



To: MCVB Board
From: Dee-dee Guerra – Executive Director
Date: April 24, 2018
RE: McKinney CVB March 2018-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Education/Webinar: 0**
- **Events/Services: 2**
 - New Comer Event 2018-Collin College March 3, 2018.
 - Lunch & Conversation with Carolyn Corbin - Presented by Leadership McKinney Alumni Network

Goal 2 Financially Sound Government

Strategies:

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

Meetings:

- **Sales:**
 - Attended Unity Dinner & Sales Calls in Austin
 - Attended DFWAE Trade Show
 - Attended Bridal Show at the Springs in Anna, TX
 - Attended Travel TX-Reverse US & Canada Sales Marketplace
 - Meeting w/ DOS & GM of Home 2 & Spring Hill Suites: Update on Hotel Openings:
 - Hilton Home 2-June/July 2018
 - Springhill Suites-July 2018
 - Texas Fly-Fishing & Beer Festival kicked off their Plano event in McKinney at our very own Tupps Brewing Co., it was a huge success.
- **Advertising:**
 - **County Line Magazine- Free Publicity: Arts Bloom Event: 1/6 of page**
 - Print value: \$795
 - Web value: \$250
 - PR value: \$3,135
 - Impressions: 24,000
 - Last day with ITI Digital (#GetSocial social media aggregate service providers) is March 30. In development with CrowdRiff for a May 1 start date for a similar but much more

robust service integrating visitor-generated social media content (a big trend in tourism) into our website.

- Work is in full swing with the marketing students at UT Arlington. They are currently working on some guest blogs for topics we provided them. New press kit files are in review.
- The visitor's center and McKinney Shop got free coverage of \$550 in the most recent North Texas issue of TravelHost magazine, thanks to a partnership with the publishers. We provide them with content and updates for their website and publication.
- We have begun planning for National Travel & Tourism Week (May 6-12) and Dee-dee has discussed with Abby again adding an observance of National Economic Development Week during tourism week as well. The date for the annual Public Safety Appreciation Day will be May 8. Save the Dates will go out for this next week.

- **35th Annual National Travel & Tourism Week – Theme: Travel Then and Now - May 6-12, 2018**
 - Working on plans for this year's event, including working with some marketing students from UT Arlington Class who are working on ideas for Instagram promotion (working with them through Riipen), and working with the couple who did the Cancun.com contest video based on downtown McKinney for some video ideas. (They will also be re-editing their contest video to take out the contest promotion to make it more evergreen and relevant for us to use for promotional purposes.
 - Tuesday, May 8 - Public Safety Appreciation Day - treating our first responders to lunch from 11 am. - 3 p.m.
 - Wednesday, May 9 - McKinney Travel Rally Day – Working on details for Facebook Live promotion with Johnny B. and McKinney Dodge

HOT Tax Collections: 2017-2018

HOT TAX collection reported by City:

- MOM 2018 vs. 2017 (17-Hotels & 7-B&B/VRBO reporting)
 - February 2018: \$
 - February 2017: \$
 - **14.69% ↑**

MCVB Room Nights Generated: TTL Room Nights: 172; TTL Revenue: \$19,881

WEDDINGS COMPLETED in March 2018 - TTL Room Nights: 124, TTL Rev: \$14,692

- Eric Burgett Wedding – Holiday Inn: 3 TTL room nights, \$327 TTL rev, Hampton Inn & Suites: 9 TTL room nights, \$1071 TTL rev
- Martin Chapman Wedding – Sheraton : 18 TTL room nights, \$2220 TTL rev, Comfort Suites: 10 TTL room nights, \$816 TTL rev
- Grossman/Urias Wedding – Holiday Inn: 6 TTL room nights, \$624 TTL rev
- Morgan McGrew Wedding - Sheraton: 52 TTL room nights, \$6900 TTL rev; Holiday Inn: 18 TTL room nights, \$1782 TTL rev.

- Kush Shrestha Wedding – Hampton Inn & Suites: 2 TTL room nights, \$238 TTL rev
- Bernice Medellin Wedding – Hampton Inn & Suites: 6 TTL room nights, \$714 TTL rev

No Pick-ups on the following weddings:

- Aja Walker Wedding – provided hotel info, no bags
- Kristina Schkade Wedding – block at Hampton Inn, no pick up
- Stephanie Cantu Wedding – provided hotel info, no bags

ASSOCIATION/CORPORATE/SMERF COMPLETED in March 2018: TTL Room nights: 48, TTL Revenue:\$5,189

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

Corporate: TTL Rooms: 48; TTL Revenue: \$ 5,189

- Emerson- Holiday Inn-1100 Regulator- March 20-22, 2018. TTL room nights: ; TTYL Rev. \$ Cancelled
- Emerson- Holiday Inn- 1106 Regulator- March 20-22, 2018. TTL room nights: ; TTYL Rev. \$ Cancelled
- Jet Support – Grand Hotel: 20 TTL room nights, \$2463 TTL rev
- Mitel – Grand Hotel: 28 TTL room nights, \$2726 TTL rev

SMERF: TTL Rooms: 0 TTL, Rev: \$ 0

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

Sales Calls: ASSOCIATIONS-/CORPOARTE /SMERF Sales Calls:

Association: 32

- Texas Taxpayers & Research Association – Contact: Cindy Ferguson. Meet with her during TACVB Sales Blitz, also followed up with email correspondence
- National Guard Association of Texas – Contact: Rob Casias. Meet with him during TACVB Sales Blitz, also followed up with email correspondence
- Texas Historical Foundation – Contact: Lee Braverman. Meet with him during TACVB Sales Blitz, also followed up with email correspondence.
- Texas Association of Local Housing Finance Agencies – Contact: Jeanne Talerico. Meet with her during TACVB Sales Blitz, also followed up with email correspondence
- Texas Police Association – Contact: Mona Kreig. Meet with her during TACVB Sales Blitz, also followed up with email correspondence.
- Texas Cotton Association – Contact: Kandie Poteet. Will meet her Monday at DFWAE in Plano.
- Texas Association of Community Development – Contact: Robyn Murphy. Meet with her Tuesday, March 20 at 2:30pm
- Texas Justice Court Training Center – Contact: Laura Villarreal. Meet with Laura on Tuesday, March 20th at 3:30pm.

- Texas Association of Counties – Contact: Hailey Click. Meeting on Wednesday, March 21 @ 9am. Also, meet with the following meeting planners from this office: Michele Ewerz, Amy Lawson, Deanna Auert, and Adrienne Bethke.
- Texas Hospital Association – Contact: Ann Pargac. Wednesday, March 21 @ 10am.
- Texas Association for Home Care & Hospice – Contact: Katie Mills, Wednesday, March 21 @11am.
- Texas Association of Assessing Officers – Contact: Cherry Abel. Wednesday March 21 at 3pm.
- Texas Homeless Network – Contact: Jennifer Paulsen. Thursday, March 22 at 9am.
- Texas Chiropractic Association – Contact: Andrea Howard. Friday, March 23 at 10am.
- **Also reached out to:**
- Texas Food & Fuel Association – Contact: Dana Fuller. Unable to meet at this time, she stated she had a very tight schedule.
- Texas Criminal Defense Lawyers Association – Contact: Melissa Shank. Unable to meet, she will be out of town the week of March 19th.
- Texas Hospital Insurance Exchange – Contact: Tess Frazier. Unable to meet, she is traveling this month.
- Texas Bankers Association – Contact: Mary Lange. Unable to meet, she is out of town in DC.
- American Collectors Association of Texas – Contact: Tom Morgan. He is now located in Tyler. Would not be able to meet anyway, he is busy working on upcoming May conference.
- Food & Drug Administration – Contact: Melissa Crabtree. Unable to meet, she is in Maryland on business and won't be back until May
- Texas Rural Water Association – Contact: Angela Russell, sent Angela an email requesting visit with her, no reply
- National Athletic Trainers Association – Contact: Susan Foster – no reply
- Automotive Service Association – Contact: Liz Cook
- Texas Bankers Association – Contact: Kate Miller – no reply
- Texas Land Title Association – Contact: Lynne Daves – no reply
- Science Teachers of Texas Association – Contact: Laurent Swetland, no reply. Her email bounced back stating she is no longer with association, resent to generic/info email – no reply
- Independent Bankers Association – Contact: Julie Courtney, no reply
- Texas Association of Freestanding Emergency Centers – Contact: Lisa Pearson, no reply
- Texas Veterinary Medical Association – Contact: Ellen Forsythe, no reply
- Texas Society of Professional Engineers – Contact: Claire Black, no reply
- Texas Funeral Directors Association – Contact: Ann Singer, no reply
- Texas Organization of Rural & Community Hospitals – Contact: Rose Valenzuela, no reply

Corporate: 5

- Copart – Follow up – working with Debbie to secure events/things to do for group when they come to North Texas in July for their conference.
- TXDoT Open House – Sheraton Conference Center, April 26, 2018
- Byrne Construction – follow up call. Had scheduled a meeting for 3/27, need to reschedule due to conflict.
- Done Gracefully – Corporate Meeting Planner

- Lift – John Burnett. Potential conference in McKinney at MPAC. No hotel rooms, just meeting space.

SMERF: 6

- Strikes against Cancer – Tournament, May 4-6, 2018. Block at Hampton Inn
- McKinney Soccer Association -
- Texas Best Gymnastics – Championship, May 10-13, 2018. 62 teams competing, 24 are coming from around the state. 45 room nights - potential
- Springs – Bridal Show
- Parks & Rec – Sports Source, 2018
- Grapevine Garden Club– Contact: Annmarie. Working with Annmarie to bring group here for a day trip in May 2018, Approximately 30 attendees

McKinney Top 25: 5

- Simpson Strong Tie- Lisa Chumbley, wants to meet DOS and do a site visit of the Hilton Home 2 & Springhill Suites. She will not use Sheraton due to their accounting. She has tried working with them twice and refuses to use them because of these incidents.
- Farmhouse Fresh-Scott Mclinden: All is good, working with them on purchasing some of their products to give as gifts for meeting planners.
- Right Now Media-Brittany Larson- Took my card, the majority of their meetings are out of town. She said she would keep my card and call if she needed anything.
- McKinney ISD-Corey Homer- Asst. Athletic Director/Stadium Manger- We keep missing each other. Trying to set up a meeting for April.
- Methodist Hospital-Stacy Jones-Stopped by and she was busy. I emailed Staci and we are working on getting a corporate rate set up. I sent Staci the link to the hotels and offered to do a site visit with her. Once she gives me a list of the local hotels she would like to work with, I will get her rates for those hotels.

MCVB Calendar of Events 2017-2019: 4

Month	Group	Venue	Room Nights	Attendees
October				
10/4-7/18	NAACP	Sheraton	75	250
10/2-5/18	Torchmark	Sheraton	30	90
10/21-25/18	Torchmark	Sheraton	300	100
10/28-31/18	Torchmark	Sheraton	60	20
10/9-11/18	Emerson: Regulator: FC1605	Holiday Inn	90	30
November				
11/6-8/18	Emerson: Regulator: 1100	Holiday Inn	60	30
11/6-8/18	Emerson: Regulator: 1106	Holiday Inn	60	30

11/13-15/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30
11/2018	LCMS TX District All Early Childhood Educators Conf.	Sheraton/Holiday Inn	150	300
December				
12/11-13/18	Emerson: Regulator: 1100	Holiday Inn	60	30
January				
1/28-31/18	Torchmark	Sheraton	300	100
1/30/18- 2/1/18	Emerson: Lifecycle SVCS: IV1100	Holiday Inn	60	30
1/9-11/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30
1/23-26/18	Emerson: Regulator: 1100	Holiday Inn	90	30
February				
2/4-8/18	Torchmark	Sheraton	400	100
2/7-9/18	Torchmark	Sheraton	24	12
2/12-14/18	Torchmark	Sheraton	200	100
2/18-21/18	Torchmark	Sheraton	60	20
2/20-22/18	Emerson: Regulator: 1100	Holiday Inn	60	30
2/23/18	Texas Agri-Life Board Mtg.	Sheraton/Lunch Meeting at Harvest	8	24
2/20-23/18	Torchmark	Sheraton	90	30
2/27-3/1/18	Emerson: Regulator: 1106	Holiday Inn	60	30
March				
3/20-22/18	Emerson: Regulator: 1100	Holiday Inn	60	30
3/20-22/18	Emerson: Regulator: 1106	Holiday Inn	60	30
Month	Group	Venue	Room Nights	Attendance
April				
4/8-11/18	Torchmark	Sheraton	300	100
4/10-12/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30
4/22-25/18	Torchmark	Sheraton	40	20
4/25-28/19	Texas Folklore Society	Sheraton	70	150
4/18 or May /Sept.	TACVB-DMO Seminar	Sheraton	30	75
May				
5/4-6/18	Strikes Against Cancer (Moved to Flower Mound)	Hampton	30	250

5/10-13/18	Texas Best Gymnastics	Holiday Inn/Holiday Inn Express	24	200
5/1-3/18	Emerson: Lifecycle SVCS:IV1100	Holiday Inn	60	30
5/3-4/18	TX Volunteer Conf.	Hampton/Collin College Conf. Center	10	150
5/3-5/18	TX Society of American Medical Technologist	Sheraton	75	70
5/14-16/18	Torchmark	Sheraton	160	80
5/20-24/18	Torchmark	Sheraton	400	100
5/22-24/18	Emerson: Regulator: 1112	Holiday Inn	60	30
5/28-31/18	TX Assoc. of Counties Leadership Program	Grand Hotel	75	30
June				
6/4-6/18	Torchmark	Sheraton	30	15
6/15-19/20	TCCE Annual Convention	Sheraton	175	300
6/15-17/18	Flamefest-Craig Ranch	Holiday Inn, Holiday Inn Express & La Quinta	50	300
6/5-7/18	Emerson: Lifecycle SVCS: IV1100	Holiday Inn	60	30
6/18-21/18	Torchmark	Sheraton	90	30
6/20-22/18	Torchmark	Sheraton	16	8
July				
7/2019	Texas Agri-Life	Sheraton	100	300
7/2019	Texas Retailers	Sheraton	149	250
7/13-15/18	Copart Int'l	Sheraton, Holiday Hampton, Inn, Hilton Home 2, & Comfort Suites	60	100
7/15-18/18	Torchmark	Sheraton	300	100
7/5-6/19	Religious Conf. Overflow- Allen, TX328- blocked in Allen need an additional: 372 rooms	City wide	300	700
Month	Group	Venue	Room Nights	Attendance
August				
8/20-22/18	Torchmark	Sheraton	100	50
8/26-29/18	Torchmark	Sheraton	90	30

September				
9/11-13/18	Emerson: Regulator: 1100	Holiday Inn	60	30
9/11-13/18	Emerson: Regulator: 1106	Holiday Inn	60	30
9/17-19/18	Torchmark	Sheraton	60	30
Month	Group	Venue	Room Nights	Attendance
9/23-26/18	Torchmark	Sheraton	300	100
9/18-20/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30
9/30/18- 10/3/18	Torchmark	Sheraton	60	20

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:

- **February 2018 Gross Sales \$ 1267.86**
 - **Rent check \$355.00**

Visitors: FYTD Total (Oct.'17 – Mar. '18): 2,672

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

- Out of State: 145
- Out of Country: 26
- Texas Residents: 99
- McKinney Residents: 73
- Register Total: 343
- Ticker Counter: 579

Day Trips: 0

RFP's: 9 (0-Association, 0-Corporate, 5 -Weddings, 1 -Social (1-Religious), 3 -Sports, 0-Day Trips)

Association: 0

Corporate: 0

SMERF: 9

- Emily Wolfe – April 2018 – Bella Donna
- Karmen Acencio – July 2018, The Springs
- Samantha Guerra – August 2018, The Springs
- Priscilla Arriaga – December 2018, The Springs
- Dana Curry (MOB) – January 2019, Rustic Grace
- Strikes Against Cancer – May 2018, Holiday Inn, Holiday Inn Express, Best Western
- Texas Best Gymnastics – May 2018, Holiday Inn Express, Holiday Inn & Suites
- McKinney Soccer Association Flamefest – June 2018. Holiday Inn, Holiday Inn Express Best Western, La Quinta,
- Allen CVB – Overflows for religious conference July 2019

Site Visits: 0

Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal): 41 (41-Weddings, 0-Social, 0 -Sports, 0-Day Trips)

Weddings:

- Kacie Phillips – April 2018; Grand Ivory
- Alex Parkinson Wedding, April 2018; Rosemary Barn
- Chris Shuma Wedding – April 2018; Springs
- Jenny Checks Wedding – April 2018; Stone Crest
- Crystal Eaton Wedding – April 2018; Stone Crest
- Chris Shuma Wedding – April 2018; Springs
- Debbie Wood (MOG) – May 2018; Stone Crest/Chestnut Square
- Ryan Davis – May 2018; Mitas Hill
- Mattison Johnson – May 2018; Springs
- Meghana Patil Wedding – May 2018; Springs
- Sarah Rain Wedding – May 2018; Springs
- Morgan Coldwell Wedding – May 2018; Stonecrest
- Lauren Daymard Wedding, May 2018; Chandlers Garden
- Hyejin Hwang Wedding – May 2018; Springs
- Sydney Rodriguez Wedding – May 2018; Springs
- Eva McGuire Wedding – May 2018; Springs
- Leticia Banda – June 2018; Springs
- Olivia Sebesta Wedding – June 2018 Wedding; Springs
- Briana O’Neil – July 2018; Stone Crest
- Emily Jacobs – July 2018; D’Vine Grace
- Allyssa Chavez – August 2018; Springs
- Brittany Tigert Wedding – July 2018; Springs
- Shannon Owens – August 2018; D’Vine Grace
- Lannie Robinson- August 2018; D’ Vine Grace
- Samantha Guerra Wedding– August 2018; Springs
- Chelsea Parsons Wedding – August 2018; Springs
- Katie Nelson Wedding, August 2018; Stone Crest
- Waychoff/Lonzanida Wedding – August 2018; Stone Crest
- Thanh Do- September 2018; Springs
- Sarah Cantu Wedding – September 2018 Wedding; D’Vine Grace
- Ray Byrns Wedding – September 2018; Springs
- Lori Naquin (MOB) – October 2018; Chestnut Square
- Brooke Von Readon Wedding – October 2018; undecided
- Haley Spencer Wedding – October 2018; Springs
- Danille Jansma Wedding – October 2018; Rustic Grace
- Levi Kennaw Wedding – October 2018; Stonecrest
- Kayly Browne Wedding, October 2018; Avalon Legacy
- Joyce Spisak – December 2018; Springs
- Meghan Powers- March 2019; Springs

- Shauna Brown – April 2019; Springs
- Jessica Costello –April 2019; Stone Crest

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: 401

Mailing Leads Processed:

- Tour Texas – 117
 - Top Five States requesting information:
 - Texas
 - California
 - Alabama
 - North Carolina
 - Arkansas

Advertising/Marketing/Media

Blogs on our website:

- MCVB Grants: 3
- Food Walks of Texas: 5
- Cooking and Sharing on the Square – 3
- Meet Fair & Square Imports: 2
- Breakfasting McKinney Style: 27
- Easter egg hunts/brunch: 196
- Second Saturday Blog: 155

Visits on Homepage News Flash buttons & landing pages:

- Arts in Bloom: 65
- Plan Your Visit: 25
- Weekend Update page: 148
- Weather: 1
- Breakfast: 8
- Newcomers Guide to Gardening: 20
- Easter Egg Hunt/Brunch blog landing page: 68

#GETSOCIAL - 2017-18	
FY 17-18	Views
OCT. 17	77
NOV. 17	55
DEC. 17	40
JAN. 18	78
FEB.18	45
TOTALS	295

- **Note: Moving to a new vendor (Crowd Riff). Staff was not satisfied with what Get Social was delivering nor its performance. Crowd Riff offers better features for public generated content.**

Photos, Text Written, Marketing Materials and Ads Submitted

▪ Materials Submitted

- Event information for TACVB industry newsletter
- Texas Meetings + Events – text & Photos for editorial space
- Texas Meetings + Events – social media post materials
- Reverse Marketplace itinerary/info sheet for Vanesa to distribute
- Small Market Meetings ad submitted
- Set out March Organ recital (NTX Chapter of Organ Society) press release
- Order/submit Certified Folder map ad
- Submit newsletter info and blurb for April Daytripper
- Created list of blog ideas to submit to the UTA student team

▪ Advertising- Website & Publication ROI Tracking:

- Welcome to McKinney (Visitor Map): 7
- Meeting Planners Guide: 16
- Dallas Cowboys Program: 1
- McKinney Lions Program: 1
- Boyd Broncos Program: 1
- TourTexas.com: 2
- Talk Business 360: 1
- TSAE Members: 11
- County Line Magazine: 11

Free Publicity:

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

- *Does not include \$20,000 for Grants*

MARCH 2018- MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print/Broad-cast Value	Web Value	PR Value	Impressions
BubbleLife Collin Co.	Shared Blog/web posts (3 times)	\$ -	\$7,000.00	\$21,000	845,000
BubbleLife Collin Co.	Shared web updates/home page 2 times	\$ -	\$5,000.00	\$10,000	600,000
Courier Gazette	Upcoming organ recital press release	\$ -	\$1,100.00	\$3,300	100,000
Community Impact	Upcoming organ recital press release	\$ 400.00	\$350.00	\$2,250	120,000
North Texas E-News	Upcoming organ recital press release	\$ -	\$240.00	\$720	60,000
Community Impact	2-page wedding spread; info from our site	\$ 7,500.00	1400	\$26,700	120,000
TOTALS		\$7,900	\$15,090	\$63,970	1,845,000
FY 17-18 Totals		\$20,003	\$83,840	\$909,190	\$11,062,384

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
DEC. 17	56	6351	38,610	242,212	2,449,176
JAN. 18	175	6526	93,363	532,078	3,879,202
FEB. 18	59	6585	69,527	759,268	3,289,228
MAR. 18	76	6664	80,690	567,892	3,499,942
TOTALS	493	N/A	441,479	3,703,431	21,865,420

OTHER SOCIAL MEDIA TRACKING – MARCH2017

Type	Number	Increase #
Twitter		
Followers	4685	+7
Tweets	6097	+59
Tweet Impressions	21.2K	(not given)
Profile Visits	217	-61
Mentions by other users	25	+4
Google Sites		
Views		Subscribers
YouTube	5122	25

Web Analytics – MARCH 2018

Month	Sessions	Pageviews	Users
Oct. 17	3,613	9,034	3,018
Nov. 17	3456	8370	2868
Dec. 17	2892	6591	2462
Jan. 18	2561	6820	2009
Feb. 18	2360	6537	1949
March-18	3404	7926	2811
TOTALS 17-18	18,286	45,278	15,117

Top Pages in March 2018

Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,289	1,014	0:01:05	976	38.32%	38.17%
Calendar	974	733	0:01:14	630	42.54%	41.99%
Shopping Centers	220	193	0:03:48	180	86.67%	80.45%
Easter Blog	196	173	0:01:51	129	89.92%	77.04%
Mo. Ann. Events	161	152	0:01:51	110	84.55%	75.16%
Events	157	126	0:00:18	11	18.18%	6.37%
2nd Sat. Blog	155	135	0:02:20	98	84.69%	76.77%
Calendar	152	141	0:05:39	95	91.58%	85.53%
Visitors Guide	149	123	0:02:01	30	56.67%	44.97%
Weekend Update	147	123	0:02:21	46	71.74%	48.98%
Stay	117	62	0:00:17	5	20.00%	4.27%
About McKinney	111	84	0:01:33	7	28.57%	23.42%
Dining	99	66	0:00:28	6	50.00%	15.15%
Explore	94	74	0:00:20	2	0.00%	18.09%
Staff Directions	74	52	0:01:02	18	38.89%	36.49%
Calendar	73	57	0:01:03	6	66.67%	26.03%
Wedd./Rec./Venues	64	48	0:00:26	29	44.83%	37.50%
Dining & Nightlife	62	55	0:00:35	41	73.17%	54.84%
Shopping	62	56	0:01:00	38	60.53%	54.84%
GetSocial	62	55	0:04:09	20	85.00%	51.61%
NTTA Blog	54	43	0:03:38	43	81.40%	79.63%
Easter/.Home pg. button	53	40	0:01:38	14	42.86%	26.42%
Event Planning	47	40	0:00:17	5	40.00%	17.02%
2nd Sat./home pg. button	44	39	0:00:23	3	33.33%	25.00%
Calendar	43	40	0:00:56	3	66.67%	30.23%

Country Breakdown	New		Sessions	Bounce		Avg. sess. Duration
	Users	Users		Rate	Pgs./Sess.	
United States	2,707	2,508	3,281	58.58%	2.33	0:01:45
India	15	14	15	86.67%	1.33	0:00:33
Canada	14	14	19	63.16%	1.79	0:01:57
Peru	14	14	14	100.00%	1	0:00:00
South Korea	8	8	8	100.00%	1	0:00:00
Philippines	8	8	9	77.78%	2.67	0:01:06
Australia	5	5	6	83.33%	3.17	0:01:01
China	4	4	4	100.00%	1	0:00:00
United Kingdom	4	4	4	50.00%	2	0:02:58
Ireland	2	2	2	50.00%	1.5	0:08:44

State Breakdown	New		Bounce		Avg. Sess. Duration	
	Users	Users	Sessions	Rate		
Texas	2,262	2,079	2,783	57.78%	2.37	0:01:51
California	58	56	61	60.66%	2.03	0:01:03
Oklahoma	33	29	43	65.12%	1.86	0:00:48
New York	27	26	28	78.57%	1.57	0:00:34
Florida	26	25	27	66.67%	2.22	0:01:13
Illinois	23	22	24	41.67%	2.71	0:02:00
Kansas	20	19	25	72.00%	1.72	0:02:11
Virginia	18	18	18	55.56%	2.22	0:01:39
Tennessee	16	15	17	70.59%	2.29	0:01:24
Georgia	15	13	16	68.75%	1.62	0:00:20

City Breakdown	New		Sessions	Bounce		Avg. Visit Duration
	Users	Users		Rate	Pgs./Sess.	
McKinney	665	559	867	58.48%	2.6	0:02:12
Dallas	592	539	664	64.01%	1.9	0:01:11
Plano	122	112	141	55.32%	2.23	0:01:29
Allen	82	78	89	64.04%	2.26	0:01:29
Frisco	79	68	86	59.30%	2.42	0:01:24
Prosper	62	56	89	64.04%	1.76	0:01:34
Arlington	54	40	81	32.10%	3.93	0:06:53
Houston	51	48	53	54.72%	2.38	0:02:16
Melissa	42	39	49	91.84%	1.2	0:00:08
Richardson	41	37	45	53.33%	2.53	0:02:09

Visit Widget - March 2018

Mar 1 - 31, 2018					
	Sessions	Users	Page Views	Pages/Session	Bounce Rate
Widget	126	80	937	1.58	30%
iOS App	62	40	533	13	N/A
Android App	8	9	17	1.9	N/A
Total/AVG	196	129	1487	5.49333333	N/A

OCCUPANCY RATES:

Top 5 McKinney Hotels 2016-2017 Occupancy Rates: %

Hotel	Oct. '17	Nov. '17	Dec. '17	Jan. '18	Feb. '18	Mar. '18	Apr. '18	May '18	Jun. '18	Jul. '18	Aug. '18	Sep. '18
Comfort	67.79	70.85	54.28	53.51	60.15							
Hampton	97.82	97.82	97.82	97.82	97.82							
Holiday Inn	69.05	71.18	57.02	60.61	51.12							
Holiday Inn CR	73.79	69.88	55.40	57.26	69.06							
La Quinta	N/A	74.43	61.49	64.68	70.57							
Sheraton	96.77	N/A	N/A	72.13	79.03							
Townplace	79.01	81.65	79.01	98.88	63.20							

Sheraton Occupancy Rates:

Month	FY 14-15	FY 15-16	FY 16-17	FY 17-18
October	N/A	67.28%	75.19%	96.77%
November	N/A	61.35%	75.20%	N/A%
December	N/A	69.24%	57.74%	N/A%
January	N/A	61.62%	69.54%	72.13%
February	N/A	71.58%	79.77%	79.03%
March	24.60 %	63.53%	77.04%	%
April	39.29%	82.34%	84.81%	%
May	50.47%	64.60%	81.11%	%
June	69.70%	75.03%	88.88%	%
July	75.60%	72.61%	N/A	%
August	56.22%	63.86%	76.00%	%
September	56.43%	72.50%	N/A	%

LOST BUSSINESS – 2

- Copart Intl, - Chose to use hotels in Legacy West where there is walkability of shops and dining.
- National Guard Association of Texas Annual Conference 2021, Attendees: 100-1200, largest function to hold 700 with trade show space.