



To: MCVB Board

From: Dee-dee Guerra – Executive Director

Date: August 28, 2018

RE: McKinney CVB July 2018-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Education/Webinar:**
 - V Rhodes:
 - Leadership: Behaviors, Attitudes, Styles, Influence, Power, Politics.- McKinney Training Department
 - B Shumate:
 - Webinar: Hashtag 101
 - C Marsh
 - Say what you mean the right way
- **Events/Services:**
 - 1st Annual Salsa-Fest – D Guerra judged
 - 4th of July Parade- Drove Liaison Scott Elliott

Goal 2 Financially Sound Government

Strategies:

- **Balance resources generated by Hot tax**
- **Develop and utilize performance measures to ensure successful and efficient operations**
 - **Sales:**
 - Women's Health Conference – Contact: Janice Strum. Dates: Nov 13-16, 2018, Holiday Inn & Suites, 20 attendees. Awarded to Holiday Inn

- **Advertising:**

- Signed a contract for a 6 month banner on the TSAE (Texas Society of Association Executives).
- Signed a contract for a package of print, digital and editorial with Bus Tour Magazine. MCDC agreed to partner with us in the cost.
- Provided information to a reporter from Community Impact for an article about tourism in McKinney in the summer and the economic impact.
- Summited some meeting venue and hotel info to a writer from Facilities Online for a piece on "Value Destinations"
- Took photos at the parade, salsa fest and car show on July 4th for use in promotions next year.
- We are finalizing submission of all the pieces to the Bus Tours Magazine ad package (MCDC is co-oping with us). It includes a print ad with 350 words of advertorial and a photo as well as an online full-page ad in the digital version of the magazine with a link back a special landing page on our website. This is the first time we've tried a publication like this; it's the perfect market for us!

HOT Tax Collections: 2017-2018

HOT TAX collection reported by City:

- MOM 2018 vs. 2017 (17-Hotels & 13-B&B/VRBO reporting)
 - July 2018: \$ 160,946
 - July 2017: \$ 159,734
 - **0.76%↑**

YOY:

- FY 17-18: \$ 1,270,525
- FY 16-17: \$ 1,236,961
 - **2.71%↑**

MCVB Room Nights Generated: TTL Room Nights: 499; TTL Revenue: \$ 56,611

WEDDINGS COMPLETED in 2018 – TTL Room Nights: 46; TTL Rev: \$ 6,464

- Cheri Alexander Wedding – Springs. Hampton Inn- Rooms: 10, Revenue: \$1190
- Bowen/Hausler – Rosemary Barn. Holiday Inn - Rooms: 6, Revenue: \$624
- Liz Lefever- River Road Chateau. Hampton Inn - Rooms: 4, Revenue: \$516

- Ashley/Cline Wedding – Rustic Grace. Grand Hotel – Rooms: 3, Revenue: \$477
- Weissman/McLaine Wedding – Cotton Mill. Grand Hotel – Rooms:5, Revenue: \$795
- Brittany Tigert – Springs. Grand Hotel: Rooms: 18, Revenue \$ 2862

No Pick-ups on the following weddings:

- Karmen Acencio – The Springs
- Briana O’Neil – Stone Crest
- Emily Jacobs – D’Vine Grace
- Krurger/Hamm Wedding – D’Vine Grace
- Andrea Yanz – Bella Donna
- Karmen Ascencio – Springs
- Lauren Huntsman – Springs
- Shaundra Blackwell

ASSOCIATION/CORPORATE/SMERF COMPLETED in 2018: TTL Room nights: 414; TTL Revenue: \$45,506

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

Corporate: TTL Rooms: 373; TTL Revenue: \$ 36,570

- Torchmark-Sheraton: , TTL room nights: 205; TTYL Rev. \$ 45,891
- Copart Intl -Sheraton – Room nights: 78, Revenue: \$9,126
- Sanger ISD – Grand Hotel – Room nights: 51, Revenue: \$6,069
- I Lead – Grand Hotel – Room nights: 39, Revenue: \$4,641

SMERF: TTL Rooms: 40; TTL Rev: \$ 4,680

- Corbin Family Reunion – Sheraton – Room nights: 40, Revenue: \$4,680

Sports: TTL Rooms: 40; TTL Rev: \$ 4,256

- Primetime Sportz – Best Western, room nights: 40 Revenue: \$4,256

Sales Calls: ASSOCIATIONS-/CORPOARTE /SMERF Sales Calls:

Association: 10

- Texas Dental Association, Contact: Lauren Beeman. Sent Email to establish communication. No response.
- NACE, Contact: Maria Kaczmar. Left voice mails, no response.
- REI Oklahoma, Contact: Scott Dewald. Discussed brining meeting to McKinney at OSAE conference. Followed up with email.
- Oklahoma State Medical Association, Contact: Donna Bartlett. Discussed McKinney as an option for board retreats or small sales conference. She stated low rates were key and could be the factor in the decision of location. Also followed up with email with links to more information.

- Oklahoma Restaurant Association, Contact: Debra Bailey. She represents 3 associations, stated the Grand might be a fit for her board meetings. Followed up with an email.
- Oklahoma Association of Optometric Physicians, Contact: Jessica Taylor and Leah Long—potential for board retreats or training to be held in McKinney, stated that she would forward the information to the appropriate planner.
- National Weather Association, Contact: Janice Bunting. Most of their regional meetings are locally and do not require overnights. Local meteorologist will plan the day conference. Suggested that I reach out to local weather planners.
- Oklahoma Burglar & Fire Alarm Association, Contact: Dana Fowble. Would consider McKinney as a location for meetings. Will continue to reach out to her as she was interested in McKinney at last year's OSAE meeting also.
- Association of General Contractors of OKC, Contact: Doug Tapp, will follow up with Doug in August.
- Oklahoma Travel Industry Association, Contact: Debra Bailey. Currently not looking to move any training classes outside of the state.

Corporate: 10

- SMU, Contact: Elise Johnson. Left messages on voice mail, no response
- Improving Enterprises, Inc. Contact: Dawn Peters. No response from voice mails left
- Quick Technologies Inc., Sage World. Contact: Brittany. They do not do local meetings since they are HDQ here; they go to the cities of their locations for small meetings. They do host 2 large travel shows held in either Richardson or Irving, attendance of 1200
- Pure Technologies, Contact: Karen Magalhaes. Left several voice mails, no response.
- America's Elite Relocation Network, Contact: Amanda Richards, left voice mails. No response
- Amplifi Commerce, Contact: Corey Mellick. Left messages on voice mail, no response
- Jack Henry & Associates/Profit Stars, Contact: Kim Cotton. Have scheduled at meeting for Aug 1st to discuss meeting/activity possibilities
- Solar Car Challenge, Contact: Lehman Marks. Have left several messages, no response
- Critical Start, Contact: Sheila Barnaby. No response to messages left.
- Quadrem, Contact: Felicia Castelio. Number not working, unable to leave message. Researching other methods to contact.

SMERF: 5

- Delta Theta Ki, Contact Kay Dunyan. Sorority Meeting, November 2018, Sheraton.
- Sanger ISD, Contact Gina Fairchild, July 25-27, 2018. Grand Hotel. Assisting with dining options and tour of McKinney options.
- Texas Presbyterian Hospital Allen, contact: HR dept. Advised that all training they do is in house and do not plan overnight meetings.
- Sunnyvale FBC, the Vale – Contact: Jill Rawls. Visited with Jill regarding bringing a pastoral, men's, ladies, or executive retreat to McKinney. She was interested in that possibility, stating she had not planned a ladies retreat in a while and that McKinney would be a good fit. Will follow up with her to see if I can secure a site visit or help her plan the retreat.

- Sunnyvale New Covenant Church – Contact: Pastor Dana Norton. Left information with assistant, Gay and asked her to consider McKinney for any meetings/retreats... She stated Pastor Norton would review and discuss with church board.

McKinney Top 25: 3

- UPS- Spoke to Tyra Greenin HR, she gave me the name and number of the person who handles the training at the McKinney location. Spoke to the trainer and we are going to get together in August for a site visit of the hotels.
- Lone Star Reel- Spoke to Tracy the receptionist, she asked that I call the corporate office. Called the Corporate office and tried HR several times, no answer.
- Popular Ink-Spoke to Lanie the receptionist. left her my information, will follow up with Dru Reiss.

MCVB Calendar of Events 2018-2020: 1

2018

Month	Group	Venue	Room Nights	Attendees
June				
6/4-6/18	Torchmark	Sheraton	30	15
6/15-17/18	Flamefest-Craig Ranch	Holiday Inn, HI Express & La Quinta	50	300
6/5-7/18	Emerson: Lifecycle SVCS: IV1100	Holiday Inn	60	30
6/18-21/18	Torchmark	Sheraton	90	30
6/20-22/18	Torchmark	Sheraton	16	8
July				
7/13-15/18	Copart Int'l	Sheraton, Holiday Hampton, Inn, Hilton Home 2, & Comfort Suites	90	100
7/15-18/18	Torchmark	Sheraton	300	100
7/19-20/2018	Woolfest Workshop-Space only	Hampton	0	60
August				
8/13-15/18	Torchmark	Sheraton	40	20
8/13-15/18	Torchmark	Sheraton	30	15
8/13-15/18	Torchmark	Sheraton	32	16
8/20-22/18	Torchmark	Sheraton	100	50
8/26-29/18	Torchmark	Sheraton	90	30
8/2-3/2018	Just Crop	Holiday Inn	12	24
September				

9/11-13/18	Emerson: Regulator: 1100	Holiday Inn	60	30
9/11-13/18	Emerson: Regulator: 1106	Holiday Inn	60	30
9/17-19/18	Torchmark	Sheraton	60	30
9/23-26/18	Torchmark	Sheraton	300	100
9/18-20/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30
9/30/18- 10/3/18	Torchmark	Sheraton	60	20
October				
10/4-7/18	NAACP	Sheraton	75	250
10/2-5/18	Torchmark	Sheraton	30	90
10/21-25/18	Torchmark	Sheraton	300	100
10/28-31/18	Torchmark	Sheraton	60	20
10/9-11/18	Emerson: Regulator: FC1605	Holiday Inn	90	30
November				
11/6-8/18	Emerson: Regulator: 1100	Holiday Inn	60	30
11/6-8/18	Emerson: Regulator: 1106	Holiday Inn	60	30
11/13-15/18	Emerson: Lifecycle SVCS: IV1106	Holiday Inn	60	30
11/13-16/2018	Women's Health Network	Holiday Inn	40	20
11/2018	LCMS TX District All Early Childhood Educators Conf.	Sheraton/Holiday Inn	150	300
December				
12/11-13/18	Emerson: Regulator: 1100	Holiday Inn	60	30

2019

Month	Group	Venue	Room Nights	Attendance
February				
2/17-19/19	Texas Association of Counties, Health & Employee Benefits Pool	Sheraton	350	225
April				
4/25-28/19	Texas Folklore	Sheraton	70	150
4/29-5/2/19	Veterans of Underage Military Service		40	80
April/May	TACVB Marketing Symposium	Sheraton	90	75-100

July				
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
September				
3 rd /4 th week	TTIA Travel Summit	Sheraton	500	250

2020

Month	Group	Venue	Room Nights	Attendance
June				
6/15-19/2020	TCCE Annual Convention	Sheraton	175	300
6/11-16/20	National Pigmy Goat Association	Sheraton, Springhill Suites & Hilton Home 2	100	400-500
September				
3 rd /4 th week	TTIA Travel Summit	Sheraton	500	250

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:

- **July 2018 Gross Sales \$ 382.39**
 - **Rent check \$355.00**
 - **(15% of sales) \$27.39**

Visitors: FYTD Total (Oct.'17 – Jul. '18): 4,661

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

- Out of State: 101
- Out of Country: 48
- Texas Residents: 58
- McKinney Residents: 34
- Register Total: 241
- Ticker Counter: 494

Day Trips: 0

RFP's: 7 (0-Association, 0-Corporate, 6 -Weddings, 1-Social: 0-Religious, 0 -Sports, -Day Trips)

Association: 0

Corporate: 0

Social: 0

SMERF: 7 (6-Weddings& 1 Gov't)

- Quinceañera, Maggie L – July 2019, looking for venue and hotels -provided venue and hotel information.

- Tiffany Fluker –October 2018, Rock Creek
- Megan Harrison – May 2019, Rosemary Barn
- Kristy McPhail – September 2018, Rosemary Barn
- Kaufman Wedding – march 2019, River Road Chateau
- Megan Neth – June 2019, River Road Chateau
- Veterans of Underage Military Service – Sent to Sheraton, Holiday Inn, and The Grand Hotel. April 29-May 2, 2019. 80 Attendance, 40 peak rooms

Site Visits: 4

- Megan Harrison/Demetri Turner-May 2019 Wedding
- Ivy Vann- Gathering Coordinator, Strong Towns
- Staff meeting with Kim Cotton of Jack Henry & Assoc. this week to assist her in locating venues for local/regional meetings.
- 1/11/18-Texas Extension Association of Family & Consumer Sciences-Texas Agri-Life- Friendship Dinner (150-175 attendees) July 23, 2019.

Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal): 26 (26-Weddings, 0-Social, 0 -Sports, 0-Day Trips)

Weddings:

- Allyssa Chavez – August 2018, Springs
- Shannon Owens – August 2018, D’Vine Grace
- Lannie Robinson- August 2018, D’ Vine Grace
- Samantha Guerra Wedding– August 2018, Springs
- Chelsea Parsons Wedding – August 2018, Springs
- Katie Nelson Wedding, August 2018 – Stone Crest
- Waychoff/Lonzanida Wedding – August 2018, Stone Crest
- Pallia Wedding – September 2018, Cotton Mill
- Ginny Ryan Wedding – September 2018, Rosemary Barn
- Thanh Do- September 2018, Springs
- Sarah Cantu Wedding – September 2018 Wedding, D’Vine Grace
- Ray Byrns Wedding – September 2018, Springs
- Lori Naquin (MOB) – October 2018, Chestnut Square
- Brooke Von Readen Wedding – October 2018,
- Haley Spencer Wedding – October 2018, Springs
- Danille Jansma Wedding – October 2018 – Rustic Grace
- Levi Kennaw Wedding – October 2018 – Stonecrest
- Kayly Browne Wedding, October 2018 – Avalon Legacy
- Britt Morgan – November 2018, Springs
- Bridget Tong – December 2018, Springs
- Priscilla Arriaga – December 2018, Springs

- Joyce Spisak – December 2018, Springs
- Dana Curry (MOB) – January 2019, Rustic Grace
- Meghan Powers- March 2019, Springs
- Shauna Brown – April 2019, Springs
- Jessica Costello –April 2019, Stone Crest

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: 459

Mailing Leads Processed: 1,108

- Tour Texas-52
- See Texas First-1,056
 - Top Five States requesting information:
 - Texas, Missouri, Illinois, Florida, & Oklahoma

Advertising/Marketing/Media

Blogs on our website:

- Star-Spangled Fun: 9
- Five Years of Sweetness: 24
Second Saturday Blog: 85
- Plan Your Trip: 1
- Put Yourself on our Map: 2
- Welcome Back, Rye: 41
Keeping Cool: 22

Visits on Homepage News Flash buttons & landing pages:

- Second Saturdays: 49
- Plan Your Visit: 21
- Weekend Update page: 88
- McKinney Shop: 25

Photos, Text Written, Marketing Materials and Ads Submitted

- Submitted contracted editorial & photos to Bus Tours Magazine

- Submitted photos to HVS – requested for a presentation they’re putting together on McKinney (they are a global consulting and services organization focused on the hotel, restaurant, shared services, gaming, and leisure industries.
- Pitched influencer visit to Texas Travel Talks
- Took new photos at 4th of July Parade, Salsa Festival and Car Show
- Took new photos for Bus Tour Magazine and submitted for potential cover
- Created new artwork for nail files (promo order)

Advertising- Website & Publication ROI Tracking:

- Meeting-Planners-Guide: 4
- Event-Planning (new Meeting Planner page): 109
- Go-MHS-Lions: 4
- Greetings-TSAE-Members: 2
- Welcome-Stonebridge-Ranch-News-Readers: 1
Welcome-Meet-Texas-Readers - : 1
VisitMcKinneyFun-Contest-Rules -: 5
- VisitMcKinneyFun: 178
Splash-in-McKinney: 55
Hunt-in-McKinney: 33
Explore-in-McKinney: 45
Welcome-Polka-News-Readers: 10

Free Publicity:

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

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

JULY 2018- MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions
BubbleLife Collin Co.	Shared Blog/website updates (5 times)	\$ -	\$8,000	\$24,000	800,000
Readers Digest	McKinney B&B - Best in TX		\$4,322	\$12,966	98,333
TOTALS		\$0	\$12,322	\$36,966	898,333
FY 17-18 totals		25,293	\$140,652	\$1,091,836	16,743,717

SOCIAL MEDIA TRACKING

FACEBOOK - 2017-18					
FY 17-18	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct. 17	47	6217	92,814	850,774	4,382,210
Nov. 17	80	6295	66,475	751,207	4,365,662
Dec. 17	56	6351	38,610	242,212	2,449,176
Jan. 18	175	6526	93,363	532,078	3,879,202
Feb. 18	59	6585	69,527	759,268	3,289,228
Mar. 18	76	6664	80,690	567,892	3,499,942
Apr. 18	106	6770	83,960	449,311	3,615,527
May 18	109	6879	104,144	795,947	4,492,035
Jun. 18	82	6961	70,764	453,651	2,675,163
Jul. 18	134	7095	76,466	376,731	2,595,425
TOTALS	924	N/A	776,813	5,779,071	35,243,570

OTHER SOCIAL MEDIA TRACKING – JULY 2018

Type	Number	Increase #
TWITTER		
Followers	4813	+40
Tweets	6466	+47 (up 38.2%)
Tweet Impressions	23.4K	+10.4%
Profile Visits	328	+67.3%
Mentions by other users	7	-66.7%
YOUTUBE	Views	Subscribers
YouTube views	5673	30

Web Analytics –JULY 2018

Month	Sessions	Pageviews	Users
Oct-17	3,613	9,034	3,018
Nov-17	3,456	8,370	2,868
Dec-17	2,892	6,591	2,462
Jan-18	2,561	6,820	2,009
Feb-18	2,360	6,537	1,949
Mar-18	3,404	7,926	2,811
Apr-18	3,526	8,219	2,971
May-18	4,865	10,285	4,052
Jun-18	3,554	8,483	2,986
Jul-18	3,439	7,892	2,934
FY 17-18	33,670	80,157	28,060

Mobile Traffic	Users	Percent of Total
Mobile Traffic	1,458	49.69%
Desktop	1,263	43.05%
Tablet	213	7.26%

Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,344	1,061	0:01:05	1,004	43.53%	42.26%
Calendar	779	611	0:01:11	492	46.34%	42.88%
Calendar	197	169	0:02:45	168	77.38%	77.66%
Shopping Centers	188	162	0:04:07	154	83.77%	80.32%
Fun	178	146	0:00:41	121	58.68%	51.12%
Visitors Guide	166	138	0:01:53	28	67.86%	37.35%
Mo./Annual Events	151	135	0:01:48	93	76.34%	68.21%
Events	150	123	0:00:19	25	12.00%	12.67%
Dining	127	79	0:01:42	9	44.44%	21.26%
Calendar	122	115	0:02:03	113	72.57%	72.13%
Staff Directory	119	64	0:00:28	25	64.00%	24.37%
NTTA Blog	116	99	0:04:55	99	85.86%	85.34%
Event Planning	109	45	0:00:46	9	66.67%	13.76%
Explore	99	78	0:00:37	9	88.89%	25.25%
Accommodations	89	77	0:00:41	27	40.74%	16.85%
Weekend Update	87	74	0:00:44	3	66.67%	29.89%
2nd Saturday blog	83	78	0:02:04	51	90.20%	77.11%
About McKinney	80	66	0:01:16	6	83.33%	30.00%
Dining / Nightlife	67	60	0:00:38	46	67.39%	56.72%
Wedd./Rec./Venues	62	49	0:00:54	33	36.36%	37.10%
Shopping Centers	59	52	0:00:43	34	64.71%	55.93%

Hotels/Motels	59	48	0:01:47	5	80.00%	38.98%
Calendar	59	47	0:00:39	1	100.00%	23.73%
Splash in McKinney	55	53	0:01:26	2	100.00%	40.00%
2nd Saturday carousel	49	42	0:00:39	3	66.67%	18.37%

Country Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. sess. Duration
United States	2,778	2,616	3,264	61.58%	2.33	0:01:39
France	40	40	40	57.50%	1.48	0:00:30
Peru	13	13	13	100.00%	1	0:00:00
Canada	11	11	15	60.00%	2.2	0:00:49
South Korea	11	11	11	100.00%	1	0:00:00
India	10	10	10	70.00%	1.6	0:00:49
Philippines	10	10	10	80.00%	1.4	0:00:28
Germany	9	8	9	77.78%	1.67	0:00:16
(not set)	9	9	9	77.78%	1.89	0:01:35
Australia	3	3	3	33.33%	2.33	0:00:57

State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Sess. Duration
Texas	2,134	1,981	2,563	58.80%	2.38	0:01:41
Oregon	179	179	182	97.25%	1.14	0:00:34
California	65	63	73	56.16%	2.7	0:03:30
New York	44	44	44	77.27%	1.5	0:01:00
Oklahoma	29	26	29	48.28%	2.86	0:01:41
Florida	26	25	38	50.00%	2.82	0:02:13
Illinois	25	22	27	59.26%	4	0:02:51
Tennessee	21	21	22	77.27%	1.5	0:00:14
Kansas	19	19	21	76.19%	3.52	0:03:12
Virginia	19	18	19	94.74%	1.05	0:00:01

City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Visit Duration
McKinney	647	551	822	56.20%	2.59	0:02:02
Dallas	564	516	619	64.46%	1.95	0:01:12
Plano	105	98	114	62.28%	2.61	0:01:24
Frisco	76	70	84	52.38%	2.61	0:01:21
Allen	72	69	85	57.65%	2.14	0:01:23
Houston	69	65	75	58.67%	2.23	0:01:11
Fort Worth	45	41	49	46.94%	2.94	0:01:52
Prosper	37	36	41	73.17%	1.61	0:01:24
Austin	26	23	29	68.97%	1.69	0:00:49
Arlington	20	20	22	22.73%	3.23	0:02:48

JULY 2018					
	Users	Sessions	Page Views	Pages/Session	Bounce Rate
Widget	56	66	301	4.6	57%
iOS App	48	64	395	8	N/A
Android App	16	16	85	5	N/A
Total/AVG	120	146	781	5.87	N/A

OCCUPANCY RATES:

Top 5 McKinney Hotels 2016-2017 Occupancy Rates: %

Hotel	Oct. '17	Nov. '17	Dec. '17	Jan. '18	Feb. '18	Mar. '18	Apr. '18	May '18	Jun. '18	Jul. '18	Aug. '18	Sep. '18
Comfort	67.79	70.85	54.28	53.51	60.15	76.50	69.21	66.82	68.47			
Hampton	97.82	97.82	97.82	97.82	97.82	97.82	97.82	97.82	88.37			
Holiday Inn	69.05	71.18	57.02	60.61	51.12	47.18	53.74	75.29	69.29			
Holiday Inn CR	73.79	69.88	55.40	57.26	69.06	75.77	68.59	71.45	74.13			
La Quinta	N/A	74.43	61.49	64.68	70.57	68.74	65.65	69.29	78.52			
Sheraton	96.77	N/A	N/A	72.13	79.03	75.54	78.06	78.87	81.25			
Townplace	79.01	81.65	79.01	98.88	63.20	64.15	73.33	62.85	75.17			

Sheraton Occupancy Rates:

Month	FY 14-15	FY 15-16	FY 16-17	FY 17-18
October	N/A	67.28%	75.19%	96.77%
November	N/A	61.35%	75.20%	N/A%
December	N/A	69.24%	57.74%	N/A%
January	N/A	61.62%	69.54%	72.13%
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	%
August	56.22%	63.86%	76.00%	%
September	56.43%	72.50%	N/A	%

LOST BUSSINESS- 2

- NAIA 2019 Men's and Women's Bowling Invitational
- Strong Towns Event – MPAC was not available to them, they selected Plano for their location.