




Performance Management Progress Report



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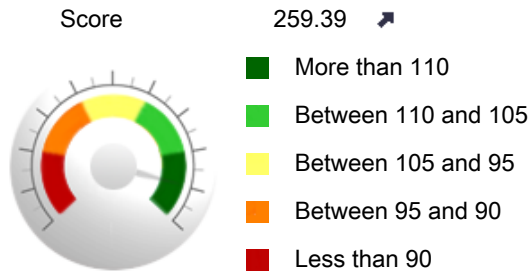
Name	Trend	Status	Actual	Target	Score	Responsible
Convention & Visitors Bureau					100.0	Administrator, PIP
Goals					100.0	
Enhance the Quality of Life in McKinney					100.0	
Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike					100.0	
Get Social Page Views						DeeDee Guerra
Blog Views						DeeDee Guerra
Travel Writers						DeeDee Guerra
Facebook Total Impressions						DeeDee Guerra
Facebook Engaged Users						DeeDee Guerra
Facebook likes						DeeDee Guerra
Number of Page Views	↗		23,955	9,235	259.39	DeeDee Guerra
Number of Rooms CVB Helps to Fill Hotel & Conference Center	↘		643	198	324.75	DeeDee Guerra
Number of Unique Web Visitors	↗		8,348	1,722	484.79	DeeDee Guerra
Number of Web Visitors	↗		9,961	2,156	462.01	DeeDee Guerra
Financially Sound Government						
Balance resources generated by property taxes, sales taxes and fees						
Number of Calls Conducted with Association Meeting Planners	↗		27	10	270.00	DeeDee Guerra
Number of Calls Conducted with Corporate Companies	↗		29	10	290.00	DeeDee Guerra
Number of Calls Conducted with Social, Military, Educational, Religious, and Fraternal Groups (SMERF)	→		5	7	71.43	DeeDee Guerra
Number of RFPs Collected	↗		26	18	144.44	DeeDee Guerra
Operational Excellence					100.0	
Implement performance management practices that include developing and training staff and Board and Commission members						
Number of New Board Members Trained				0		DeeDee Guerra

Name	Trend	Status	Actual	Target	Score	Responsible
Identify opportunities for internal efficiencies through recurring analyses and continuous improvement					100.0	
Number of Page Views MPG						DeeDee Guerra
Number of Visitors to Visitors Center			511	90	567.78	DeeDee Guerra

 Well Below
  Below
  On Target
  Above
  Well Above
  Trend Up
  Trend Stable
  Trend Down

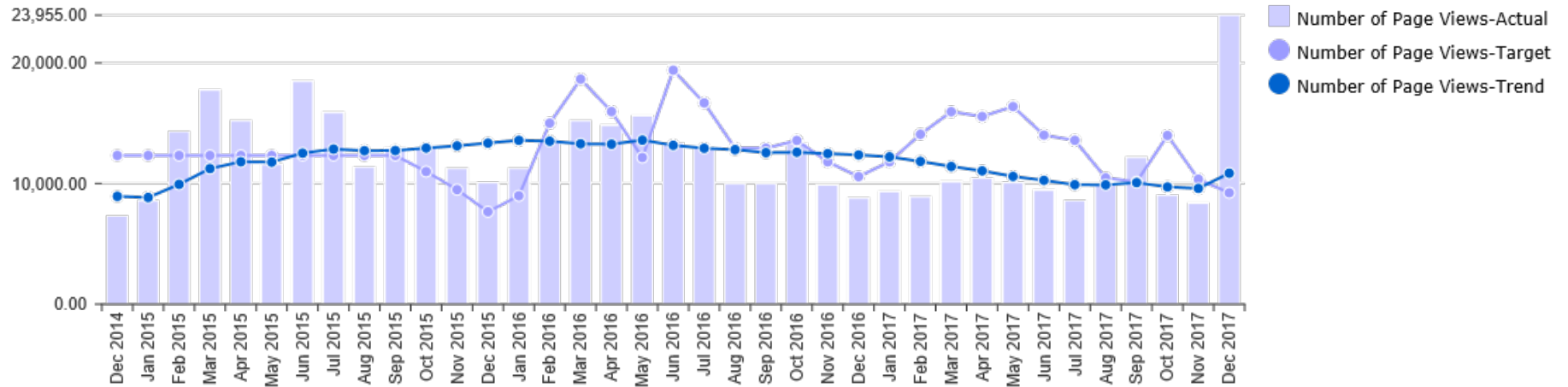
Number of Page Views

Scorecard as of: Dec 2017 - latest month



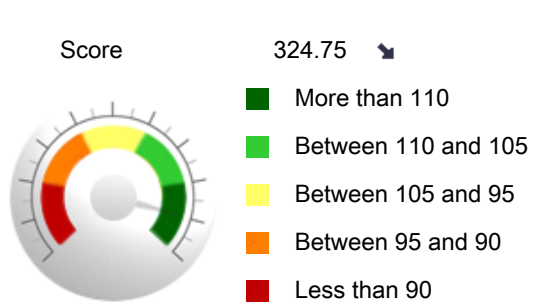
	Oct 2017	Nov 2017	Dec 2017
Score	64.58	80.79	259.39
Status	🔴 ↘	🔴 ↘	🟢 ↗
Measures	23,955	Actual	Target
	9,235	Gap Performance	
	92.25		
	[-2:2] Stable Gap Performance Range		

Type	No Type
Associated Links	McKinney CVB
Responsible	DeeDee Guerra
Description	Promote tourism/entertainment districts. Increase web analytics by 5%:
Scorecard Elements	Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike



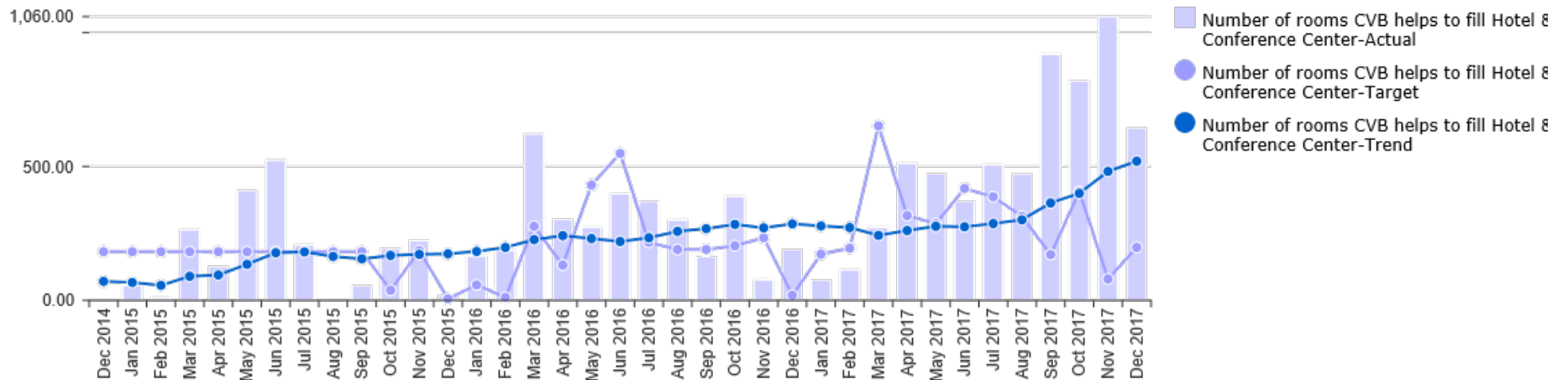
Number of Rooms CVB Helps to Fill Hotel & Conference Center

Scorecard as of: Dec 2017 - latest month



	Oct 2017	Nov 2017	Dec 2017
Score	201.23	1,325.00	324.75
Status			
Measures	643		
	198		
	-47.37		
	[-2:2] Stable Gap Performance Range		

Type	No Type
Associated Links	McKinney CVB
Responsible	DeeDee Guerra
Description	Build and maintain relationship with McKinney hotels
Scorecard Elements	Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike



Number of Unique Web Visitors

Scorecard as of: Dec 2017 - latest month

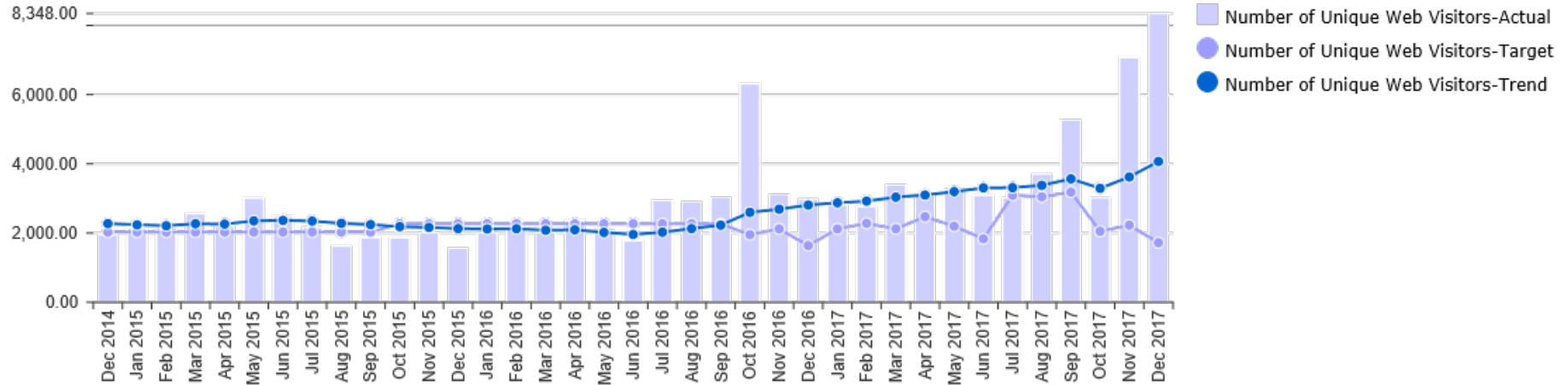


Score 484.79 ↗

- More than 110
- Between 110 and 105
- Between 105 and 95
- Between 95 and 90
- Less than 90

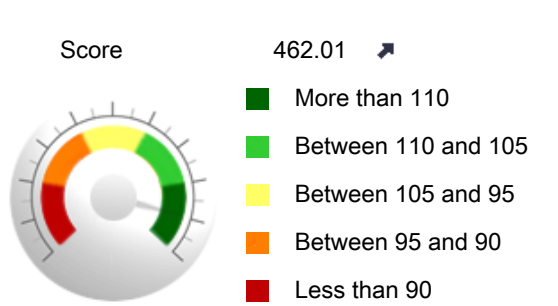
	Oct 2017	Nov 2017	Dec 2017
Score	147.08	317.28	484.79
Status	⊙ →	⊙ ↗	⊙ ↗
Measures	8,348	Actual	Target
	1,722	Gap Performance	
	53.23		
	[-2:2]	Stable Gap Performance Range	

Type	No Type
Associated Links	McKinney CVB
Responsible	DeeDee Guerra
Description	Promote tourism/entertainment districts. Increase web analytics by 5%
Scorecard Elements	Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike



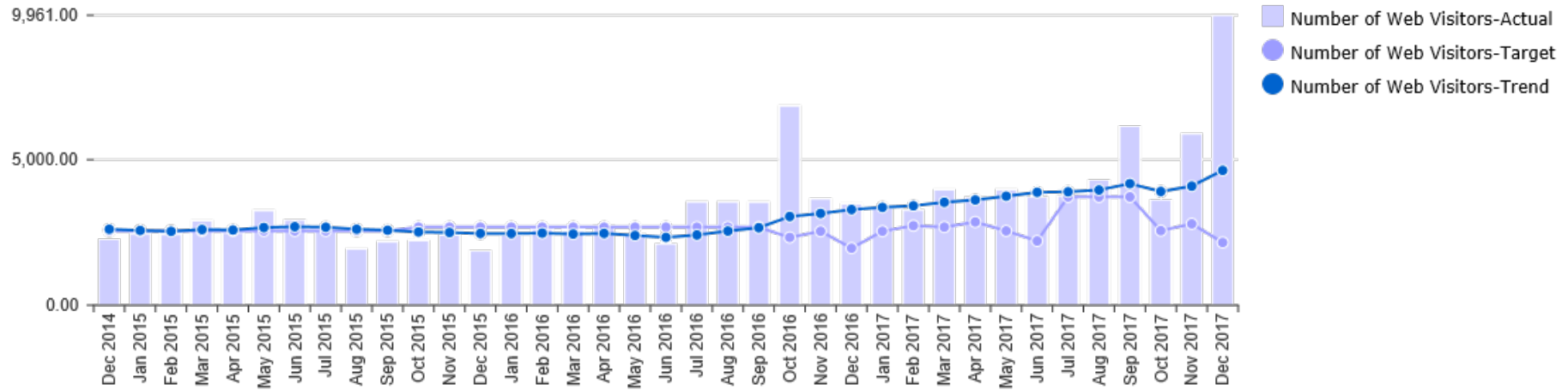
Number of Web Visitors

Scorecard as of: Dec 2017 - latest month



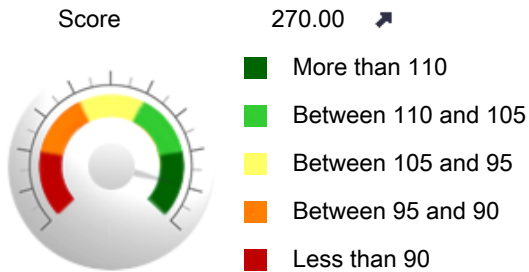
	Oct 2017	Nov 2017	Dec 2017
Score	141.08	210.52	462.01
Status	🟢 →	🟢 ↗	🟢 ↗
Measures	9,961	Actual	Target
	2,156	Gap Performance	
	70.36		
	[-2:2]	Stable Gap Performance Range	

Type	No Type
Associated Links	McKinney CVB
Responsible	DeeDee Guerra
Description	Promote tourism/entertainment districts. Increase web analytics by 5%:
Scorecard Elements	Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike



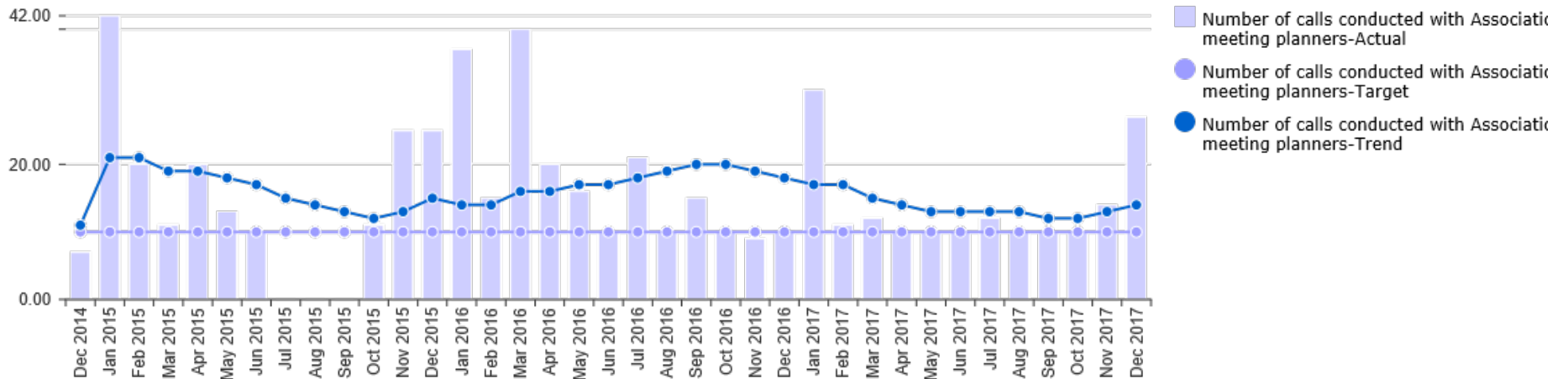
Number of Calls Conducted with Association Meeting Planners

Scorecard as of: Dec 2017 - latest month



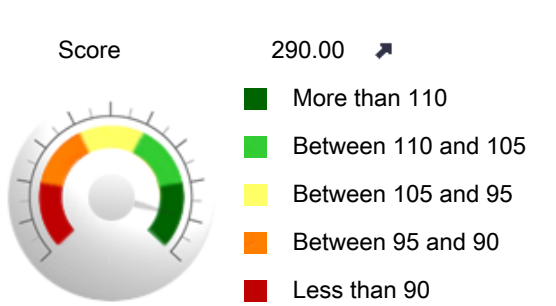
	Oct 2017	Nov 2017	Dec 2017
Score	100.00	140.00	270.00
Status	🟡 →	🟢 ↗	🟢 ↗
Measures	27	10	58.82
	Actual	Target	Gap Performance
			[-2:2] Stable Gap Performance Range

Type	No Type
Associated Links	McKinney CVB
Responsible	DeeDee Guerra
Description	Promote McKinney as a destination to meeting planners in key markets (DFW Area, Austin, Houston and Oklahoma) Conduct 10 calls per month with Association meeting planners: Maintain record of POC, date of contact and result for each call, email and meeting
Scorecard Elements	Balance resources generated by property taxes, sales taxes and fees



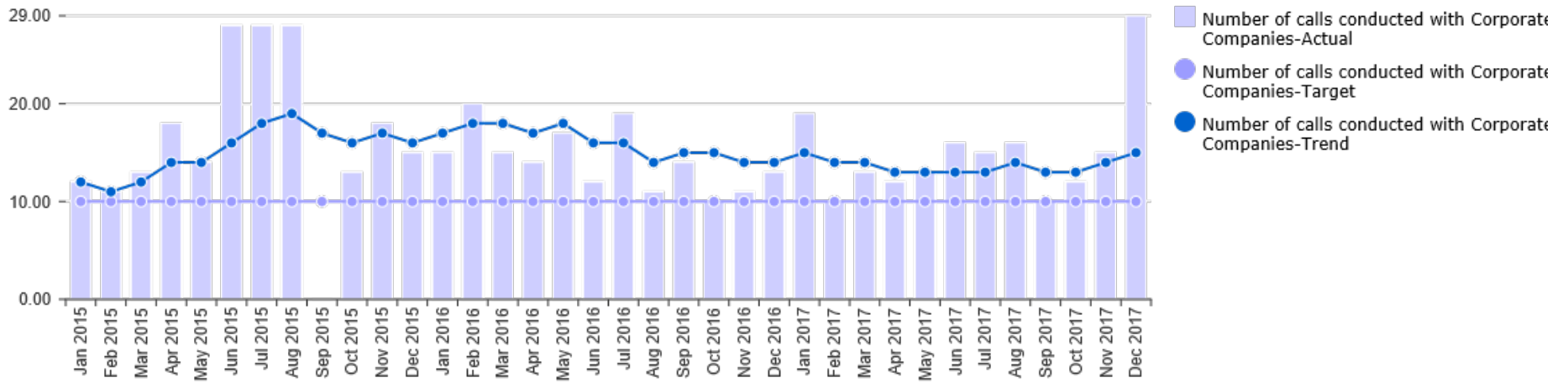
Number of Calls Conducted with Corporate Companies

Scorecard as of: Dec 2017 - latest month



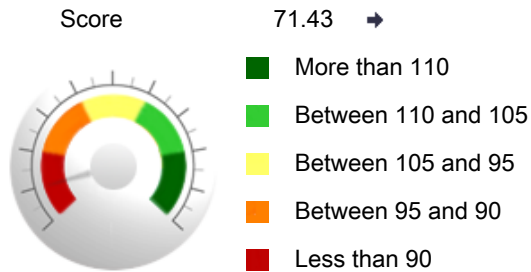
	Oct 2017	Nov 2017	Dec 2017
Score	120.00	150.00	290.00
Status	🔄 ↘	🔄 ↗	🔄 ↗
Measures	29 Actual	10 Target	55.36 Gap Performance
	[-2:2] Stable Gap Performance Range		

Type	No Type
Associated Links	McKinney CVB
Responsible	DeeDee Guerra
Description	Promote McKinney as a destination to meeting planners in key markets (DFW Area) Conduct 10 calls per month with Association meeting planners: Maintain record of POC, date of contact and result for each call, email and meeting.
Scorecard Elements	Balance resources generated by property taxes, sales taxes and fees



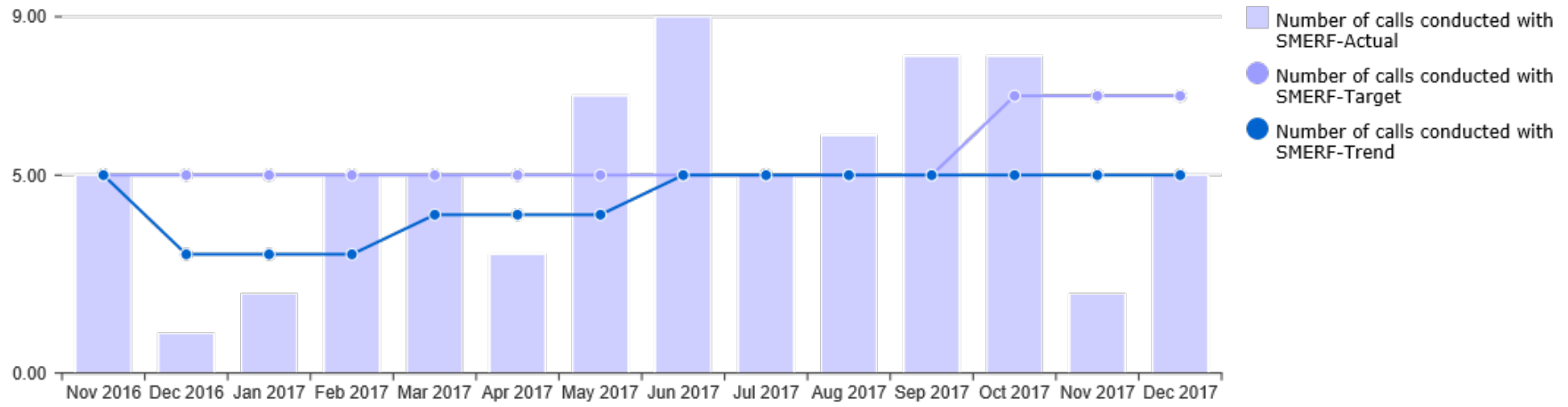
Number of Calls Conducted with Social, Military, Educational, Religious, and Fraternal Groups (SMERF)

Scorecard as of: Dec 2017 - latest month



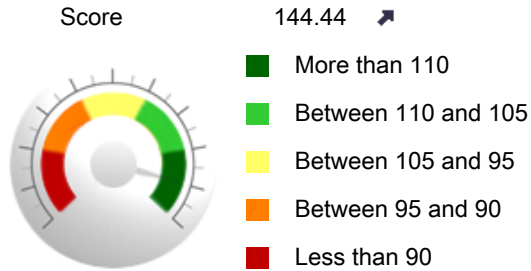
	Oct 2017	Nov 2017	Dec 2017
Score	114.29	28.57	71.43
Status			
Measures	5 Actual	7 Target	0.00 Gap Performance
	[-2:2] Stable Gap Performance Range		

Type	No Type
Associated Links	McKinney CVB
Responsible	DeeDee Guerra
Description	Work with SMERF and local organizations to introduce MCVB as a resource (non profits, civic clubs, industry trade groups, churches "Conduct 5 calls with education meeting planners Conduct 5 calls per month with military/government meeting planners Conduct 5 calls per month calls with social/civic/fraternal meeting planners Maintain record of POC, date of contact and result for each call, email and meeting."
Scorecard Elements	Balance resources generated by property taxes, sales taxes and fees



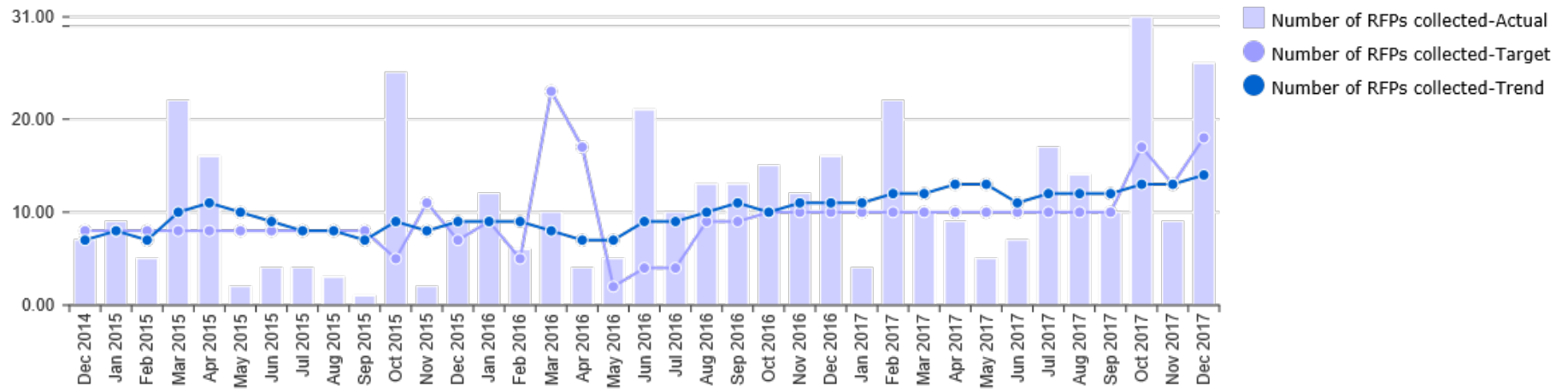
Number of RFPs Collected

Scorecard as of: Dec 2017 - latest month



	Oct 2017	Nov 2017	Dec 2017
Score	182.35	69.23	144.44
Status	↻ ↗	↻ ↘	↻ ↗
Measures	26	Actual	
	18	Target	
	9.42	Gap Performance	
	[-2:2]	Stable Gap Performance Range	

Type	No Type
Associated Links	McKinney CVB
Responsible	DeeDee Guerra
Description	"Increase number of hotel and conference bookings within the Corporate, Association & SMERF markets. Attend and/or send collateral to the following Trade Shows/ Conferences: Association: TSAE, DFWAE, & SW Showcase. Corporate: Sales Calls SMERF: ABA,NTA, TEAM Texas, & Albuquerque Balloon Fiesta, Bridal Shows-MPAC, Grand, Heritage Springs Record leads, fulfillment distribution, events and other tourism-related activities "
Scorecard Elements	Balance resources generated by property taxes, sales taxes and fees



Number of Visitors to Visitors Center

Scorecard as of: Dec 2017 - latest month



- Score 567.78 ↗
- More than 110
 - Between 110 and 105
 - Between 105 and 95
 - Between 95 and 90
 - Less than 90

	Oct 2017	Nov 2017	Dec 2017
Score	206.39	468.81	567.78
Status	🟢 ↗	🟢 ↗	🟢 ↗
Measures	511		
	90		
	37.04		
	[-2:2] Stable Gap Performance Range		

Type	No Type
Associated Links	McKinney CVB
Responsible	DeeDee Guerra
Description	Increase awareness of McKinney amongst general public while generating additional MCVB revenue
Scorecard Elements	Identify opportunities for internal efficiencies through recurring analyses and continuous improvement

