



## Reference: Strikes Against Cancer 2015 Economic Impact Report for MCDC

Enclosed are statistics from local retailers and hotels during the Strikes Against Cancer Weekend, resulting from teams traveling into the City of McKinney May 1<sup>st</sup> to May 3<sup>rd</sup>.

Attached please find Goggle Analytics and USSSA List of all 510 teams that participated in the 2015 Strikes Against Cancer Tournament.

### Retailers: Percentage of Sales Increase and Item Transaction Totals

#### Quick Trip at Eldorado and Hwy 5 (near Towne Lake Fields)

##### Strikes Against Cancer Weekend Sales Opposed to an Average Week

<i>Alcohol Sales:</i>	19% Increase
<i>Non-Alcohol Sales:</i>	13% Increase
Specialty Frozen Sales:	58% Increase
Ice Sales:	43% Increase
Energy Shots Sale:	35% Increase
Candy Sales:	16% Increase
Prepared Sales:	30% Increase
Commissary Manufactured:	27% Increase
Commissary Non-Manufact:	15% Increase
Private Label Cig.	81% Increase
<b>Personal Services ATM</b>	<b>35% Increase</b>

#### Quick Trip at 121 and Stacy (near Craig Ranch Ball fields)

##### Strikes Against Cancer Weekend Sales Opposed to an Average Week

<i>Alcohol Sales:</i>	11% Increase
<i>Non-Alcohol Sales:</i>	24% Increase
Cold Cups Fountain Drinks	41% Increase
Specialty Frozen Sales:	104% Increase
Ice Sales:	99.5% Increase
Snacks Sales	23% Increase
Candy Sales:	18% Increase
Fast Food Sales:	25% Increase
Prepared Sales:	17% Increase
Full Service Foods:	16% Increase
<b>Personal Services ATM</b>	<b>118% Increase</b>
Total Transactions:	35% Increase

### Quick Trip at 380 and Community (Near the TCA Facility)

Alcohol Sales:	25% Increase
Non-Alcohol Sales:	37% Increase
Cold Cups Fountain Drinks	52% Increase
Ice Sales:	60% Increase
Snacks Sales	13% Increase
Fast Food Sales:	40% Increase
<b>Personal Services ATM</b>	<b>73% Increase</b>

### Hotels: Night Stays and Distance Traveled by Strikes Against Cancer Teams

#### LaQuinta Ballfields Hotel

Sold out all 55 rooms in Block.

**Some Captured Details: Sold out entire room block for 2-night stays.**

<u>Visiting City</u>	<u>Arrival</u>	<u>Departure</u>	<u>Miles Traveled</u>
Austin, TX	5/2/14	5/4/14	230 Miles
Austin, TX	5/2/14	5/4/14	230 Miles
Austin, TX	5/2/14	5/4/14	230 Miles
Austin, TX	5/2/14	5/4/14	230 Miles
Austin, TX	5/2/14	5/4/14	230 Miles
Austin, TX	5/2/14	5/4/14	230 Miles
Austin, TX	5/2/14	5/4/14	230 Miles
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Austin, TX	5/2/14	5/4/14	230 Miles
Austin, TX	5/2/14	5/4/14	230 Miles
Austin, TX	5/2/14	5/4/14	230 Miles
Austin, TX	5/2/14	5/4/14	230 Miles
Austin, TX	5/2/14	5/4/14	230 Miles

### Social Media and Overall Growth of Tournament:

#### Trend of Growth in Tournament

Year 1 (2011): 174 Teams

Year 2 (2012): 248 Teams (42.5% increase from previous year)

Year 3 (2013): 384 Teams (54.8% increase from previous year)

Year 4 (2014): 454 Teams (18.2% increase from previous year)

**Year 5 (2015): 510 Teams (13% increase from previous year. NOTE: Over 1,000 teams registered for the 2015 Tournament. Due to availability of Umpires the Tournament was capped to 500 Teams for logistical purposes.)**

**186% GROWTH from initial Tournament in 2011 to 2015.**

#### **Facebook Statistics and Demographics**

**68% Women:** 31% are 35-44, 15% are 45-54, 10% are 25-35

**31% Men:** 11% are 35-44, 9% are 45-54

1) An increase of 98% in LIKES. Now at 1256.

CREATED ON GOING CAMPIAGNS TO COMPOUND OUR AWARENESS  
NATIONALLY AND REGIONALLY.

1) Over 27K impressions with most recent ad campaign.

**Strikes Against Cancer Billboard and Radio Campaign Tracking with  
Google Analytics <https://www.google.com/analytics/>**

#### **Sessions**

7,371

#### **Users**

5,199

#### **Page Views**

14,781

#### **Pages / Session**

2.01

#### **Avg. Session Duration**

00:01:39

#### **Bounce Rate (means they were following links that we established on our site)**

57.44%

#### **% New Sessions**

67.56%

Regards,

Adam Cox

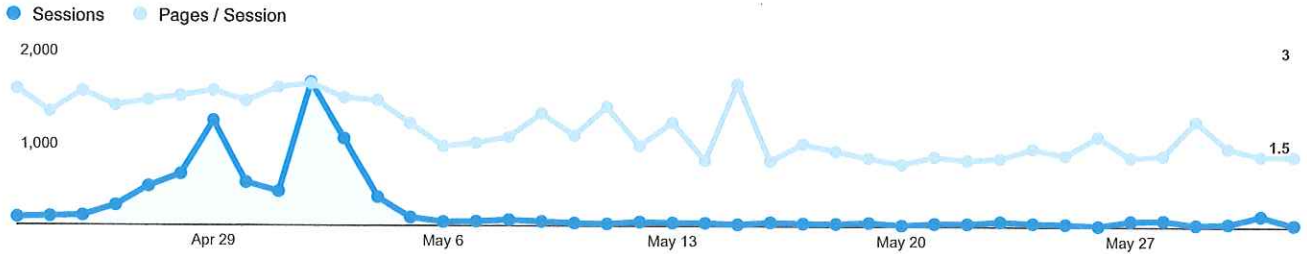
President of Strikes Against Cancer

# Audience Overview

Apr 23, 2015 - Jun 1, 2015

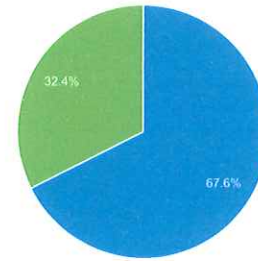
All Sessions  
100.00%

## Overview



Sessions <b>7,371</b>	Users <b>5,199</b>	Pageviews <b>14,781</b>
Pages / Session <b>2.01</b>	Avg. Session Duration <b>00:01:39</b>	Bounce Rate <b>57.44%</b>
% New Sessions <b>67.56%</b>		

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	6,438	87.34%
2. (not set)	836	11.34%
3. pt-br	26	0.35%
4. en-gb	13	0.18%
5. ru	9	0.12%
6. it-it	8	0.11%
7. en	7	0.09%
8. es-es	6	0.08%
9. pt-pt	4	0.05%
10. c	3	0.04%