



MCVB February 2019 Update

I. MCVB Room Nights Generated: TTL Room Nights: 51; TTL Revenue: \$ 4,947

WEDDINGS COMPLETED- February 2019 - TTL Room Nights 0; TTL Rev: \$0

***NO PICK UP FOR FEBRUARY 2019**

ASSOCIATION/CORPORATE/SMERF COMPLETED in February 2019: TTL Room nights: 51; TTL Revenue: \$4,947

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

Corporate: TTL Rooms: 51; TTL Revenue: \$4,947

- Torchmark-AIL 101-Sheraton:TTL room nights;; TTYL Rev. \$ Cancelled
- Torchmark-AIL 301-Sheraton: TTL room nights: 51; TTYL Rev. \$ 4,947
- Torchmark-FHL 101-Sheraton:TTL room nights;; TTYL Rev. \$ Cancelled

SMERF: TTL Room nights: 0 TTL rev: \$ 0

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

II. Visitors: FYTD Total (Oct.'18– Sept. '19): 2,053

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

- Out of State: 15
- Out of Country: 3
- Texas Residents: 7
- McKinney Residents: 12
- Register Total: 37
- Ticker Counter: 307

III. RFP's: 16 (2-Association, 0 -Corporate, 10 -Weddings, 3-Social: -Religious, 1-Sports, 0-Day Trips)

Association:

- Tim Crowley-Southwest College Football Officials (SWCFO), August 1-3, 2019. 65 room nights; 250 attendees.
- Library Automation Conference; September 9-12, 2019. 75 room nights; 250 attendees.

Corporate:

- N/A

SMERF: 13 (10-Weddings, 2-Social, 1-Sport, 0-Religious)

- Keil/Macready Wedding, June 2019, The Springs
- Erin Fanatico Wedding, December 2019
- Paige Koester Wedding, June 2019, The Springs
- Vonderschmidt Wedding, November 2019, Undecided
- Bysani/Swift Wedding, June 2019 (MPAC lead)
- Jo Slowinski (MOG), May 2019, Grand Ivory
- Kerarra Comer, December 2019, The Springs
- Parker Juarez, August 2019, Rosemary Barn
- Charla Thomas (MOB) August 2019, The Gather
- Gloria Martinez, November 2019, The Springs
- Ovation Academy, Angi Burns. Ovation Intensive Weekend, April 26-28, 2019 The Grand: 5 Hotel Rooms Blocked
- Applique Getaway 2019 - June 21-23, 2019. Anticipated total event attendance: 400-600. Anticipated total room nights: 300-325

- Big Z Classic – Contact: Kelly Hoeffler. Golf Tournament, blocked rooms at Hampton, Holiday Inn, & Towne Place Suites (30 total) May 3, 2019
- Sean & Kerrie Howe-3e United-Union Event September 19-21, 2019 at MPAC.

IV. Site Visits: 3

- Megan – Grand Hotel- Library Automation Conference; September 9-12, 2019.
- Tim Crowley-Southwest College Football Officials (SWCFO), August 1-3, 2019. 65 room nights; 250 attendees.
- DCI (Drum Core International) -Dinner & Site Visit –MISD Stadium & Harvest Downtown. June 2020

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

Blogs: 157

Film Friendly City – 33

Valentine's Day ideas - 60

Toll Tag blog – 54

Breakfast McKinney Style – 5

Pokémon - 5

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

Weekend Update page - 63

Event-Planning Pages/Meeting Planners Guide – 179

Plan Your Visit – 36

Visitors Guide – 132

MPAC Upcoming Events – 37

Tours in McKinney – 41

TAAF State Gymnastics Meet – 18

Big Z Golf Tourney – 18

KPIs – 11

Tourism Grants – 18

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

Photos at ribbon cutting/opening of Chestnut Commons garage

Submitted ad to **Texas Town & City** (*TML Magazine*)

Submitted materials for **Texas Meetings + Events**

Submitted ad to **Houston House & Home**

Submitted April newsletter materials to **TourTexas.com**

Submitted summer events to **Texas Events Calendar/Texas Highways**

Created landing pages for:

- Big Z Classic Golf Tourney
- TAAF Gymnastics Qualifier

VIII. Advertising- Website & Publication ROI Tracking:

Stonebridge Ranch HOA - 1

Austin Monthly - 1

Sports Destination Marketers –0

Texas Meetings & Events – 2

Oxford American – 1

Talk Business 360 (American Airlines) – 2

MHS Lions – 2

Cowboys Fans – 2

Boyd Broncos – 2

Fort Hood Sentinel – 2

Convention South Readers – 6

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
Nov. 18	65	7556	88,311	449,685	2,860,148
Dec. 18	63	7619	159,866	1,042,216	4,343,739
Jan.19	76	7695	135,200	1,022,782	4,626,660
Feb. 19	146	7845	129,516	831,301	4,108,790
TOTALS	447	N/A	605,707	3,724,081	18,618,045

Type	Number
TWITTER	
Followers	5007
Tweets	6623
Tweet Impressions	13,200
Profile Visits	123
Mentions by other users	18

INSTAGRAM	New Followers
Historical	761
Oct. 2018	126
Nov. 2018	164
Dec. 2018	94
Jan. 2019	56
Feb. 2019	59
TOTAL	1260

YOUTUBE	Views	Subscribers
Historical numbers	6699	30
Oct. 2018	217	0
Nov. 2018	222	4
Dec. 2018	232	3
Jan. 2019	124	1
Feb. 2019	155	1
TOTAL	7649	39

Google Business Pg.	Page Views	Website visits
Oct. 2018	1960	27
Nov. 2018	1970	30
Dec. 2018	1195	40
Jan. 2019	1850	34
Feb. 2019	1970	29
TOTAL	8945	160

Web Analytics – FEBRUARY 2019

Mobile Traffic	Users
Mobile	936
Desktop	1086
Tablet	178

Month	Sessions	Pageviews	Users
Oct. 18	3,061	7,459	2,496
Nov. 2018	3,565	7,585	3,140
Dec. 2018	3,043	6,689	2,640
Jan. 2019	2,880	7,381	2,383
Feb. 2019	2,632	6,433	2,200
FY 18-19	15,181	35,547	12,859

FEBRUARY 2019 TOP WEB PAGES

Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,194	926	0:01:12	866	24.34%	41.37%
Calendar	439	338	0:01:22	238	47.48%	39.18%
Shopping Centers	152	132	0:02:37	122	82.79%	78.95%
Visitors Guide	132	108	0:01:25	16	43.75%	34.85%
Explore	130	90	0:00:40	14	42.86%	20.77%
Events	125	110	0:00:15	25	4.00%	12.80%
Dining	117	74	0:01:17	20	10.00%	23.93%
Event Planning	76	60	0:00:38	15	73.33%	22.37%
Mo. / Ann. Events	72	70	0:01:46	39	87.18%	70.83%
Weddings	70	53	0:01:14	30	30.00%	30.00%
About McKinney	64	57	0:02:00	16	81.25%	43.75%
Tours	63	49	0:01:54	21	57.14%	47.62%
Weekend Update	63	60	0:00:48	10	80.00%	47.62%
Accommodations	59	51	0:00:33	22	40.91%	16.95%

Shopping Centers	58	54	0:02:21	36	55.56%	46.55%
Calendar	57	47	0:02:33	42	54.76%	52.63%
NTTA Blog	54	48	0:01:12	48	87.50%	88.89%
Staff Directory	54	43	0:02:08	15	66.67%	33.33%
Val. Day Blog	52	50	0:01:38	14	92.86%	63.46%
Meeting Planners Guide	51	32	0:00:22	7	28.57%	11.76%
Calendar	49	23	0:01:12	7	0.00%	22.45%
Dining & Nightlife	46	42	0:01:01	26	73.08%	71.74%
Unique Venues	46	40	0:02:57	7	28.57%	32.61%
History of McKinney	45	38	0:02:22	22	8.70%	53.33%

Top Countries

Country Breakdown	Users	New Users	Bounce			
			Sessions	Rate	Pgs./Sess.	Avg. Sess.
United States	2,044	1,914	2,469	51.24%	2.51	0:02:03
Canada	52	52	52	53.85%	1.12	0:00:03
(not set)	17	17	17	5.88%	2.41	0:00:17
South Korea	13	13	13	84.62%	2.85	0:01:02
India	11	11	11	63.64%	1.09	0:00:04
France	10	10	10	60.00%	1	<00:00:01
China	7	7	7	100.00%	1	0:00:00
Germany	7	7	7	85.71%	1.14	0:00:02
Philippines	5	4	6	66.67%	1.83	0:00:24
United Kingdom	4	4	4	50.00%	1.5	0:00:06

Top States

State	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.
Texas	1,517	1,396	1,881	51.09%	2.55
Virginia	77	77	77	87.01%	1.14
California	58	55	60	36.67%	2.37
Illinois	32	31	36	44.44%	2.36
New York	32	32	34	55.88%	2.24
Florida	31	31	33	39.39%	3.67
Oklahoma	28	28	33	48.48%	2.33
Tennessee	19	18	25	28.00%	3.6
Georgia	18	17	19	63.16%	1.95
(not set)	15	15	19	63.16%	0.95

Top Cities

City Breakdown	Users	New Users	Pgs.			Avg. Visit Duration
			Sessions	Bounce Rate	/Sess.	
McKinney	493	422	674	49.70%	2.86	0:02:52
Dallas	374	343	431	58.47%	1.98	0:01:06
Plano	76	72	90	50.00%	2.36	0:02:19
Allen	53	45	58	51.72%	2.26	0:01:26
Frisco	50	45	57	61.40%	2	0:02:29
Houston	38	37	46	45.65%	2.33	0:02:03
Irving	21	21	30	53.33%	2.3	0:01:27
Prosper	21	20	23	47.83%	2.3	0:02:16
Garland	19	17	26	42.31%	2.65	0:02:39
Richardson	19	18	20	70.00%	1.7	0:00:20

VISIT WIDGET - FEBRUARY 2019				
	Users	Sessions	Page Views	New Downloads
Widget Total	36	38	225	
Desktop	24	25	169	
Mobile	12	13	56	
iOS	50	43	211	9
Android	5	6	25	2
TOTAL	91	87	461	11

IX. Free Publicity:

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

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

FEBRUARY 2019- MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
BubbleLife	Shared Blog/web updates	\$0	\$6,000	\$18,000	520,000
Born2Invest (U.K.)	Business/leisure in Texas	\$0	\$7,000	\$21,000	310,000
Courier-Gazette	Film Friendly City	\$900	\$800	\$5,760	100,000
Community Impact	Film Friendly City	\$0	\$2,500	\$7,500	220,000
NBC-KXAS 5	Film Friendly City	\$0	\$8,000	\$24,000	410,000
TOTALS		\$900	\$24,300	\$76,260	1,560,000
FY 18-19 Totals		\$15,354	\$ 62,915	\$ 267,388	6,271,000

X. Lost Business- 2

1. JLM Creative Events – Contact: Jon Salcido. Applique Getaway Show. June 21-23, 2019. Anticipated total event attendance: 400-600. Anticipated total room nights: 300-325. Too big for Sheraton.
2. Children’s Health Network – Contact: Michael Herrington. April Training did not come to fruition. (This was for meeting space only).

