



**To:** MCVB Board  
**From:** Dee-dee Guerra – Executive Director  
**Date:** January 22, 2019  
**RE:** McKinney CVB October 2018-Staff Report

**Goal 1 Operational Excellence**

**Strategies:**

- **Education/Webinar:**
  - V. Rhodes
    - Online Training via City – Customer Service Skills – How We Can All Improve
  - D. Guerra
    - Webinar - Destination Storytelling — How to Differentiate Your Brand
  - B. Shumate
    - Webinar – working with TTIA/Influencers
    - Webinar - Do More With Less - Repurposing Content Across Social Media"
    - Webinar – CrowdRiff Tips and Tricks
    - Webinar - Destination Storytelling — How to Differentiate Your Brand
    - Webinar – STR Report update
    - Chatbot training conference calls/webinars
  
- **Events/Services:**
  - McKinney ISD Business, Finance & Marketing Cluster Advisory Meeting 11/7/18-D.Guerra
  - Hotel Visits:
    - Sheraton
    - Quality Inn
    - Econo Lodge
    - McKinney Inn
    - Towne Place Suites
    - Grand Hotel
    - Holiday Inn

**Goal 2 Financially Sound Government**

**Strategies:**

- **Balance resources generated by Hot tax**
- **Develop and utilize performance measures to ensure successful and efficient operations**
  
- **Advertising/Marketing:**
  - 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 MDCD 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 (17-Hotels & 14-B&B/VRBO reporting)
  - September 2018: \$ 130,510
  - September 2017: \$ 149,284
    - -12.58-%↓
- YOY 2018 vs. 2017
  - FY 2018: \$ 1,690,490
  - FY 2017: \$ 1,711,446
    - -1.22-%↓

#### **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**

**Sales Calls: ASSOCIATIONS-/CORPOARTE /SMERF Sales Calls: 39**

**Association Calls: 35**

1. **Creative Incentives, Carol Redding** – Mainly does corporate. 175-200 general meeting. Prefers Golf Resorts. IT Industry. Likes luxury properties, they have a strong budget.
2. **Unique Creations Event Planning, Lena Freeman** – She plans many weddings. Interested in site visit/fam trip. She also does a lot of reunions with USATF
3. **American Volkssport Association- Americas Walking Club, Henry Rosales.** – National Conv every 2 years, he is booked until 2021. He also plans board meetings. They have club and state association meetings.
4. **National Hispanic Corp Council, Eduardo Arabu.** - Works with fortune 500 companies. Looks for places with warm weather. He educates corporate American of Latinos/Hispanic culture. Board meeting this year is in Nashville, annual summit will be in Milwaukee.
5. **Perry Consulting, Rita Zagar** – full service planning company, focus on non-profit, corporate and social (weddings).
6. **Vat Leisure Travel & Event Professionals, Tanya Knapp** – she looks for wineries and golf resorts. Has done several events/groups in Grapevine (usually there in December), her groups might be good for a day trip to McKinney.
7. **USF Health, Carolyn Mercurio Dove** – she is familiar with Mck re: MPI. She books locations for physicians to speak or make presentation. Mainly books in small numbers, not groups.
8. **Site Search, Brenda Glass** – she plans for 22 groups. Very engaging. Sent her emails with more info on Mck, she responded stated she would keep out info on file and reach out if needed.
9. **Environmental Information Association, Kelly Rutt** – she recently took over Texas Chapter, has done lunch in learns in Dallas. Board meetings are about 75 people. National meeting is approx. 300 and has been held in San Antonio and Austin, they need space for 50 exhibitors.
10. **BLC Capital Group/Venture Capital, Bryant Clark** – He is interested in learning about our Airport, need to schedule a site visit with him. They own 6 different companies and look to bring in investors to our area. He is out of Frisco.
11. **DHHS, Rosanna Harvey** – Has to have government rates, as well has audio/visual that has a voting system (like at city council)
12. **Assoc. of Air Medical Service, Natasha Ross** – Board meetings are usually 2-3 days with 30 in attendance. Training schedules are 4 nights, they need full service properties.
13. **Cambia Health Solutions, Lacie Beck** – they have an office in Dallas. She works on many tech conferences. Tech sector of business for insurance providers. She did not have a specific meeting she was planning for, she mainly wanted info.
14. **Meetings Unlimited, Christianne Heba** – She plans meetings for around 150 attendees. (Mainly corporate). Families join employee, they look for golf, spa type locations and look for fun/unusual activities (like star gazing, ghost tours, etc.)
15. **HelmsBriscoe, Jill Stone** – mix of clients, association and corporate. Sent her email with links to various hotels and venues.
16. **The USS Rankin Association, Louis Sander** – won't come to McKinney, said they had been to Dallas a few years ago and will not come back to this area. There are other places in US for them to visit.
17. **EMC2 Travel Planners, Alice Steward** – RFP at Sheraton for this November for Toast Masters. I am working with her.
18. **Council on Occupational Education, Tami Maynard** – She stated her July 2020 program would be a good fit for McKinney. Received an RFP and sent to Sheraton, Holiday Inn and Grand Hotel. Board Committee Training
19. **5<sup>th</sup> Infantry Regiment Assn, Randal Kethcart** – Interested in McKinney and coming for a site visit. Event is week after Labor Day. 100-150 attendees. Thurs-Saturday pattern. Interested in seeing Pecan Grove and Veterans Memorial Park.
20. **American Institute of Building Design, Steve Mickley** – Needs contracts with no attrition clause/ no food & beverages. Next opportunity for Texas is February 2021, reach back out to him in mid-2020. 100 Attendees, with 6-8 table top vendors.

21. **Redhorse Corporation, Deborah Ogunshakin** – Mainly handles government accounts. She is booked through 2019, reach out to her in October 2019 for 2020 meeting. Typically conferences are 175 in attendance
22. **Morehouse School of Medicine, Lesia Walker** – Previously has held meetings in Ft. Worth and Grapevine. She will be bidding for fall 2019 and spring 2019 soon. Conference pattern: 4 days/3nights. Board retreat – 60 attendees Mar/Apr and Sept/Oct time of year. Needs 6-10 breakout rooms, flexible with space – would consider using outdoor space. She will also want team building exercises for the group.
23. **Timeline Meetings & Events, Donna Masiulewicz** – Regional Meetings, 50-150 attendees. Conference pattern: 2-3 nights, Sun-Tue, Will source for 2020 after January 2019. Will also want to secure a team building activity for one of the nights.
24. **Resolution Meeting Travel Coordinator, Jacquelyn Wilson** – She supplies information to travel agents. She is interested in a site visit. She was interested in information on Éclair Bistro, sent her email w/link.
25. **American Meetings & Events, Inc., Danny Treece** – Very familiar with McKinney, his clients are PepsiCo/Frito Lay, sent him info on the Grand Hotel. He does not do group bookings, mainly individuals one or two at a time
26. **National Black Home Educators, Joyce Burges** –Conference with 150 in attendance. Next conference she will bid is for fall 2019. She is interested in a site visit, stated she would cover flight if we could cover hotel/meals. She is interested in spa packages for attendees.
27. **Gospel Heritage Foundation, Teresa Hairston** – She mainly handles large worship conference's, however is beginning to coordinate writers retreats of 40-50 attendees that would be a good fit for McKinney.
28. **TSPE Human Resources** – Contact: Claire Black. She was considering McKinney for 2020 for her conference, however she selected Omni Frisco. She stated she would possibly consider McKinney in 2021 or 2022, she is looking for hotels that have things to do that are within walking distance of the hotel. She plans 2 years in advance. Her events are 2 day events, 110-170 attendees. Will reach back out to her in Mid-2019.
29. **Texas Cotton Association** – Contact: Kandie Poteet. Follow up call from spring. Left message on voice mail
30. **Texas Association of Assessing Officers** – Contact: Cherry Abel. She asked me to call back in late Nov/Early Dec for fall 2019 meetings. She is currently working on her board meeting conference and will not be planning for 2019 until board meeting is over.
31. **Texas Chiropractic Association** – Contact: Andrea Howard. She was out of office, will need to call back.
32. **Texas Christmas-Tree Growers Association** – Contact: Mr. Fredrick. Working with Mr. Fredrick to locate hotel for August 2019 conference. 100-125 attendees. Have set up site visit.
33. **Avalon Legacy** – Contact: Debi Ladd
34. **Jack Henry** – Contact: Kim Cotton – follow up call to Kim regarding working with her colleague to bring business to McKinney.
35. **TPA** – Contact: Kim Brimberry, met with Kim, the new event coordinator for TPC to inform her of what we do and how we can help each other.

#### McKinney Top 25: 4

1. Playful- Katy Bettner-emailed twice, no response. Dropped of sales kit.
2. Southwest Ice Cream- Met with Scott Woodard. Do not need anything at this time, will call if he needs anything.
3. ACIS- Dropped off information for Diana Knight. Emailed – no response.
4. McKinney International Airport-Met w/ Kesta Redding. Called in a site visit for Hampton Inn for 10/30/18.Following up.

#### MCVB Calendar of Events 2018-2020: 5

2018

Month	Group	Venue	Room Nights	Attendees
<b>October</b>				
<b>10/2018</b>	FARFA (returning)	Grand	30	300
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>				
<b>11//18</b>	<b>Beto O'Rourke</b>	<b>Sheraton- Meeting Space Only</b>		<b>800</b>

11/5-8/2018	Advanced Drainage System- Meeting space needed	All Hotels	18	150
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
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

**2019**

Month	Group	Venue	Room Nights	Attendance
<b>October</b>				
10/10-12/18	El Camino Owners Assoc.	Lost Business-Need parking for 250-300 cars. we do not have the space.		
<b>January</b>				
1/17-19/18	Book Club Convention	Lost Business- Staying in Jefferson ,TX	N/A	150
<b>February</b>				
2/17-19/19	Texas Association of Counties, Health & Employee Benefits Pool	Sheraton	350	225
<b>April</b>				
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
<b>July</b>				
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
<b>September</b>				
3 <sup>rd</sup> /4 <sup>th</sup> week	TTIA Travel Summit	Sheraton	500	250

**2020**

<b>Month</b>	<b>Group</b>	<b>Venue</b>	<b>Room Nights</b>	<b>Attendance</b>
<b>May</b>				
5/2020	International Boxing Federation	City Wide	<b>170</b>	<b>275</b>
<b>June</b>				
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
<b>July</b>				
7/2020	Council on Occupational Education	Sheraton	N/A	350
<b>September</b>				
3 <sup>rd</sup> /4 <sup>th</sup> week	TTIA Travel Summit	Sheraton	500	250

**2021**

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

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:**

- **October 2018 Gross Sales \$ 1,136.31**
  - **Rent check \$355.00**

**Visitors: FYTD Total (Oct.'18– Sept. '19): 426**

**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

**Day Trips: 0**

**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

**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).

**Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal): 15 (15-Weddings, 0-Social, 0 -Sports, 0-Day Trips)**

**Weddings:**

- Britt Morgan – November 2018, Springs
- McClesky Wedding – December 2018, Grand Ivory
- Bridget Tong – December 2018, Springs
- Priscilla Arriaga – December 2018, Springs
- Joyce Spisak – December 2018, Springs
- Arent/Bishop Wedding – January 2019, MPAC
- Dana Curry (MOB) – January 2019, Rustic Grace
- Kaufman Wedding – march 2019, River Road Chateau
- Meghan Powers- March 2019, Springs
- Shauna Brown – April 2019, Springs
- Jessica Costello –April 2019, Stone Crest
- Megan Harrison – May 2019, Rosemary Barn
- Megan Neth – June 2019, River Road Chateau
- Lourdes Vasquez – August 20109, Springs
- Morrison Wedding – December 2019, Rustic Grace

**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: 290**

**Mailing Leads Processed: 5,548**

- See Texas First- 5,548
  - Top Five States requesting information:
    - Texas
    - Florida
    - California
    - Oklahoma
    - Louisiana

**Advertising/Marketing/Media**

**Blogs: 168**

Second Saturday Blog - 65

Showcasing Your McKinney Experiences – 2

Halloween Activities blog - 101

**Visits on Homepage News Flash buttons & landing pages:**

Weekend Update page - 71

Tourism Grants - 5

McKinney Shop – 32

Event-Planning - 64

**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

**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

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

<b>FY 18-19</b>	<b>Budgeted Amount</b>
<b>Adv. &amp; Promo TTL</b>	<b>\$ 141,470</b>

<b>OCTOBER 2018- MCVB Publicity/Free Media Coverage</b>					
<b>Publication</b>	<b>Article/Topic/Writer</b>	<b>Print Value</b>	<b>Web Value</b>	<b>PR Value</b>	<b>Impressions /Reach</b>
BubbleLife	Shared Blog/website updates (3 times)	\$0	\$4,000	\$12,000	625,000
Group Travel Leader site	Article about charging station sponsorship	\$0	\$3,900	\$11,700	150,000
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
<b>TOTALS</b>		\$1,935	\$10,400	\$31,200	865,000
<b>FY 18-19</b>		\$1,935	\$10,400	\$31,200	865,000

**SOCIAL MEDIA TRACKING**

<b>FACEBOOK - 2018-19</b>					
<b>FY 18-19</b>	<b>New Likes</b>	<b>TTL Likes</b>	<b>Engaged Users</b>	<b>Total Reach</b>	<b>Impressions</b>
<b>Oct. 18</b>	97	7491	92,814	378,097	2,678,708
<b>TOTALS</b>	<b>97</b>	<b>N/A</b>	<b>92,814</b>	<b>378,097</b>	<b>2,678,708</b>

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

**Web Analytics – OCTOBER 2018**

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

<b>Mobile Traffic</b>	<b>Users</b>	<b>Percent of Total</b>
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

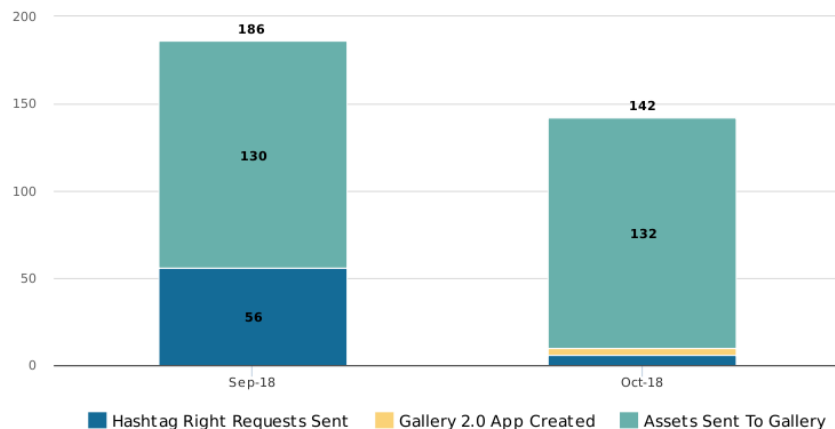
Florida	36	35	41	31.71%	2.71	0:02:35
Illinois	30	29	30	36.67%	2.67	0:01:49
Oklahoma	29	27	32	43.75%	2.22	0:00:51
Kansas	28	28	32	56.25%	2.06	0:03:06
New York	28	28	31	32.26%	2.13	0:01:19
Massachusetts	23	21	25	40.00%	3.56	0:03:50
Oregon	18	17	20	75.00%	1.4	0:00:21

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
<b>Widget</b>	57	58	238	3:02	
<b>Desktop</b>	36	37	449	2:56	
<b>iOS App</b>	68	63	503	3:24	18
<b>Android App</b>	8	7	27	1:03	3
<b>TOTAL</b>	<b>169</b>	<b>165</b>	<b>1217</b>		<b>21</b>

### 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
<b>TOTAL</b>	<b>122</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	60.15	76.50	69.21	66.82	68.47	73.84	71.27	58.68
Hampton	97.82	97.82	97.82	97.82	97.82	97.82	97.82	97.82	88.37	80.34	80.34	85.53
Holiday Inn	69.05	71.18	57.02	60.61	51.12	47.18	53.74	75.29	69.29	71.55	62.69	53.80
Holiday Inn CR	73.79	69.88	55.40	57.26	69.06	75.77	68.59	71.45	74.13	75.12	60.52	50.71
La Quinta	N/A	74.43	61.49	64.68	70.57	68.74	65.65	69.29	78.52	83.22	64.92	64.39
Sheraton	96.77	N/A	N/A	72.13	79.03	75.54	78.06	78.87	81.25	77.76	72.64	78.98
Townplace	79.01	81.65	79.01	98.88	63.20	64.15	73.33	62.85	75.17	76.55	64.04	61.05

#### 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%	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	<b>78.98%</b>

- **LOST BUSSINESS- 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.