



To: MCVB Board

From: Dee-dee Guerra – Executive Director

Date: March 26, 2019

RE: McKinney CVB February 2019-Staff Report

Goal 1 Operational Excellence

Strategies:

• **Accolades:**

- **Best Downtown Designation by County Line Magazine** (Over 50K population)
In January, we received word from County Line Magazine that the publication’s readers had selected Downtown McKinney as the best downtown (with a population more than 50,000) in the upper east side of Texas. We received a certificate and window decal, as well as inclusion in their January-February “Best Things about the Upper East Side of Texas 2018” issue.
- **Film Friendly Texas City Designation**
McKinney is now a certified Film Friendly Texas city with the Office of the Texas Governor and the Texas Film Commission. This certification involved a process completed by the McKinney CVB, including the submission of an application, photo submissions, and a required day-long course. The Governor’s Office will be making a presentation of this designation at a council meeting in April.

• **Board: Cycle 2-Promotional Grants allocated dollars for Cycle II: \$ 18,000 (\$3,000 were not allocated in Cycle 1) -** The following groups made presentations about their applications at the Feb. 26, 2019 MCVB Board meeting. The Board will be making final decisions on these grant applications at the March Board meeting.

- MAST
 - Grant Amount Requested: \$ 8,000
 - Purpose: Marketing, Advertising, and Promoting
 - Event Date: March 1,2019- December 31, 2019
- Odysseus Chamber Orchestra
 - Grant Amount Requested: \$1,500
 - Purpose: Marketing, Advertising and Promoting Seasonal Concerts for 2019
 - Event Dates: February 23, 2019, April 6, 2019, and May 4, 2019
 - Other Funds Requested: Arts Commission: \$ 20,000
- Heard Craig Center for the Arts
 - Grant Amount Requested: \$5,000
 - Purpose: Marketing, Advertising and Promoting the Arts Meets Floral Event.
 - Event Dates: April 14, 2019
- Game Day Foods LLC, Benefiting Community Garden Kitchen of Collin County
 - Grant Amount Requested: \$1,500
 - Purpose: Marketing, Advertising and Promoting the 2nd Annual Star Spangled Salsa Festival, July 2019.
 - Event Date: July 4, 2019
 - Other Funds Requested: MCDC \$ 6,700

- International Festival – Imagine International Academy
 - Grant Amount Requested: \$5,000
 - Purpose: In celebration of the increasing diversity in McKinney, the school plans to hold a one day International Festival showcasing cultural attribute and talents of the residents
 - Event Date: May 11, 2019
- **Education/Webinar:**
 - D. Guerra:
 - Accountability in Finances, Solutions for Things That Keep You Up At Night.- Webinar
 - Leadership Alum Lunch Power Hour-Reaping the Benefits of Teamwork-Lashon Ross
 - B. Shumate:
 - Final four Emerging Leadership lunch classes (4 hours training)
 - Webinar – Maximizing your Site improve Platform Set-up
 - Webinar - 5 Steps to Instagram Social Analytics Success: Understand and Act on Insights
 - User group meeting/training for CivicPlus admins
 - V. Rhodes:
 - Online Training via City – Home Safety
 - Emerging Leaders Training
 - City Secretary Office Training, Legistar & Granicus
- **Events/Services:**
 - Events:
 - Chamber Links
 - TACVB Sales Blitz
 - TTIA Unity Dinner/Converge on the Capitol
 - Wedding Vendor Association Network/Lunch
 - Chamber Annual Awards
 - Chestnut Commons Garage Ribbon Cutting

86th Legislative Session State Priorities

| PROMOTE TEXAS | RESTORE SUMMERS |
|---|--|
| <p>Last Session the Texas Legislature reduced funding for state tourism advertising and promotion by 50% to \$17 million annually. The result:</p> <ul style="list-style-type: none"> • Travel spending influenced by state tourism advertising has dropped by 51%, falling from \$4.6 billion to \$2.3 billion. • State tax revenues generated as a result of state tourism advertising and promotion have also dropped by 49%, falling from \$282 million to \$140 million, placing a greater tax burden on Texas residents. • Texas Once ranked among the top five states for tourism advertising and promotion budgets and now has dropped to 18th in the nation, behind states such as Louisiana, Alabama, Arkansas and Montana and unable to effectively compete with key competitor states with much larger budgets, such as California, Florida and New York. | <p>In 2015, the Legislature passed a “Districts of Innovation” (DOI) program that allows participating school districts to exempt themselves from 67 state requirements, one of which is the uniform, 4th Monday in August start date. Now:</p> <ul style="list-style-type: none"> • 75% of Texas’ 1,200 ISDs have declared themselves DOIs. Their “innovation” of choice is the exemption from the uniform school start date, without providing any more instructional days beyond the state minimum, and numerous inconsistent start dates. • No quantitative data exists showing a direct cause and effect between early start dates and improved student achievement. • Moving the average school start date in Texas one week earlier costs billions in economic activity, more than 7,500 permanent jobs, and \$62.1 million in lost tax revenues. • This is not local control, what one ISD chooses impacts Travel and Tourism across the state. |
| <p>TTIA is working with our partners to secure the full 1/12th of the state hotel occupancy tax revenue appropriation for state tourism advertising and promotion, as mandated by state law.</p> | <p>TTIA is working to restore summer travel by repealing the early school start date exemption allowed by DOI and establish a September to May school year for all public schools.</p> |

| PRESERVE HOTEL TAX USAGE |
|---|
| <p>Hotel Occupancy Taxes are a critical funding tool for developing local economies in Texas communities. Local hotel occupancy tax revenues have always been dedicated by state statute to only fund activities, facilities, and programs that directly promote tourism and hotel activity. It is an industry priority to preserve the integrity of state and local hotel occupancy taxes.</p> |
| <p>TTIA is working with our partners to educate Legislators on the importance of continuing to use local HOT tax revenues to promote our communities as travel destinations.</p> |

- **Sales:**
 - MISD-Submitted Bid to NCAA for the D2 Football Championship Dates: December 18-21, 2019. This is a 3-year contract. We will hear back soon if we won this bid.
 - **Texas Tree Growers Association- Aug. 23-25, 2019. Sheraton: 50 room nights. Bid Won.**
 - Texas Amateur Athletic Federation Gymnastics Tournament: April 27-28, 2019-Working on Hotel's now – expected attendance is 400 (not all are from out of town).
 - Biz Z Classic Golf Tournament-May 2-5. Actual tournament is on the May 3rd. RFP was sent to hotels on Friday. Approximately 20 -30 room nights (depends on participation from “out of towners”).
 - Hotel Visits: 9-3 postponed
 - Holiday Inn
 - Sheraton
 - La Quinta
 - Holiday Inn Express – meeting postponed, will reschedule
 - Towne Place Suites – meeting postponed, will reschedule
 - Comfort Inn & Suites – meeting postponed, will reschedule
 - Hampton Inn
 - Motel 6
 - Best Western

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 (18-Hotels & 12 -B&B/VRBO reporting)
 - January 2019: \$ 120,334
 - January 2018: \$ 129,447
 - **-7.56%↓**
- YTD: 2019 vs 2018
 - FY 18-19: \$ 531,573
 - FY 17-18: \$ 554,973
 - **-4.22%↓**

MCVB Room Nights Generated: TTL Room Nights: 51; TTL Revenue: \$ 4,947

WEDDINGS COMPLETED- February 2019 - TTL Room Nights 0; TTL Rev: \$0

***NO PICK UP FOR FEBRUARY 2019**

ASSOCIATION/CORPORATE/SMERF COMPLETED in February 2019: TTL Room nights: 51; TTL Revenue: \$4,947

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

Corporate: TTL Rooms: 51; TTL Revenue: \$4,947

- Torchmark-AIL 301-Sheraton: TTL room nights: 51; TTYL Rev. \$ 4,947
- Torchmark-AIL 101-Sheraton:TTL room nights;; TTYL Rev. \$ **Cancelled**
- Torchmark-FHL 101-Sheraton:TTL room nights;; TTYL Rev. \$ **Cancelled**

SMERF: TTL Room nights: 0; TTL Rev: \$ 0

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

Sales Calls: ASSOCIATIONS-/CORPORATE /SMERF Sales Calls: 23

Association: 5

1. International Association of Professional Security Consultants, IAPSC – Contact: Amy Platt. Amy advised that they would not look for a location in Texas until 2022 or 2023 due to the fact they were in Texas just a few years ago. Sent a follow-up email to establish communication and provide McKinney information to her.
2. Texas Rural Water Association, Contact: Angela Russel. Have attempted to speak with Angela, left message on her voice mail. Trying to see if we can host a board retreat for this association.
3. Texas Bankers Association – Contact: Mary Lange, Have attempted to speak with Mary, left a message on her voice mail. Trying to see if McKinney would be an option for the conferences/professional training that she organizes.
4. Texas Bankers Association – Contact: Brandy Gardner. Have attempted to speak with Brandy, left message on her voice mail. Trying to see if McKinney would be a fit for their events/meetings.
5. Texas Hospital Insurance Exchange – Contact: Tess Frazier. Asked Tess to come to McKinney for a site visit to consider us for 2020 meetings. Waiting for her reply.

Corporate: 2

1. Children's Health Hospital – Contact: Michael Herrington/Denise Gomez. Follow up call to determine if they planned to reschedule the network meeting originally planned for April. At this time they are not, however, stated they would keep McKinney in mind for a location.
2. Texas Connections Academy – Contact: Debbie Adams. Working with Debbie to secure meeting space for STAR testing for their students. No hotel rooms. Student group size 50 at the largest. Hampton & MPAC are being considered.

SMERF: 12

1. Southern Bash, Contact: Kari Loth, Wedding/Event Planner, meet to discuss upcoming events/ weddings she is coordinating. Offered assistance with hotel room blocks, as well as venue information.
2. Ovation Academy, Contact Angi Burns. Discussed partnership with Ovation Academy and assisting them with hotel room blocks for upcoming events.
3. Kincaid Coach, Contact Kevin Ards. Discussed Heritage bus tours and using McKinney as the host city for departure.
4. Wynne Transportation, contact: Dianne Douglas. Discussed bringing in groups to McKinney. Dianne advised at this time the fleet they have here is used more for local transportation, however, if things changed she would advise.
5. Big Z Classic, Contact: Kelly Hoefler. Working with Kelly on hotel blocks for Big Z Classic Golf Tournament
6. University of Houston, Contact: Kendra Hakanson. Spoke with Kendra about using CVB's when planning meetings and discussed McKinney as a destination for upcoming meetings
7. Hey Lolli (Square Dance Company) Contact: Jack Myers. Meet with the current president and incoming president of the organization. Informed them of using CVB's when planning their meetings/conferences. They were very receptive.
8. United Methodist Church – Houston. Dropped off
9. NAACP Houston Chapter – Contact: Yolanda Smith, E.D. and Raiven Williams, membership coordinator. Spoke with Yolanda and Raiven about using CVB's when planning meetings and asked about upcoming meetings.
10. JLM Creative Events – Contact: Jon Salcido. Applique Getaway Show. June 21-23, 2019. Anticipated total event attendance: 400-600. Anticipated total room nights: 300-325
11. Texas Gymnastics – Contact: Tricia Guertel. Follow up, We are working together to secure room blocks in McKinney for a State Tournament that will take place the end of April 2019 and have over 400 athletes
12. Texas High School Lacrosse League, THSLL – Contact: Craig Vollmer and Scott Wooters. Follow up with this organization to secure hotel room blocks and other needed items from the CVB (coupons, welcome bags etc.).

McKinney Top 25: 4 (2 Calls /2 Follow up)

- **McKinney Corporate: 3/1 Assistance-4**
 - Pogue Construction-Met w/ Debi Matske. They are using their own facility to have events. McKinney does not have a place large enough to hold their events. Would like to be added to the weekend update newsletter to share it with their employees.
 - HISun Motors-Tina Staggs not available. Sent email & left a voice mail. Left Sales kit. Follow up.
 - Primo- Microphone's- Met with Nancy (receptionist). They use their own facility for meetings/events. Will call if they need hotel room nights, no use for them at this time.
 - Assisted Lisa Cushley-Wesson (Simpson Strong-Tie) w/a corporate Planner for an event she wants to do at her facility this year.

2018

| Month | Group | Venue | Room Nights | Attendees |
|-----------------|-----------------------------|-------------|-------------|-----------|
| December | | | | |
| 12/11-13/18 | Emerson: Regulator: 1100 | Holiday Inn | 60 | 30 |

2019

| Month | Group | Venue | Room Nights | Attendance |
|-----------------------|---|---|-----------------------|------------|
| January | | | | |
| 01/13 – 01/16/19 | Torchmark AIL 101 | Sheraton | 100 | 100 |
| 01/21 – 01/23/19 | Torchmark AIL SGA Improvement Seminar | Sheraton | 15 | 15 |
| 01/27 – 01/30/19 | Torchmark LNL 201 | Sheraton | 30 | 30 |
| February | | | | |
| 02/11 – 02/13/2019 | Torchmark AIL 201 | Sheraton | 80 | 80 |
| 02/17 – 02/20/2019 | Torchmark FHL 201 | Sheraton | 15 | 30 |
| 02/19 – 02/22/2019 | Torchmark FHL 101 | Sheraton | 22 | 44 |
| 02/24 – 02/28/2019 | Torchmark LNL 101 | Sheraton | 100 | 100 |
| 2/17-19/19 | Texas Association of Counties, Health & Employee Benefits Pool | Sheraton | 350 | 225 |
| March | | | | |
| 03/04 – 03/06/2019 | Torchmark AIL 301 | Sheraton | 50 | 50 |
| 03/18 – 03/20/2019 | Torchmark LNL 401 | Sheraton | 20 | 20 |
| 03/24 – 03/27/2019 | Torchmark LNL 301 | Sheraton | 20 | 20 |
| 03/04 – 03/06/2019 | Torchmark AIL 301 | Sheraton | 50 | 50 |
| April | | | | |
| 4/5/2019 | Children’s Health System of Texas | Sheraton, Piazza, The Grand, El Dorado CC, & Cotton Mill | Meeting Space Only | 300 |
| 4/25-28/19 | Texas Folklore | Sheraton | 70 | 150 |
| 4/29-5/2/19 | Veterans of Underage Military Service | | 40 | 80 |
| April | | | | |
| 4/2019 | TACVB Marketing Symposium | Sheraton | 90 | 75-100 |
| 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 |

| | | | | |
|--------------------|---|--|---------|-------|
| May | | | | |
| 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 |
| June | | | | |
| 6/27-28/2019 | Texas Volunteer management Conference | Grand/Hampton Inn | 12 | 200 |
| 06/16 – 06/19/2019 | Torchmark AIL 101 | Sheraton | 100 | 100 |
| 6/21-23/19 | Applique Getaway 2019 | City Wide | 300-325 | 400 |
| 06/23 – 06/26/2019 | Torchmark LNL 201 | Sheraton | 30 | 30 |
| July | | | | |
| 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 |
| August | | | | |
| 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 |
| | | | | |
| 08/25 – 08/28/2019 | Torchmark LNL 301 | Sheraton | 20 | 20 |
| September | | | | |
| 9/9-12/19 | Library Automation Conference | Grand/MPAC | 250 | 75 |
| 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 |
| 3 rd /4 th week | TTIA Travel Summit | Sheraton | 500 | 250 |
| October | | | | |
| 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 |
| November | | | | |
| 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 |
|---------------------------------------|------------------------------------|---|-------------|------------|
| October | | | | |
| May | | | | |
| 5/2020 | International Boxing Federation | City Wide | 170 | 275 |
| April | | | | |
| | Franchise Meeting Group/Event Prep | Sheraton | 225 | 250 |
| June | | | | |
| 6/15-19/2020 | TCCE Annual Convention | Sheraton | 175 | 300 |
| 6/11-16/20 | National Pygmy Goat Association | Sheraton, Springhill Suites & Hilton Home 2 | 100 | 400-500 |
| July | | | | |
| 7/2020 | Council on Occupational Education | Sheraton | N/A | 350 |
| September | | | | |
| 3 rd /4 th week | TTIA Travel Summit | Sheraton | 500 | 250 |

2021

| Month | Group | Venue | Room Nights | Attendance |
|------------|---------------------------------|-----------|-------------|------------|
| May | | | | |
| 5/2021 | International Boxing Federation | City Wide | 170 | 275 |

2022

| Month | Group | Venue | Room Nights | Attendance |
|----------------|---|----------|-------------|------------|
| October | | | | |
| 10/2020 | Floor Covering Installation Contractors Association (FCICA) | Sheraton | 200 | 75 |

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 2019 Gross Sales \$538.80- Lanio's Contract ended**
 - **Rent check \$355.00**

Visitors: FYTD Total (Oct.'18– Sept. '19): 2,053

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

- Out of State: 15
- Out of Country: 3
- Texas Residents: 7
- McKinney Residents: 12
- Register Total: 37
- Ticker Counter: 307

Day Trips: 0

RFP's: 16 (2-Association, 0 -Corporate, 10 -Weddings, 3-Social, 0-Religious, 1-Sports, 0-Day Trips)

Association:

- Tim Crowley-Southwest College Football Officials (SWCFO), August 1-3, 2019. 65 room nights; 250 attendees.
- Library Automation Conference; September 9-12, 2019. 75 room nights; 250 attendees.

Corporate:

- N/A

SMERF: 13 (10-Weddings, 2-Social, 1-Sport, 0-Religious)

- Keil/Macready Wedding, June 2019, The Springs
- Erin Fanatico Wedding, December 2019
- Paige Koester Wedding, June 2019, The Springs
- Vonderschmidt Wedding, November 2019, Undecided
- Bysani/Swift Wedding, June 2019 (MPAC lead)
- Jo Slowinski (MOG), May 2019, Grand Ivory
- Kerarra Comer, December 2019, The Springs
- Parker Juarez, August 2019, Rosemary Barn
- Charla Thomas (MOB) August 2019, The Gather
- Gloria Martinez, November 2019, The Springs
- Ovation Academy, Angi Burns. Ovation Intensive Weekend, April 26-28, 2019 The Grand: 5 Hotel Rooms Blocked
- Applique Getaway 2019 - June 21-23, 2019. Anticipated total event attendance: 400-600. Anticipated total room nights: 300-325
- Big Z Classic – Contact: Kelly Hoeffler. Golf Tournament, blocked rooms at Hampton, Holiday Inn, & Towne Place Suites (30 total) May 3, 2019
- Sean & Kerrie Howe-3e United-Union Event September 19-21, 2019 at MPAC.

Site Visits: 3

- Megan – Grand Hotel- Library Automation Conference; September 9-12, 2019.
- Tim Crowley-Southwest College Football Officials (SWCFO), August 1-3, 2019. 65 room nights; 250 attendees.
- DCI (Drum Core International)-Dinner & Site Visit –MISD Stadium & Harvest Downtown. June 2020.

Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal): 19 (19-Weddings, 0-Social, 0 -Sports, 0-Day Trips)**Weddings: 19**

1. Kaufman Wedding – March 2019, River Road Chateau
2. Fraizer Wedding – March 2019, Springs
3. Jenni McFarland – March 2019, Cotton Mill
4. Meghan Powers- March 2019, Springs
5. Lavender Blue Weddings & Events (Planner) – April 2019, Rosemary Barn
6. Shauna Brown – April 2019, Springs
7. Jessica Costello –April 2019, Stone Crest
8. Sumner Sparks – May 2019, Cotton Mill
9. Jocelyn Hubbell – May 2019, Chandlers Garden
10. Megan Harrison – May 2019, Rosemary Barn
11. Megan Neth – June 2019, River Road Chateau
12. Sauter Wedding – July 2019, River Rd
13. Lourdes Vasquez – August 2019, Springs
14. Carrier & Zach Hood – September 2019, Bella Donna
15. Christy Skertchly – October 2019, Stonecrest
16. Stutzman Wedding – October 2019, Stonecrest
17. Lamberson Wedding – November 2019, Stone Crest
18. Morrison Wedding – December 2019, Rustic Grace
19. 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: 6

Mailing Leads Processed: 115

- See Texas First: 115

Top Five States requesting information:

- Texas
- Louisiana
- Minnesota
- Oklahoma
- Washington

Advertising/Marketing/Media

Blogs: 157

Film Friendly City – 33

Valentine's Day ideas - 60

Toll Tag blog – 54

Breakfast McKinney Style – 5

Pokémon - 5

Visits on Homepage News Flash buttons & landing pages: 553

Weekend Update page - 63

Event-Planning Pages/Meeting Planners Guide – 179

Plan Your Visit – 36

Visitors Guide – 132

MPAC Upcoming Events – 37

Tours in McKinney – 41

TAAF State Gymnastics Meet – 18

Big Z Golf Tourney – 18

KPIs – 11

Tourism Grants – 18

Photos, Text Written, Marketing Materials, and Ads Submitted

Advertising- Website & Publication ROI Tracking:

- Photos at ribbon cutting/opening of Chestnut Commons garage
- Submitted ad to **Texas Town & City** (*TML Magazine*)
- Submitted materials for **Texas Meetings + Events**
- Submitted ad to **Houston House & Home**
- Submitted April newsletter materials to **TourTexas.com**
- Submitted summer events to **Texas Events Calendar/Texas Highways**
- Created landing pages for:
 - Big Z Classic Golf Tourney
 - TAAF Gymnastics Qualifier

Advertising- Website & Publication ROI Tracking:

- Stonebridge Ranch HOA - 1
- Austin Monthly - 1
- Sports Destination Marketers –0
- Texas Meetings & Events – 2
- Oxford American – 1
- Talk Business 360 (American Airlines) – 2
- MHS Lions – 2
- Cowboys Fans – 2
- Boyd Broncos – 2
- Fort Hood Sentinel – 2
- Convention South Readers – 6

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

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

| FEBRUARY 2019- MCVB Publicity/Free Media Coverage | | | | | |
|--|-----------------------------|--------------------|------------------|-----------------|---------------------------|
| Publication | Article/Topic/Writer | Print Value | Web Value | PR Value | Impressions /Reach |
| BubbleLife | Shared Blog/web updates | \$0 | \$6,000 | \$18,000 | 520,000 |
| Born2Invest (U.K.) | Business/leisure in Texas | \$0 | \$7,000 | \$21,000 | 310,000 |
| Courier-Gazette | Film Friendly City | \$900 | \$800 | \$5,760 | 100,000 |
| Community Impact | Film Friendly City | \$0 | \$2,500 | \$7,500 | 220,000 |
| NBC-KXAS 5 | Film Friendly City | \$0 | \$8,000 | \$24,000 | 410,000 |
| TOTALS | | \$900 | \$24,300 | \$76,260 | 1,560,000 |
| FY 18-19 Totals | | \$15,354 | \$ 62,915 | \$ 267,388 | 6,271,000 |

SOCIAL MEDIA TRACKING

| FACEBOOK - 2018-19 | | | | | |
|---------------------------|------------------|------------------|----------------------|--------------------|--------------------|
| FY 18-19 | New Likes | TTL Likes | Engaged Users | Total Reach | Impressions |
| Oct. 18 | 97 | 7491 | 92,814 | 378,097 | 2,678,708 |
| Nov. 18 | 65 | 7556 | 88,311 | 449,685 | 2,860,148 |
| Dec. 18 | 63 | 7619 | 159,866 | 1,042,216 | 4,343,739 |
| Jan.19 | 76 | 7695 | 135,200 | 1,022,782 | 4,626,660 |
| Feb. 19 | 146 | 7845 | 129,516 | 831,301 | 4,108,790 |
| TOTALS | 447 | N/A | 605,707 | 3,724,081 | 18,618,045 |

| Type | Number |
|-------------------------|---------------|
| TWITTER | |
| Followers | 5007 |
| Tweets | 6623 |
| Tweet Impressions | 13,200 |
| Profile Visits | 123 |
| Mentions by other users | 18 |

| INSTAGRAM | New Followers |
|------------------|----------------------|
| Historical | 761 |
| Oct. 2018 | 126 |
| Nov. 2018 | 164 |
| Dec. 2018 | 94 |
| Jan. 2019 | 56 |
| Feb. 2019 | 59 |
| TOTAL | 1260 |

| YOUTUBE | Views | Subscribers |
|--------------------|--------------|--------------------|
| Historical numbers | 6699 | 30 |
| Oct. 2018 | 217 | 0 |
| Nov. 2018 | 222 | 4 |
| Dec. 2018 | 232 | 3 |
| Jan. 2019 | 124 | 1 |
| Feb. 2019 | 155 | 1 |
| TOTAL | 7649 | 39 |

| Google Business Pg. | Page Views | Website visits |
|----------------------------|-------------------|-----------------------|
| Oct. 2018 | 1960 | 27 |
| Nov. 2018 | 1970 | 30 |
| Dec. 2018 | 1195 | 40 |
| Jan. 2019 | 1850 | 34 |
| Feb. 2019 | 1970 | 29 |
| TOTAL | 8945 | 160 |

Web Analytics – FEBRUARY 2019

| Mobile Traffic | Users |
|-----------------------|--------------|
| Mobile | 936 |
| Desktop | 1086 |
| Tablet | 178 |

| Month | Sessions | Pageviews | Users |
|-----------------|-----------------|------------------|---------------|
| 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 |
| FY 18-19 | 15,181 | 35,547 | 12,859 |

FEBRUARY 2019 TOP WEB PAGES

| Page | Pageviews | Unique Page Views | Avg. Time on Page | Entrances | Bounce Rt. | Exit % |
|------------------------|-----------|-------------------|-------------------|-----------|------------|--------|
| Home | 1,194 | 926 | 0:01:12 | 866 | 24.34% | 41.37% |
| Calendar | 439 | 338 | 0:01:22 | 238 | 47.48% | 39.18% |
| Shopping Centers | 152 | 132 | 0:02:37 | 122 | 82.79% | 78.95% |
| Visitors Guide | 132 | 108 | 0:01:25 | 16 | 43.75% | 34.85% |
| Explore | 130 | 90 | 0:00:40 | 14 | 42.86% | 20.77% |
| Events | 125 | 110 | 0:00:15 | 25 | 4.00% | 12.80% |
| Dining | 117 | 74 | 0:01:17 | 20 | 10.00% | 23.93% |
| Event Planning | 76 | 60 | 0:00:38 | 15 | 73.33% | 22.37% |
| Mo. / Ann. Events | 72 | 70 | 0:01:46 | 39 | 87.18% | 70.83% |
| Weddings | 70 | 53 | 0:01:14 | 30 | 30.00% | 30.00% |
| About McKinney | 64 | 57 | 0:02:00 | 16 | 81.25% | 43.75% |
| Tours | 63 | 49 | 0:01:54 | 21 | 57.14% | 47.62% |
| Weekend Update | 63 | 60 | 0:00:48 | 10 | 80.00% | 47.62% |
| Accommodations | 59 | 51 | 0:00:33 | 22 | 40.91% | 16.95% |
| Shopping Centers | 58 | 54 | 0:02:21 | 36 | 55.56% | 46.55% |
| Calendar | 57 | 47 | 0:02:33 | 42 | 54.76% | 52.63% |
| NTTA Blog | 54 | 48 | 0:01:12 | 48 | 87.50% | 88.89% |
| Staff Directory | 54 | 43 | 0:02:08 | 15 | 66.67% | 33.33% |
| Val. Day Blog | 52 | 50 | 0:01:38 | 14 | 92.86% | 63.46% |
| Meeting Planners Guide | 51 | 32 | 0:00:22 | 7 | 28.57% | 11.76% |
| Calendar | 49 | 23 | 0:01:12 | 7 | 0.00% | 22.45% |
| Dining & Nightlife | 46 | 42 | 0:01:01 | 26 | 73.08% | 71.74% |
| Unique Venues | 46 | 40 | 0:02:57 | 7 | 28.57% | 32.61% |
| History of McKinney | 45 | 38 | 0:02:22 | 22 | 8.70% | 53.33% |

Top Countries

| Country Breakdown | Users | New Users | Sessions | Bounce | | |
|-------------------|-------|-----------|----------|---------|------------|------------|
| | | | | Rate | Pgs./Sess. | Avg. Sess. |
| United States | 2,044 | 1,914 | 2,469 | 51.24% | 2.51 | 0:02:03 |
| Canada | 52 | 52 | 52 | 53.85% | 1.12 | 0:00:03 |
| (not set) | 17 | 17 | 17 | 5.88% | 2.41 | 0:00:17 |
| South Korea | 13 | 13 | 13 | 84.62% | 2.85 | 0:01:02 |
| India | 11 | 11 | 11 | 63.64% | 1.09 | 0:00:04 |
| France | 10 | 10 | 10 | 60.00% | 1 | <00:00:01 |
| China | 7 | 7 | 7 | 100.00% | 1 | 0:00:00 |
| Germany | 7 | 7 | 7 | 85.71% | 1.14 | 0:00:02 |
| Philippines | 5 | 4 | 6 | 66.67% | 1.83 | 0:00:24 |
| United Kingdom | 4 | 4 | 4 | 50.00% | 1.5 | 0:00:06 |

Top States

| State | Users | New Users | Sessions | Bounce Rate | Pgs./Sess. |
|------------|-------|-----------|----------|-------------|------------|
| Texas | 1,517 | 1,396 | 1,881 | 51.09% | 2.55 |
| Virginia | 77 | 77 | 77 | 87.01% | 1.14 |
| California | 58 | 55 | 60 | 36.67% | 2.37 |
| Illinois | 32 | 31 | 36 | 44.44% | 2.36 |
| New York | 32 | 32 | 34 | 55.88% | 2.24 |
| Florida | 31 | 31 | 33 | 39.39% | 3.67 |
| Oklahoma | 28 | 28 | 33 | 48.48% | 2.33 |
| Tennessee | 19 | 18 | 25 | 28.00% | 3.6 |
| Georgia | 18 | 17 | 19 | 63.16% | 1.95 |
| (not set) | 15 | 15 | 19 | 63.16% | 0.95 |

Top Cities

| City Breakdown | Users | New Users | Sessions | Bounce Rate | Pgs./Sess. | Avg. Visit Duration |
|----------------|-------|-----------|----------|-------------|------------|---------------------|
| McKinney | 493 | 422 | 674 | 49.70% | 2.86 | 0:02:52 |
| Dallas | 374 | 343 | 431 | 58.47% | 1.98 | 0:01:06 |
| Plano | 76 | 72 | 90 | 50.00% | 2.36 | 0:02:19 |
| Allen | 53 | 45 | 58 | 51.72% | 2.26 | 0:01:26 |
| Frisco | 50 | 45 | 57 | 61.40% | 2 | 0:02:29 |
| Houston | 38 | 37 | 46 | 45.65% | 2.33 | 0:02:03 |
| Irving | 21 | 21 | 30 | 53.33% | 2.3 | 0:01:27 |
| Prosper | 21 | 20 | 23 | 47.83% | 2.3 | 0:02:16 |
| Garland | 19 | 17 | 26 | 42.31% | 2.65 | 0:02:39 |
| Richardson | 19 | 18 | 20 | 70.00% | 1.7 | 0:00:20 |

| VISIT WIDGET - FEBRUARY 2019 | | | | |
|------------------------------|-----------|-----------|------------|---------------|
| | Users | Sessions | Page Views | New Downloads |
| Widget Total | 36 | 38 | 225 | |
| Desktop | 24 | 25 | 169 | |
| Mobile | 12 | 13 | 56 | |
| iOS | 50 | 43 | 211 | 9 |
| Android | 5 | 6 | 25 | 2 |
| TOTAL | 91 | 87 | 461 | 11 |

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 | | | | | | | | |
| Hampton | 73.87 | 62.03 | 87.46 | 93.30 | | | | | | | | |
| Holiday Inn | 63.70 | 72.00 | 67.48 | 57.93 | | | | | | | | |
| Holiday Inn CR | 65.16 | 72.96 | 52.30 | 51.73 | | | | | | | | |
| La Quinta | 58.96 | 77.17 | 73.79 | 63.90 | | | | | | | | |
| Sheraton | 85.79 | 77.95 | 66.66 | 69.83 | | | | | | | | |
| Townplace | 59.48 | 65.54 | 54.19 | 51.65 | | | | | | | | |

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% | |
| March | 24.60 % | 63.53% | 77.04% | 75.54% | |
| 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. JLM Creative Events – Contact: Jon Salcido. Applique Getaway Show. June 21-23, 2019. Anticipated total event attendance: 400-600. Anticipated total room nights: 300-325. Too big for Sheraton.
2. Children’s Health Network – Contact: Michael Herrington. April Training did not come to fruition. (this was for meeting space only)