18	Mar. '18	Apr. '18	May '18	Jun. '18	Jul. '18	Aug. '18	Sep. '18
Comfort	67.79	70.85	54.28	53.51								
Hampton	97.82	97.82	97.82	97.82								
Holiday Inn	69.05	71.18	57.02	60.61								
Holiday Inn CR	73.79	69.88	55.40	57.26								
La Quinta	N/A	74.43	61.49	64.68								
Sheraton	96.77	N/A	N/A	72.13								
Townplace	79.01	81.65	79.01	98.88								

**Sheraton Occupancy Rates:**

Month	FY 14-15	FY 15-16	FY 16-17	FY 17-18
October	N/A	67.28%	75.19%	96.77%
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%	%
March	24.60 %	63.53%	77.04%	%
April	39.29%	82.34%	84.81%	%
May	50.47%	64.60%	81.11%	%
June	69.70%	75.03%	88.88%	%
July	75.60%	72.61%	N/A	%
August	56.22%	63.86%	76.00%	%
September	56.43%	72.50%	N/A	%

**LOST BUSSINESS – 4**

- TTIA-Texas Travelers Conference – April 2019; Unable to accommodate, Sheraton is booked.
- TTIA-Texas Travelers Conference – April 2020, bid went to Grapevine
- LCMS Texas District – Nov 2018, & Jan 2019; (C-vent Lead) Have not received response from Meeting Planner Cecil Burdick. Have sent follow up correspondence, however no response.
- Keep TX Beautiful – Lost to another city, checking with Sheraton to get details