



**I. MCVB Room Nights Generated: TTL Room Nights: 430; TTL Revenue: \$49,417**

**WEDDINGS COMPLETED in June 2018 - TTL Room Nights: 262; TTL Rev: \$ 33,213**

- Carleen Wisniewski Wedding – TPS: TTL rooms -22, TTL rev: \$2,398
- Wood/Ware Wedding – TPS: TTL rooms: 25, TTL rev: \$2,725
- Hahn/Sanford Wedding – Holiday Inn: TTL rooms -2, TTL rev -\$198, Grand Hotel: TTL rooms – 80, TTL rev - \$11,980
- Kaitlyn McGuire Wedding – Holiday Inn: TTL rooms – 1, TTL rev - \$119, TPS: TTL rooms – 9, TTL rev: \$981
- Lauren Daynard Wedding – Holiday Inn: TTL rooms – 6, TTL rev - \$624
- Jameson -Krath wedding – TPS: TTL rooms – 23, TTL rev -\$2507, Comfort Suites: TTL rooms – 2, TTL rev - \$180

**No Pick-ups on the following weddings:**

- Oliva Sebesta
- Brenda Bell
- Candy Berdes
- Sidney Williams

**ASSOCIATION/CORPORATE/SMERF COMPLETED in April 2018: TTL Room nights: 168; TTL Revenue: \$16,204**

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

**Corporate: TTL Rooms: 139; TTL Revenue: \$ 13,175**

- Torchmark-Sheraton: 6/14-18/18, TTL room nights: 0; TTYL Rev. \$ CANCELLED
- Torchmark-FHL-101-Sheraton: 6/18-21/18, TTL room nights: 96 ; TTYL Rev. \$ 9,120
- Torchmark-FHL-301-Sheraton: 6/20-22/18, TTL room nights: 13; TTYL Rev. \$ 1,235
- Emerson-Holiday Inn: 6/5-7/18, TTL room nights: 30 ; TTYL Rev. \$ 2,820

**SMERF: TTL Rooms: 0; TTL Rev: \$ 0**

**Sports: TTL Rooms: 29; TTL Rev: \$ 3,029**

- Triple Crown – Super 8: 4 room nights, Rev: \$114; Best Western: 10 room nights, rev: \$1160; Holiday Inn: 6 room nights, \$774 rev.
- MAYB – no pick ups
- Primetime Sportz – Comfort Suites: 6 room nights, \$594 rev
- FlameFest –Hampton Inn: 3 room nights, \$387 rev



## II. Visitors: FYTD Total (Oct.'17 – May. '18): 4,167

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

- Out of State: 112
- Out of Country: 23
- Texas Residents: 54
- McKinney Residents: 37
- Register Total: 226
- Ticker Counter: 599
  
- Top Five States requesting information:
  - Top Five States requesting information:
    - Texas
    - Louisiana
    - Oklahoma
    - Florida
    - California

## III. RFP's: 19 (4-Association, 0-Corporate, 11 -Weddings, 3-Social: 0-Religious, 0 -Sports, 1-Day Trips)

### Association: 4

- National Pigmy Goat Association, June 11-16, 2020. Approximately 100 room nights during peak (Thursday-Saturday), 400-500 attendees. Bid presentation due June 5, 2019 in Boise Idaho.
  
- Torchmark: TTL Room nights: 46
  - AIL 401-8/13-15/18; Sheraton, 40 attendees, 20 room nights
  - AIL SGA Imp. Seminar; 8/13-15/18; Sheraton, 30 attendees, 15 room nights
  - LNL 401; 8/13-15/18; Sheraton, 32 attendees, 16 room nights

### Corporate: 0

### Social: 4

- Woolfest Workshop – Contact: Robin Reynolds, 2 day Conference July 19-20, 2018, Hampton Inn, most will be local attendees, however Hampton is available for room nights.
- Joyce Kahle/Family Reunion October 19-20, 2018
- Just Crop, Holiday Inn, August 2-3, 2018. 12 rooms blocked. Attendees: Approx. 24
- Antiquer's of Dallas – Day Trip to McKinney, Scheduled for October 30, 2018, Contact: Carol Doerfner



**SMERF: 11 (Weddings)**

- Ginny Brazil (MOB) Wedding- July 2018, Springs
- Bellio/LaRue Wedding – June 2018, Stonecrest
- Pallia Wedding – September 2018, Cotton Mill
- Weissman Wedding – July 2018, Cotton Mill
- Caitlin Child Wedding – June 2019, Stone Crest
- Alexander Wedding – July 2018, Springs
- Krurger Wedding – July 2018, D’Vine Grace
- Ginny Ryan Wedding – September 2018, Rosemary Barn
- Bridget Tong – December 2018, Springs
- Britt Morgan – November 2018, Springs
- Candy Berdes – June 2018, The Grand

**IV. Site Visits: 0**

**V. Lost Business: 1**

- TACVB Annual Conference 2020 - 3-4 day conference. Attendees: 300-400. McKinney does not have hotel/conf. space large enough to host this conference.

**VI. Advertising: Ads/materials created and submitted:** Created/submitted materials (photos and text)

**Blogs on our website: 111**

- Second Saturday Blog: 29
- Plan Your Trip: 4
- Five Years of Sweetness: 68
- Father’s Day: 10

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

- Second Saturdays: 56
- Plan Your Visit: 26
- Weekend Update page: 133
- Ice Cream Crank-Off: 46
- VisitMcKinneyFun-Contest-Rules: 5
- VisitMcKinneyFun: 124
- Splash-in-McKinney: 29
- Hunt-in-McKinney: 27
- Explore-in-McKinney: 23

**Photos, Text Written, Marketing Materials and Ads Submitted**

- **Materials Submitted**



- Submitted editorial info to Meetings and Conventions
- Submitted field info to Sports Management Magazine (editorial content)
- Submit ad to Stonebridge Ranch News – The McKinney Shop
  
- Submitted Southern Living ad
- Took new photos at Crape Myrtle Park, Veteran Memorial & Bonnie Wenk

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

- Visitor Map: 3
- Meeting-Planners-Guide (old page): 21
- Event-Planning (new page): 116
- TSAE-Members: 4
- Oxford-American-Readers: 2
- Readers-of-County-Line-Magazine: 1
- Stonebridge-Ranch-News-Readers: 3
- Welcome-Meet-Texas-Readers: 2

**Free Publicity:**

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

- Does not include \$20,000 for Grants

JUNE 2018- MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print/Broadcast Value	Web Value	PR Value	Impressions
BubbleLife Collin Co.	Shared Blog/website updates (6 times)	\$ -	\$12,000	\$36,000	1,200,000
Courier-Gazette	Various small calendar pieces	\$300	\$450	\$2,250	60,000
Only in Texas	Article including Mom & PopCorn - ran in 2/16 - reposted in June 2018	\$700	\$800	\$4,500	75,000
County Line Magazine	McKinney Food Tour Options	1675	\$350	\$6,075	239,000
<b>TOTALS</b>		\$2,675	\$13,600	\$48,825	1,574,000
<b>FY 17-18 Totals</b>		\$25,293	\$128,330	\$1,054,870	15,845,384



**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
APR. 18	106	6770	83,960	449,311	3,615,527
May-18	109	6879	104,144	795,947	4,492,035
JUNE. 18	82	6961	70,764	453,651	2,675,163
<b>TOTALS</b>	<b>790</b>	<b>N/A</b>	<b>700,347</b>	<b>5,402,340</b>	<b>32,648,145</b>

**OTHER SOCIAL MEDIA TRACKING – MAY 2018**

Type	Number	Increase #
<b>TWITTER</b>		
Followers	4750	+35
Tweets	6386	+289
Tweet Impressions	20.6K	+24.5%
Profile Visits	208	-25.2%
Mentions by other users	42	+200%
<b>YOUTUBE</b>		
	<b>Views</b>	<b>Subscribers</b>
YouTube views	5925 (+ 265)	30 (+4)



**Web Analytics –JUNE 2018**

Month	Sessions	Pageviews	Users
Oct-17	3,613	9,034	3,018
Nov-17	3,456	8,370	2,868
Dec-17	2,892	6,591	2,462
Jan-18	2,561	6,820	2,009
Feb-18	2,360	6,537	1,949
Mar-18	3,404	7,926	2,811
Apr-18	3,526	8,219	2,971
May-18	4,865	10,285	4,052
<b>FY 17-18</b>	<b>26,677</b>	<b>63,782</b>	<b>22,140</b>

Mobile Traffic	Users	Percent of Total
Mobile Traffic	1,483	49.67%
Desktop	1,270	42.53%
Tablet	233	7.80%



Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,616	1,230	0:01:18	1,152	47.57%	42.82%
Calendar	785	601	0:01:09	495	47.47%	43.57%
Shopping Centers	242	221	0:04:28	204	90.69%	84.71%
Events	168	114	0:00:26	12	8.33%	7.74%
Visitors Guide	151	133	0:02:04	22	59.09%	47.68%
Explore	150	103	0:01:24	5	80.00%	12.67%
Dining	142	85	0:00:55	5	40.00%	16.90%
Accommodations	142	89	0:01:26	44	52.27%	26.06%
Mo. & Annual Events	126	116	0:02:32	76	80.26%	71.43%
NTTA Blog	126	99	0:04:47	99	81.82%	76.98%
Visit Mck Fun	121	73	0:02:58	38	60.53%	33.06%
Weekend Update	119	103	0:01:20	26	50.00%	43.70%
Calendar	116	107	0:01:49	107	91.59%	89.66%
Event Planning	111	58	0:00:50	12	58.33%	15.32%
About McKinney	75	67	0:01:32	9	66.67%	32.00%
Calendar	75	71	0:02:09	71	92.96%	90.67%
Calendar	70	65	0:01:50	64	75.00%	74.29%
5 Yrs. Sweet Blog	68	60	0:05:44	58	87.93%	82.35%
Ice Cream Crank off	64	51	0:02:01	51	76.47%	73.44%
Dining & Nightlife	63	46	0:01:05	31	48.39%	41.27%
Shopping Centers	63	54	0:01:33	41	60.98%	44.44%
Calendar	60	48	0:01:29	3	100.00%	20.00%
RSS	60	60	0:00:00	60	100.00%	100.00%
Stay	58	43	0:00:44	0	0.00%	6.90%
Hotels & Motels	58	48	0:01:08	2	50.00%	27.59%



Country Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. sess. Duration
United States	2,753	2,598	3,307	61.63%	2.45	0:02:03
France	100	100	100	100.00%	1	0:00:00
Peru	23	23	23	100.00%	1	0:00:00
South Korea	21	21	21	90.48%	1.1	0:00:01
Philippines	16	16	16	93.75%	1.06	0:00:01
Canada	14	13	19	57.89%	4.58	0:07:17
India	12	12	12	75.00%	1.83	0:01:07
Germany	5	5	5	40.00%	1.8	0:05:56
Brazil	4	4	5	80.00%	1.4	0:02:31
China	4	4	4	100.00%	1	0:00:00

State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Sess. Duration
Texas	2,119	1,974	2,623	61.11%	2.44	0:02:08
California	95	92	101	49.50%	2.63	0:01:13
Michigan	58	58	58	98.28%	1.1	0:00:06
Oklahoma	47	43	54	55.56%	3.26	0:02:37
New York	39	37	40	77.50%	1.58	0:01:00
Illinois	38	38	41	63.41%	2.63	0:01:44
Virginia	27	27	27	85.19%	2.48	0:01:16
Kansas	26	26	27	74.07%	1.89	0:01:01
Florida	25	21	26	50.00%	3.42	0:01:41
Tennessee	19	18	21	57.14%	2.43	0:02:46





City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Visit Duration
McKinney	674	594	906	56.62%	3.11	0:03:30
Dallas	569	516	651	69.59%	1.72	0:01:07
Plano	114	110	139	66.19%	2.11	0:01:18
Allen	70	61	82	54.88%	1.94	0:01:28
Houston	64	56	72	52.78%	2.97	0:01:41
Frisco	61	52	65	49.23%	2.29	0:01:19
Fort Worth	41	36	46	52.17%	2.09	0:00:51
Prosper	39	37	48	70.83%	1.75	0:00:49
Austin	35	31	39	64.10%	2.15	0:02:27
Irving	29	28	31	48.39%	2.26	0:00:36

VISIT WIDGET JUNE 2018					
	Users	Sessions	Page Views	Pages/Session	Bounce Rate
<b>Widget</b>	51	56	218	3.9	53%
<b>iOS App</b>	34	57	472	14	N/A
<b>Android App</b>	10	18	71	7.1	N/A
<b>Total/AVG</b>	<b>95</b>	<b>131</b>	<b>761</b>	<b>8.33</b>	N/A