

# Performance Management Progress Report









## Table of Contents

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|   |    |
|---|----|
| YTD - Quarter Summary . . . . .   | i  |
| Period Summary . . . . .  | 1  |
| Get Social Page Views . . . . .   | 3  |
| Blog Views . . . . .  | 4  |
| Travel Writers . . . . .  | 5  |
| Facebook Total Impressions . . . . .  | 6  |
| Facebook Engaged Users . . . . .  | 7  |
| Facebook likes . . . . .  | 8  |
| Number of Page Views . . . . .  | 9  |
| Number of Rooms CVB Helps to Fill Hotel & Conference Center . . . . .   | 10 |
| Number of Unique Web Visitors . . . . .   | 11 |
| Number of Web Visitors . . . . .  | 12 |
| Number of Calls Conducted with Association Meeting Planners . . . . .   | 13 |
| Number of Calls Conducted with Corporate Companies . . . . .  | 15 |
| Number of Calls Conducted with Social, Military, Educational, Religious, and Fraternal Groups (SMERF) . . . . . | 16 |
| Number of leads the MCVB brings in . . . . .  | 18 |
| Number of RFPs Collected . . . . .  | 19 |
| Percentage Hotel Occupancy . . . . .  | 21 |
| Number of New Board Members Trained . . . . .   | 22 |
| Number of Page Views MPG . . . . .  | 23 |
| Number of Visitors to Visitors Center . . . . .   | 24 |
| YTD - Period Summary . . . . .  | 25 |
| YTD - Get Social Page Views . . . . .   | 27 |

|   |    |
|---|----|
| YTD - Blog Views . . . . .  | 28 |
| YTD - Travel Writers . . . . .  | 29 |
| YTD - Facebook Total Impressions . . . . .  | 30 |
| YTD - Facebook Engaged Users . . . . .  | 31 |
| YTD - Facebook likes . . . . .  | 32 |
| YTD - Number of Page Views . . . . .  | 33 |
| YTD - Number of Rooms CVB Helps to Fill Hotel & Conference Center . . . . .   | 34 |
| YTD - Number of Unique Web Visitors . . . . .   | 35 |
| YTD - Number of Web Visitors . . . . .  | 36 |
| YTD - Number of Calls Conducted with Association Meeting Planners . . . . .   | 37 |
| YTD - Number of Calls Conducted with Corporate Companies . . . . .  | 38 |
| YTD - Number of Calls Conducted with Social, Military, Educational, Religious, and Fraternal Groups (SMERF) . . . . . | 39 |
| YTD - Number of leads the MCVB brings in . . . . .  | 41 |
| YTD - Number of RFPs Collected . . . . .  | 42 |
| YTD - Percentage Hotel Occupancy . . . . .  | 44 |
| YTD - New Board Members Trained . . . . .   | 45 |
| YTD - Number of Page Views MPG . . . . .  | 46 |
| YTD - Number of Visitors to Visitors Center . . . . .   | 47 |
| FY 15-16 CO-OP Advertising. . . . .   | 48 |
| FY 16-17 CO-OP Advertising. . . . .   | 49 |
| Free Publicity . . . . .  | 50 |





| Name  | Trend | Status | Actual    | Target     | Score  | Department | Responsible        |
|---|-------|--------|-----------|------------|--------|------------|--------------------|
| Convention & Visitors Bureau  |       |        |           |            | 90.0   |            | Administrator, PIP |
| Goals   |       |        |           |            | 93.0   |            |                    |
| Enhance the Quality of Life in McKinney   |       |        |           |            | 90.0   |            |                    |
| Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike |       |        |           |            | 96.0   |            |                    |
| Get Social Page Views   |       |        |           | 171        |        |            | DeeDee Guerra      |
| Blog Views  | ➔     |        | 729       | 463        | 157.43 |            | DeeDee Guerra      |
| Travel Writers  |       |        |           |            |        |            | DeeDee Guerra      |
| Facebook Total Impressions  | ⬇️    |        | 7,616,509 | 11,881,604 | 64.10  |            | DeeDee Guerra      |
| Facebook Engaged Users  | ⬇️    |        | 258,868   | 172,968    | 149.66 |            | DeeDee Guerra      |
| Facebook likes  | ⬆️    |        | 297       | 209        | 142.11 |            | DeeDee Guerra      |
| Number of Page Views  | ⬆️    |        | 74,067    | 31,472     | 235.34 |            | DeeDee Guerra      |
| Number of Rooms CVB Helps to Fill Hotel & Conference Center   | ⬇️    |        | 1,681     | 1,423      | 118.13 |            | DeeDee Guerra      |
| Number of leads the MCVB brings in  | ⬆️    |        | 14,576    | 4,417      | 330.00 | MCVB       | DeeDee Guerra      |
| Number of Unique Web Visitors   | ⬆️    |        | 26,192    | 6,831      | 383.43 |            | DeeDee Guerra      |
| Number of Web Visitors  | ⬆️    |        | 31,542    | 8,383      | 376.26 |            | DeeDee Guerra      |
| Financially Sound Government  |       |        |           |            | 90.0   |            |                    |
| Balance resources generated by property taxes, sales taxes and fees   |       |        |           |            | 90.0   |            |                    |
| Number of Calls Conducted with Association Meeting Planners   | ⬇️    |        | 31        | 30         | 103.33 |            | DeeDee Guerra      |
| Number of Calls Conducted with Corporate Companies  | ⬆️    |        | 42        | 30         | 140.00 |            | DeeDee Guerra      |
| Number of Calls Conducted with Social, Military, Educational, Religious, and Fraternal Groups (SMERF)       | ⬇️    |        | 15        | 21         | 71.43  |            | DeeDee Guerra      |
| Number of leads the MCVB brings in  | ⬆️    |        | 14,576    | 4,417      | 330.00 | MCVB       | DeeDee Guerra      |
| Number of RFPs Collected  | ⬆️    |        | 33        | 24         | 137.50 |            | DeeDee Guerra      |
| Percentage Hotel Occupancy  | ➔     |        | 74.83     | 79.17      | 94.53  |            | DeeDee Guerra      |

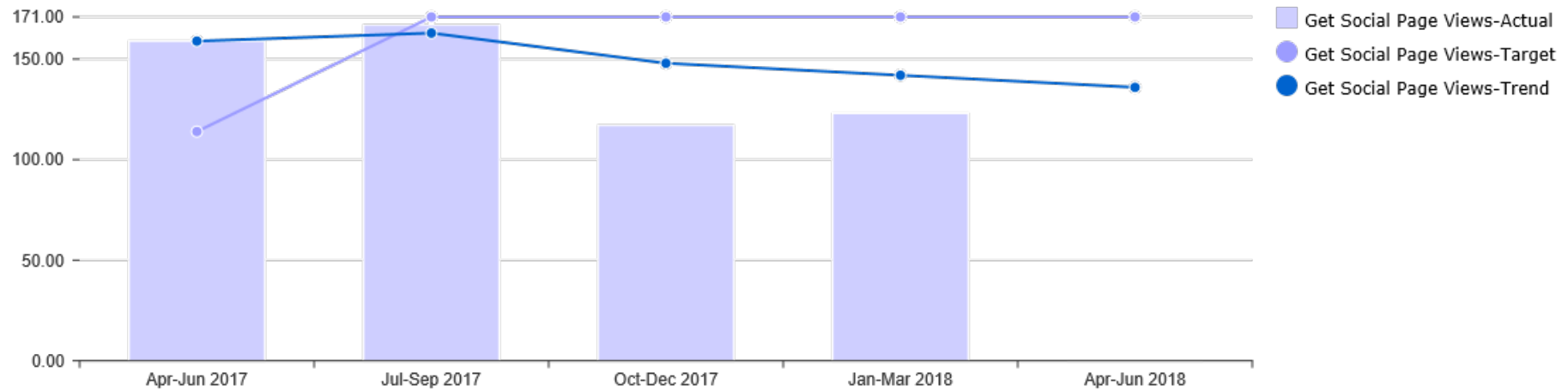
| Name   | Trend   | Status  | Actual | Target | Score  | Department | Responsible   |
|--|---|---|--------|--------|--------|------------|---------------|
| Operational Excellence   |   |  |        |        | 100.0  |            |               |
| Implement performance management practices that include developing and training staff and Board and Commission members |   |   |        |        |        |            |               |
| Number of New Board Members Trained  |   |   |        |        |        |            | DeeDee Guerra |
| Identify opportunities for internal efficiencies through recurring analyses and continuous improvement                 |   |  |        |        | 100.0  |            |               |
| Number of Page Views MPG   |  |  | 78     | 35     | 222.86 |            | DeeDee Guerra |
| Number of Visitors to Visitors Center  |  |  | 1,475  | 664    | 222.14 |            | DeeDee Guerra |

 Well Below
  Below
  On Target
  Above
  Well Above
  Trend Up
  Trend Stable
  Trend Down

## Get Social Page Views

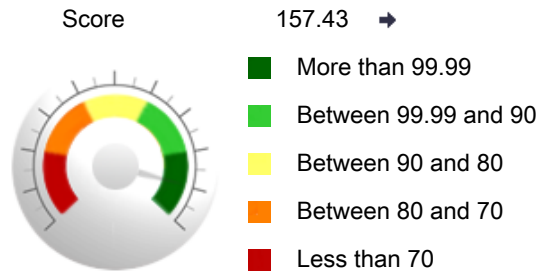
Scorecard as of: Jun 2018 - latest quarter

|  |                       |  |   |              |                    |   |
|--|-----------------------|--|---|--------------|--------------------|---|
| Score  |                       | Oct-Dec 2017   | Jan-Mar 2018  | Apr-Jun 2018 | Type               | No Type   |
|  | Score                 | 68.42  | 71.93   |              | Associated Links   | N/A   |
| <div>More than 99.99</div> <div>Between 99.99 and 90</div> <div>Between 90 and 80</div> <div>Between 80 and 70</div> <div>Less than 70</div> | Status                |   |   |              | Responsible        | DeeDee Guerra   |
|  | Subjective Assessment |  |   |              | Description        | Get Social Page Views   |
|  | Measures              | Actual   |   |              | Scorecard Elements | Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike |
|  |                       | 171  | Target  |              |                    |   |
|  |                       | -100.00  | Gap Performance   |              |                    |   |
|  |                       | [-5:5] Stable Gap Performance Range  |   |              |                    |   |



## Blog Views

Scorecard as of: Jun 2018 - latest quarter



Score

Oct-Dec 2017

115.60

Status



Jan-Mar 2018

191.50



Apr-Jun 2018

157.43



Type

No Type

Associated Links

N/A

Responsible

DeeDee Guerra

Description

Blog Views

Scorecard  
Elements

Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike

Subjective  
Assessment

Measures

729

Actual

463

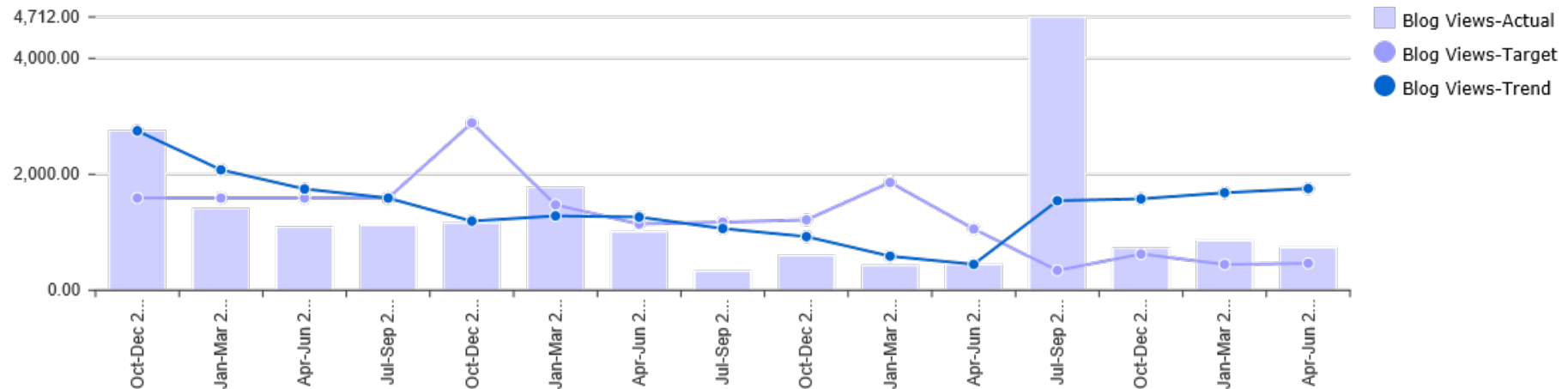
Target

1.67

Gap Performance

[-5:5]

Stable Gap Performance Range

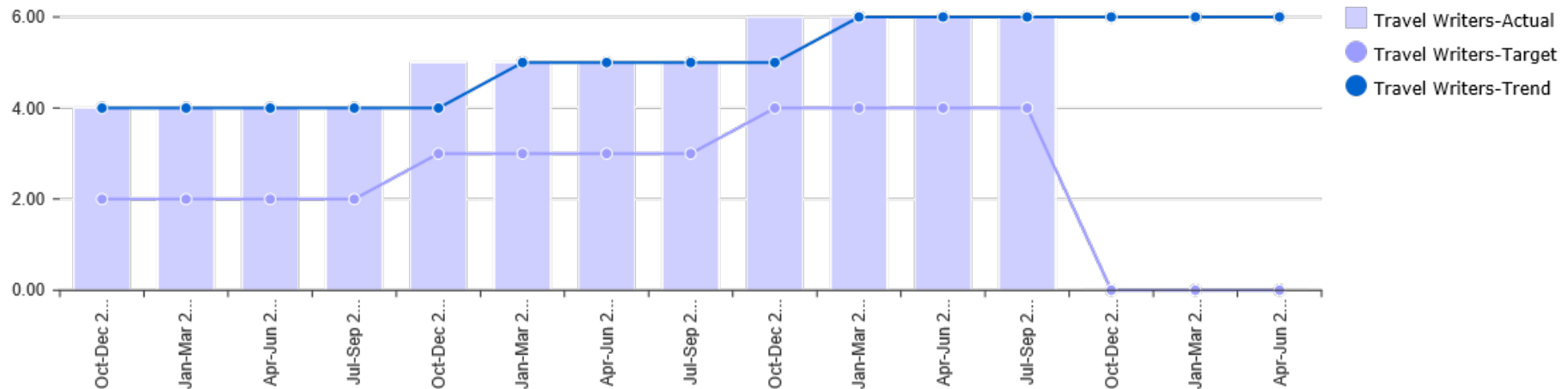


## Travel Writers

Scorecard as of: Jun 2018 - latest quarter

|       |                       |                 |              |              |                    |   |
|-------|-----------------------|-----------------|--------------|--------------|--------------------|---|
| Score |                       | Oct-Dec 2017    | Jan-Mar 2018 | Apr-Jun 2018 | Type               | No Type   |
|       | Score                 |                 |              |              | Associated Links   | N/A   |
|       | Status                |                 |              |              | Responsible        | DeeDee Guerra   |
|       | Subjective Assessment |                 |              |              | Description        | Travel Writers  |
|       | Measures              | Actual          |              |              | Scorecard Elements | Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike |
|       |                       | Target          |              |              |                    |   |
|       |                       | Gap Performance |              |              |                    |   |

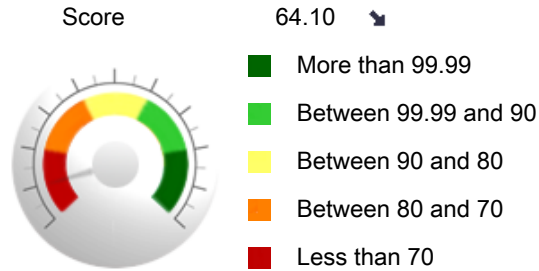
[-5:5] Stable Gap Performance Range





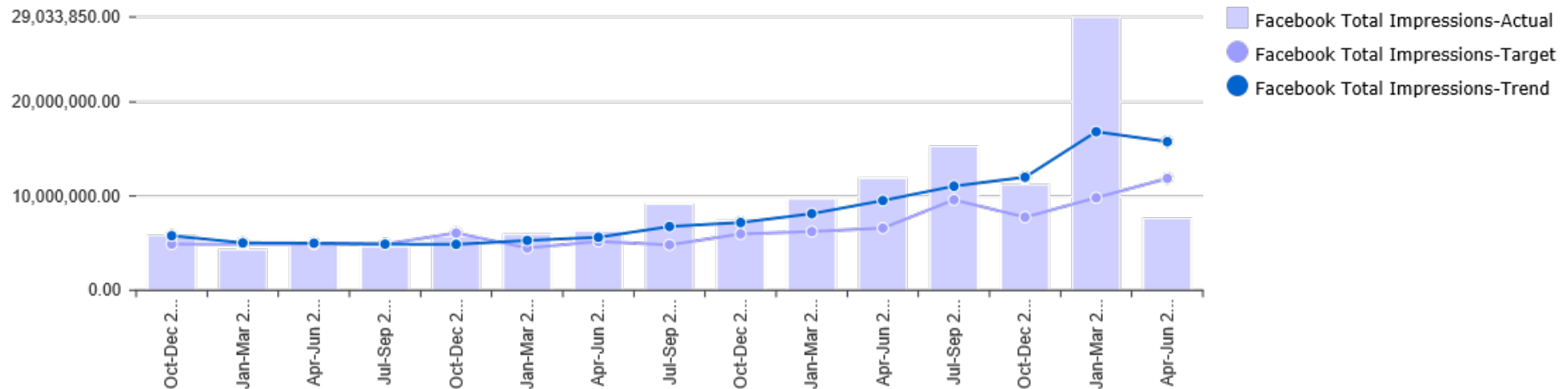
## Facebook Total Impressions

Scorecard as of: Jun 2018 - latest quarter



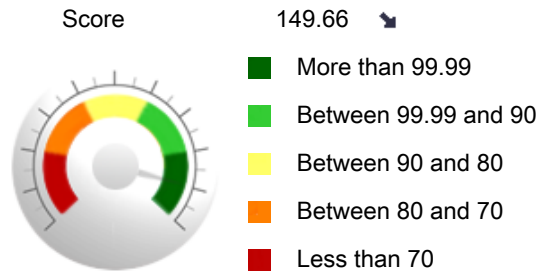
|                              | Oct-Dec 2017 | Jan-Mar 2018                        | Apr-Jun 2018 |
|------------------------------|--------------|-------------------------------------|--------------|
| <b>Score</b>                 | 144.28       | 295.49                              | 64.10        |
| <b>Status</b>                |              |                                     |              |
| <b>Subjective Assessment</b> |              |                                     |              |
| <b>Measures</b>              | 7,616,509    | Actual                              |              |
|                              | 11,881,604   | Target                              |              |
|                              | -61.83       | Gap Performance                     |              |
|                              | [-5:5]       | <b>Stable Gap Performance Range</b> |              |

|                           |   |
|---------------------------|---|
| <b>Type</b>               | No Type   |
| <b>Associated Links</b>   | N/A   |
| <b>Responsible</b>        | DeeDee Guerra   |
| <b>Description</b>        | Facebook Total Impressions  |
| <b>Scorecard Elements</b> | Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike |



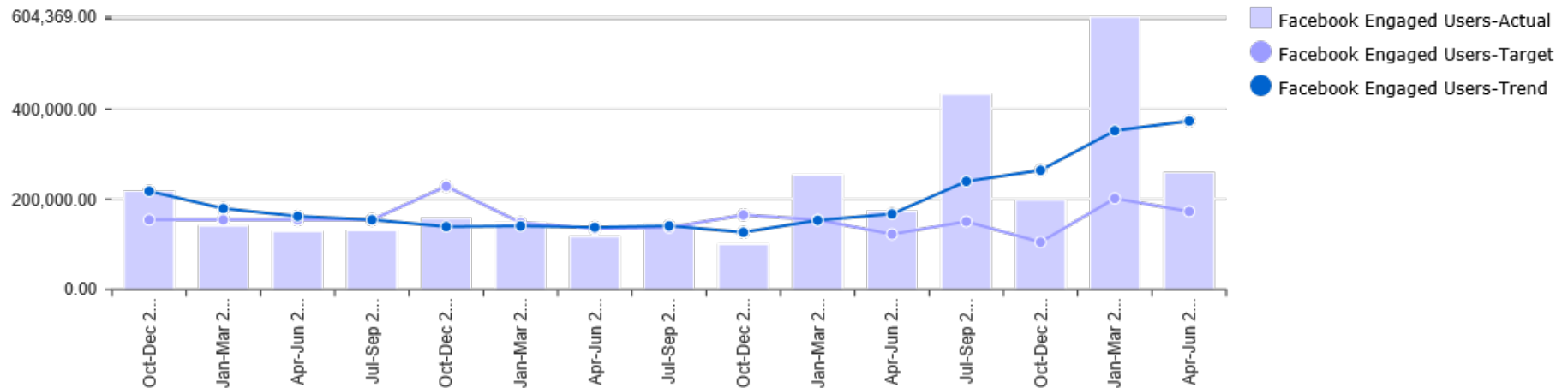
## Facebook Engaged Users

Scorecard as of: Jun 2018 - latest quarter



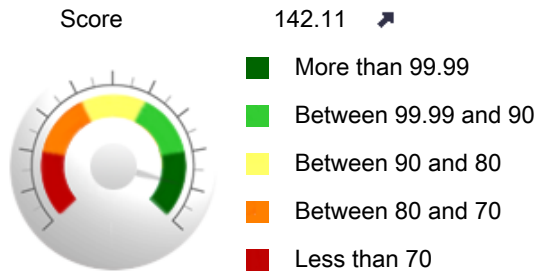
|                              | Oct-Dec 2017 | Jan-Mar 2018                 | Apr-Jun 2018 |
|------------------------------|--------------|------------------------------|--------------|
| <b>Score</b>                 | 188.46       | 299.42                       | 149.66       |
| <b>Status</b>                |              |                              |              |
| <b>Subjective Assessment</b> |              |                              |              |
| <b>Measures</b>              | 258,868      | Actual                       |              |
|                              | 172,968      | Target                       |              |
|                              | -29.57       | Gap Performance              |              |
|                              | [-5:5]       | Stable Gap Performance Range |              |

|                           |   |
|---------------------------|---|
| <b>Type</b>               | No Type   |
| <b>Associated Links</b>   | N/A   |
| <b>Responsible</b>        | DeeDee Guerra   |
| <b>Description</b>        | Facebook Engaged Users  |
| <b>Scorecard Elements</b> | Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike |



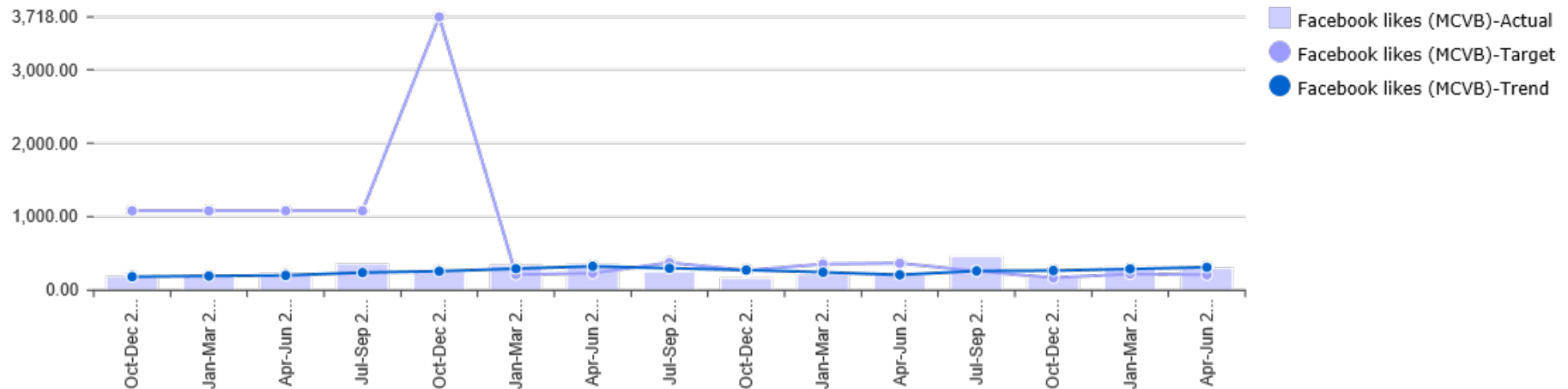
## Facebook likes

Scorecard as of: Jun 2018 - latest quarter



|                              | Oct-Dec 2017                        | Jan-Mar 2018 | Apr-Jun 2018 |
|------------------------------|-------------------------------------|--------------|--------------|
| <b>Score</b>                 | 108.93                              | 140.56       | 142.11       |
| <b>Status</b>                | 🟢 →                                 | 🟢 →          | 🟢 ↗          |
| <b>Subjective Assessment</b> |                                     |              |              |
| <b>Measures</b>              | 297 Actual                          |              |              |
|                              | 209 Target                          |              |              |
|                              | 8.87 Gap Performance                |              |              |
|                              | [-5:5] Stable Gap Performance Range |              |              |

|                           |   |
|---------------------------|---|
| <b>Type</b>               | No Type   |
| <b>Associated Links</b>   | N/A   |
| <b>Responsible</b>        | DeeDee Guerra   |
| <b>Description</b>        | Facebook likes  |
| <b>Scorecard Elements</b> | Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike |



Number of Page Views

Scorecard as of: Jun 2018 - latest quarter

Score

235.34

More than 110

Between 110 and 105

Between 105 and 95

Between 95 and 90

Less than 90

Score

123.15

71.43

235.34

Type

No Type

Associated Links

McKinney CVB

Responsible

DeeDee Guerra

Description

Promote tourism/entertainment districts. Increase web analytics by 5%:

Scorecard Elements

Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike

Measures

74,067

Actual

31,472

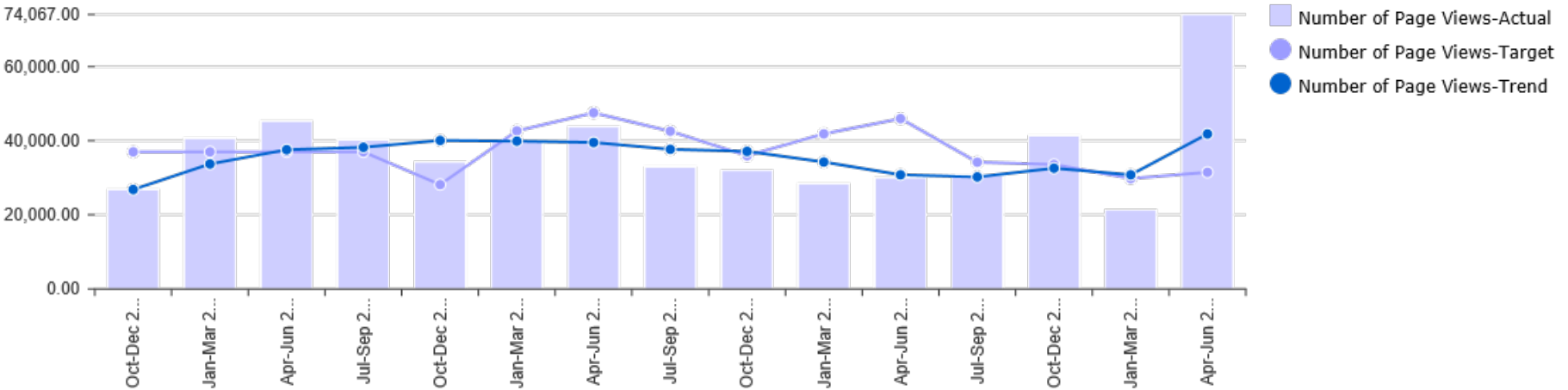
Target

64.22

Gap Performance

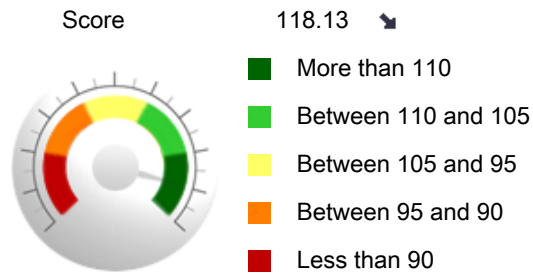
[-2:2]

Stable Gap Performance Range



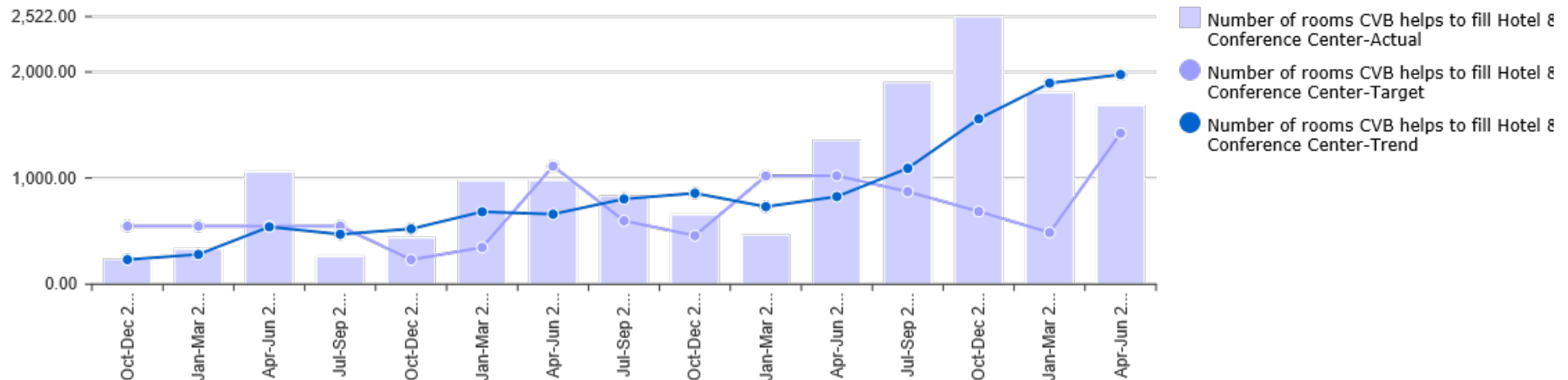
## Number of Rooms CVB Helps to Fill Hotel &amp; Conference Center

Scorecard as of: Jun 2018 - latest quarter



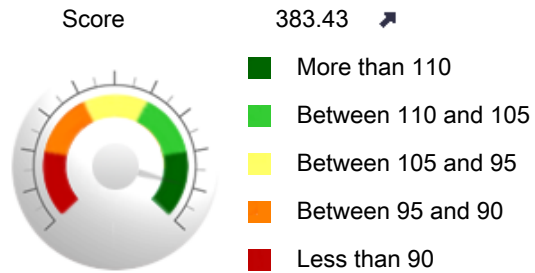
|                              | Oct-Dec 2017                        | Jan-Mar 2018 | Apr-Jun 2018 |
|------------------------------|-------------------------------------|--------------|--------------|
| <b>Score</b>                 | 368.18                              | 371.19       | 118.13       |
| <b>Status</b>                |                                     |              |              |
| <b>Subjective Assessment</b> |                                     |              |              |
| <b>Measures</b>              | 1,681 Actual                        |              |              |
|                              | 1,423 Target                        |              |              |
|                              | -58.67 Gap Performance              |              |              |
|                              | [-2:2] Stable Gap Performance Range |              |              |

|                           |   |
|---------------------------|---|
| <b>Type</b>               | No Type   |
| <b>Associated Links</b>   | McKinney CVB  |
| <b>Responsible</b>        | DeeDee Guerra   |
| <b>Description</b>        | Build and maintain relationship with McKinney hotels  |
| <b>Scorecard Elements</b> | Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike |



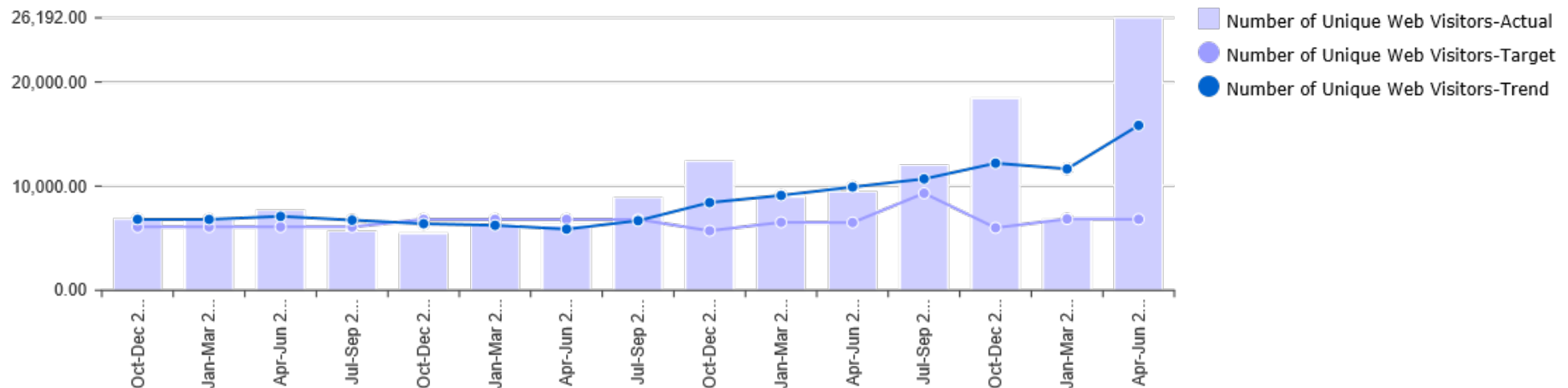
## Number of Unique Web Visitors

Scorecard as of: Jun 2018 - latest quarter



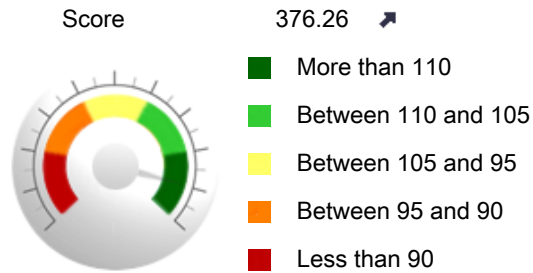
|                              | Oct-Dec 2017 | Jan-Mar 2018                        | Apr-Jun 2018 |
|------------------------------|--------------|-------------------------------------|--------------|
| <b>Score</b>                 | 307.15       | 98.77                               | 383.43       |
| <b>Status</b>                |              |                                     |              |
| <b>Subjective Assessment</b> |              |                                     |              |
| <b>Measures</b>              | 26,192       | Actual                              |              |
|                              | 6,831        | Target                              |              |
|                              | 45.73        | Gap Performance                     |              |
|                              | [-2:2]       | <b>Stable Gap Performance Range</b> |              |

|                           |   |
|---------------------------|---|
| <b>Type</b>               | No Type   |
| <b>Associated Links</b>   | McKinney CVB  |
| <b>Responsible</b>        | DeeDee Guerra   |
| <b>Description</b>        | Promote tourism/entertainment districts. Increase web analytics by 5%                                       |
| <b>Scorecard Elements</b> | Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike |



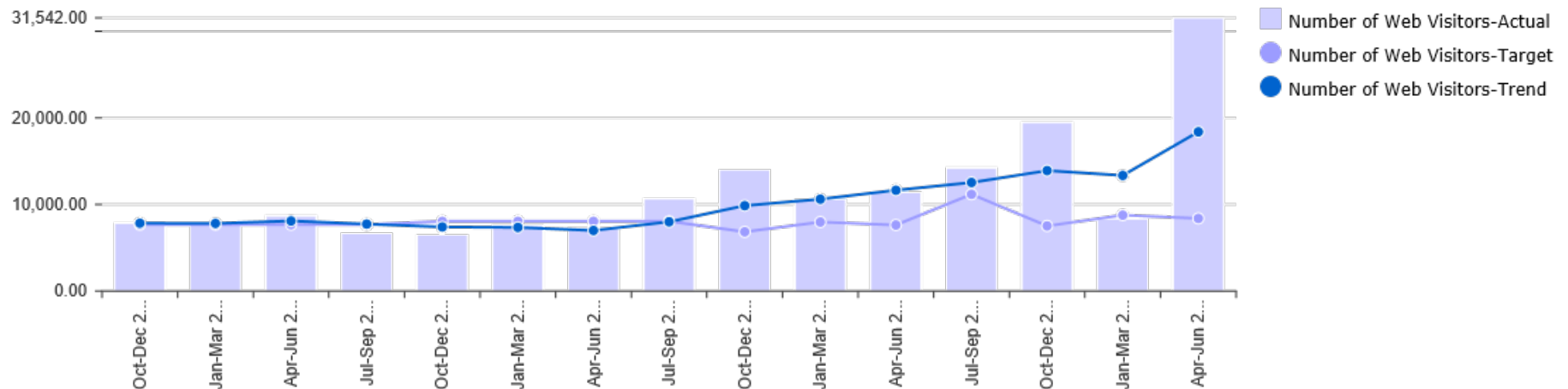
## Number of Web Visitors

Scorecard as of: Jun 2018 - latest quarter



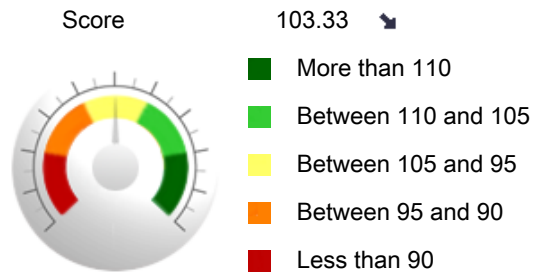
|                              | Oct-Dec 2017 | Jan-Mar 2018                        | Apr-Jun 2018 |
|------------------------------|--------------|-------------------------------------|--------------|
| <b>Score</b>                 | 259.02       | 95.07                               | 376.26       |
| <b>Status</b>                |              |                                     |              |
| <b>Subjective Assessment</b> |              |                                     |              |
| <b>Measures</b>              | 31,542       | Actual                              |              |
|                              | 8,383        | Target                              |              |
|                              | 54.55        | Gap Performance                     |              |
|                              | [-2:2]       | <b>Stable Gap Performance Range</b> |              |







|                           |   |
|---------------------------|---|
| <b>Type</b>               | No Type   |
| <b>Associated Links</b>   | McKinney CVB  |
| <b>Responsible</b>        | DeeDee Guerra   |
| <b>Description</b>        | Promote tourism/entertainment districts. Increase web analytics by 5%:                                      |
| <b>Scorecard Elements</b> | Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike |



## Number of Calls Conducted with Association Meeting Planners

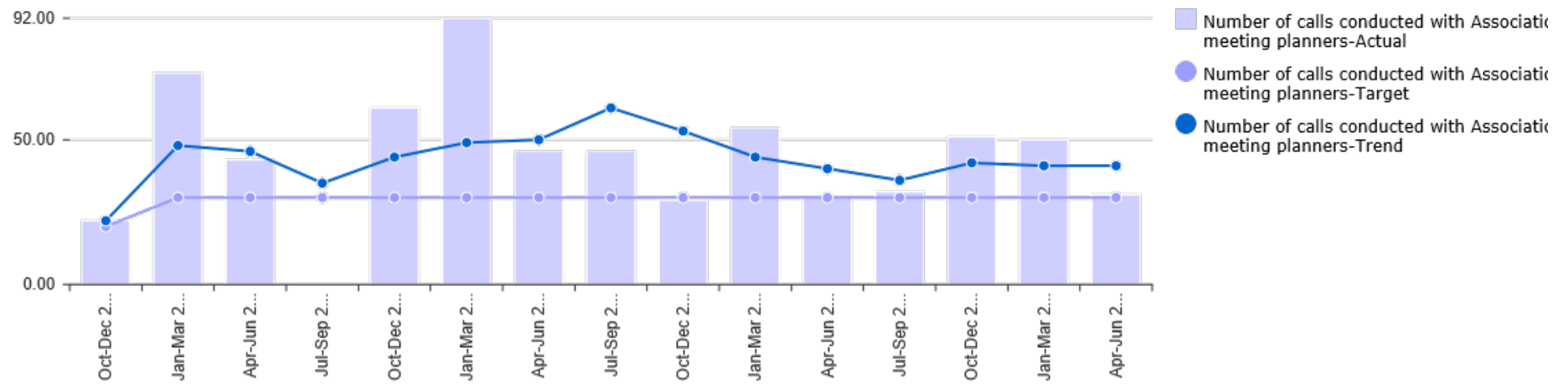
Scorecard as of: Jun 2018 - latest quarter



|                              |        | Oct-Dec 2017  | Jan-Mar 2018  | Apr-Jun 2018  |
|------------------------------|--------|---|---|---|
| <b>Score</b>                 |        | 170.00  | 166.67  | 103.33  |
| <b>Status</b>                |        |   |   |   |
| <b>Subjective Assessment</b> |        |   |   |   |
| <b>Measures</b>              | 31     | Actual  |   |   |
|                              | 30     | Target  |   |   |
|                              | -29.55 | Gap Performance   |   |   |
|                              | [-2:2] | <b>Stable Gap Performance Range</b>   |   |   |

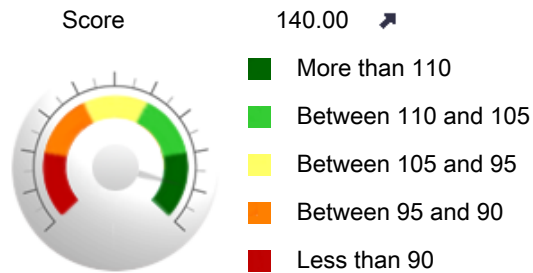
|                           |   |
|---------------------------|---|
| <b>Type</b>               | No Type   |
| <b>Associated Links</b>   | McKinney CVB  |
| <b>Responsible</b>        | DeeDee Guerra   |
| <b>Description</b>        | Promote McKinney as a destination to meeting planners in key markets (DFW Area, Austin, Houston and Oklahoma) Conduct 10 calls per month with Association meeting planners: Maintain record of POC, date of contact and result for each call, email and meeting |
| <b>Scorecard Elements</b> | Balance resources generated by property taxes, sales taxes and fees   |





## Number of Calls Conducted with Corporate Companies

Scorecard as of: Jun 2018 - latest quarter



Score

Oct-Dec 2017

Jan-Mar 2018

Apr-Jun 2018

Status

Subjective  
Assessment

Measures

42

Actual

30

Target

4.13

Gap Performance

[-2:2]

Stable Gap Performance Range

Type

No Type

Associated Links

McKinney CVB

Responsible

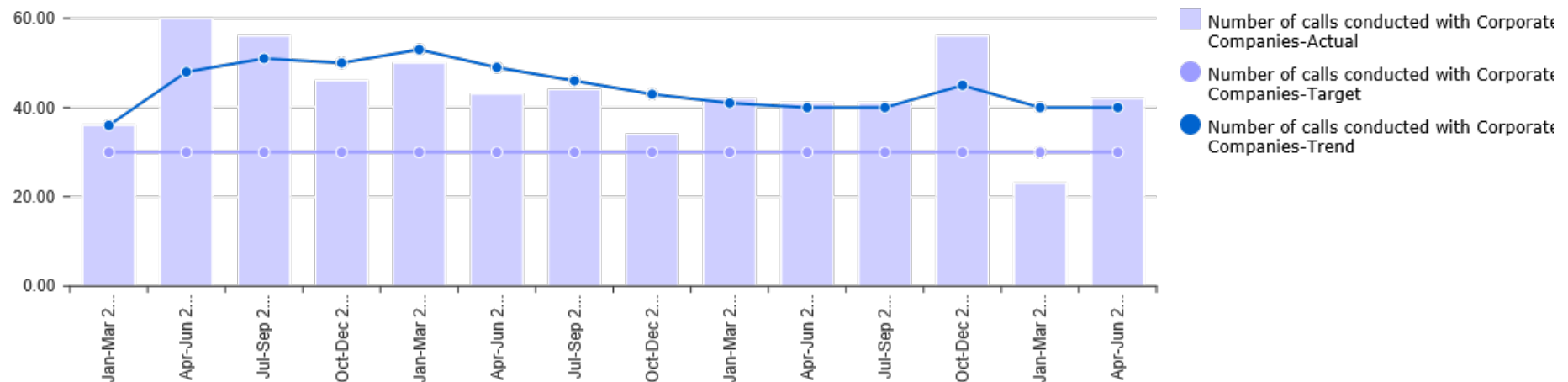
DeeDee Guerra

Description

Promote McKinney as a destination to meeting planners in key markets (DFW Area) Conduct 10 calls per month with Association meeting planners: Maintain record of POC, date of contact and result for each call, email and meeting.

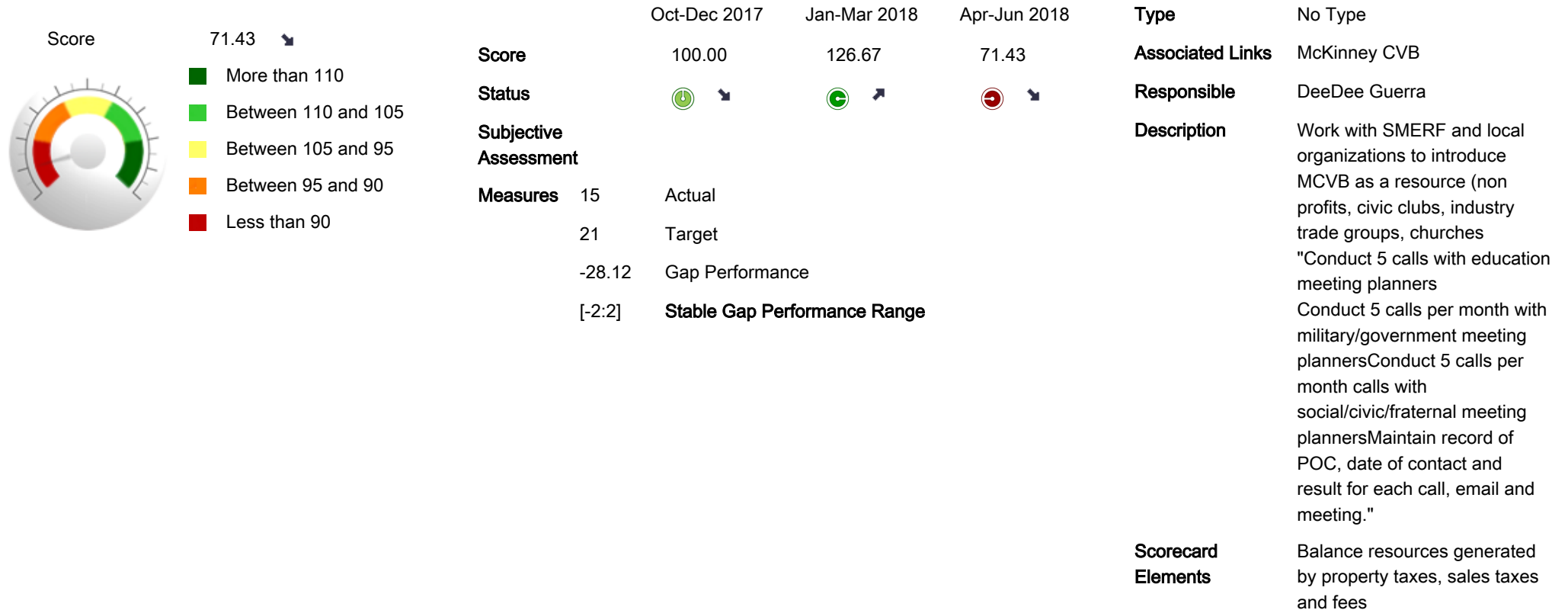
Scorecard  
Elements

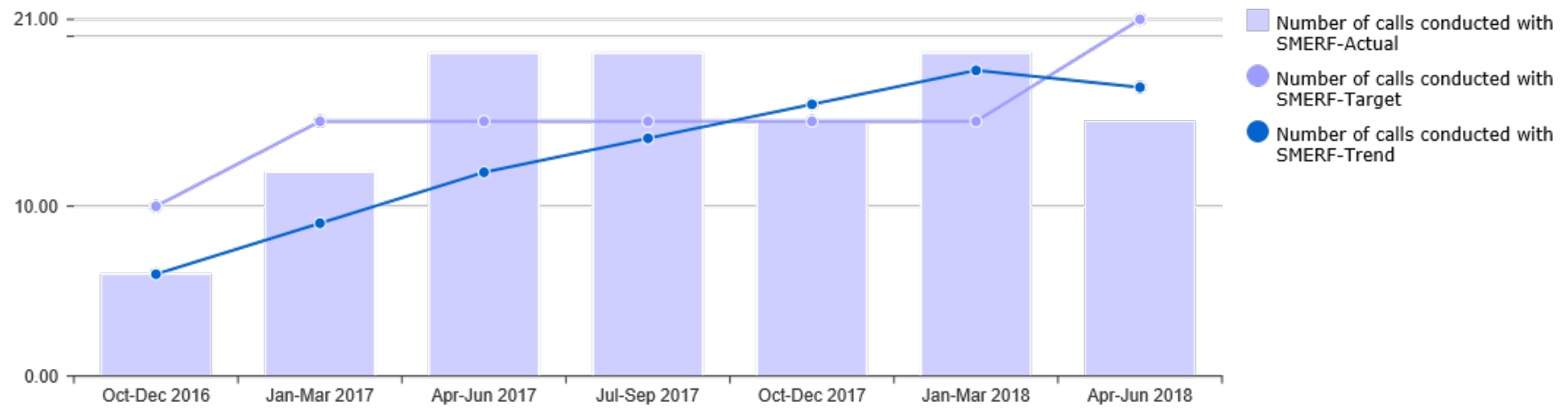
Balance resources generated by property taxes, sales taxes and fees



## Number of Calls Conducted with Social, Military, Educational, Religious, and Fraternal Groups (SMERF)

Scorecard as of: Jun 2018 - latest quarter






Number of leads the MCVB brings in

Scorecard as of: Jun 2018 - latest quarter

Score

330.00 ↗



More than 99.99

Between 99.99 and 90

Between 90 and 80

Between 80 and 70

Less than 70

Score

105.08

330.00

Jan-Mar 2018

Apr-Jun 2018

Type

No Type

Associated Links

N/A

Responsible

DeeDee Guerra

Description

Number of leads the MCVB brings in

Scorecard Elements

Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike  
Balance resources generated by property taxes, sales taxes and fees

Measures

14,576

Actual

4,417

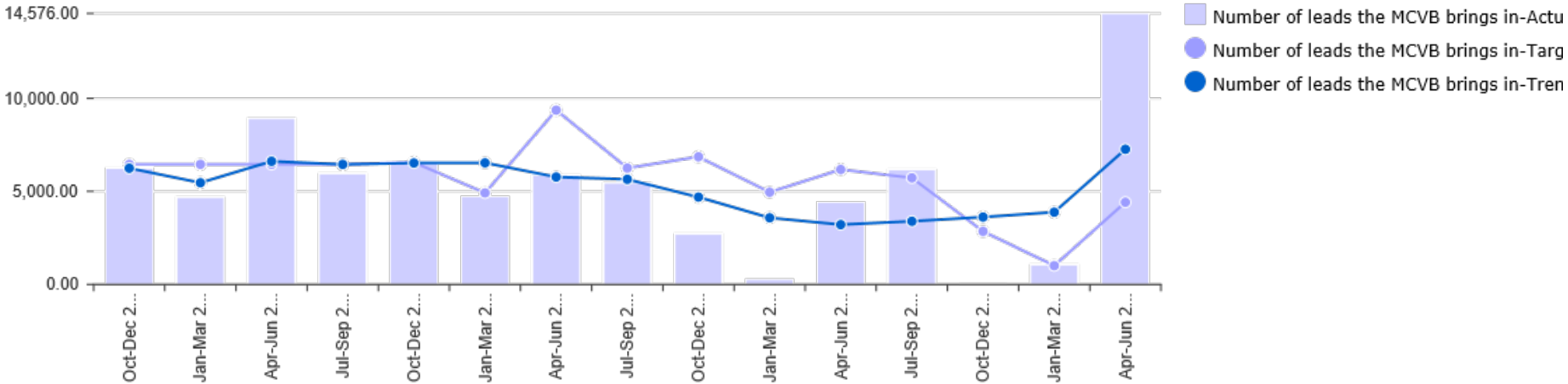
Target

51.70

Gap Performance

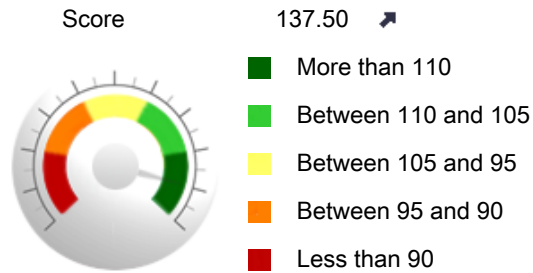
[-5:5]

Stable Gap Performance Range



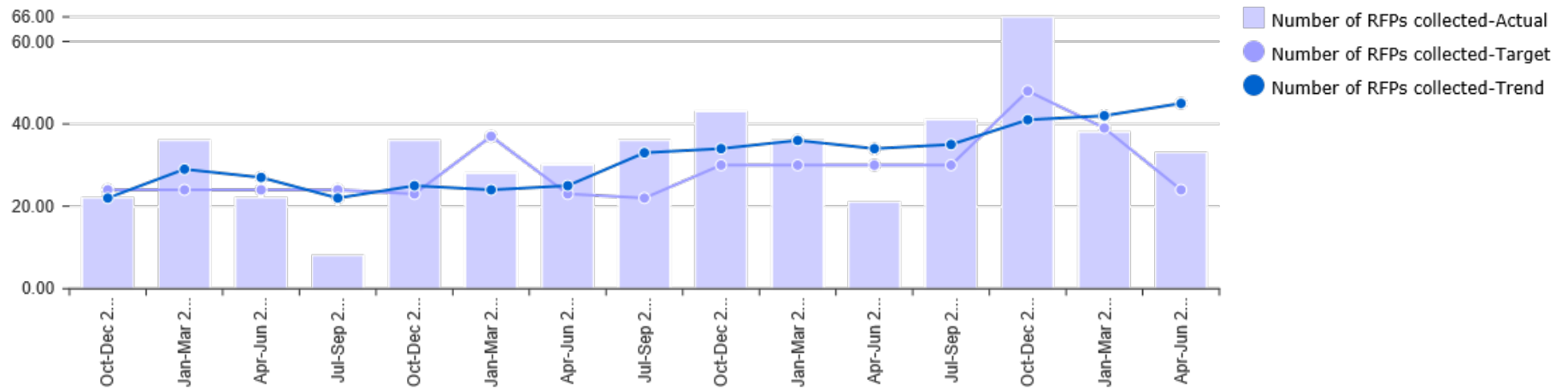
## Number of RFPs Collected

Scorecard as of: Jun 2018 - latest quarter



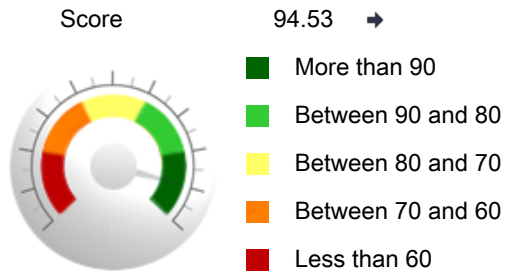
|                              |        | Oct-Dec 2017                        | Jan-Mar 2018 | Apr-Jun 2018 |
|------------------------------|--------|-------------------------------------|--------------|--------------|
| <b>Score</b>                 |        | 137.50                              | 97.44        | 137.50       |
| <b>Status</b>                |        | 🟢 ↗                                 | 🟢 ↘          | 🟢 ↗          |
| <b>Subjective Assessment</b> |        |                                     |              |              |
| <b>Measures</b>              | 33     | Actual                              |              |              |
|                              | 24     | Target                              |              |              |
|                              | 10.76  | Gap Performance                     |              |              |
|                              | [-2:2] | <b>Stable Gap Performance Range</b> |              |              |

|                           |  |
|---------------------------|--|
| <b>Type</b>               | No Type  |
| <b>Associated Links</b>   | McKinney CVB   |
| <b>Responsible</b>        | DeeDee Guerra  |
| <b>Description</b>        | "Increase number of hotel and conference bookings within the Corporate, Association & SMERF markets. Attend and/or send collateral to the following Trade Shows/Conferences:<br>Association: TSAE, DFWAE, & SW Showcase.<br>Corporate: Sales Calls<br>SMERF: ABA,NTA, TEAM Texas, & Albuquerque Balloon Fiesta, Bridal Shows-MPAC, Grand, Heritage Springs Record leads, fulfillment distribution, events and other tourism-related activities " |
| <b>Scorecard Elements</b> | Balance resources generated by property taxes, sales taxes and fees  |



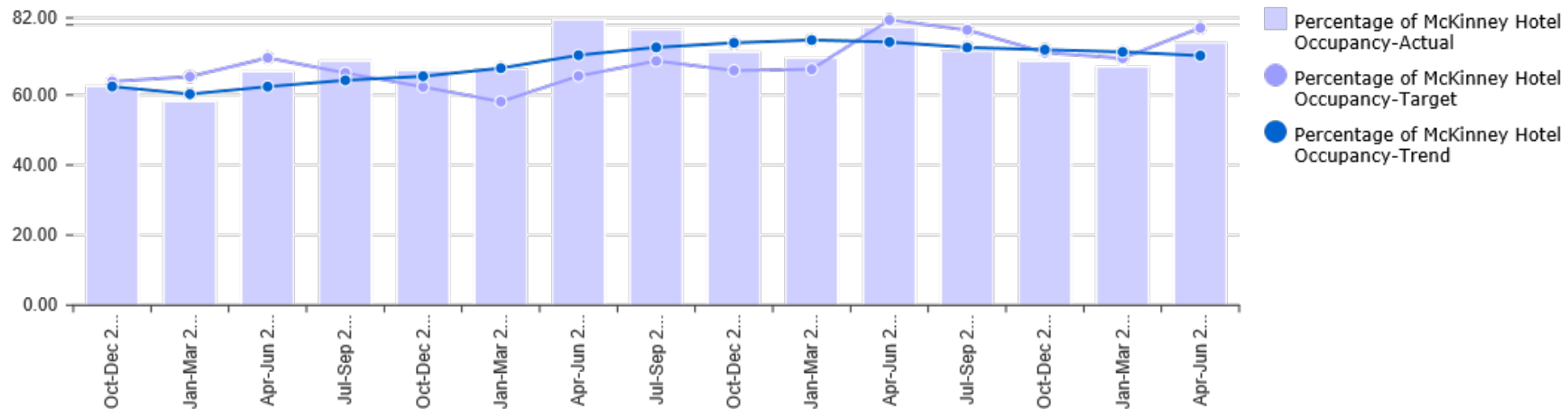
## Percentage Hotel Occupancy

Scorecard as of: Jun 2018 - latest quarter



|                              | Oct-Dec 2017 | Jan-Mar 2018                 | Apr-Jun 2018 |
|------------------------------|--------------|------------------------------|--------------|
| <b>Score</b>                 | 96.53        | 96.50                        | 94.53        |
| <b>Status</b>                | 🟢 →          | 🟢 →                          | 🟢 →          |
| <b>Subjective Assessment</b> |              |                              |              |
| <b>Measures</b>              | 74.83        | Actual                       |              |
|                              | 79.17        | Target                       |              |
|                              | -1.38        | Gap Performance              |              |
|                              | [-5:5]       | Stable Gap Performance Range |              |


|                           |   |
|---------------------------|---|
| <b>Type</b>               | No Type   |
| <b>Associated Links</b>   | N/A   |
| <b>Responsible</b>        | DeeDee Guerra   |
| <b>Description</b>        |   |
| <b>Scorecard Elements</b> | Balance resources generated by property taxes, sales taxes and fees |

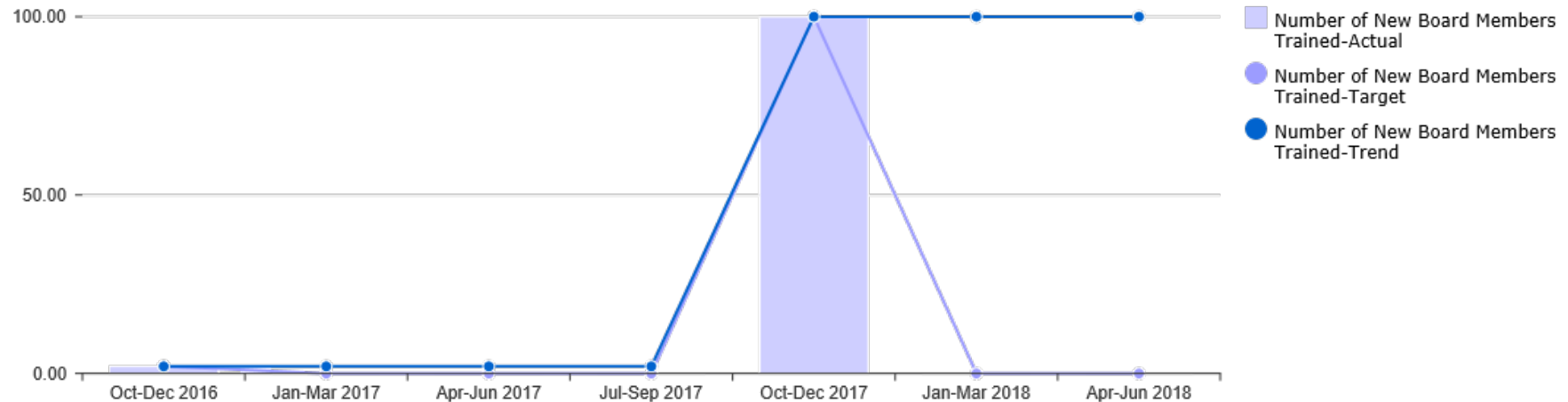




## Number of New Board Members Trained

Scorecard as of: Jun 2018 - latest quarter

|  |                       |   |                              |              |                    |  |
|--|-----------------------|---|------------------------------|--------------|--------------------|--|
| Score  |                       | Oct-Dec 2017  | Jan-Mar 2018                 | Apr-Jun 2018 | Type               | No Type  |
|  | Score                 | 100.00  |                              |              | Associated Links   | N/A  |
| <div>More than 99.99</div> <div>Between 99.99 and 90</div> <div>Between 90 and 80</div> <div>Between 80 and 70</div> <div>Less than 70</div> | Status                |  |                              |              | Responsible        | DeeDee Guerra  |
|  | Subjective Assessment |   |                              |              | Description        | Number of New Board Members Trained  |
|  | Measures              | Actual  |                              |              | Scorecard Elements | Implement performance management practices that include developing and training staff and Board and Commission members |
|  |                       | Target  |                              |              |                    |  |
|  |                       | -100.00   | Gap Performance              |              |                    |  |
|  |                       | [-5:5]  | Stable Gap Performance Range |              |                    |  |




Number of Page Views MPG

Scorecard as of: Jun 2018 - latest quarter

Score

222.86



More than 99.99

Between 99.99 and 90

Between 90 and 80

Between 80 and 70

Less than 70



Score



30.04



115.25

222.86

Status

Subjective Assessment

Measures

78

Actual

35

Target

81.60

Gap Performance

[-5:5]

Stable Gap Performance Range

Type

No Type

Associated Links

N/A

Responsible

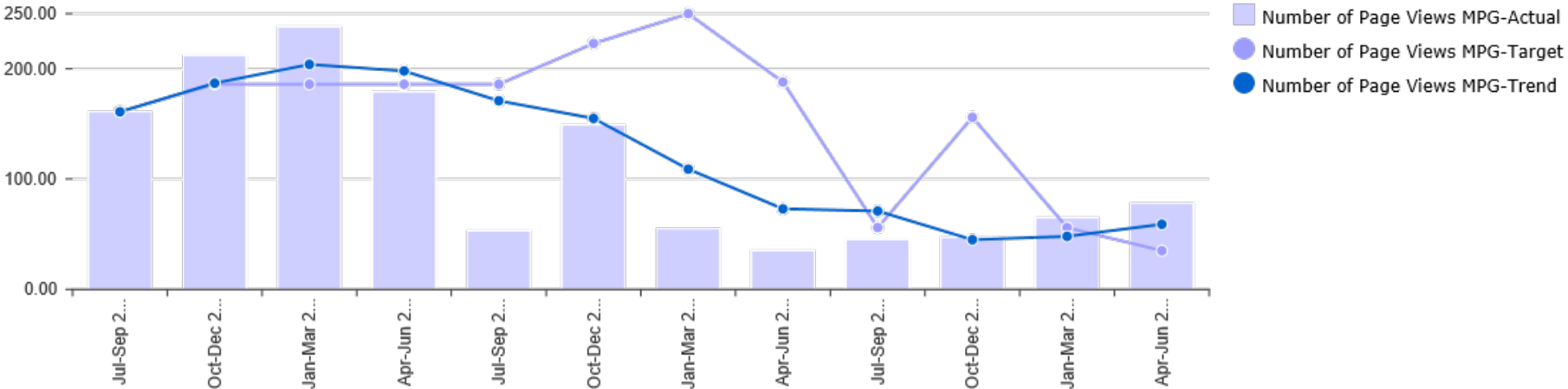
DeeDee Guerra

Description

Number of Page Views MPG

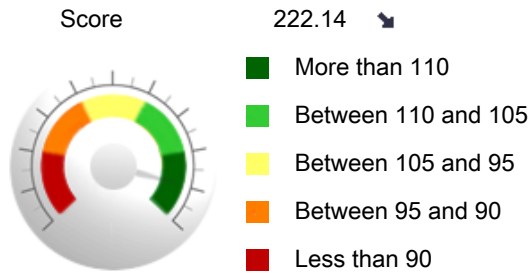
Scorecard Elements

Identify opportunities for internal efficiencies through recurring analyses and continuous improvement



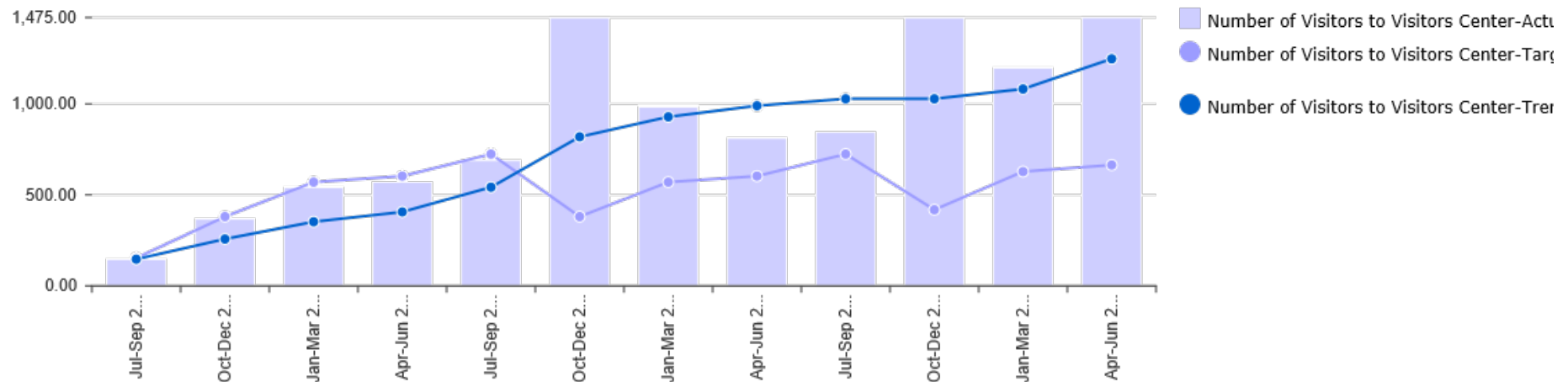
## Number of Visitors to Visitors Center























Scorecard as of: Jun 2018 - latest quarter









|                              | Oct-Dec 2017 | Jan-Mar 2018                        | Apr-Jun 2018 |
|------------------------------|--------------|-------------------------------------|--------------|
| <b>Score</b>                 | 352.63       | 190.76                              | 222.14       |
| <b>Status</b>                |              |                                     |              |
| <b>Subjective Assessment</b> |              |                                     |              |
| <b>Measures</b>              | 1,475        | Actual                              |              |
|                              | 664          | Target                              |              |
|                              | -12.95       | Gap Performance                     |              |
|                              | [-2:2]       | <b>Stable Gap Performance Range</b> |              |

|                           |  |
|---------------------------|--|
| <b>Type</b>               | No Type  |
| <b>Associated Links</b>   | McKinney CVB   |
| <b>Responsible</b>        | DeeDee Guerra  |
| <b>Description</b>        | Increase awareness of McKinney amongst general public while generating additional MCVB revenue         |
| <b>Scorecard Elements</b> | Identify opportunities for internal efficiencies through recurring analyses and continuous improvement |



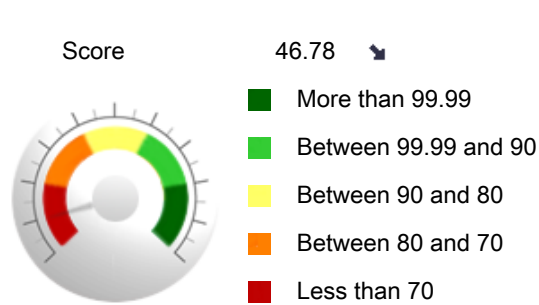
| Name  | Trend | Status  | Actual     | Target     | Score  | Department | Responsible        |
|---|-------|---|------------|------------|--------|------------|--------------------|
| Convention & Visitors Bureau  |       |    |            |            | 90.0   |            | Administrator, PIP |
| Goals   |       |    |            |            | 90.0   |            |                    |
| Enhance the Quality of Life in McKinney   |       |    |            |            | 90.0   |            |                    |
| Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike |       |    |            |            | 96.0   |            |                    |
| Get Social Page Views   | ↘     |    | 240        | 513        | 46.78  |            | DeeDee Guerra      |
| Blog Views  | ↗     |    | 2,302      | 1,532      | 150.30 |            | DeeDee Guerra      |
| Travel Writers  |       |   |            |            |        |            | DeeDee Guerra      |
| Facebook Total Impressions  | ↗     |    | 47,847,407 | 29,467,923 | 162.37 |            | DeeDee Guerra      |
| Facebook Engaged Users  | ↗     |    | 1,061,136  | 479,827    | 221.15 |            | DeeDee Guerra      |
| Facebook likes  | ↗     |    | 790        | 598        | 132.21 |            | DeeDee Guerra      |
| Number of Page Views  | ↗     |    | 136,709    | 94,851     | 144.13 |            | DeeDee Guerra      |
| Number of Rooms CVB Helps to Fill Hotel & Conference Center   | ↗     |    | 6,007      | 2,594      | 231.57 |            | DeeDee Guerra      |
| Number of leads the MCVB brings in  | ↗     |    | 15,631     | 8,271      | 188.99 | MCVB       | DeeDee Guerra      |
| Number of Unique Web Visitors   | ↗     |   | 51,396     | 19,686     | 261.08 |            | DeeDee Guerra      |
| Number of Web Visitors  | ↗     |  | 59,327     | 24,653     | 240.65 |            | DeeDee Guerra      |
| Financially Sound Government  |       |  |            |            | 90.0   |            |                    |
| Balance resources generated by property taxes, sales taxes and fees   |       |  |            |            | 97.0   |            |                    |
| Number of Calls Conducted with Association Meeting Planners   | ↘     |  | 132        | 90         | 146.67 |            | DeeDee Guerra      |
| Number of Calls Conducted with Corporate Companies  | ↘     |  | 121        | 90         | 134.44 |            | DeeDee Guerra      |
| Number of Calls Conducted with Social, Military, Educational, Religious, and Fraternal Groups (SMERF)       | →     |  | 49         | 51         | 96.08  |            | DeeDee Guerra      |
| Number of leads the MCVB brings in  | ↗     |  | 15,631     | 8,271      | 188.99 | MCVB       | DeeDee Guerra      |
| Number of RFPs Collected  | ↗     |  | 137        | 111        | 123.42 |            | DeeDee Guerra      |
| Percentage Hotel Occupancy  | ↘     |  | 70.80      | 73.90      | 95.81  |            | DeeDee Guerra      |

| Name   | Trend | Status   | Actual | Target | Score  | Department | Responsible   |
|--|-------|--|--------|--------|--------|------------|---------------|
| Operational Excellence   |       |  |        |        | 90.0   |            |               |
| Implement performance management practices that include developing and training staff and Board and Commission members |       |  |        |        | 100.0  |            |               |
| Number of New Board Members Trained  | →     |  | 100    | 100    | 100.00 |            | DeeDee Guerra |
| Identify opportunities for internal efficiencies through recurring analyses and continuous improvement                 |       |  |        |        | 85.0   |            |               |
| Number of Page Views MPG   | →     |  | 190    | 248    | 76.66  |            | DeeDee Guerra |
| Number of Visitors to Visitors Center  | ↗     |  | 4,147  | 1,710  | 242.51 |            | DeeDee Guerra |

 Well Below
  Below
  On Target
  Above
  Well Above
  Trend Up
  Trend Stable
  Trend Down

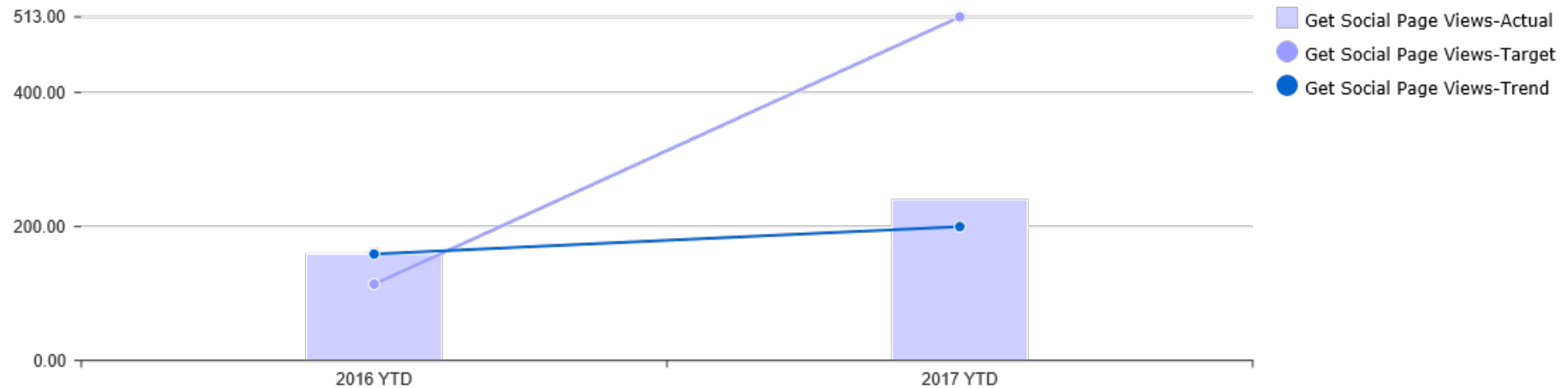
## Get Social Page Views

Scorecard as of: Jun 2018 - latest year (to date)



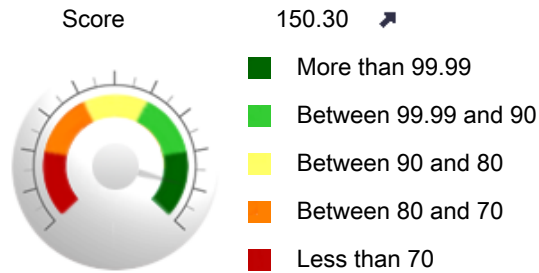
|                       | 2016 Ytd | 2017 Ytd                     | 2018 Ytd |
|-----------------------|----------|------------------------------|----------|
| Score                 |          | 139.47                       | 46.78    |
| Status                |          | 🟢 →                          | 🔴 ↘      |
| Subjective Assessment |          |                              |          |
| Measures              | 240      | Actual                       |          |
|                       | 513      | Target                       |          |
|                       | -49.76   | Gap Performance              |          |
|                       | [-5:5]   | Stable Gap Performance Range |          |

|                    |   |
|--------------------|---|
| Type               | No Type   |
| Associated Links   | N/A   |
| Responsible        | DeeDee Guerra   |
| Description        | Get Social Page Views   |
| Scorecard Elements | Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike |



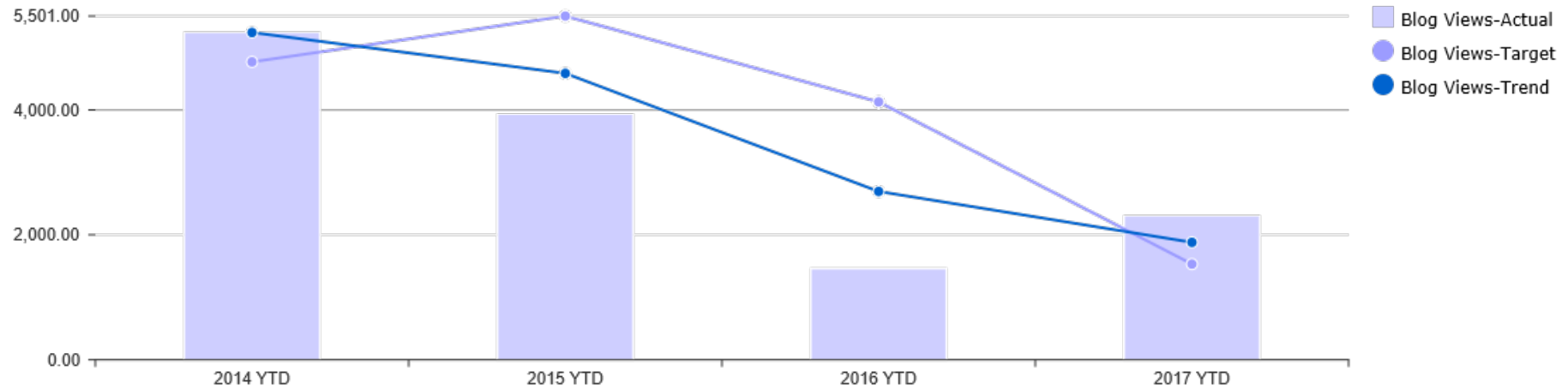
## Blog Views

Scorecard as of: Jun 2018 - latest year (to date)



|                       |          |                              |          |
|-----------------------|----------|------------------------------|----------|
| Score                 | 2016 Ytd | 2017 Ytd                     | 2018 Ytd |
| 71.46                 | 71.46    | 35.35                        | 150.30   |
| Status                | 🔴 ↘      | 🔴 ↘                          | 🟢 ↗      |
| Subjective Assessment |          |                              |          |
| Measures              | 2,302    | Actual                       |          |
|                       | 1,532    | Target                       |          |
|                       | 75.37    | Gap Performance              |          |
|                       | [-5:5]   | Stable Gap Performance Range |          |

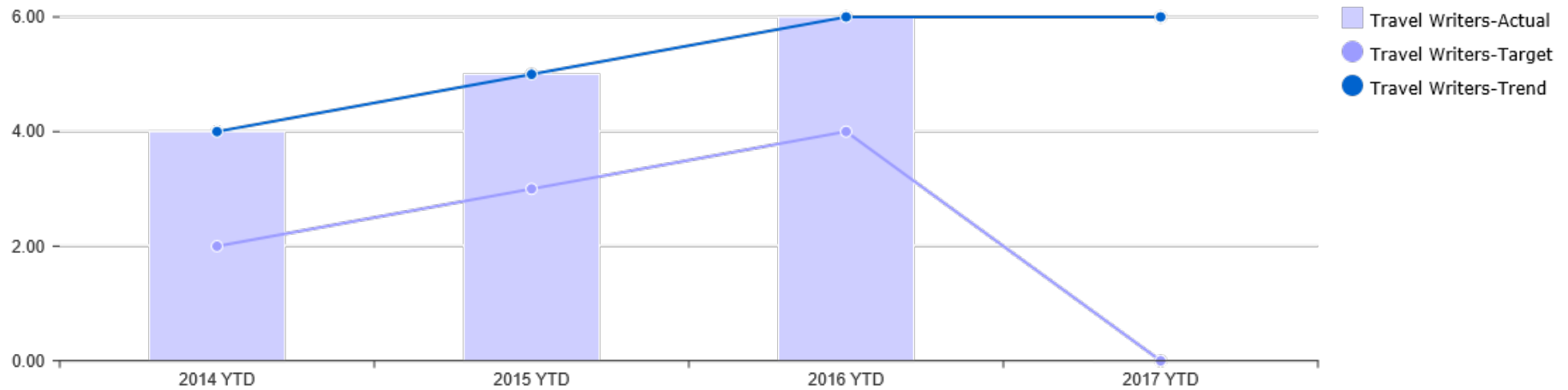
|                    |   |
|--------------------|---|
| Type               | No Type   |
| Associated Links   | N/A   |
| Responsible        | DeeDee Guerra   |
| Description        | Blog Views  |
| Scorecard Elements | Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike |



## Travel Writers

Scorecard as of: Jun 2018 - latest year (to date)

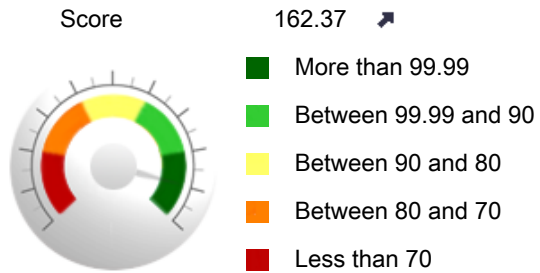
| Score |                              | 2016 Ytd   | 2017 Ytd  | 2018 Ytd | Type                      | No Type   |
|-------|------------------------------|--|---|----------|---------------------------|---|
|       | <b>Score</b>                 | 166.67   | 150.00  |          | <b>Associated Links</b>   | N/A   |
|       | <b>Status</b>                |   |   |          | <b>Responsible</b>        | DeeDee Guerra   |
|       | <b>Subjective Assessment</b> |  |   |          | <b>Description</b>        | Travel Writers  |
|       | <b>Measures</b>              | Actual   |   |          | <b>Scorecard Elements</b> | Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike |
|       |                              | Target   |   |          |                           |   |
|       |                              | -100.00  | Gap Performance   |          |                           |   |
|       |                              | [-5:5]   | Stable Gap Performance Range  |          |                           |   |





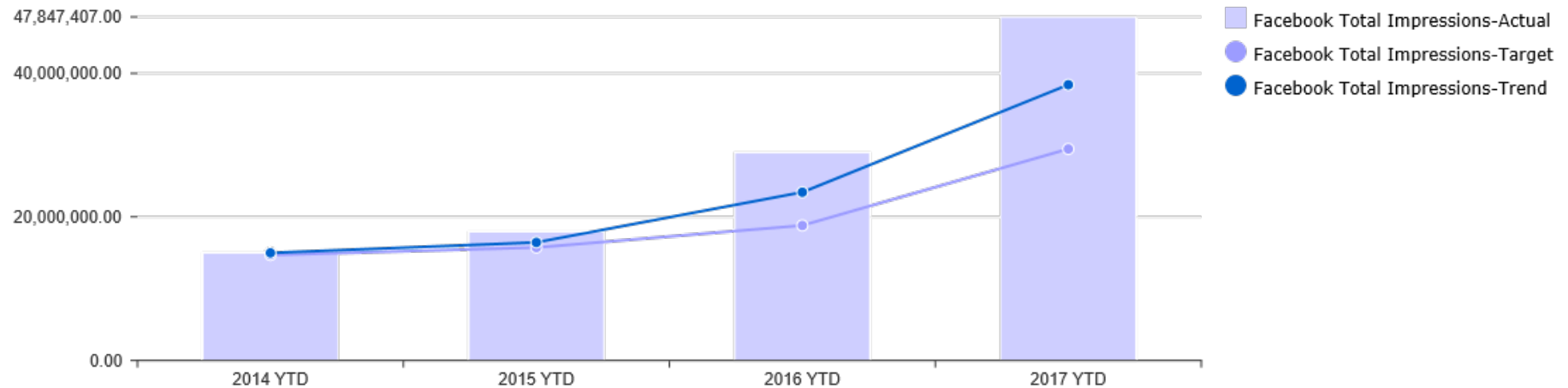
## Facebook Total Impressions

Scorecard as of: Jun 2018 - latest year (to date)



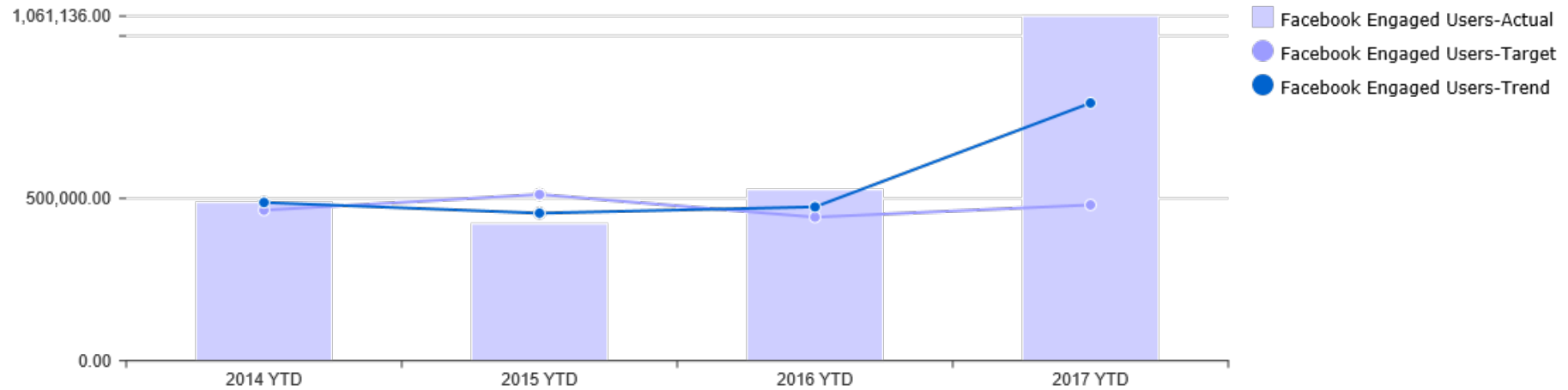
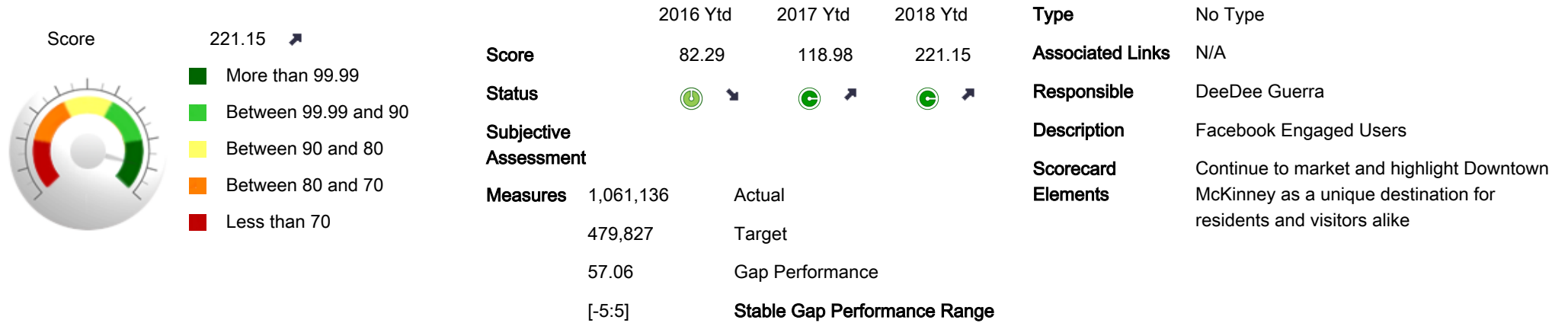
|                       |            |                              |          |
|-----------------------|------------|------------------------------|----------|
|                       | 2016 Ytd   | 2017 Ytd                     | 2018 Ytd |
| Score                 | 113.80     | 153.96                       | 162.37   |
| Status                | 🟢 ↗        | 🟢 ↗                          | 🟢 ↗      |
| Subjective Assessment |            |                              |          |
| Measures              | 47,847,407 | Actual                       |          |
|                       | 29,467,923 | Target                       |          |
|                       | 13.25      | Gap Performance              |          |
|                       | [-5:5]     | Stable Gap Performance Range |          |

|                    |   |
|--------------------|---|
| Type               | No Type   |
| Associated Links   | N/A   |
| Responsible        | DeeDee Guerra   |
| Description        | Facebook Total Impressions  |
| Scorecard Elements | Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike |



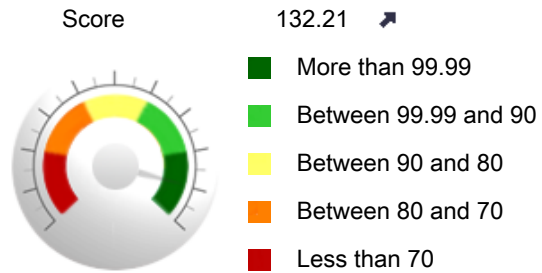
## Facebook Engaged Users

Scorecard as of: Jun 2018 - latest year (to date)



## Facebook likes

Scorecard as of: Jun 2018 - latest year (to date)



Score

2016 Ytd

22.72

Status



2017 Ytd

59.16

Subjective  
Assessment

2018 Ytd

132.21



Type

No Type

Associated Links

N/A

Responsible

DeeDee Guerra

Description

Facebook likes

Scorecard  
Elements

Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike

Measures

790

Actual

598

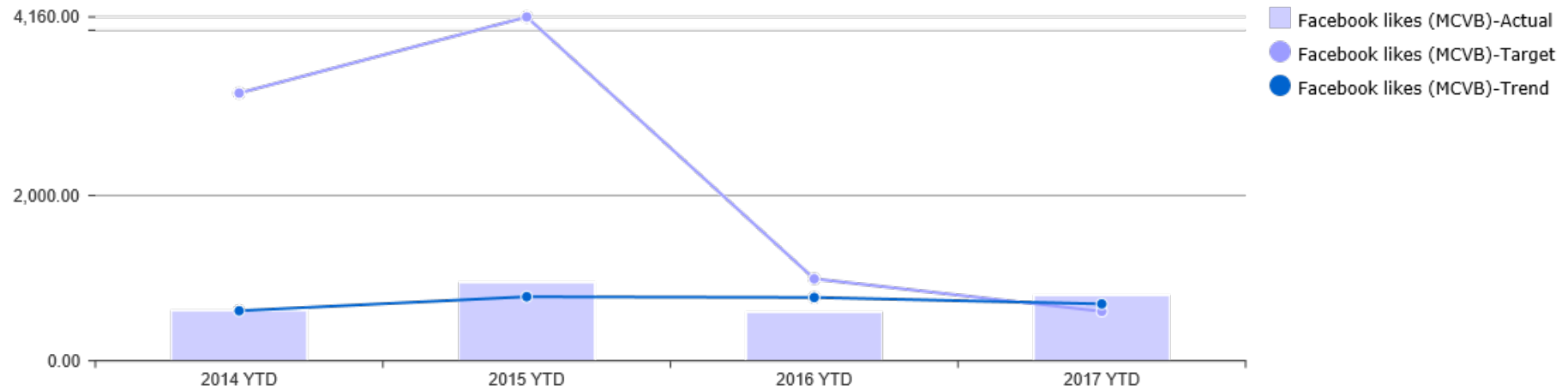
Target

85.27

Gap Performance

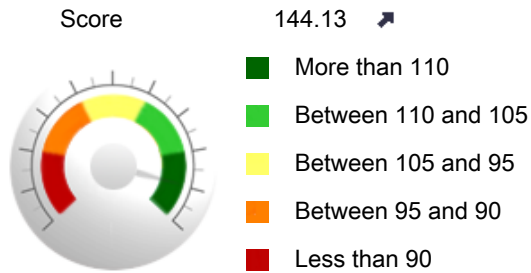
[-5:5]

Stable Gap Performance Range



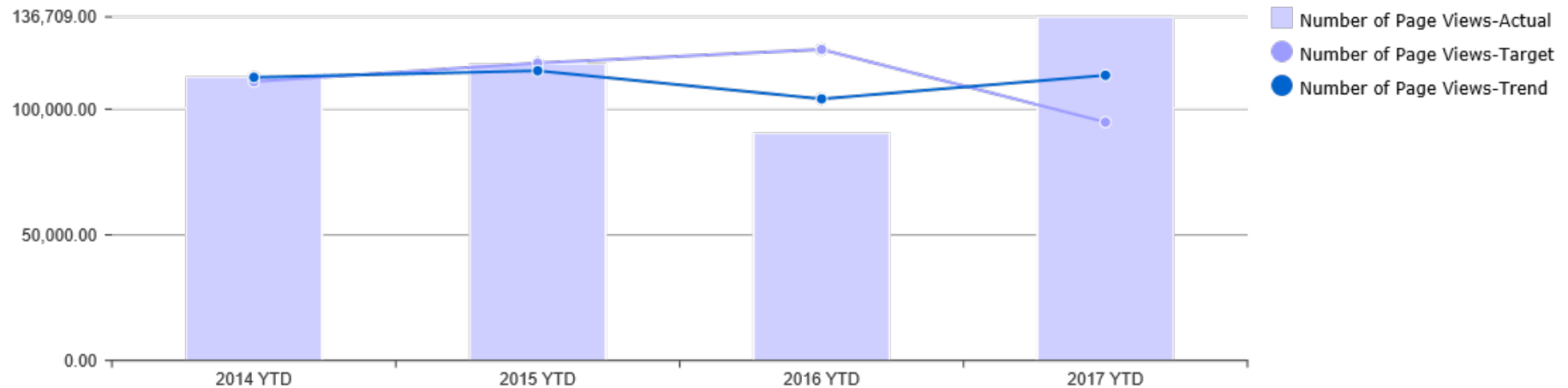
## Number of Page Views

Scorecard as of: Jun 2018 - latest year (to date)



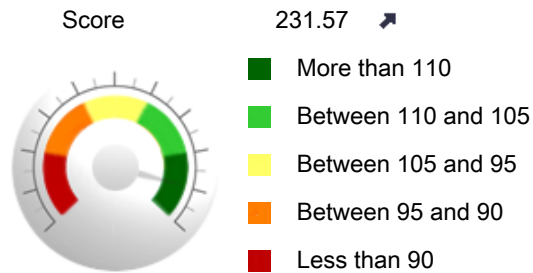
|                       |          |                              |          |
|-----------------------|----------|------------------------------|----------|
|                       | 2016 Ytd | 2017 Ytd                     | 2018 Ytd |
| Score                 | 99.61    | 72.98                        | 144.13   |
| Status                |          |                              |          |
| Subjective Assessment |          |                              |          |
| Measures              | 136,709  | Actual                       |          |
|                       | 94,851   | Target                       |          |
|                       | 36.52    | Gap Performance              |          |
|                       | [-2:2]   | Stable Gap Performance Range |          |

|                    |   |
|--------------------|---|
| Type               | No Type   |
| Associated Links   | McKinney CVB  |
| Responsible        | DeeDee Guerra   |
| Description        | Promote tourism/entertainment districts.<br>Increase web analytics by 5%:                                   |
| Scorecard Elements | Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike |



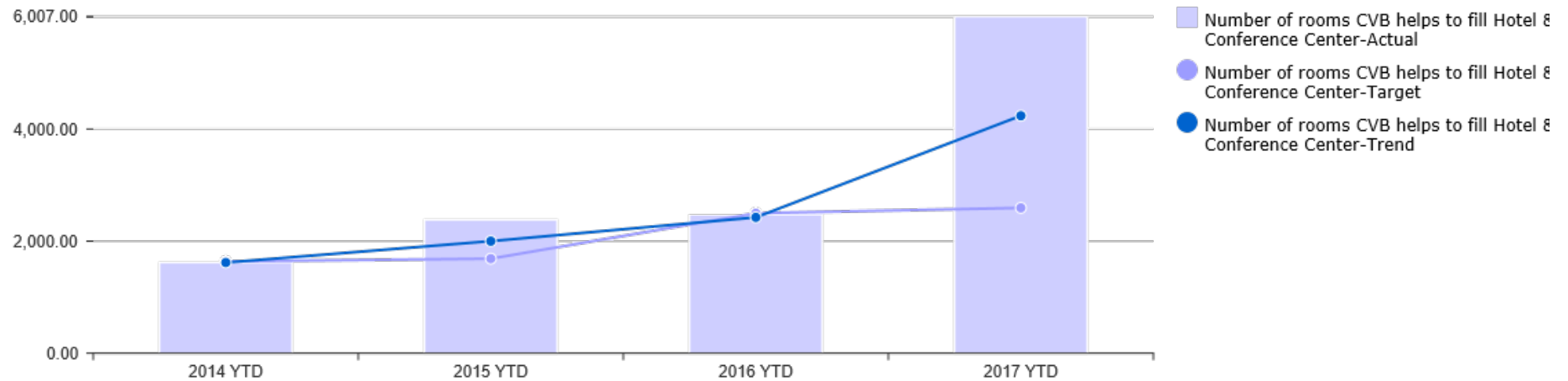
## Number of Rooms CVB Helps to Fill Hotel &amp; Conference Center

Scorecard as of: Jun 2018 - latest year (to date)



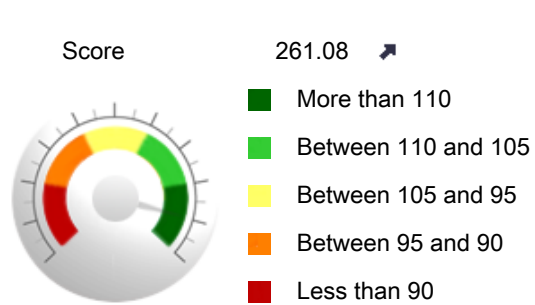
|                       |          |                              |          |
|-----------------------|----------|------------------------------|----------|
| Score                 | 2016 Ytd | 2017 Ytd                     | 2018 Ytd |
| 141.00                | 98.80    | 231.57                       |          |
| Status                | ↻ ↗      | ↻ ↗                          | ↻ ↗      |
| Subjective Assessment |          |                              |          |
| Measures              | 6,007    | Actual                       |          |
|                       | 2,594    | Target                       |          |
|                       | 47.38    | Gap Performance              |          |
|                       | [-2:2]   | Stable Gap Performance Range |          |

|                    |   |
|--------------------|---|
| Type               | No Type   |
| Associated Links   | McKinney CVB  |
| Responsible        | DeeDee Guerra   |
| Description        | Build and maintain relationship with McKinney hotels  |
| Scorecard Elements | Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike |



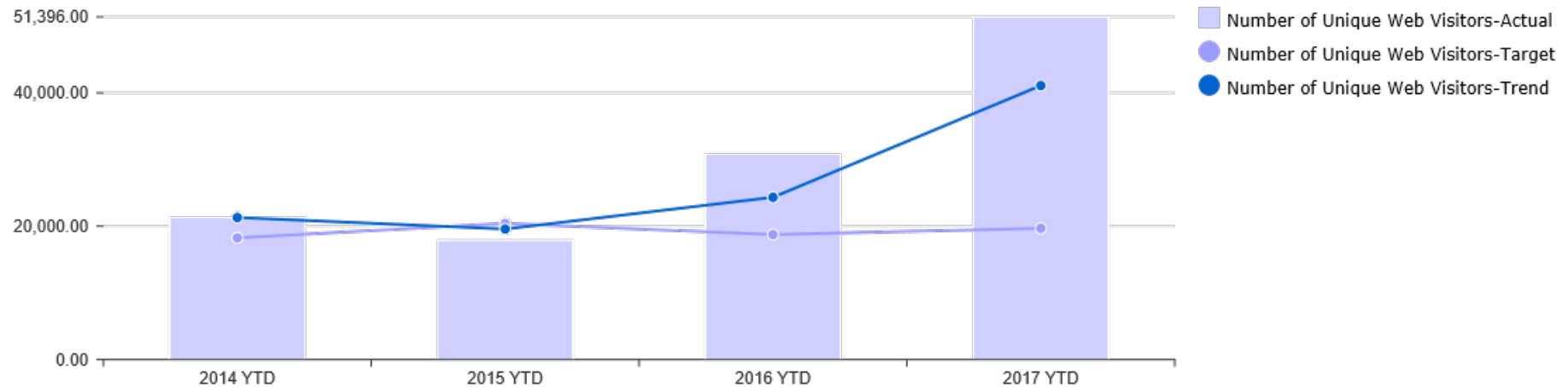
## Number of Unique Web Visitors

Scorecard as of: Jun 2018 - latest year (to date)



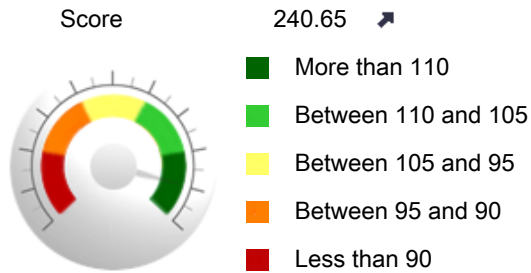
|                       |        |                              |          |          |
|-----------------------|--------|------------------------------|----------|----------|
|                       |        | 2016 Ytd                     | 2017 Ytd | 2018 Ytd |
| Score                 |        | 87.44                        | 164.37   | 261.08   |
| Status                |        | ↻ ↘                          | ↻ ↗      | ↻ ↗      |
| Subjective Assessment |        |                              |          |          |
| Measures              | 51,396 | Actual                       |          |          |
|                       | 19,686 | Target                       |          |          |
|                       | 52.71  | Gap Performance              |          |          |
|                       | [-2:2] | Stable Gap Performance Range |          |          |

|                    |   |
|--------------------|---|
| Type               | No Type   |
| Associated Links   | McKinney CVB  |
| Responsible        | DeeDee Guerra   |
| Description        | Promote tourism/entertainment districts.<br>Increase web analytics by 5%                                    |
| Scorecard Elements | Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike |



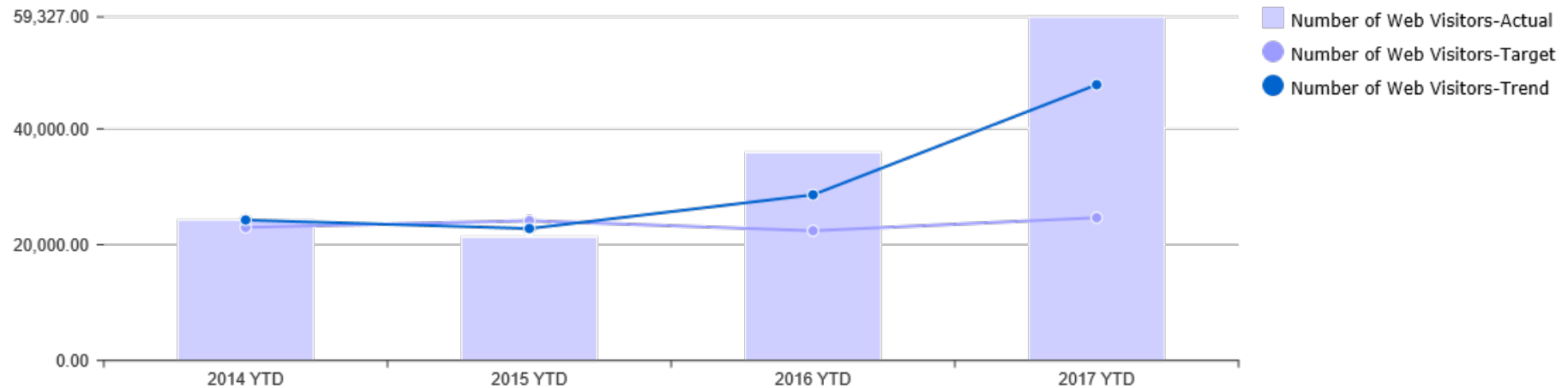
## Number of Web Visitors

Scorecard as of: Jun 2018 - latest year (to date)



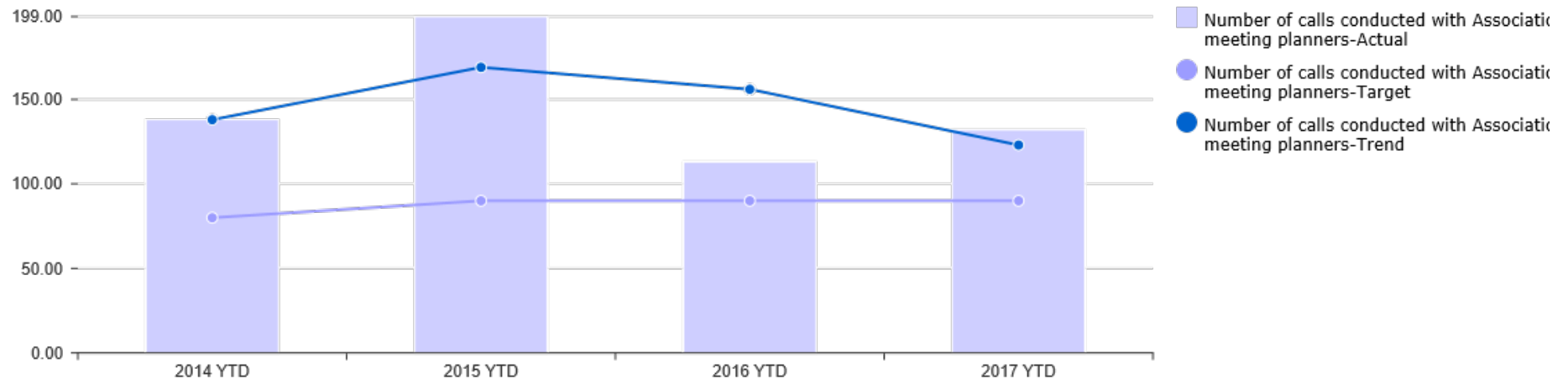
|                              | 2016 Ytd | 2017 Ytd                     | 2018 Ytd |
|------------------------------|----------|------------------------------|----------|
| <b>Score</b>                 | 88.29    | 160.28                       | 240.65   |
| <b>Status</b>                | 🔴 ↘      | 🟢 ↗                          | 🟢 ↗      |
| <b>Subjective Assessment</b> |          |                              |          |
| <b>Measures</b>              | 59,327   | Actual                       |          |
|                              | 24,653   | Target                       |          |
|                              | 47.57    | Gap Performance              |          |
|                              | [-2:2]   | Stable Gap Performance Range |          |

|                           |   |
|---------------------------|---|
| <b>Type</b>               | No Type   |
| <b>Associated Links</b>   | McKinney CVB  |
| <b>Responsible</b>        | DeeDee Guerra   |
| <b>Description</b>        | Promote tourism/entertainment districts.<br>Increase web analytics by 5%:                                   |
| <b>Scorecard Elements</b> | Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike |



## Number of Calls Conducted with Association Meeting Planners

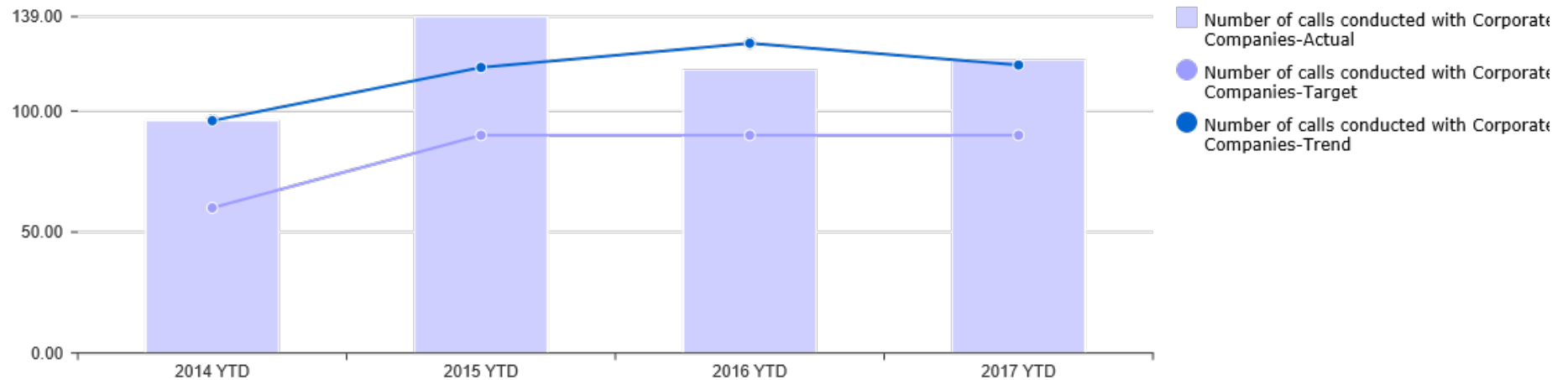
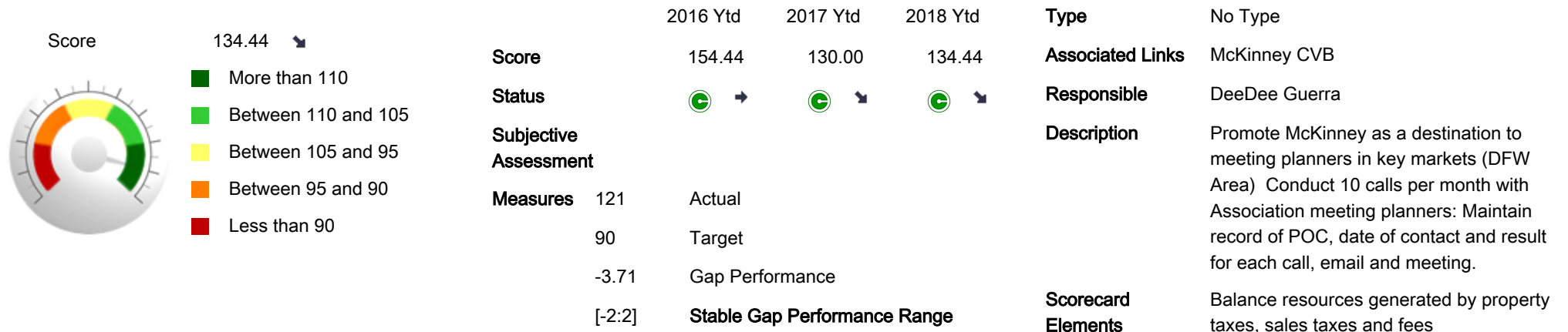
Scorecard as of: Jun 2018 - latest year (to date)





## Number of Calls Conducted with Corporate Companies

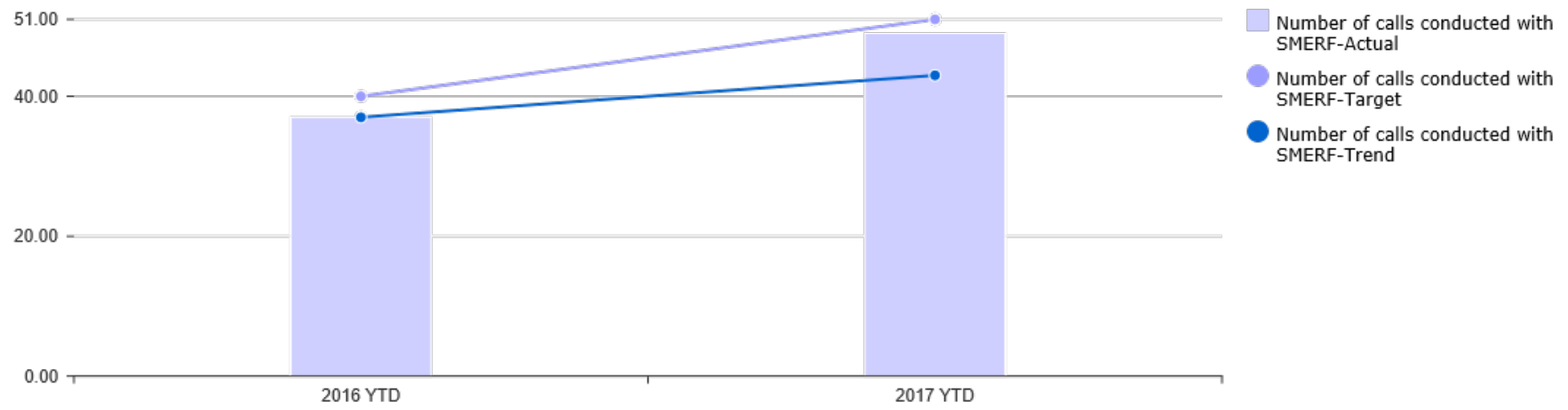
Scorecard as of: Jun 2018 - latest year (to date)



## Number of Calls Conducted with Social, Military, Educational, Religious, and Fraternal Groups (SMERF)

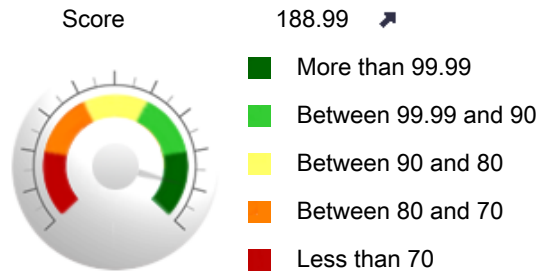
Scorecard as of: Jun 2018 - latest year (to date)





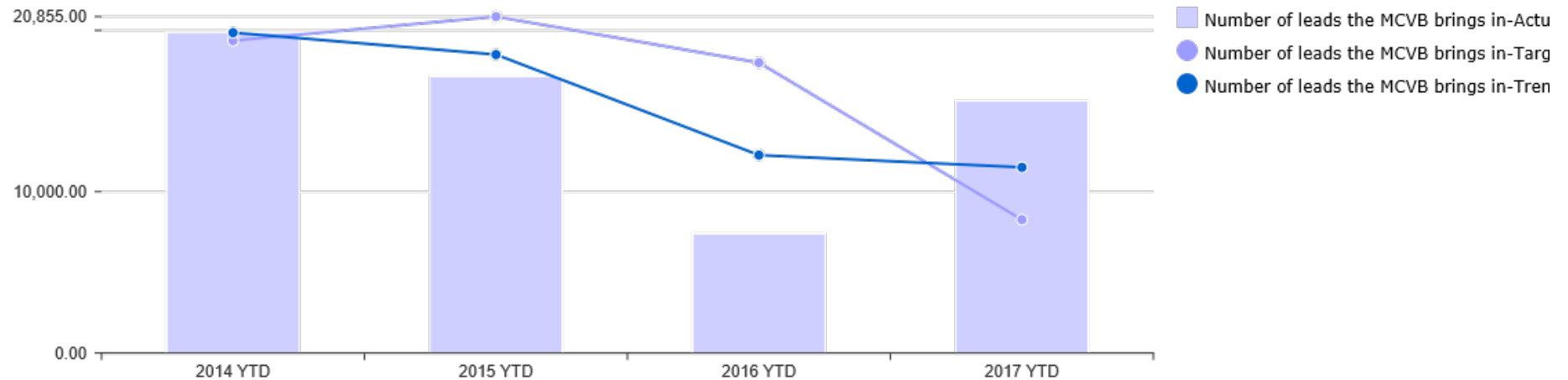
## Number of leads the MCVB brings in

Scorecard as of: Jun 2018 - latest year (to date)



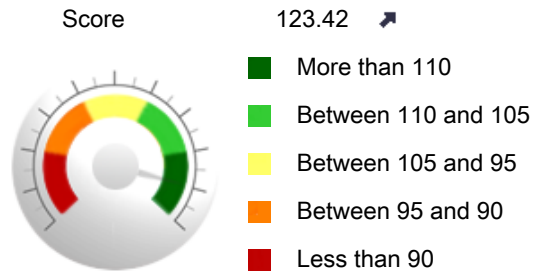
|                       |          |                              |          |
|-----------------------|----------|------------------------------|----------|
| Score                 | 2016 Ytd | 2017 Ytd                     | 2018 Ytd |
| 82.20                 | 82.20    | 41.08                        | 188.99   |
| Status                | 🟢 ↗      | 🔴 ↘                          | 🟢 ↗      |
| Subjective Assessment |          |                              |          |
| Measures              | 15,631   | Actual                       |          |
|                       | 8,271    | Target                       |          |
|                       | 81.56    | Gap Performance              |          |
|                       | [-5:5]   | Stable Gap Performance Range |          |

|                    |  |
|--------------------|--|
| Type               | No Type  |
| Associated Links   | N/A  |
| Responsible        | DeeDee Guerra  |
| Description        | Number of leads the MCVB brings in   |
| Scorecard Elements | Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike<br>Balance resources generated by property taxes, sales taxes and fees |



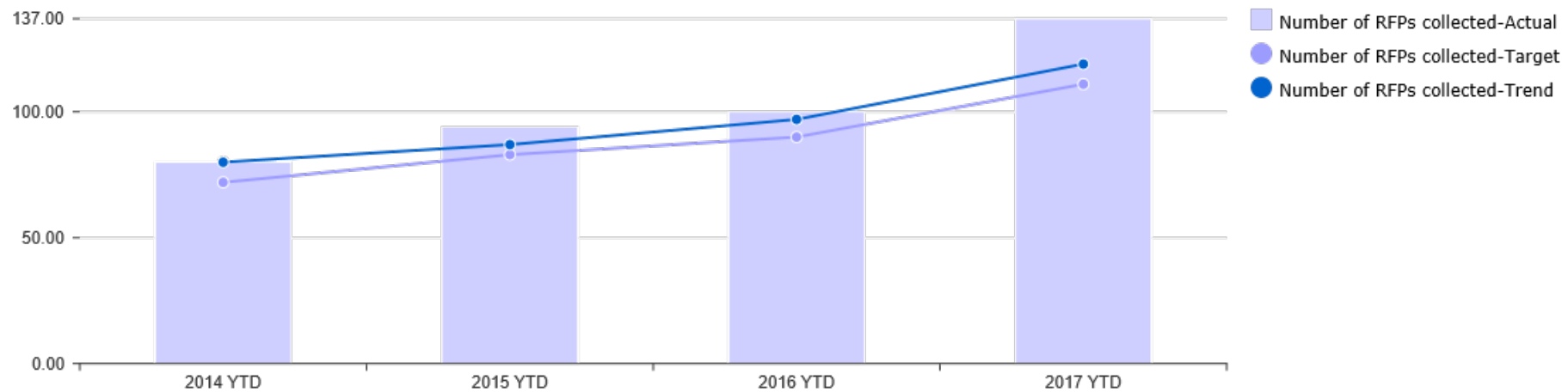
## Number of RFPs Collected

Scorecard as of: Jun 2018 - latest year (to date)



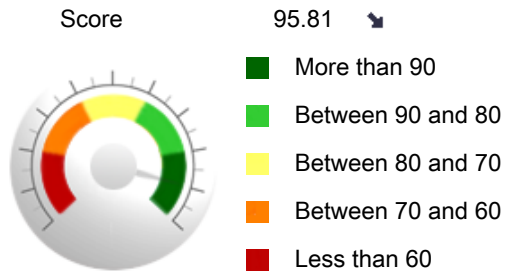
|                              | 2016 Ytd                            | 2017 Ytd | 2018 Ytd |
|------------------------------|-------------------------------------|----------|----------|
| <b>Score</b>                 | 113.25                              | 111.11   | 123.42   |
| <b>Status</b>                | 🟢 →                                 | 🟢 →      | 🟢 ↗      |
| <b>Subjective Assessment</b> |                                     |          |          |
| <b>Measures</b>              | 137                                 |          |          |
|                              | Actual                              |          |          |
|                              | 111                                 |          |          |
|                              | Target                              |          |          |
|                              | 6.46                                |          |          |
|                              | Gap Performance                     |          |          |
|                              | [-2:2]                              |          |          |
|                              | <b>Stable Gap Performance Range</b> |          |          |

|                           |  |
|---------------------------|--|
| <b>Type</b>               | No Type  |
| <b>Associated Links</b>   | McKinney CVB   |
| <b>Responsible</b>        | DeeDee Guerra  |
| <b>Description</b>        | "Increase number of hotel and conference bookings within the Corporate, Association & SMERF markets.<br>Attend and/or send collateral to the following Trade Shows/ Conferences:<br>Association: TSAE, DFWAE, & SW Showcase.<br>Corporate: Sales Calls<br>SMERF: ABA,NTA, TEAM Texas, & Albuquerque Balloon Fiesta, Bridal Shows-MPAC, Grand, Heritage Springs Record leads, fulfillment distribution, events and other tourism-related activities " |
| <b>Scorecard Elements</b> | Balance resources generated by property taxes, sales taxes and fees  |



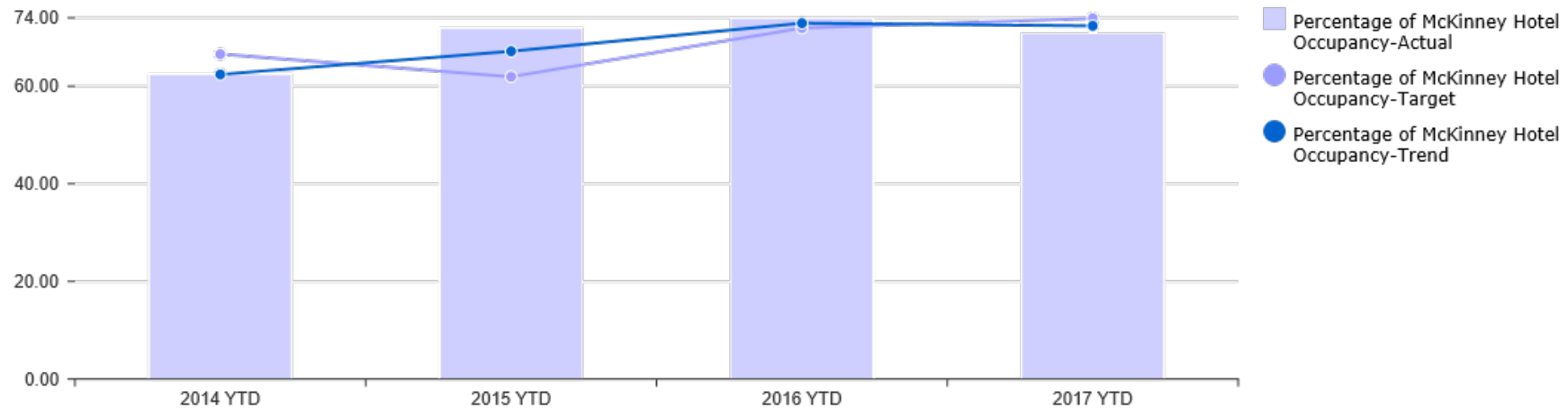
## Percentage Hotel Occupancy

Scorecard as of: Jun 2018 - latest year (to date)



|                              | 2016 Ytd | 2017 Ytd                            | 2018 Ytd |
|------------------------------|----------|-------------------------------------|----------|
| <b>Score</b>                 | 116.08   | 102.81                              | 95.81    |
| <b>Status</b>                |          |                                     |          |
| <b>Subjective Assessment</b> |          |                                     |          |
| <b>Measures</b>              | 70.80    | Actual                              |          |
|                              | 73.90    | Target                              |          |
|                              | -8.66    | Gap Performance                     |          |
|                              | [-5:5]   | <b>Stable Gap Performance Range</b> |          |

|                           |   |
|---------------------------|---|
| <b>Type</b>               | No Type   |
| <b>Associated Links</b>   | N/A   |
| <b>Responsible</b>        | DeeDee Guerra   |
| <b>Description</b>        |   |
| <b>Scorecard Elements</b> | Balance resources generated by property taxes, sales taxes and fees |



Number of New Board Members Trained

Scorecard as of: Jun 2018 - latest year (to date)

Score

100.00 →



More than 99.99

Between 99.99 and 90

Between 90 and 80

Between 80 and 70

Less than 70

Score

100.00

100.00

Status

2016 Ytd

2017 Ytd

2018 Ytd

Type

No Type

Associated Links

N/A

Responsible

DeeDee Guerra

Description

Number of New Board Members Trained

Scorecard Elements

Implement performance management practices that include developing and training staff and Board and Commission members

Measures

100

Actual

100

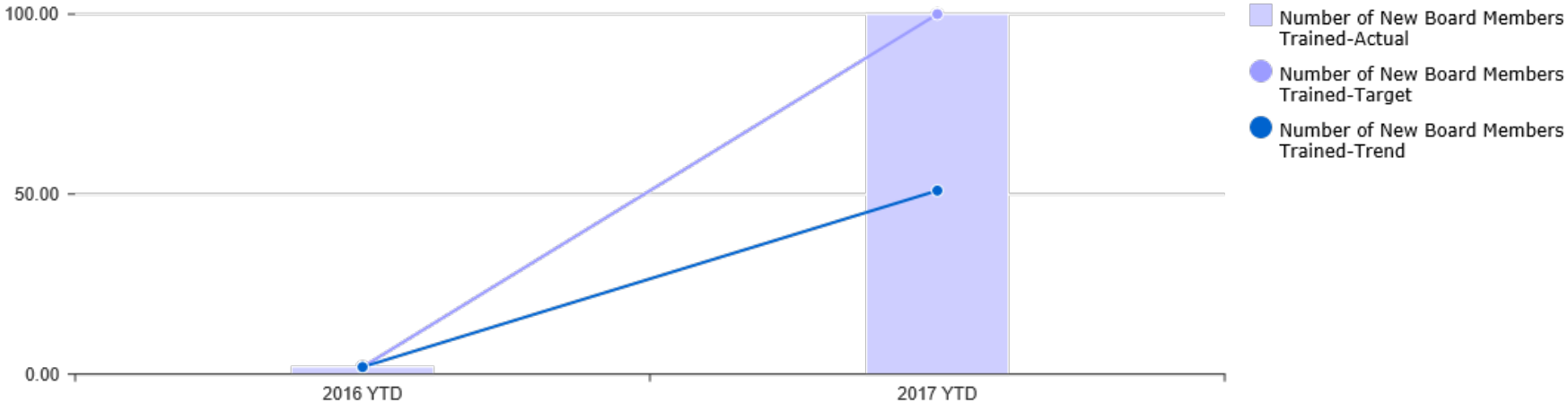
Target

0.00

Gap Performance

[-5:5]

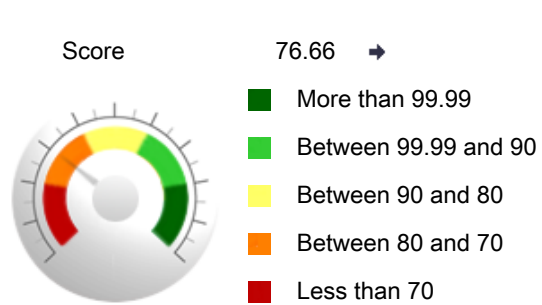
Stable Gap Performance Range





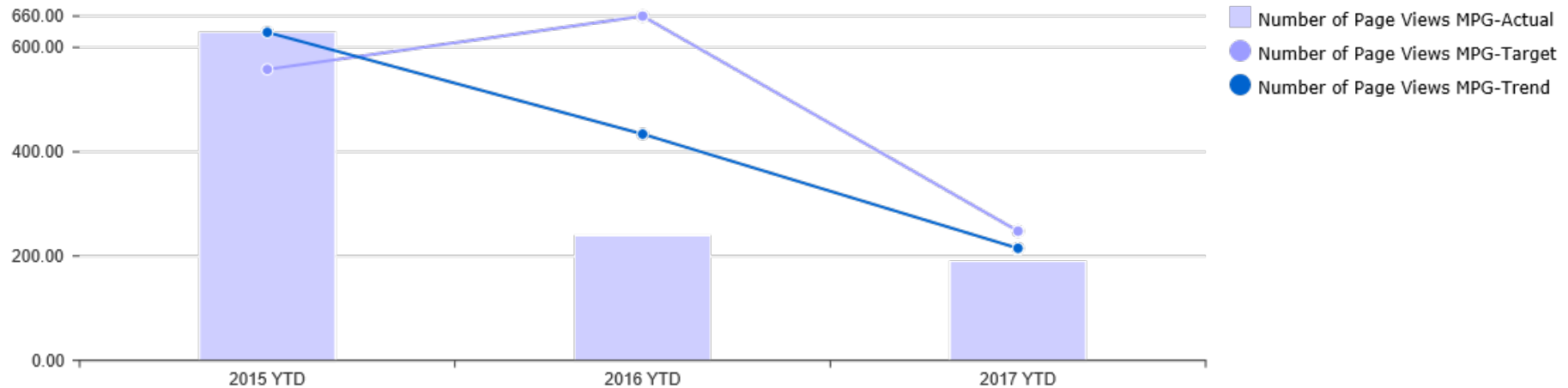
## Number of Page Views MPG

Scorecard as of: Jun 2018 - latest year (to date)



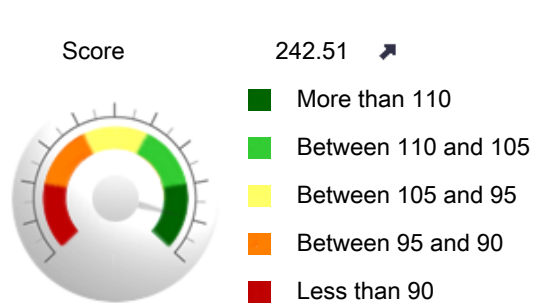
|                       |        |                              |          |          |
|-----------------------|--------|------------------------------|----------|----------|
|                       |        | 2016 Ytd                     | 2017 Ytd | 2018 Ytd |
| Score                 |        | 112.72                       | 36.19    | 76.66    |
| Status                |        | 🟢 →                          | 🔴 ↘      | 🔴 →      |
| Subjective Assessment |        |                              |          |          |
| Measures              | 190    | Actual                       |          |          |
|                       | 248    | Target                       |          |          |
|                       | 1.95   | Gap Performance              |          |          |
|                       | [-5:5] | Stable Gap Performance Range |          |          |

|                    |  |
|--------------------|--|
| Type               | No Type  |
| Associated Links   | N/A  |
| Responsible        | DeeDee Guerra  |
| Description        | Number of Page Views MPG   |
| Scorecard Elements | Identify opportunities for internal efficiencies through recurring analyses and continuous improvement |



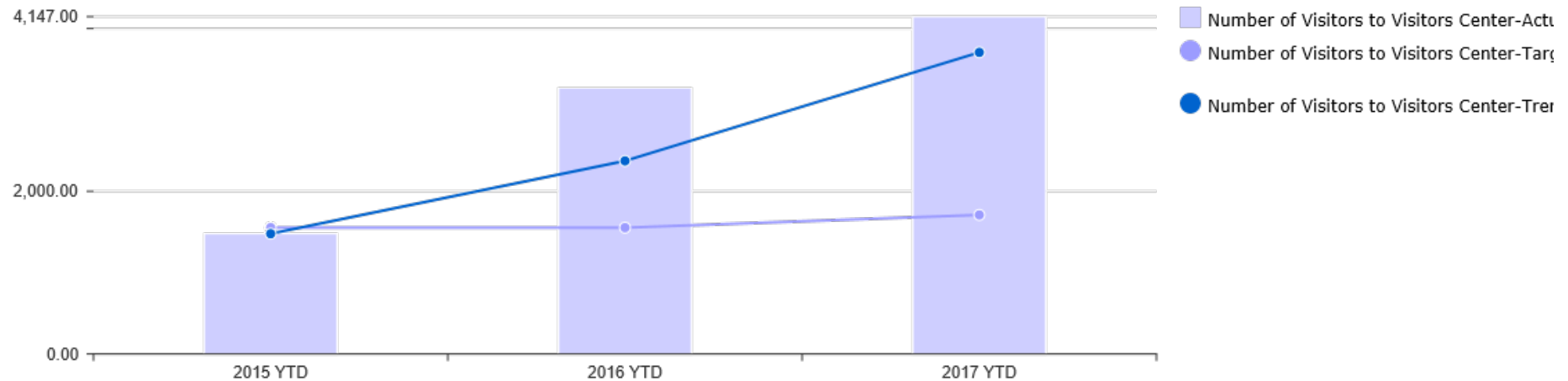
## Number of Visitors to Visitors Center

Scorecard as of: Jun 2018 - latest year (to date)



|                       |        |                              |          |          |
|-----------------------|--------|------------------------------|----------|----------|
|                       |        | 2016 Ytd                     | 2017 Ytd | 2018 Ytd |
| Score                 |        | 95.24                        | 210.56   | 242.51   |
| Status                |        |                              |          |          |
| Subjective Assessment |        |                              |          |          |
| Measures              | 4,147  | Actual                       |          |          |
|                       | 1,710  | Target                       |          |          |
|                       | 32.69  | Gap Performance              |          |          |
|                       | [-2:2] | Stable Gap Performance Range |          |          |

|                    |  |
|--------------------|--|
| Type               | No Type  |
| Associated Links   | McKinney CVB   |
| Responsible        | DeeDee Guerra  |
| Description        | Increase awareness of McKinney amongst general public while generating additional MCVB revenue         |
| Scorecard Elements | Identify opportunities for internal efficiencies through recurring analyses and continuous improvement |



|   | 2015<br>CO-OP Advertising\Promotion<br>Cost-Actual | 2015<br>CO-OP Advertising\Promotion<br>Savings-Actual | 2015<br>CO-OP Advertising\Promotion<br>SPLIT Cost-Actual |
|---|--|---|--|
| American Airlines Video                   |  |   |  |
| City/MCDC                                 | 3,995.00   | 2,996.25  | 998.75   |
| Total                                     | 3,995.00   | 2,996.25  | 998.75   |
| Dallas Morning News (TTIA silent auction) |  |   |  |
| City Comm                                 | 9,264.15   | 2,800.00  | 6,464.15   |
| Total                                     | 9,264.15   | 2,800.00  | 6,464.15   |
| See Texas First (twice a yr)              |  |   |  |
| City/MCDC                                 | 16,892.76  | 11,261.84   | 5,630.92   |
| Total                                     | 16,892.76  | 11,261.84   | 5,630.92   |
| Southern Living                           |  |   |  |
| City/MCDC                                 | 3,598.00   | 1,731.99  | 1,866.01   |
| Total                                     | 3,598.00   | 1,731.99  | 1,866.01   |
| Trip Info (Oktoberfest)                   |  |   |  |
| Main Street                               | 3,381.10   | 1,690.55  | 1,690.55   |
| Total                                     | 3,381.10   | 1,690.55  | 1,690.55   |
| Grand Total                               | 37,131.01  | 20,480.63   | 16,650.38  |

|                              | 2016<br>CO-OP Advertising\Promotion<br>Cost-Actual | 2016<br>CO-OP Advertising\Promotion<br>Savings-Actual | 2016<br>CO-OP Advertising\Promotion<br>SPLIT Cost-Actual |
|------------------------------|--|---|--|
| See Texas First (twice a yr) |  |   |  |
| City/MCDC                    | 16,892.76  | 11,262.40   | 5,630.36   |
| Total                        | 16,892.76  | 11,262.40   | 5,630.36   |
| Southern Living              |  |   |  |
| City/MCDC                    | 1,955.00   | 1,303.33  | 651.67   |
| Total                        | 1,955.00   | 1,303.33  | 651.67   |
| USA Today Travel Guide       |  |   |  |
| MCDC                         | 1,500.00   | 750.00  | 750.00   |
| Total                        | 1,500.00   | 750.00  | 750.00   |
| McKinney Bridal Show bags    |  |   |  |
| Main Street                  | 952.82   | 0   | 952.82   |
| Total                        | 952.82   | 0   | 952.82   |
| Polaris Gem                  |  |   |  |
| Trip Advisor                 |  |   |  |
| Main Street                  | 3,237.80   | 1,618.90  | 1,618.90   |
| Total                        | 3,237.80   | 1,618.90  | 1,618.90   |
| VisitWldget                  |  |   |  |
| MCDC                         | 3,588.00   | 1,794.00  | 1,794.00   |
| Total                        | 3,588.00   | 1,794.00  | 1,794.00   |
| Downtown Video               |  |   |  |
| Grand Total                  | 28,126.38  | 16,728.63   | 11,397.75  |

|              | Free Publicity -<br>Impressions-TV-Actual | Free Publicity - PR<br>Value \$-Actual | Free Publicity - Print<br>Value \$-Actual | Free Publicity - Total<br>Value \$-Actual | Free Publicity - Web<br>Value \$-Actual |
|--------------|---|--|---|---|---|
| Oct-Dec 2014 | 419,498                                   | 19,650.00                              | 10,600.00                                 | 30,250.00                                 | 0                                       |
| Jan-Mar 2015 | 468,182                                   | 52,320.00                              | 20,980.00                                 | 73,300.00                                 | 0                                       |
| Apr-Jun 2015 | 543,998                                   | 43,072.00                              | 13,492.00                                 | 77,944.00                                 | 21,380.00                               |
| Jul-Sep 2015 | 1,908,850                                 | 92,781.00                              | 26,869.00                                 | 146,519.00                                | 26,869.00                               |
| Oct-Dec 2015 | 921,688                                   | 53,856.00                              | 15,130.00                                 | 84,116.00                                 | 15,130.00                               |
| Jan-Mar 2016 | 602,536                                   | 94,872.00                              | 30,422.00                                 | 140,644.00                                | 15,350.00                               |
| Apr-Jun 2016 | 1,510,424                                 | 133,806.00                             | 17,440.00                                 | 174,686.00                                | 23,440.00                               |
| Jul-Sep 2016 | 2,636,952                                 | 276,531.00                             | 92,177.00                                 | 386,188.00                                | 17,480.00                               |
| Oct-Dec 2016 | 9,444,541                                 | 119,335.00                             | 2,474.00                                  | 145,799.00                                | 23,990.00                               |
| Jan-Mar 2017 | 9,695,320                                 | 266,892.00                             | 45,764.00                                 | 400,756.00                                | 88,100.00                               |
| Apr-Jun 2017 | 3,116,884                                 | 177,627.00                             | 8,209.00                                  | 239,036.00                                | 53,200.00                               |
| Jul-Sep 2017 | 14,837,456                                | 244,550.00                             | 43,525.00                                 | 327,175.00                                | 39,100.00                               |
| Oct-Dec 2017 | 4,594,384                                 | 120,750.00                             | 3,550.00                                  | 124,300.00                                | -                                       |
| Jan-Mar 2018 | 6,468,000                                 | 178,240.00                             | 17,490.00                                 | 239,320.00                                | 43,590.00                               |
| Apr-Jun 2018 | 4,783,000                                 | 115,400.00                             | 5,290.00                                  | 195,460.00                                | 74,770.00                               |
| Total        | 61,951,713.00                             | 1,989,682.00                           | 353,412.00                                | 2,785,493.00                              | 442,399.00                              |
| Grand Total  | 61,951,713.00                             | 1,989,682.00                           | 353,412.00                                | 2,785,493.00                              | 442,399.00                              |