

## MEDC-MCDC-MAIN ST.

### **I. 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: 0; TTL Revenue: \$ 0**

- 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: 0; TTL Rev: \$ 0**

### **II. Visitors: FYTD Total (Oct. - 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

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

**III. RFP's: 9 (0-Association, 0-Corporate, 5 -Weddings, 4-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

**IV. Site Visits: 0**

**V. Lost Business-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.

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

**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:**

- MCVB Grants: 3
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#GETSOCIAL - 2017-18	
FY 17-18	Views
OCT. 17	77
NOV. 17	55
DEC. 17	40
JAN. 18	78
FEB.18	45
<b>TOTALS</b>	<b>295</b>

- **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:**

- MCVB Grants: 3
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**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

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- **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

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- TourTexas.com: 2
- Talk Business 360: 1
- TSAE Members: 11
- County Line Magazine: 11

### Free Publicity:

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

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

<b>MARCH 2018- MCVB Publicity/Free Media Coverage</b>					
<b>Publication</b>	<b>Article/Topic/Writer</b>	<b>Print/Broad-cast Value</b>	<b>Web Value</b>	<b>PR Value</b>	<b>Impressions</b>
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
<b>TOTALS</b>		<b>\$7,900</b>	<b>\$15,090</b>	<b>\$63,970</b>	<b>1,845,000</b>
<b>FY 17-18 Totals</b>		<b>\$20,003</b>	<b>\$83,840</b>	<b>\$909,190</b>	<b>\$11,062,384</b>

**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 – MARCH 2018**

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

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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%



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Country Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. sess. Duration
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	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Sess. Duration
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

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City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Visit Duration
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