



**To:** MCVB Board

**From:** Dee-dee Guerra – Executive Director

**Date:** May 28, 2019

**RE:** McKinney CVB April 2019-Staff Report

**Goal 1 Operational Excellence**

**Strategies:**

• **Advertising/Marketing:**

- Vanesa & Beth met w/ Emily Davis from Community Impact regarding a Wedding Story is she writing for the May 2019 issue.
- Plans are underway for National Travel & Tourism Week (May 5-11) which includes the annual Public Safety Appreciation Day, feeding our first responders at the Visitors Center.
- Ask a Local Campaign Worked with City Communications doing initial: interviews/video/photoshoot sessions with three citizens. Once complete, the campaign will launch June 1.
- MCVB is receiving coverage on National Travel & Tourism Week - already published online and in print with the Courier-Gazette, online share from Bubblelife two times, and Community Impact will be publishing something in their May issue.
- National Travel & Tourism Week materials are complete and ready for kick-off with **Passport: McKinney** challenge books ready for pick up now.
- Staff attended Webinar for See Texas First for an intro to their new leads generation process with more robust reporting to CVBs about the leads.
- Search Engine Marketing (SEM) program with Madden Media was set up two weeks ago and launches 5/1/19.
- Staff has been working with reporter Emily Davis on an article about McKinney's wedding business for Community Impact's May issue.

• **Education/Webinar:**

- D. Guerra:
  - Webinar-Sports and Esports: Driving Room Nights and Economic Development
  - Seminar-You've got People
  - Seminar-Main in the Mirror
- B. Shumate:
  - Webinar – Site Improve – keeping up with web trends
  - Webinar – See Texas First training call for new leads system
  - Webinar – TTIA - Get Involved for Travel! Easy Steps to Make an Impact at the Capitol.
- V. Rhodes:
  - On-Line Training Class: Interview Skills for Supervisors

• **Events/Services:**

- Events:
  - Urban Air Ribbon Cutting
  - Employee Award Luncheon- Sue Davis (P/T Staff assistant) was recognized for 5 years of service.
  - Chamber-Links
  - DFWAE Day – meet with various Account Executives in the DFW metro area that plan meetings for their Corporate & Association.
  - Open House for the newly renovated Holiday Inn & Suites.
  - Chamber Quarterly Luncheon
  - Leadership Philosophy Class Forum

- **Sales:**
  - Site Visit w/Jack Henry and Associates
  - Working with Betty Odem, McKinney High Class of 1965 on their next reunion.
  - E.D. Guerra met with City Manager Grimes, MISD Superintendent-Dr. McDaniel's, MISD CFO- Jason Bird, City CFO- Mark Holloway & Athletic Director-Coach Pratt to go over applying for the Event Trust Fund (ETF from the Office of the Governor) and having the required Economic Impact Study that accompanies the ETF by Don Hoyte (Economist) to recoup some of the costs that both the MISD & City-Hot Tax that are being allocated to host the NCAA D2 Football Championship.
  
- **Hotel Visits: 1**
  - Towneplace Suites

## **Goal 2 Financially Sound Government**

### **Strategies:**

- **Balance resources generated by Hot tax**
- **Develop and utilize performance measures to ensure successful and efficient operations**
  - **Sales/Advertising:**

### **HOT Tax Collections: 2018-2019**

#### **HOT TAX collection reported by City:**

- MOM 2019 vs. 2018 (-Hotels & -B&B/VRBO reporting)
  - April 2019: \$ 143,849
  - April 2018: \$ 136,879
    - 4.96%
- YTD: 2019 vs 2018
  - FY 18-19: \$ 927,202
  - FY 17-18: \$ 965,648
    - -3.98%↓

### **MCVB Room Nights Generated: TTL Room Nights: 631 ; TTL Revenue: \$72,425**

### **WEDDINGS COMPLETED- April 2019 - TTL Room Nights: 231 ; TTL Rev: \$29,097**

- Caldwell/Husband Wedding – Sheraton: 78 room nights, \$8990
- Costello Wedding – Sheraton: 41 room nights, \$5109.
- Brock/Ray Wedding – Sheraton: 15 room nights: \$1785
- Wilkes/Versher Wedding – Grand Hotel: 16 room nights: \$2874
- Ladd Wedding – Grand Hotel: 7 room nights: \$873
- Ratcliff/Amlin Wedding – Grand Hotel: 31 room nights: \$4969
- Garrett/Kaufman Wedding – Hampton Inn: 4 room nights: \$396
- Simmons/Preston Wedding – Holiday Inn: 31 room nights, \$3069
- Brown/Wren Wedding – Hampton Inn: 8 room nights, \$1032
- Mock Wedding – Wedding was cancelled

#### **Assisted following wedding parties with hotel quotes/info, however, no hotel room blocks made or welcome bags provided.**

- Hettish Wedding – Holiday Inn, 0 rooms picked up from block
- Carrasco/Moon Wedding – Holiday Inn & Hampton Inn, 0 rooms picked up from block

### **ASSOCIATION/CORPORATE/SMERF COMPLETED in March 2019: TTL Room nights: 400; TTL Revenue: \$43,328**

#### **Associaton: TTL Rooms: 64; TTL Rev: \$ 7,200**

- Texas Folklore Society – Sheraton: 64 room nights: \$7200
- Veterans of Underage Military – Sheraton- No pick up

**Corporate: TTL Rooms: 300; TTL Revenue: \$ 30,744**

- Torchmark-AIL 301-Sheraton: TTL room nights: 228 ; TTL Rev. \$ 22,116
- Mitas Group-Grand Hotel: Room nights= 69 @ \$8,211, 2 @ \$298, 1-\$199 Total room nights: 72; TTL Rev. \$8,628

**SMERF: TTL Room nights: 11; TTL Rev: \$ 2,893**

- Junto Group – Grand Hotel: 9 room nights, \$2,595
- Ovation Academy – Grand Hotel: 2 room nights, \$298

**Sports: TTL Rooms: 25; TTL Rev: \$ 2,491**

- Texas Gymnastic State Championship – Hampton Inn -0, Towne Place Suites- 0, Holiday Inn – 9 room nights, \$891
- Texas State Hammadang Tournament – La Quinta: 8 room nights: \$800; Holiday Inn Express: 8 room nights: \$800

**Sales Calls: ASSOCIATIONS-/CORPORATE /SMERF Sales Calls: 20**

**Association: 9**

1. Texas Municipal League – Contact: Lauren Grossman. Reached out to Lauren to ask for RFP for BOAT conference that needed to relocate due to a hotel closure at the location selected. She advised that she would look for a location near Houston and if the board did not like cities/locations presented she would widen the circle and send RFP to me.
2. American Association for Respiratory Care – Contact: Heather Willden. They do some smaller meetings that may be a good fit for McKinney. Heather asked me to send her information via email and would keep it on file.
3. U.S. Chamber of Commerce – Contact: Charles Carrington. Charles is very familiar with McKinney. Currently, he does not have anything planned that would fit in McKinney.
4. Mensa –Contact: Shirley Meine. Ms. Meine asked that I forward her information on McKinney so she would have on file. She does not have any meetings or conferences to plan at this time.
5. Mensa – Contact: Ashlee Davis. Does not have any meetings to plan at this time; however, she asked me to send her information on McKinney so that she would have it available for research later.
6. American Fire Sprinkler Association – Contact: Debra McGuire. Discussed McKinney as a location for a possible board meeting or small conference. Followed up with information links in the email.
7. Society of Petroleum Engineers – Contact: Heidi Lajesic. Discussed McKinney as a location to host their meetings. Sent follow up email.
8. Southern Gas Association – Contact: Ashley Brazell. Ashley handles their marketing and communications and suggested I reach out to Mary Ann Woods. Sent email of introduction to Mary Ann Woods.
9. National Association of Women in Construction – Contact: Crissy Ingram. Spoke with Crissy and invited her and her team to come to McKinney for a site visit. She stated, they do host some smaller meetings/training sessions that might be a fit for McKinney. Followed up with an email.

**Corporate: 7**

1. Raising Cane's – Contact: Anna Breton. Anna advised that their company has their own meeting space at the regional office in Plano and they rarely bring people in for overnights.
2. The Ninety-Nines, Inc – Contact: Holly Barr. International organization of licensed women pilots from 44 countries, they are 501 © (3) non-profit charitable membership corporation. Working to confirm site visit to select a location for April 2020 conference. Dates: April 24-26. Attendees: 50-60, with approximately 80 room nights. Extended a site visit to her and the deciding committee and am waiting for her response.
3. CommPartners – Contact: Arianne Urena. Currently, her company holds their meetings in the northeast; she did ask me to send her some information on McKinney for consideration later.
4. Conferences Designed – Contact: Cori Dossett. Ms. Dossett handles both corporate and association. Her meetings range in size from 50 to over 1000 attendees. She was familiar with McKinney, however, never has held a meeting in this area. Followed up with an email that offered links for her to research McKinney as well as offered a site visit.
5. Promotional Products Association International (PPAI) – Contact: AJ Hunter. Mr. Hunter suggested that I reach out to both Jennifer Crowfoot and Jody Mello of PPAI. Sent email of introduction to both Jennifer and Jody.
6. PPAI – Contact: Jody Mello & Jennifer Crowfoot. Jennifer stated they were set through 2020 and after that would not be returning to Texas for any of those events for probably at least 10 years.
7. Dallas VA Research Corporation – Contact: Michele-Packard Milam. Michele stated that their meetings are usually held at the VA, however, there could be a possibility for a strategic planning meeting to be held off-site. Sent her a follow-up email and offered a site visit.

**SMERF: 4**

1. Vasquez Taekwondo - United States Texas State Hammadang Tournament –April 20, 2019. Hotels used will be Holiday Inn Express and The La Quinta
2. Avalon Legacy Ranch – Contact: Debi Ladd, continued to follow up on assisting her wedding parties with hotel accommodations.

3. River Road Chateay – Contact: Lori
4. The Courts McKinney – Contact: Matt Hanlin & Dawn Rochelle. Left a message and also sent an email to both Matt & Dawn to establish communication. Will circle back around to them to secure a meeting to discuss upcoming tournaments.

**McKinney Top 25: McKinney Corporate: 4**

1. Stat Lab-Brandy was out, followed up with an email.
2. MISD-Emailed w/ Coach Pratt. Working on NCAA D2 for December 2019.
3. Leon’s Cuisine- Stopped in to see Glenda, she was on a call. I left her some literature and followed up with an email.
4. Blue Bell Creameries-Met with the receptionist. She gave me the Branch Managers name to follow up with. Sent him an email.

**MCVB Calendar of Events 2018-2020:**

**Yellow highlight=New business & Red type=indicates Lost Business**

Month	Group	Venue	Room Nights	Attendance
<b>April</b>				
4/6-7/19	Mitas Group	Grand Hotel	40	50
4/25-28/19	Texas Folklore	Sheraton	70	150
4/23/19	Junto Group	Grand	5	5
4/26-28/19	Ovation Academy- Ovation Intensive Weekend ( Judges)	Grand	200	5
04/28 – 05/01/2019	Torchmark AIL 101	Sheraton	100	100
<b>May</b>				
5/3/2019	Big Z Classic	Hampton, Holiday Inn, & Towne Place Suites	100	30
05/05 – 05/09/2019	Torchmark LNL 101	Sheraton	100	100
<b>June</b>				
6/27-28/2019	Texas Volunteer management Conference	Grand/Hampton Inn	12	200
06/16 – 06/19/2019	Torchmark AIL 101	Sheraton	100	100
06/23 – 06/26/2019	Torchmark LNL 201	Sheraton	30	30
<b>July</b>				
<b>7/19/19</b>	<b>Verity (Baylor Scott &amp; White partner)</b>	<b>Hampton, Holiday Inn, Holiday Inn Express, Hilton Home 2, Springhill Suites, &amp; Towneplace.</b>	<b>50</b>	<b>50</b>
07/15 – 07/17/2019	Torchmark AIL SGA Improvement Seminar	Sheraton	15	15
07/21 – 07/25/2019	Torchmark FHL 101	Sheraton	22	44
07/24 – 07/26/2019	Torchmark FHL 301	Sheraton	9	18
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>August</b>				
8/1-3/19	Southwest College Football Officials (SWCFO)	Sheraton	250	65
8/2019	Texas Lake Trail Annual Board Meeting	Meeting Space Only	50	50-75
08/05 – 08/08/2019	Torchmark LNL 401	Sheraton	20	20
08/12 – 08/14/2019	Torchmark AIL 201	Sheraton	80	80
8/23-25/19	Texas Christmas Tree Growers Assoc.	Sheraton	60	120
08/25 – 08/28/2019	Torchmark LNL 301	Sheraton	20	20
<b>September</b>				
09/15 – 09/19/2019	Torchmark LNL 101	Sheraton	100	100
9/19-21/2019	3e United-Union Event September 19-21, 2019 at MPAC.	Sheraton/MPAC	100 (?)	1200
09/23 – 09/25/2019	Torchmark AIL 301	Sheraton	50	50
9/2019	Claims Prevention & Procedure Council	Sheraton	225	90
<b>October</b>				
10/2019	God Said Glow	Sheraton	450	150
10/20 - 10/23/2019	Torchmark LNL 201	Sheraton	30	30
10/22 - 10/23/2019	Torchmark FHL 101	Sheraton	22	44
10/27 - 10/29/2019	Torchmark FHL 201	Sheraton	15	30
10/27 - 10/30/2019	Torchmark AIL 101	Sheraton	100	100
<b>November</b>				
11/03 - 11/07/2019	Torchmark LNL 101	Sheraton	9-Apr	100
11/2019	Texas Public Purchasing Association	Sheraton	280	120

**2020**

Month	Group	Venue	Room Nights	Attendance
<b>October</b>				
<b>May</b>				
<b>April</b>				
	Franchise Meeting Group/Event Prep	Sheraton	<b>225</b>	<b>250</b>
<b>June</b>				

6/11-16/20	National Pygmy Goat Association	Sheraton, Springhill Suites & Hilton Home 2	100	400-500
<b>July</b>				
7/2020	Council on Occupational Education	Sheraton	125	350
<b>September</b>				

**2021**

Month	Group	Venue	Room Nights	Attendance

**2022**

Month	Group	Venue	Room Nights	Attendance
<b>October</b>				
<b>10/2022</b>	Floor Covering Installation Contractors Association (FCICA)	Sheraton	<b>200</b>	<b>75</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:**

- **April 2019 Gross Sales \$ 697.00**
  - **Rent check \$355.00**

**Visitors: FYTD Total (Oct.'18– Sept. '19): 2,859**

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

- Out of State: 36
- Out of Country: 29
- Texas Residents: 30
- McKinney Residents: 4
- Register Total: 99
- Ticker Counter: 410

**Day Trips: 1**

1. Premier Tours Global – Contact: Birona Aswad. Brought a bus group to McKinney for Arts in Bloom. Met the bus to greet the group and welcome them to McKinney.

**RFP's: 5 (0-Association, 1-Corporate, 4-Weddings, 0-Social, 0-Religious, 0-Sports, 0-Day Trips)**

**Association: 0**

**Corporate:**

1. Verity (Baylor Scott & White partner) July 17, 2019, Room Block of 200 attendees 40. Sent to Hampton, Holiday Inn, Holiday Inn Express, Hilton Home 2, Springhill Suites, & Towneplace.

**SMERF: 4 (4-Weddings, 0-Social, 0-Sport, 0-Religious)**

1. Genny Holmes (MOB), Sept 21, 2019 – River Rd
2. Chapman/Wise Wedding, May 2019
3. Holmes Wedding, September 2019 – River Rd
4. Graves Wedding, September 2019 – The Springs

**Site Visits: 2**

1. Jack Henry Travel & Meeting Planners: Kim Cotton, Christie Dawson, and Cassie McCarty.
2. Garland Senior Recreation Center – Contact: Sarah Bannerman. Looking to bring a group to McKinney in October for a day trip

**Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal): 23 (23-Weddings, 0-Social, 0-Sports, 0-Day Trips)**

**Weddings:**

1. Jo Slowinski (MOG), May 2019, Grand Ivory
2. Sumner Sparks – May 2019, Cotton Mill
3. Jocelyn Hubbell – May 2019, Chandlers Garden
4. Megan Harrison – May 2019, Rosemary Barn
5. Keil/Macready Wedding, June 2019, Springs
6. Paige Koester Wedding, June 2019, Springs
7. Bysani/Swift Wedding, June 2019 (MPAC lead)
8. Megan Neth – June 2019, River Road Chateau
9. Sauter Wedding – July 2019, River Rd
10. Parker Juarez, August 2019, Rosemary Barn
11. Charla Thomas (MOB) August 2019, Gather
12. Lourdes Vasquez – August 2019, Springs
13. Carrier & Zach Hood – September 2019, Bella Donna
14. Christy Skertchly – October 2019, Stonecrest
15. Stutzman Wedding – October 2019, Stonecrest
16. Gloria Martinez, November 2019, Springs
17. Vonderschmidt Wedding, November 2019,?
18. Lamberson Wedding – November 2019, Stone Crest

19. Kerarra Comer, December 2019, Springs
20. Erin Fanatico Wedding, December 2019
21. Morrison Wedding – December 2019, Rustic Grace
22. Symm Wedding – February 2020, Springs

**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: 649**

**Mailing Leads Processed: 1,442**

- Tour Texas: 79
- See Texas First: 1363

Top Five States requesting information:

- Texas
- Oklahoma
- Minnesota
- New York
- California

**Advertising/Marketing/Media**

**Blogs: 349**

Blog Home page – 35  
Film Friendly City – 30  
Plan Your Visit - 12  
Toll Tag blog – 102  
Easter Brunch – 75  
NTTA – 52  
Ice Cream Museum at Chestnut - 43

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

Weekend Update page – 165  
National Tourism Week – 52  
Then & Now exhibit – 20  
Event-Planning Pages/Meeting Planners Guide – 183  
Visitors Guide – 171  
MPAC Upcoming Events – 21  
KPIs – 10  
Tourism Grants – 14  
National Travel & Tourism Week - 52

**Special Client Pages:**

TAAF State Gymnastics Meet – 204  
Lacrosse - 85  
Big Z Golf Tourney – 7  
IAEE - 1  
Texas Volunteer Management - 4

**SUBMITTED: Photos, Text Written, Marketing Materials and Ads**

- Submitted May Hot & Happening info for TourTexas.com
- Two Ask a Local campaign shoots – Phyllis & Bree/Marshall
- National Travel & Tourism Week – wrote press release, created Passport



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

- Stonebridge Ranch HOA - 4
- Texas Meetings & Events – 2
- Oxford American – 1
- Talk Business 360 (American Airlines) – 3
- MHS Lions – 2
- Boyd Broncos – 2
- Convention South Readers – 6
- Meet Texas Readers – 19
- County Line Magazine – 7
- TSAE – 1
- Texas Meetings & Events Mag – 1
- Louisiana Life – 1
- Tour Texas – 84
- Texas Highways –
- Sports Destination Mktg.

**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>Nov. 18</b>	65	7556	88,311	449,685	2,860,148
<b>Dec. 18</b>	63	7619	159,866	1,042,216	4,343,739
<b>Jan.19</b>	76	7695	135,200	1,022,782	4,626,660
<b>Feb. 19</b>	146	7845	129,516	831,301	4,108,790
<b>19-Mar</b>	106	7951	194,190	1,322,497	5,951,768
<b>19-Apr</b>	144	8095	135,964	812,985	5,175,251
<b>TOTALS</b>	<b>697</b>	<b>54,252</b>	<b>935,861</b>	<b>5,859,563</b>	<b>29,745,064</b>

<b>Type</b>	<b>Number</b>
<b>TWITTER – April 2019</b>	
Followers	5,089
Tweets	6,676
Tweet Impressions	12,100
Profile Visits	228
Mentions by other users	39

<b>YOUTUBE</b>	<b>Views</b>	<b>Subscribers</b>
Historical numbers	6699	30
Oct. 2018	217	0
Nov. 2018	222	4
Dec. 2018	232	3
Jan. 2019	124	1
Feb. 2019	155	1
Mar-19	142	3
Apr-19	141	0
<b>TOTAL</b>	<b>7932</b>	<b>42</b>

<b>INSTAGRAM</b>	<b>New Followers</b>
Historical	761
Oct. 2018	126
Nov. 2018	164
Dec. 2018	94
Jan. 2019	56
Feb. 2019	59
March-19	75
<b>TOTAL</b>	<b>1335</b>

<b>Google Business Pg</b>	<b>Page Views</b>	<b>Website visits</b>
Oct. 2018	1,960	27
Nov. 2018	1,970	30
Dec. 2018	1,195	40
Jan. 2019	1,850	34
Feb. 2019	1,970	29
March.2019	2,240	31
April.2019	2,150	56
<b>TOTAL</b>	<b>13,335</b>	<b>247</b>

#### Web Analytics – APRIL 2019

<b>April Traffic by Device</b>	<b>Users</b>
Mobile	1434
Desktop	1296
Tablet	207

<b>Month</b>	<b>Sessions</b>	<b>Pageviews</b>	<b>Users</b>
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
Mar. 2019	2,900	6,705	2,440
April.2019	3,591	8,387	2,937
<b>FY 18-19</b>	<b>21,672</b>	<b>50,639</b>	<b>18,236</b>

**APRIL 2019 TOP WEB PAGES**

Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,437	1,124	0:01:24	1,009	43.21%	41.89%
Calendar	688	488	0:01:29	304	40.79%	37.21%
Events	282	218	0:00:30	104	31.73%	22.34%
TAAF Gymnastics	182	143	0:03:04	137	69.34%	64.29%
Visitors Guide	171	147	0:02:18	33	69.70%	46.78%
Wknd. Update Sign	165	156	0:02:01	139	66.91%	62.42%
Shopping Centers	156	144	0:02:05	132	86.36%	81.41%
Monthly & Ann. Ev.	121	109	0:02:18	53	75.47%	55.37%
Dining	115	73	0:00:32	13	84.62%	27.83%
Explore	110	90	0:00:25	14	57.14%	20.00%
Calendar	109	97	0:01:32	96	81.25%	80.73%
Staff Directory	103	65	0:00:36	12	66.67%	27.18%
TAAF Gymnastics	85	67	0:04:34	62	75.81%	68.24%
About McKinney	85	76	0:00:55	11	81.82%	31.76%
Wknd. Up. May 2	85	77	0:01:25	8	87.50%	45.88%
Arts in Bloom	84	66	0:01:34	65	76.92%	70.24%
Calendar	80	41	0:01:14	11	36.36%	30.00%
Sitemap	79	20	0:00:38	1	0.00%	3.80%
Easter Blog	75	71	0:02:31	40	90.00%	72.00%
Accommodations	68	60	0:00:30	18	38.89%	16.18%
Event Planning	66	42	0:00:31	18	77.78%	30.30%
Shopping Centers	62	55	0:01:11	39	43.59%	50.00%
NTTA	55	45	0:03:44	45	86.67%	81.82%
Hotels & Motels	55	44	0:02:44	5	60.00%	40.00%
Wedd. Rec. Venues	52	42	0:01:22	27	18.52%	19.23%

**Top Countries**

Country Breakdown	Users	New Users	Sessions	% Bounce		
				Rate	Pgs/Sess.	Avg. sess.
United States	2937	2798	3591	60.68%	2.34	0:01:48
Canada	56	56	56	78.57%	1.54	0:00:53
Germany	22	21	22	90.91%	1.18	0:00:17
India	15	15	16	81.25%	1.75	0:00:19
South Korea	14	14	14	100.00%	1.0	0:00:00
(not set)	12	12	12	91.67%	1.08	0:00:03
Denmark	10	10	11	90.91%	1.27	0:01:34
Philippines	8	8	8	62.50%	1.62	0:00:15
Mexico	7	7	7	85.71%	1.57	0:00:15
United Kingdom	5	5	7	71.43%	2.43	0:01:01

### Top States

State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs/Sess.	Avg. Sess. Duration
Texas	2,166	2,044	2,707	59.44%	2.39	0:01:48
Virginia	77	76	77	90.91%	1.26	0:00:11
California	74	70	80	77.50%	1.61	0:00:48
(not set)	37	37	37	100.00%	1	0:00:00
Oklahoma	32	31	39	48.72%	3.9	0:04:19
Illinois	29	28	30	56.67%	1.77	0:00:38
Florida	25	25	27	59.26%	2.81	0:03:10
New York	25	24	28	50.00%	2.39	0:02:15
Massachusetts	24	22	29	48.28%	2.83	0:02:25
Georgia	23	22	30	60.00%	1.9	0:01:11

### Top Cities

City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs/Sess.	Avg. Visit Duration
McKinney	708	617	938	54.58%	2.72	0:02:17
Dallas	587	538	661	65.36%	1.88	0:01:10
Frisco	89	83	98	60.20%	2.42	0:01:07
Plano	83	80	92	58.70%	2.01	0:01:23
Allen	72	68	86	67.44%	1.76	0:01:17
Houston	64	58	81	74.07%	1.68	0:01:18
Prosper	34	32	43	55.81%	2	0:01:35
Austin	33	32	44	61.36%	2.43	0:01:32
Fort Worth	29	27	33	51.52%	2.64	0:01:33
Carrollton	25	22	29	41.38%	3.69	0:04:17

VISIT WIDGET - APRIL 2019				
	Users	Sessions	Page Views	New Downloads
<b>Widget</b>	<b>60</b>	<b>64</b>	<b>382</b>	
<b>Desktop</b>	43	46	334	
<b>Mobile</b>	17	18	48	
<b>iOS</b>	97	103	667	36
<b>Android</b>	21	22	102	9
<b>TOTAL</b>	<b>178</b>	<b>189</b>	<b>1151</b>	45

CROWDRIFT GALLERY ACCESS - APRIL 2019		
Gallery	Interactions	Views
Summer Fun	17	30
Explore	2	121
Dining	19	129
History (Downtown)	3	90
Events	57	274
Home Gallery	147	623
<b>TOTAL</b>	<b>245</b>	<b>1267</b>

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

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

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

APRIL 2019 FREE MEDIA					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
Bubble Life	Shared Blog/web updates	\$0	\$8,000	\$24,000	610,000
Courier-Gazette	National Tourism Week	\$4,500	\$1,000	\$16,500	100,000
Community Impact	Game On - article on bringing sports groups to Mck	\$7,500	\$9,500	\$51,000	410,000
County line Magazine	Included Mck in Farm to table dinner article/MCVB provided	\$450	\$3,500	\$11,850	50,000
<b>TOTALS</b>		\$12,450	\$22,000	\$103,350	1,170,000
<b>FY 18-19 Totals</b>		\$29,364	\$153,515	\$712,733	9,661,000

**OCCUPANCY RATES:****Top 5 McKinney Hotels 2016-2017 Occupancy Rates: %**

Hotel	Oct. '18	Nov. '18	Dec. '18	Jan. '19	Feb. '19	Mar. '19	Apr. '19	May '19	Jun. '19	Jul. '19	Aug. '19	Sep. '19
Comfort	64.57	66.03	56.17	50.79	55.73	76.24						
Hampton	73.87	62.03	87.46	93.30	98.19	98.41						
Holiday Inn	63.70	72.00	67.48	57.93	66.23	73.77						
Holiday Inn CR	65.16	72.96	52.30	51.73	57.63	66.85						
La Quinta	58.96	77.17	73.79	63.90	67.36	72.85						
Sheraton	85.79	77.95	66.66	69.83	83.67	78.16						
Townplace	59.48	65.54	54.19	51.65	59.95	75.32						

**Sheraton Occupancy Rates:**

Month	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19
October	N/A	67.28%	75.19%	96.77%	85.79%
November	N/A	61.35%	75.20%	N/A%	77.95%
December	N/A	69.24%	57.74%	N/A%	66.66%
January	N/A	61.62%	69.54%	72.13%	69.83%
February	N/A	71.58%	79.77%	79.03%	83.67%
March	24.60 %	63.53%	77.04%	75.54%	<b>78.16</b>
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	78.98%	

**LOST BUSINESS: 2**

1. Texas Retailers, Room nights 149, Attendees: 250. Sheraton did not have space due to Texas Agri Life holding their conference there.
2. 2020 TTIA Unity Dinner – Late Feb/Early March. 700 Attendees, 170 room nights, Tuesday/Wednesday Pattern