

## MEDC-MCDC-MAIN ST.

**I. MCVB Room Nights Generated: TTL Room Nights: 1,060 ; TTL Revenue: \$ 127,555**

**WEDDINGS COMPLETED in November 2017 - TTL Room Nights: 510 TTL Rev: \$65,784**

- Baidwin/Fidler Wedding – Grand Hotel: TTL room nights: 56, TTL rev: \$8834
- St John/Hoover Wedding – Grand Hotel: TTL room nights: 61, TTL rev: \$9839
- Petry Wedding – Sheraton: TTL room nights: 43, TTL rev: \$3827
- Jordon Knutson Wedding – Holiday Inn: TTL room nights: 32, TTL rev: \$3168
- Sean Jamisen Wedding- Sheraton: TTL room nights: 89, TTL rev: \$11,332
- Stephanie Elizondo Wedding – TPS: TTL room nights: 15, TTL rev: \$654, Grand Hotel: TTL room nights: 1, TTL rev: \$179
- Green/Becknell Wedding – TPS: TTL room nights: 46, TTL rev: \$5014
- Hannah Brewer Wedding – Comfort Suites: TTL room nights: 20, TTL rev: \$1800
- Bauman/Hicks Wedding – Grand Hotel: TTL room nights: 56, TTL rev: \$8856
- Amy Hernandez Wedding – Hampton Inn: TTL room nights: 12, TTL rev: \$1428
- Hayes/Lightle Wedding – Hampton Inn: TTL room nights: 44, TTL rev: \$5236
- Jules Case Wedding – Hampton Inn: TTL room nights: 12, TTL rev: \$1428
- Rodrigues/Gomes Wedding – Hampton Inn: TTL room nights: 1, TTL rev: \$2023; Comfort Suites: TTL room nights: 16, TTL rev: \$ 1602
- Aday/Sommers Wedding: Comfort Suites: TTL room nights: 6, TTL Rev; \$564

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

- Spencer Mitchell Wedding – November 2017, Stone Crest
- Emily Jones Wedding – November 2017
- Meagan Elmer Wedding – November 2017, The Springs

**ASSOCIATION/CORPORATE/SMERF COMPLETED in November 2017: TTL Room nights: 550, TTL Revenue:\$61,771**

**Associaton: TTL Rooms: 368; TTL Rev: \$ 42,401**

- TACUPA - Sheraton: TTL room nights: 109, TTL rev: \$14,170
- Texas Downtown Association:
  - Sheraton/Holiday Inn 11/6-10/17; 259 TTL Room nights; \$ 28,231 TTL Revenue
  - Holiday Inn 11/7-10/17; 19 Room nights; \$ TTL Revenue

**Corporate: TTL Rooms: 112 TTL Revenue: \$ 13,840**

- Torchmark- Grand 11/5-8-17; TTL Room nights; \$ TTL Revenue- Canceled
- Emerson- Sheraton 11/6-10/17; 88 TTL Room nights; \$ 11,352 TTL Revenue
- Raytheon (Maryland) – Grand Hotel: TTL room nights: 24, TTL rev: \$2376

**SMERF: 70 TTL Rooms: N/A TTL Rev: \$ 5,5530**

- Vintage Market Days – Comfort Inn: TTL room nights: 70, TTL Rev: \$5530

**III. Visitors: FYTD Total (November '17)**

**Visitors: FYTD Total (November '17): 963**

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

- Out of State: 56
- Out of Country: 26
- Texas Residents: 57
- McKinney Residents: 8
- Register Total: 147
- Ticker Counter: 511

**IV. RFP's: 9 (2-Association, 0-Corporate, 7-Weddings, -Social (0-Religious), 0 -Sports, 0-Day Trips)**

**Association: 2**

- Texas Retailers Forum, Summer 2019. Preferred dates: July 21-22, 22-23, or 23-24, 2019. Total Room nights: 149, Total Attendees: 250 Attendee Profile: Large chain store, small store/boutique, and grocery store key decision makers, especially government affairs, and legislators. The majority will be driving in from Dallas, Houston, or Austin, but less than one-hour drive from the airport is preferred.
- TACVB 2018 Leadership Symposium. Preferred dates: November 13-14, 14-15, 27-28, or 28-29, 2018, or December 4-5, 5-6, 11-12, 12-13, 2018. Total Room Nights: 100, Total Attendees: 75-80.

**Corporate: 0**

**Weddings: 7**

- Bernice Medellin Wedding – March 2018; D'Vine Grace
- Kathrine Martin Wedding – March 2018; Bella Donna
- Sarah Rain Wedding – May 2018; The Springs
- Morgan Coldwell Wedding – May 2018; Stonecrest
- Brittany Tigert Wedding – July 2018; The Springs
- Brooke Von Readen Wedding – November 2018,
- Haley Spencer Wedding – November 2018, The Springs

**V. Site Visits: 0**

**VI. Lost Business-0**

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

**Blogs on our website:**

- Peek Inside The Old Gough-Hughston House – 7
- Want to be in a Movie? – 4
- Benji House on Film Trail – 6
- McKinney Shop opens - 42

- Slice of McKinney: Improv 4at Comedy Arena - 0
- What's New in McKinney-Fall Update - 4
- Grants now Available – 1
- Shop Small - 17
- Food Walks of Texas - 112
- Veterans Day - 25

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

- The McKinney Shop - 40
- World-War-I-Exhibit – 0
- Plan Your Visit - 6
- Weekend Update page-100
- GetSocial#getsocial – 0
- MCVB Grants - 14

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

- Facebook photos
  - Fall photos at Towne Lake
  - TDA Proclamation
  - Press release at Dee-dee – Tourism College grad
  - Finalize Eventzee Clues for TDA
  - Art for selfie fans
  - Photos at TDA
  - Photos at Home for the Holidays
- Materials Submitted
  - Winter calendar info for Texas Events Calendar
  - Home for the Holidays photos to Modern Luxury Magazine
  - Event information to Dallas Child Magazine

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

- Welcome to McKinney (Visitor Map)-2
- Meeting Planners Guide: 16
- Texas-Highways-Thank-You – 2
- Faster2First-Tournament –156
- Travel-South-Readers - 0
- Welcome-Southern-Living-Readers -0
- Howdy-Dallas-Cowboys-Fans – 0
- Make-McKinney-Your-Home for the Holidays (TourTexas.com) – 86
- McKinney Lions - 3
- Boyd Broncos - 1
- Bulldogs – 1
- MCVB-Director-Guerra-Earns-CTE-Designation –2
- Welcome-TourTexas.com-Readers-40
- Make-McKinney-Your-Home-for-the-Holidays-86

#GETSOCIAL - 2017-18

**MEDC-MCDC-MAIN ST.**

<b>FY 17-18</b>	<b>Views</b>
<b>OCT. 17</b>	77
<b>NOV. 17</b>	
<b>TOTALS</b>	77

**XI. Free Publicity:**

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

- Does not include \$20,000 for Grants

<b>NOVEMBER 2017 - MCVB Publicity/Free Media Coverage</b>					
<b>Publication</b>	<b>Article/Topic/Writer</b>	<b>Print/ Broadcast Value</b>	<b>Web Value</b>	<b>PR Value</b>	<b>Impressions</b>
BubbleLife Collin Co.	Shared Blog/web posts (4 times)	0	8000	24000	900000
Community Impact	MCVB Grants	0	2000	6000	150000
Courier Gazette	MCVB Grants	1025	1000	3000	49384
North Texas E- News	MCVB Grants	750	600	1800	55000
<b>TOTALS</b>		\$1,775	\$11,600	\$34,800	1,154,384
<b>FY-17-18 Total</b>		\$1,775	\$22,600	\$67,800	2,179,384

MEDC-MCDC-MAIN ST.

**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
<b>TOTALS</b>	<b>127</b>	<b>6,295</b>	<b>159,289</b>	<b>1,601,981</b>	<b>8,747,872</b>

**OTHER SOCIAL MEDIA TRACKING – NOVEMBER 2017**

Type	Number	Increase #	Percentage (+/-)
<b>Twitter</b>			
Followers	4593	+30	+15%
Tweets	6038	+106	-25%
Tweet Impressions	12.3K	(not given)	-33.4%
Profile Visits	165	-117	-42.1%
Mentions by other users	14	-12	-41.7%
<b>Google Sites</b>			
	<b>Views</b>	<b>Increase</b>	<b>Subscribers</b>
YouTube	4295	+280	20

VISIT WIDGET - NOVEMBER 2017						
NOVEMBER	Sessions	Users	Page Views	Pages per Session	Bounce Rate %	% New Sessions
Nov. 6-12	32	27	115	3.59	28.12	50.00
Nov. 13-16	35	33	129	3.69	25.71	71.43
Nov. 20-26	29	21	116	4.00	17.24	41.38