



To: MCVB Board

From: Dee-dee Guerra – Executive Director

Date: June 25, 2019

RE: McKinney CVB May 2019-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Advertising/Marketing:**
 - New McKinney items have arrived in the shop in the Visitors Center.
 - The MCVB's new Search Engine Marketing campaign began May 1 in an effort to drive more traffic to our website, VisitMcKinney.com. We will be monitoring it each month for results.
 - We submitted information to State Representative Scott Sanford's office, requesting he present a resolution to the House to declare McKinney the "Wedding Capital of North Texas." We are awaiting an update. We feel this designation will help us secure that special niche (which we are already filling in North Texas) and bring more overnights and return trips to McKinney.
 - Staff gave a presentation about VisitWidget and CrowdRiff at the city's web administrator's User Group Meeting last week.
 - Meeting with Weather Channel Representative for advertising opportunities.
 - The MCVB and City Communications are finalizing the first portion of the "Ask a Local" campaign, which will start locally in Community Impact Newspaper's June issue and on the Courier-Gazette's website beginning June 1. The campaign targets the leisure market for MCVB.
 - TxDOT has cleared the MCVB to send DVDs to all 12 Travel Information Centers for use in their "theater" rooms where they run videos of various Texas cities and attractions for visitors to watch. (This is a complimentary placement for us; no cost to run the videos in the centers!) The video we will be sending out this week is the promotional video that Chet Garner (The Daytripper) created for us in the joint project between us, City Communications, MCDC and Main Street. (Thank you again to these partners.) Nice that we are continuing to find uses for that project, putting it now in front of a new audience!
 - Staff has been working with videographer Paul Reynolds to create a promotional/pitch video to take on June 6th to present to the Pygmy Goat Association Board in an effort to entice them to select McKinney as their annual conference location in Spring of 2020. The video will combine previously-shot videos of downtown and Myers Park with images of the host hotel (Springhill Suites) and pygmy goats.
 - National Travel & Tourism Week (May 5-11) just wrapped up, and it was another successful week promoting McKinney to residents so that they can be the best possible ambassadors for our town.
 - We kicked off the week by partnering with Tricia Scruggs (We Ate Well Food Tours) for an Instagram takeover. She shared posts all day, starting in Adriatica and finishing

downtown, showing parks and other things along the way. That one day garnered us, 16 new followers.

- Phone Interview with 88.1 KNTU, Zachary Babb – Re: National Tourism Week
- The Public Safety Appreciation lunch on Tuesday, May 7, had the biggest turnout in the nine years we've done the event. (We fed 115 first responders and support staff.)
- Representatives from the Texas Film Commission/Office of the Governor presented the official certification to McKinney CVB, recognizing the city as a "Texas Film Friendly City." The presentation was made during the City Council meeting on Tuesday, May 7, as was the presentation of a Mayor's proclamation in regards to National Travel & Tourism Week.
- For the McKinney Passport challenge, we printed 200 and only had 30 left as of the end of the week. Participants have until Wednesday, May 15, to return completed passports to be included in the prize drawing. Many thanks to the businesses who partnered with us – Rockin' AB, The Guitar Sanctuary, The Grand Hotel, Franconia and TUPPS breweries, Heard Museum, Chestnut Square, Collin County History Museum, EJ Wills Gastropub, Painting with a Twist McKinney, and The Comedy Arena.
- We had two walking tours scheduled. The one on Wednesday was canceled due to weather and the Thursday one included about 10 people to tour the square with Guy Giersch. (Thanks to Guy!)
- Staff attended Travel Rally Days for National Travel & Tourism Week at both the Denison & Gainesville Travel Information Center
- All prizes were awarded last week to the winners of the McKinney Passport challenge: we launched (for the first year) during National Travel & Tourism Week. We will do this again next year, now that we know people (and our participating partners) enjoyed it.

- **Education/Webinar:**

- B. Shumate:
 - Beth Shumate attended the TACVB Marketing Symposium in Amarillo. This year, we invited Frances LaRue from City Communications to go as well, to introduce her to the needs of marketing a destination to visitors.
- V. Rhodes:
 - On-Line Training: Leadership Skills: What New Supervisors and Managers Need to Know
 - Webinar: Cvent – Follow the Clues to More Group Bookings

- **Events/Services:**

- Events:
 - Leadership McKinney Graduation
 - Budget Review w/CMO
 - LMA-After hours Networking

- **Sales:**

- Vanesa Rhodes attended DFW AE Day at the Ft. Worth Convention Center-meet with various account executives/meeting planners in the DFW area.
- The MCVB is currently working closely with a group called The Ninety-Nines to bring their 2020 conference to McKinney. This is an International Organization of licensed women pilots from 44 countries. The projected conference date is April 24-26, 2020 bringing in approximately 80 room nights.
- Meeting with Chad Hudson with National Pygmy Goat Association to collaborate presentation to board members, pitching McKinney as the location for their Spring 2020 conference.
- Joint sales call with the Grand Hotel to various wedding/event venues – to secure Grand as one of their preferred Hotels for wedding parties.

- Met with the Planning Committee of the 99's (Women Pilots) to have their annual conference in McKinney in 2020. They are working with the CVB Staff for ideas of outings for their husbands as well as other ideas on things to do and see for the women attendees.
 - NCAA D2 Football meetings are underway. MISD, MCVB, & Chamber are starting to look for committees to assist with the D2 Football game which will take place December 18-21, 2019.
- **Hotel Visits: 2**
 - Hampton Inn – Contact: Cassie Gray
 - Sheraton – Contact: Steven Yearwood

Goal 2 Financially Sound Government

Strategies:

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

Sales/Advertising:

HOT Tax Collections: 2018-2019

HOT TAX collection reported by City:

- MOM 2019 vs. 2018 (17-Hotels & 8-B&B/VRBO reporting)
 - May 2019: \$ 150,440
 - May 2018: \$ 145,073
 - 3.70%↑
- YTD: 2019 vs 2018
 - FY 18-19: \$ 1,077,642
 - FY 17-18: \$ 1,110,721
 - -2.98↓

TOTALS FOR ALL ACTIVITY: 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, Hampton Inn: 2 room nights, \$258
- 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 Revenue: \$ 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: 8; TTL Rev.: \$ 792

Sales Calls: 30

Association: 6

1. National Pygmy Goat Association – Contact: Chad Hudson. Follow up discussion for an upcoming presentation to board for consideration of hosting an annual event in McKinney in June 2020.
2. American Cancer Association – Contact: Katie Rose. Have left a few messages for Katie and will follow up with her again. We keep missing each other's call.
3. Collin County Association of Realtors – Contact: Christa Fulton – left several messages, no response.
4. Texas Court Reporters Association (TCRA) – Contact: Brooke Ingram. Brooked advised the Board of Directors vote on the location for their Conferences and seminars. Denton will host their 2020 conference and they will not be in North Texas for a few years. She stated the association creates a task force that submits locations for the board to consider and would add McKinney to their packet of information.
5. Code Enforcement Association of Texas – Contact: Christylla Miles. The treasurer of this association (Lois Balka) stated that I needed to speak with the incoming president (Christylla). I was unable to leave a voice mail due to her number not accepting calls at the time. Sent a follow-up email to Lois to forward to Ms. Miles
6. Southern Automotive Repair – Contact: Georgia Thorson. Georgia stated their meetings are held throughout Texas and they were in Frisco in 2018. She advised they are booked 5 years out. I sent her a follow-up email so she could keep in her files.

Corporate: 5

1. First Choice Cooperative – Contact: Crystal Lynch. I left several messages on Crystal's voice mail and followed up with an email asking her to consider McKinney as a location for the meetings that she plans.
2. Mick & Associates – Contact: Crystal Huynhcao. Crystal stated McKinney might be an option for their summer energy symposium. Sent her information on the Sheraton, including conference layout and catering menu. Will follow up with her again in July/August.
3. Helms Briscoe – Contact: Gwendolynn Murray. Gwen is looking for room nights for corporate client PFS. Sent her RFP to Sheraton, Holiday Inn Express, Holiday Inn, Grand Hotel and the Hampton Inn. Dates: June 10-13 2019, total room nights: 21
4. America's Finest Beverage Catering, Contact: Joanna Cox. Discussed partnership and sharing referrals of networks of influence.
5. HITS, Inc. – Contact: Tonya. Tonya advised that their organization has a solid relationship with Tarrant County College and they use that facility for their meetings. She did mention that she works with Law Information Group that potentially might consider McKinney as a location for their training and asked me to send her an email with information that she would share.

SMERF: 10

1. Joint call with the Grand Hotel to The Venue at Waterstone – Contact: Lyle

2. Joint call with the Grand Hotel to The Springs –McKinney/Anna – Nan and Maddison
3. Joint call with the Grand Hotel to River Rd Chateau – Lori
4. Joint call with the Grand Hotel to Rustic Grace – drop off material
5. Joint call with the Grand Hotel to Bella Donna – Mandi Shing
6. Joint call with the Grand Hotel to D’Vine Grace - Contact: Christina Delgado
7. Zumiez – Contact: Sara Lentz. 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.
8. ETC Incentives & Conferences – Contact: Anne Meadows. Anne advised her clients usually prefer to hold their meetings in large cities. Additionally, she stated they are obligated to be near a Military Base. She did not have anything that would be a good fit for McKinney at this time; however, she was open to receiving information. Sent her a follow-up email.
9. Love & Logics Institute Inc. – Contact: Farley Fleming/Kelly Borden. Their conferences are held in October and May and follow the school year. They are in the process of planning for 2020. Sent them a follow-up email.
10. Southwestern University Alumni – Contact: Reed Rallojaj. Reed advised that he works closely with regional chapters and for the most part do not need hotel rooms. They usually look for locations for chapter events. I offered Tupps Brewery as a location and sent a follow-up email. He said he would also pass along the information to other coordinators within the alumni organization.

Weddings: 6

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

McKinney Top 25: McKinney Corporate: 3

1. Mercedes Benz of McKinney-Gerald Cardenas the GM was out of the building. Left a sales kit with the receptionist and followed up with an email to see if he needed any assistance with hotel room nights/venues.
2. Blount Fine Foods-Elizabeth Pruett was in a meeting and not able to speak me. Left a sales kit with the receptionist and followed up with a phone call on 5/17/19.
3. Watson & Chalin Manufacturing Inc.-Spoke to Ali Allen, she stated that they do not have any needs at this time. Will call if she has any requests. Followed up with an email on 5/17/19 to thank her for her time.

MCVB Calendar of Events 2018-2020: 2

Yellow highlight=New business & Red type=indicates Lost Business

Month	Group	Venue	Room Nights	Attendance
<i>May</i>				
5/3/2019	Big Z Classic	Hampton, Holiday Inn, & Towne Place Suites	100	30
05/05 – 05/09/2019	Torchmark LNL 101	Sheraton	100	100
<i>June</i>				

6/10-13/19	HelmsBriscoe for PFS	Grand Hotel, Sheraton, Holiday Inn Express, Hampton Inn, and Holiday Inn and Suites.		
06/16 – 06/19/2019	Torchmark AIL 101	Sheraton	100	100
06/23 – 06/26/2019	Torchmark LNL 201	Sheraton	30	30
6/27-28/2019	Texas Volunteer Management Conference	Grand/Hampton Inn	12	200
July				
7/19/19	Verity (Baylor Scott & White Partner)	Hampton, Holiday Inn, Holiday Inn Express, Hilton Home 2, Springhill Suites & Towneplace.	50	50
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				
8/1-3/19	Southwest College Football Officials (SWCFO)	Sheraton	250	65
8/2019	Texas Lake Trail Annual Board Meeting	Meeting Space Only	50	50-75
08/05 – 08/08/2019	Torchmark LNL 401	Sheraton	20	20
08/12 – 08/14/2019	Torchmark AIL 201	Sheraton	80	80
8/23-25/19	Texas Christmas Tree Growers Assoc.	Sheraton	60	120

08/25 – 08/28/2019	Torchmark LNL 301	Sheraton	20	20
September				
9/7/19	Zumiez -2019 Best Foot Forward Finals- Lead from Parks & Rec-Lost to Dallas Skate Park	They ended up choosing 4DWN Skate Park in Dallas	N/A	N/A
09/15 – 09/19/2019	Torchmark LNL 101	Sheraton	100	100
9/19-21/2019	3e United-Union Event September 19-21, 2019 at MPAC	Sheraton/MPAC	100 (?)	1200
09/23 – 09/25/2019	Torchmark AIL 301	Sheraton	50	50
9/2019	Claims Prevention & Procedure Council	Sheraton	225	90
October				
10/2019	God Said Glow	Sheraton	450	150
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
11/2019	Texas Public Purchasing Association	Sheraton	280	120

2020

Month	Group	Venue	Room Nights	Attendance
April				
4/2020	Franchise Meeting Group/Event Prep	Sheraton	225	250
June				
6/11-16/20	National Pygmy Goat Association	Sheraton, Springhill Suites & Hilton Home 2	100	400-500
July				
7/2020	Council on Occupational Education	Sheraton	125	350

2021

Month	Group	Venue	Room Nights	Attendance

2022

Month	Group	Venue	Room Nights	Attendance
October				
10/2022	Floor Covering Installation Contractors Association (FCICA)	Sheraton	200	75

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 Market:

- **May 2019 Gross Sales \$ 766.00**
 - **Rent check \$355.00**

Visitors: FYTD Total (Oct.'18– Sept. '19): 3,220

Total: (includes all individuals that have come through the Visitor's Center)

- Out of State: 67
- Out of Country: 20
- Texas Residents: 19
- McKinney Residents: 8
- Register Total: 114
- Ticker Counter: 361

Day Trips: 0

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

Site Visits: 2

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

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

Weddings: 21

1. Keil/Macready Wedding, June 2019, Springs
2. Paige Koester Wedding, June 2019, Springs
3. Bysani/Swift Wedding, June 2019 (MPAC lead)
4. Megan Neth, June 2019, River Road Chateau
5. Sauter Wedding, July 2019, River Rd
6. Parker Juarez, August 2019, Rosemary Barn
7. Charla Thomas (MOB) August 2019, Gather

8. Lourdes Vasquez, August 2019, Springs
9. Genny Holmes (MOB), Sept 21, 2019 – River Rd
10. Holmes Wedding, September 2019, River Rd
11. Graves Wedding, September 2019, Springs
12. Carrier & Zach Hood, September 2019, Bella Donna
13. Christy Skertchly, October 2019, Stonecrest
14. Stutzman Wedding, October 2019, Stonecrest
15. Gloria Martinez, November 2019, Springs
16. Vonderschmidt Wedding, November 2019, Undecided
17. Lamberson Wedding, November 2019, Stone Crest
18. Kerarra Comer, December 2019, Springs
19. Erin Fanatico Wedding, December 2019
20. Morrison Wedding, December 2019, Rustic Grace
21. 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: 628

Mailing Leads Processed: 537

- Tour Texas: 81
- See Texas First: 456

Top Five States requesting information:

- Texas
- Florida
- California
- Oklahoma
- Georgia

Advertising/Marketing/Media

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

Visits on Homepage News Flash buttons & landing pages:

Weekend Update page- 172

Summer Camps in McKinney- 24

Tours in McKinney- 50
 Then & Now Exhibit-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

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

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	8,387	2,937
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

Free 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

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	66.03	56.17	50.79	55.73	76.24	70.42					
Hampton	73.87	62.03	87.46	93.30	98.19	98.41	96.37					
Holiday Inn	63.70	72.00	67.48	57.93	66.23	73.77	79.83					
Holiday Inn CR	65.16	72.96	52.30	51.73	57.63	66.85	77.71					
La Quinta	58.96	77.17	73.79	63.90	67.36	72.85	68.44					
Sheraton	85.79	77.95	66.66	69.83	83.67	78.16	77.79					
Townplace	59.48	65.54	54.19	51.65	59.95	75.32	77.34					

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%	77.95%
December	N/A	69.24%	57.74%	N/A%	66.66%
January	N/A	61.62%	69.54%	72.13%	69.83%
February	N/A	71.58%	79.77%	79.03%	83.67%
March	24.60 %	63.53%	77.04%	75.54%	78.16%
April	39.29%	82.34%	84.81%	78.06%	77.79%
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%	

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)