



To: MCVB Board
From: Dee-dee Guerra – Executive Director
Date: November 28, 2017
RE: McKinney CVB October 2017-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Recognition:**
 - **Second year in a row, the MCVB was voted for the annual Convention South Readers' Choice award. Press release is attached.** Congratulations to the team at McKinney CVB! *(Way to seriously bring in the votes this year! **One of only 38 total winners in the entire state including CVBs and venues!** Of the thousands of meeting destinations in the South, over 1,000 were nominated this year, and only 300 were chosen winners... After over 6,000 readers and fans voted, you have won an Annual ConventionSouth Readers Choice Award!*



- **Education/Webinar:**
 - Dee-dee attended 32nd TTIA Summit in Arlington. The conference centered around Advocacy for Tourism & focusing on Influencers in your town to help advocate for tourism to stakeholders at the City & State level.
 - Dee-dee, Vanesa and Beth have acquired their CTA re-certifications (Certified Tourism Ambassador).
 - Beth attended Continuing Ed class @ Collin College – Digital Marketing & Brand Management.
 -
- **Events/Services:**
 - Note from Legal Aid from North-West Texas
 - D’Vine Grace Ribbon Cutting- (Dee-dee & Vanesa attended)
 - Working with the Mayor’s office and Sport Source to secure a mayor’s proclamation for their upcoming tournament.
 - Assisted Faster to First (rescheduled Softball Tourney find Hotel Rooms & a venue for his Opening Ceremony- we introduced them to Lance Black of Arete Volleyball and they will be using his facility for their Opening Ceremony.
 - Worked with Matteo Petrelli (from Italy) – to find a place to stay while he writes his film.

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:**
 - DeeDee & Vanesa meeting with Hoteliers:
 - La Quinta (Manager) Kushwant Risal
 - Sheraton (DOS) Dawn Paterson
- **Advertising:**
 - Partnering with Travel Host Magazine’s North Texas Edition to feed them content about events and attractions in McKinney and help them with hotel contacts. This will be good free coverage for McKinney with visitors using our overnight accommodations.
 - Met with Travelhost publishers about content for holidays

HOT Tax Collections: 2016-2017

HOT TAX collection reported by City:

- YOY FY 2017 vs FY 2016
 - FY 2017 \$1,711,446
 - FY 2016 \$1,554,794
 - **10.08%↑**

- MOM 2017 vs. 2016 (16-Hotels & 15 -B&B/VRBO reporting)
 - October 2017: \$ 149,284
 - October 2016: \$ 138,405
 - 7.86% ↑

MCVB Room Nights Generated: TTL Room Nights: 819; TTL Revenue: \$91,187.45

WEDDINGS COMPLETED in October 2017 - TTL Room Nights: 375; TTL Rev: \$44,465.85

- Wheeler/Tadvick Wedding – Grand Hotel: TTL room nights: 11, TTL Rev: \$ 2107
- Warren/Wells Wedding – Towne Place Suites: TTL room nights: 2, TTL Rev: \$218
- Boyette/Cook Wedding – Grand Hotel: TTL room nights: 39, TTL Rev: \$6291
- Kimbro/Jensma Wedding – Comfort Suites: TTL room nights: 31, TTL Rev: \$2719
- Herrera/Sutherland Wedding – Hampton Inn: TTL room nights: 53, TTL Rev: \$6042
- Symone Charlton Wedding – Towneplace Suites: TTL room nights: 25, TTL Rev: \$2725, Hampton Inn: TTL room nights: 28, TTL Rev: \$3192, Holiday Inn: TTL room nights: 7, TTL rev: \$693
- Folkening/Harbour Wedding – Towneplace Suites: TTL room nights: 10, TTL Rev: \$1090, Best Western: TTL room nights: 2, TTL rev: \$191.98
- Maddison Howell Wedding – Sheraton: TTL room nights: 46 TTL rev: \$5334
- Glenda Meadows Wedding – Best Western: TTL room nights: 13, TTL rev: \$1325.87
- Garrett/Bailey Wedding – Sheraton: TTL room nights: 58, TTL rev: \$6607
- Sarah Castaneda Wedding – Holiday Inn: TTL room nights: 2, TTL rev: \$ 218
- Jeania Lemons Wedding – Hampton Inn: TTL room nights: 8, TTL rev: \$ 952
- Leah Ingebrigtsen Wedding – Hampton Inn: TTL room nights: 28, TTL rev: \$ 3332
- Margot Delossantos Wedding – Hampton Inn: TTL room nights: 12, TTL rev: \$1428

No Pick-ups on the following weddings:

- Rachel Cohenouer - October 2017, The Springs
- Mercedes Henderson Wedding – October 2017, Rustic Grace
- Carly Schindler Wedding – October 2017, Stone Crest
- Dana Galway Wedding – Springs
- Katie Almaleh Wedding – October 2017, The Springs

ASSOCIATION/CORPORATE/SMERF COMPLETED in October 2017: TTL Room nights: 444, TTL Revenue: \$46,722.60

Associaton: TTL Rooms: N/A; TTL Rev: \$ 0

Corporate: TTL Rooms: 444 TTL Revenue: \$ 46,2722.60

- Torchmark- Sheraton 10/8-12/17; 43 TTL Room nights; \$ 4,300 TTL Revenue
- Torchmark- Sheraton 10/10-12/17; 56 TTL Room nights; \$ 5,600 TTL Revenue
- Torchmark- Sheraton 10/16-17/17; 56 TTL Room nights; \$ 5,600 TTL Revenue
- Torchmark- Sheraton 10/22-25/17; 250 TTL Room nights; \$ 25,000 TTL Revenue

- Emerson- Sheraton 10/10-12/17; Cancelled
- Dow Chemical Co. – Grand Hotel: TTL room nights: 13, TTL Rev: \$1777
- 3D Group Travel – Grand Hotel: TTL Room nights: 26 TLL Rev: \$4000.60

SMERF: TTL Rooms: N/A TTL Rev: \$ 0

Sports: 0 TTL Rooms: N/A TTL Rev: \$ 0

- North Texas Fall Shootout – teams booked online, no room block, no pick up

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

Association: 10

- Texas Chiropractic Association – Contact: Andrea Howard. Sent email to Andrea offering site visit to McKinney. She replied and stated that she might be able to next month. Will follow up again next month to see if we can secure a date. Also requested a meeting with her at Connect 2017.
- Science Teachers Association of Texas – Contact: Lauren Swetland. Follow up call from earlier this summer. She is new to the position and asked to me reach out to her again in the fall. Left message with her assistant.
- Texas Justice Court Training Center – Contact: Laura Villarral. Left message on voice mail and followed up with email regarding 2019 conferences and training. Previous meeting planner had mentioned that they would look at McKinney again.
- Texas State Historical Society – Contact: Dawn Orsak. Sent email to Dawn asking for a site visit to McKinney and to open lines of communication. Also requested a meeting with her at Connect 2017.
- Texas Association of Addiction Professionals – Contact: Lindsey Carter. Spoke with Lindsey to see if McKinney would be a good fit. She will be at Texas Connect, we have scheduled an appointment to meet.
- MPI D/FW Chapter – Contact: Paige Mejia. Discussed possibility of MPI holding one of their conferences in McKinney. Attendance is approximately 100. Sent a follow up email to Paige to see if we can meet for a site visit/lunch to discuss further.
- Texas Association of Convention & Visitors Bureau – Contact: Sarah Page. Discussed bring Sales Training & Symposiums for the association. She will be attending TDA in McKinney as an Exhibitor. We will talk more at the conference. She will be sending out an RFP in the next few weeks for 2019.
- Texas Beekeepers Assoc – Contact: Lisa Dittfurth. Spoke with Lisa about using McKinney as a host city for either their summer session or their annual conference. She is going to send me their meeting needs/requirements, I will follow up with an email to her with links to what we have available in McKinney and set up a site visit.

- Collin County Hobby BeeKeepers Association – Contact: Gary Mansker. Left message on Gary’s voice mail.
- Natinal Association of Women in Consturction – Contact: Jennifer Vanbureau. Left message on voice mail. This is 3rd attempt to make contact with this association, no response.

Corporate: 10

- Dow Chemical – Contact: Matthew Armson. Joint effort with the Grand Hotel. Small group meetng held this month at the Grand Hotel.
- Raytheon (Linthicum, MD) – Contact: Karen Kinnebrew. Joint effort with the Grand Hotel. November 8, 2017 – group of 15-20 for one night.
- 501Ops – Contact: Kathryn Parsons. Meet at Dallas Womens Foundation Lunch/Network. Discussed McKinney as a site for upcoming meetings. Sent follow up email to open lines of communication.
- Insperity – Contact: Priscilla Luna. Meet at Dallas Womens Foundation Lunch/Network. Discussed McKinney as a site for upcoming meetings. Sent follow up email to open lines of communication.
- Cowles & Thompson – Contact: Angela Lopez, Meet at Dallas Womens Foundation Lunch/Network. Discussed McKinney as a site for upcoming meetings. Sent follow up email to open lines of communication.
- SYSCO Foods – Contact: Terry Ruiz. Terry advised that they just held their annual conference, peak rooms 60, however conference space needs to accommodate approximately 600, and to include food, dance floor, and activitey (casino nights). She has my information from a previous call and will reach out to us if she has need for a smaller meeting.
- Cornerstone Ranch – Contact: Mary Klentzman and Cynthia Heaton. Meet Mary and Cynthia at Dallas Womens Foundation Lunch/Network. Followed up with an email to open lines of communication. Offered assistance with all things “McKinney”.
- Pyrotex – Contact: Paige Mejia. Spoke with Paige about board meetings in McKinney. She will reach out to me as soon as they are able to firm some dates.
- Byrne Constructions – Contact: Chad Anderson. Have previsouly reached out to Byrne Constrution, left a message for Chad. Will follow up again if no call back received.
- Conference Direct – Contact: Jim Murdock. Spoke with Jim, he currently does not have any meetings planned in which McKinney would be a good fit. He stated he will reach out to me when he does, I also advised I will circle back to him in a few months.

SMERF: 8

- Dallas Stars/Dr Pepper Center – Contact: Brad Buckland/Todd. Meet with Brad and Todd to discuss upcoming tournaments in both hockey and figure skating, as well as discussed our partnership and how we can meet each other's needs.
- Traveling Teams (3rd Party Booking Company) – Contact: Shawn Keough. Left message on voice mail.
- Room Roster (3rd Party Booking Company) – Contact: Matt McFarlin. Spoke with Matt, he is eager to work in partnership with the CVB for the Mid America Youth Basketball Tournaments. The first tournament is scheduled at PSA McKinney in mid-June.
- MAYB Sports – Contact: Ryan Hujing. Spoke with Ryan, he will call me when he has a final count of teams coming into McKinney for tournaments. I advised him that we could provide welcome bags.
- Sista Hoops – Contact: Ricky Talkington. Ricky stated that he currently does not do tournaments in McKinney, but will keep us in mind in the future if any tournaments arise.
- Mutiney EFC College ID Soccer Event – Contact: Alex Schindler. Working with Alex on a College Soccer Club Showcase that will take place in Princeton the weekend of 17-19 November. Approximately 100-150 families coming to McKinney during off time, approximately 30 from out of town and will need hotel rooms. Have secured block at Hampton Inn.
- M& M Tours – Contact: Charlie Maddox. Looking to bring a group to McKinney for a one night stop over and mystery tour in 2018.
- PrimeTime Sports – Contact: Chris Hoover. Potential for a soccer tournament in McKinney in November 2017. Chris is working with Parks to see if fields can be secured.

McKinney Top 25: 2

- Southwest Ice Cream- Spoke to Angela Parker nothing at this time.
- ACIS Innovative Solutions (HVAC)-Spoke to receptionist, she gave me contact-Dina Knight. Following up.

MCVB Calendar of Events 2017-2019: 20

Month	Group	Venue	Room Nights	Attendees
October				
10/9-11/18	Emerson: Regulator: FC1605	Holiday Inn	90	30
10/2018 (3days)	NAACP Annual Conference	Sheraton	75	250
November				
Nov. 5-8/17	Torchmark-LNL 301	Grand	40	10
11/6-10/17	Emerson	Sheraton	90	30

11/6-10/2017	TX Downtown Association	City Wide-Sheraton (host Hotel)	300 (over the 4days of the conference)	300
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
11/27/17- 12/1/17	TX Ass of College & Univ. Police Administrators	Sheraton	151	120
Month	Group	Venue	Room Nights	Attendees
December				
12/1-3/17	Sports Source	City wide	2016: 400	1000+
12/4-8/17	Emerson	Holiday Inn	80	20
12/12-14/17	Emerson	Holiday Inn	20	10
12/11-13/18	Emerson: Regulator: 1100	Holiday Inn	60	30
January				
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				
2/20-22/18	Emerson: Regulator: 1100	Holiday Inn	60	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
April				
4/10-12/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30
4/7-11/19 or 4/14-18/19	TTIA-Travelers Conference	Sheraton	425	225
4/5-9, 2020	TTIA-Travelers Conference	Sheraton	425	225
May				
5/1-3/18	Emerson: Lifecycle SVCS:IV1100	Holiday Inn	60	30

5/22-24/18	Emerson: Regulator: 1112	Holiday Inn	60	30
5/5-6/19	Texas Beer & Fly Fishing Festival	Myers Park	75	700
June				
6/2019	Keep Texas Beautiful	City Wide	200	500
6/17-19/19	Flamefest	Craig Ranch	2014:16 2015:19	2014-120 teams 3600 attendees
6/5-7/18	Emerson: Lifecycle SVCS: IV1100	Holiday Inn	60	30
Month	Group	Venue	Room Nights	Attendees
July				
7/2019	Texas Agri-Life	Sheraton	100	300
August				
September				
9/11-13/18	Emerson: Regulator: 1100	Holiday Inn	60	30
9/11-13/18	Emerson: Regulator: 1106	Holiday Inn	60	30
9/18-20/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30

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
- o Third Monday Trade Days
- o Myers Park Events (Dogs Show, Horse show, & Master Gardener Events)
- o State of the City - McKinney
- o Volunteer McKinney
- o Chamber (Community Awards/Leadership)
- o Pumpkinville at Tucker Hill
- o Adriatica Events (at Sanctuary, Love Life & Smiles Concert)
- o Franconia Brewery Tour
- o Tupps Brewery Tour
- o Wales Manor Music Under the Stars
- o Live music at local restaurants/pubs/wine bars

The McKinney Shop:

- **September 2017 Sales \$ 1,109.94**
 - o **Rent check \$355.00**

Visitors: FYTD Total (October '17): 452

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

- Out of State: 38
- Out of Country: 11
- Texas Residents: 28
- McKinney Residents: 9
- Register Total: 96
- Ticker Counter: 452

Day Trips: 1

- Church of the Incarnation – Group of 18. Came to McKinney for day of shopping and dining. Meet bus to welcome them and provide welcome bags.

RFP's: 31 (1-Association, 20-Corporate, 10-Weddings, -Social (0-Religious), 0 -Sports, 0-Day Trips)

Association: 1

- Texas State NAACP Annual Conference to the Sheraton on 10/6/17
Event to Take Place 2 or 3rd Week in October 2018. Attendees: 250
Peak Room Nights: Thursday – Saturday 50-75 Room nights per night over 3 days (150-225 room nights) Off Peak Room Night: Wednesday 10 room nights.

Corporate: 20

- CarMax Employment Center: Monday, 19 Feb 2018 - Fri, 13 Apr 2018); looking for a venue only to do training.
- **1200 room nights- Emerson**
 - Emerson: 30 attendees; 60 room nights:
 - Life Cycle Services: IV 1100; 180 Room nights
 - 1/30/18-2/1/18
 - 5/1-3/18
 - 6/5-7/18
 - Life Cycle Services:IV1106;240 Room nights
 - 1/9-11/18
 - 4/10-12/18
 - 9/18-20/18
 - 11/13-15/18
 - Regulator:1100; 240 Room nights
 - 2/20-22/18
 - 3/20-22/18
 - 9/11-13/18
 - 11/6-8/18
 - Regulator:1106;240 Room nights
 - 2/27/18-3/1/18
 - 3/20-22/18
 - 9/11-13/18
 - 11/6-8/18
 - Regulator:1112; 120 Room nights
 - 5/22-24/18
 - 12/11-13/18
 - Emerson: 30 attendees; 90 room nights; 180 Room nights
 - Regulator:FC1605
 - 10/9-11/18
 - Regulator:FC1800
 - 1/23-26/18

Weddings: 10

- Kayly Browne Wedding, October 2018 – Avalon Legacy
- Shelby Boyett/Camerson Cook Wedding, October 2017 – Flour Mill
- Natalie Butlers Wedding, December 2017 – River Road Chateau
- Gaby Ortiz Wedding, December 2017, - Springs
- Shadae Rogers Wedding, February 2018 – The Springs
- Morgan McGrew Wedding, March 2018, The Springs
- Alex Parkinson Wedding, April 2018, The Rosemary Barn
- Lauren Daymard Wedding, May 2018 – Chandlers Garden
- Katie Nelson Wedding, August 2018 – Stone Crest
- Waychoff/Lonzanida Wedding – August 2018, Stone Crest

SMERF: 0

Site Visits: 0

Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal): (39-Weddings, 0-Social, 0 -Sports, 0-Day Trips)

Weddings: 39

- Amy Hernandez Wedding – November 2017 – D’Vine Grace
- Spencer Mitchell Wedding – November 2017, Stone Crest
- Petry Wedding – November 2017, Stone Crest
- Jordon Knutson Wedding (Springs) November 2017
- Sean Jamisen Wedding- November 2017, The Springs
- Stephanie Elizondo Wedding – November 2017, The Springs
- Emily Jones Wedding – November 2017
- Hannah Brewer Wedding – November 2017, Myers Park
- Meagan Elmer Wedding – November 2017, The Springs
- Jasmin Torres Wedding – December 2017
- Kaelam Cowan Wedding – December 2017, The Springs
- Julisa Martinez Wedding – December 2017, The Springs
- Claire Chaney Wedding – December 2017, The Springs
- Clay Quinn Wedding – December 2017, The Springs (?)
- Heisy Servellon Wedding (Springs) January 2018
- Rachel Kaplan Wedding – January 2018, The Springs
- McLendon Wedding – February 2018, Avalon Legacy
- Kayla Schwalenberg Wedding – February 2018, Stonecrest
- Mary Sine (MOB) Wedding – February 2018, The Grand Ivory/Leonard
- Nicole Castelin Wedding – February 2018, The Springs
- Nisha Rajay Wedding – February 2018, Stone Crest
- Grubbs Wedding – March 2018 – Stonecrest
- Aja Walker Wedding – March 2018, The Springs
- Eric Burgett Wedding – March 2018, The Springs
- Kristina Schkade Wedding – March 2018, Stone Crest
- Chris Shuma Wedding – April 2018 – The Springs
- Jenny Checks Wedding – April 2018, Stone Crest
- Crystal Eaton Wedding – April 2018, Stone Crest
- Chris Shuma Wedding – April 2018, The Springs
- Hyejin Hwang Wedding – May 2018, The Springs
- Sydney Rodriguez Wedding – May 2018, The Springs
- Eva McGuire Wedding – May 2018, The Springs
- Olivia Sebesta Wedding – June 2018 Wedding, The Springs

- Samantha Guerra Wedding– August 2018, The Springs
- Chelsea Parsons Wedding – August 2018, The Springs
- Sarah Cantu Wedding – September 2018 Wedding, D’Vine Grace
- Ray Byrns Wedding – September 2018, The Springs
- Danille Jansma Wedding – October 2018 – Rustic Grace
- Levi Kennaw Wedding – October 2018 – Stonecrest

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: 500

Mailing Leads Processed: 2,278

- See Texas First – 2,155
- Texas State Travel Guide – 59
- Tour Texas – 64
 - Top Five States requesting information;
 - Texas – Houston, San Antonio, Austin, Dallas, Arlington
 - Arizona – Phoenix, Tucson, Mesa, Tempe, Surprise
 - Illinois – Chicago, Naperville, Lombard, Arlington Heights, Batavia
 - Tennessee – Memphis, Knoxville, Nashville, Murfreesboro, Chattanooga
 - Colorado – Denver, Colorado Springs, Aurora, Arvada, Boulder

Advertising/Marketing/Media

Blogs on our website:

- Peek Inside The Old Gough-Hughston House - 17
- Support Your Local Farmers & Locally-Grown Food - 4
- Heard Museum 50th - 9
- Want to be in a Movie? – 7
- Benji House on Film Trail – 9
- Keep McKinney Beautiful This Fall: 1
- McKinney Shop opens - 25
- Slice of McKinney: Improv at Comedy Arena - 56
- Wurlitzer organ - 21
- What’s New in McKinney-Fall Update - 48
- Grants now Available - 15

Visits on Homepage News Flash buttons & landing pages:

- The McKinney Shop - 25
- World-War-I-Exhibit – 32
- Plan Your Visit - 6
- Weekend Update page: 84
- GetSocial#getsocial – 77
- MCVB Grants - 33

#GETSOCIAL 2016-2017	
FY 16-17	Views
17-May	88
17-Jun	71
Jul-17	69
Aug-17	55
Sept.	43
Oct, 17	77
TOTALS	360

Photos, Text Written, Marketing Materials and Ads Submitted

- Facebook photos
 - DIY Class at Fair & Square
 - Fall photos at Towne Lake
 - Mayor’s Concert promoting MPAC grant competition
 - SportSource proclamation
 - TDA Proclamation
 - Press release for MCVB Grants
 - Eventzee Clues for TDA
- Materials Submitted
 - Winter calendar info for Texas Events Calendar
 - Home for the Holidays photos to Modern Luxury Magazine
 - Event information to Dallas Child Magazine

Advertising- Website & Publication ROI Tracking: (waiting)

- Meeting Planners Guide – 19
- Historic Calendar – 2
- TourTexas (Oktoberfest) – 6
- Oxford American (Oktoberfest) - 38
- Faster2First Tourney – 16
- DFW Map – 1
- Daytripper – Oktoberfest: 24
- Southern Living – 1
- Dallas Cowboys – 1

Free Publicity:

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

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

OCTOBER 2017 - MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print/ Broadcast Value	Web Value	PR Value	Impressions
BubbleLife Collin Co.	Shared Blog/web posts (4 times)	0	8000	24000	900000
Community Impact	MCVB Grants	0	2000	6000	150000
Courier Gazette	MCVB Grants	1025	1000	3000	49384
North Texas E-News	MCVB Grants	750	600	1800	55000
TOTALS		\$1,775	\$11,600	\$34,800	1,154,384

SOCIAL MEDIA TRACKING

FACEBOOK - 207-18					
FY 17-18	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct. 17	47	6217	92,814	850,774	4,382,210
TOTALS	47	6,217	92,814	850,774	4,382,210

OTHER SOCIAL MEDIA TRACKING – AUGUST 2017

Type	Number	Increase #	Percentage (+/-)
Twitter			
Followers	4561	+72	+36%
Tweets	5932	+52	+2.0%
Tweet Impressions	16.8K	(not given)	-8.4%%
Profile Visits	282	-58	-0.9%
Mentions by other users	26	+7	+13%
Google Sites			
	Views	Increase	Subscribers
YouTube	4015	329	20 (+1)

VISIT WIDGET - OCTOBER 2017						
OCTOBER	Sessions	Users	Page Views	Pages per Session	Bounce Rate %	% New Sessions
Oct. 2-8	34	22	135	3.97	20.59	41.18
Oct. 9-15	42	32	174	4.14	33.33	50.00
Oct. 16-22	31	24	226	7.29	16.13	45.16
Oct. 23-29	29	20	197	6.79	34.48	41.38
Oct. 30-Nov. 5	41	30	193	4.71	24.39	56.10
TOTALS	177	128	925	26.90	n/a	n/a

Web Analytics – October 2017

Month	Sessions	Page views	Users
Oct-16	6,846	13,332	6,312
Nov-16	3,651	9,867	3,115
Dec-16	3,478	8,795	2,976
Jan-17	3,331	9,336	2,804
Feb-17	3,262	8,890	2,766
Mar-17	3,969	10,150	3,395
Apr-17	3,703	10,446	3,090
May-17	3,970	10,080	3,266
Jun-17	3,711	9,448	3,092
Jul-17	3,749	8,658	3,201

Aug-17	4,303	9,877	3,705
Sep-17	6,145	12,167	5,276
Oct-17	3,613	9,034	3,018

Top Pages in SEPTEMBER 2017

Page	Page views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,570	1,228	0:01:09	1,159	39.52%	39.04%
Calendar	1,030	786	0:01:05	648	39.04%	37.96%
Calendar	269	241	0:03:41	239	86.19%	83.64%
Explore	157	112	0:00:45	4	0.00%	15.92%
Events	156	131	0:00:13	11	9.09%	6.41%
Visitors Guide	154	131	0:02:00	28	57.14%	47.40%
Mo. & Ann. Ev.	142	126	0:01:29	73	84.93%	69.01%
Shopping Centers	140	131	0:03:14	101	89.11%	76.43%
Dining	134	88	0:00:37	5	80.00%	20.15%
Tourism Grants	126	86	0:03:12	54	64.81%	51.59%
Shopping Centers	124	105	0:01:08	73	47.95%	40.32%
About McKinney	119	84	0:01:52	4	50.00%	24.37%
Stay	113	79	0:00:11	3	66.67%	11.50%
Dining & Nightlife	91	82	0:03:07	64	81.25%	69.23%
NTTA Blog	89	77	0:03:06	77	84.42%	85.39%
Calendar	84	77	0:04:35	76	93.42%	91.67%
11/1 Weekend Update	83	77	0:01:38	4	100.00%	36.14%
Weddings/Recep.	82	65	0:01:00	42	33.33%	29.27%
Get Social	77	55	0:03:43	17	64.71%	40.26%
Staff Dir.	74	55	0:02:55	30	53.33%	40.54%
Calendar	73	57	0:00:53	4	50.00%	20.55%
Benji Blog	68	41	0:00:52	13	38.46%	13.24%
Benji Blog	67	13	0:00:39	0	0.00%	4.48%
Coffee Houses	62	49	0:01:11	1	0.00%	35.48%
Slice Blog	56	37	0:02:39	28	89.29%	55.36%

Country Breakdown	% New		New Users	Bounce		Avg. Visit Duration
	Sessions	Sessions		Rate	Pgs/Visit	
United States	3,500	77.77%	2,722	57.63%	2.51	0:02:06
India	22	90.91%	20	77.27%	1.36	0:00:59
Canada	14	71.43%	10	42.86%	3.43	0:04:00
Colombia	8	0.00%	0	0.00%	6.5	0:05:45
China	6	100.00%	6	100.00%	1	0:00:00
Germany	5	80.00%	4	60.00%	1.8	0:00:31
United Kingdom	5	100.00%	5	40.00%	2	0:00:16
Philippines	5	80.00%	4	80.00%	1.2	0:00:09
South Korea	4	100.00%	4	100.00%	1	0:00:00
(not set)	4	100.00%	4	50.00%	3.25	0:01:07

State Breakdown	% New		New Users	Bounce		Avg. Visit Duration
	Sessions	Sessions		Rate	Pgs/Visit	
Texas	2,855	76.04%	2,171	57.37%	2.5	0:02:09
California	72	90.28%	65	61.11%	2.06	0:02:01
Florida	59	79.66%	47	67.80%	1.76	0:00:38
Georgia	40	55.00%	22	62.50%	1.95	0:00:24
Oklahoma	40	87.50%	35	45.00%	3.35	0:02:49
Virginia	31	96.77%	30	67.74%	1.81	0:00:30
New York	29	86.21%	25	55.17%	4.38	0:02:42
Illinois	25	92.00%	23	60.00%	1.64	0:00:37
New Jersey	25	88.00%	22	76.00%	1.68	0:00:15
(not set)	23	100.00%	23	95.65%	1.26	0:00:06

City Breakdown	% New		New Visits	Bounce		Avg. Visit Duration
	Visits	Visits		Rate	Pgs/Visit	
McKinney	1,028	61.96%	637	57.30%	2.7	0:03:10
Dallas	686	82.94%	569	65.45%	2.03	0:01:09
Plano	123	80.49%	99	53.66%	2.59	0:02:03
Frisco	104	86.54%	90	57.69%	2.22	0:01:23
Allen	86	82.56%	71	56.98%	2.65	0:01:44
Prosper	65	89.23%	58	67.69%	1.77	0:00:46
Houston	57	82.46%	47	45.61%	2.82	0:02:45
Fort Worth	50	90.00%	45	40.00%	3.36	0:02:19

Little Elm	32	90.62%	29	65.62%	2.12	0:00:45
Richardson	32	81.25%	26	56.25%	2.16	0:00:40

- Welcome to McKinney (Visitor Map): 1
- Meeting Planners Guide: 15
- [Texas-Highways-Thank-You](#) – 1
- **Faster2First-Tournament – 42**
- **McKinney-Oktoberfest---TourTexascom-Read – 1**
- **McKinney-Oktoberfest---OA-Readers - 1**
- **Travel-South-Readers - 1**
- **Welcome-Southern-Living-Readers - 2**
- **Howdy-Dallas-Cowboys-Fans – 1**
- **Make-McKinney-Your-Home for the Holidays (TourTexas.com) – 4**
- **McKinney Lions - 1**
- **Boyd Broncos - 1**
- **Bulldogs - 1**

OCCUPANCY RATES:

Top 5 McKinney Hotels 2016-2017 Occupancy Rates: %

Hotel	Oct. '16	Nov. '16	Dec. '16	Jan. '17	Feb. '17	Mar. '17	Apr. '17	May '17	Jun. '17	Jul. '17	Aug. '17	Sep. '17
Comfort	N/A	73.44	67.54	67.49	92.50	78.80	83.33	80.59	76.35	72.35	54.02	
Hampton	96.90	99.24	95.68	97.84	97.82	97.82	97.82	97.82	97.82	97.82	97.82	
Holiday Inn	83.19	80.34	60.05	65.30	73.70	73.57	91.14	85.76	77.54		64.22	
Holiday Inn CR						3.31	53.92	56.61	66.17	64.03	57.42	
La Quinta	79.01	77.38	74.85	77.95	76.99	85.01	90.34	79.13	85.91	78.32	69.99	
Sheraton	75.19	75.20	57.74	69.54	79.77	77.04	84.81	81.11	88.88	N/A	76.00	
Towneplace	72.02	78.01	73.40	69.54	65.49	71.04	93.07	81.99	75.43	76.22	73.83	

Sheraton Occupancy Rates:

Month	FY 14-15	FY 15-16	FY 16-17
October	N/A	67.28%	75.19%
November	N/A	61.35%	75.20%
December	N/A	69.24%	57.74%
January	N/A	61.62%	69.54%
February	N/A	71.58%	79.77%
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%	

LOST BUSSINESS – 2

- Texas State NAACP Annual Conference to the Sheraton on 10/6/17Event to Take Place 2 or 3rd Week in October 2018. Attendees: 250, Peak Room Nights: Thursday – Saturday 50-75 Room nights per night over 3 days (150-225 room nights). Off Peak Room Night: Wednesday 10 room nights.
- Emerson Global-Inside Sales Automation Solutions SK (HelmsBriscoe) www.emerson.com. RFP sent to the Sheraton. Dates: 11/14-17/17. Lost to Allen, wanted walk ability.
Dee-dee,

I just heard back after an email follow-up. They went to the Courtyard in Allen. It is now a room's only meeting and they like that they can walk to things – including Top Golf.

DAWN FISCHER-PATTERSON

Director of Sales

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SHERATON MCKINNEY

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