



December 2018

I. MCVB Room Nights Generated: TTL Room Nights: 424; TTL Revenue: \$ 52,712

WEDDINGS COMPLETED- December 2018 - TTL Room Nights: 238; TTL Rev: \$26,516

- Tellez/Wilhite Wedding – Comfort Suites – TTL rooms: 18, TTL rev: \$1,530
- Joyce Spisak – Sheraton – TTL rooms: 51, TTL rev: \$5151
- Melton Wedding – Sheraton – TTL rooms: 29, TTL rev: \$3538
- Tong Wedding – Sheraton – TTL rooms: 94, TTL rev: \$11,145
- Sheppard Wedding – Sheraton – TTL rooms: 46, TTL rev: \$5152

Assisted following wedding parties with hotel quotes/info, however, no hotel room blocks made or welcome bags provided.

- McClesky Wedding – December 2018, The Grand Ivory
- Bridget Tong – December 2018, Springs
- Priscilla Arriaga – December 2018, The Springs

ASSOCIATION/CORPORATE/SMERF COMPLETED in October 2018: TTL Room nights: 186; TTL Revenue: \$ 26,196

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

Corporate: TTL Rooms: 17; TTL Revenue: \$ 2,193

- Emerson-1100-Holiday Inn: TTL room nights: 17; TTYL Rev. \$ 2,193

SMERF: TTL Room nights: 0 TTL rev: \$ 0

Sports: TTL Rooms: 169; TTL Rev: \$ 24,003

- The Dallas Stars/ Mission AZ Hockey-Hampton Inn TTL Room nights: 18; TTL Room Rev: \$6027
- NCAA- Sheraton 12/12-16/18-TTL room nights: 82 ; TTYL Rev. \$ 9,696
- ESPN- TTL room nights: 69; TTYL Rev. \$ 8,280



II. Visitors: FYTD Total (Oct. '18– Sept. '19): 1,422

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

- Out of State: 28
- Out of Country: 10
- Texas Residents: 7
- McKinney Residents: 13
- Register Total: 53
- Ticker Counter: 548

Top Five States requesting information:

- Texas
- Florida
- California
- Oklahoma
- Louisiana

III. RFP's: 8 (3-Association, 2 -Corporate, 2-Weddings, 0-Social: 1-Religious, 0-Sports, 0-Day Trips)

Association: 3

- Floor Covering Installation Contractors Association (FCICA) – Contact: Lizzie Taylor. Received RFP for October 2020. 200 peak room nights. Sheraton has RFP.
- Texas Public Purchasing Association – Contact: Craig Rowley. Craig provided an RFP for Hilda. This is for the TxPPA Fall Conference. Potential date: November 2019, 120 rooms, 280 total room nights.
- Claims Prevention & Procedure Council – Contact: Allan Jobe. Received RFP for 2019 CPPC Convention. Date Sept or Oct 2019. 75-90 peak room nights, 225 total room nights. The Sheraton is working on this RFP

Corporate: 2

- Junto Group (Bill & Pam Crumrine) – April 23, 2019 – TTL 5 @ the Grand
- Event Prep – Contact: Jason Horowitz (3rd Party Planner). Jason stated he would send an RFP via Cvent, Hilda is following up with him. He is looking for a location for a Franchise Meeting Group that he works with. 75 rooms on peak, 225 total room nights

SMERF: 3 (2-Weddings, 0-Sport, 1-Religious)

- Amber & Andrew Hampton Wedding – June 2019, Springs
- KC Fox Wedding – September 28, 2019, Rustic Grace
- DZS Luxury Meetings & Events- Contact: Stephanie Watson (3rd Party Planner). If we have a FAM Trip organized, she is interested in attending. She plans both association and destination weddings. Potential conference: God Said Glow -October 2019 – she is open to Texas. 150 rooms, 450 on peak. Sheraton is working on RFP



IV. Site Visits: 1

- Terri Yanke, Meeting Planner (met with McKinney Food Tours/We Ate Well, and Landon's winery)

V. Advertising: Ads/materials created and submitted:

Blogs: 3

- New to McKinney – 2
- Showcasing Your McKinney Experiences - 1

VI. Visits on Homepage News Flash buttons & landing pages:

- Weekend Update page - 112
- NCAA – 56
- McKinney Shop – 22
- Event-Planning – 66
- Santa on the Square – 23
- Plan Your Visit – 10

VII. Photos, Text Written, Marketing Materials, and Ads Submitted

- Took photos at NCAA weekend events
- Mailed grant recipient letters to be returned signed
- Submitted Chamber Map ad
- Submitted Houston House & Home ad for January (historic getaway towns issue)

VIII. Advertising- Website & Publication ROI Tracking:

- MHS-Lions: 3
- Boyd-High-Broncos: 4
- MNHS Bulldogs - 1
- McKinney Foodie scene – 35
- McKinney Music scene – 21
- NCAA – 7
- Sports Destination Marketers - 2



SOCIAL MEDIA TRACKING

FACEBOOK - 2018-19					
FY 18-19	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct. 18	97	7491	92,814	378,097	2,678,708
Nov. 18	65	7556	88,311	449,685	2,860,148
Dec. 18	63	7619	159,866	1,042,216	4,343,739
TOTALS	225	N/A	340,991	1,869,998	9,882,595

Type	Number
TWITTER	
Followers	4961
Tweets	6581
Tweet Impressions	14,000
Profile Visits	292
Mentions by other users	17

INSTAGRAM	Followers
Historical	761
Oct. 2018	126
Nov. 2018	164
Dec. 2018	94
TOTAL	1145



Web Analytics – DECEMBER 2018

Month	Sessions	Pageviews	Users
Oct. 18	3,061	7,459	2,496
Nov. 2018	3,565	7,585	3,140
Dec. 2018	3,043	6,689	2,640
FY 18-19	9,669	21,733	8,276

YOUTUBE	Views	Subscribers
Historical numbers	6699	30
Oct. 2018	217	0
Nov. 2018	222	4
Dec. 2018	232	3
TOTAL	7370	37

Google Business Pg.	Page Views	Website visits
Oct. 2018	1960	27
Nov. 2018	1970	30
Dec. 2018	1195	40
TOTAL	5125	97

Mobile Traffic	Users	Percent of Total
Mobile	1,387	52.54%
Desktop	1,062	40.23%
Tablet	191	8.23%



DECEMBER TOP WEB PAGES

Page	Page views	Unique Pg. Views	Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,437	1,106	0:01:20	1,067	33.40%	46.28%
Calendar	882	729	0:01:01	438	43.61%	42.68%
Shopping Centers	242	221	0:02:49	203	88.67%	84.71%
Visitors Guide	138	116	0:02:31	17	58.82%	42.75%
Dining	119	84	0:00:52	13	21.43%	23.53%
Wknd Up. Jan.3	110	86	0:01:37	3	100.00%	30.91%
Events	107	89	0:00:19	10	0.00%	10.28%
Explore	98	74	0:00:23	13	14.29%	16.33%
Shopping	88	79	0:00:39	47	61.70%	43.18%
NTTA Blog	85	74	0:02:33	73	89.04%	87.06%
About McKinney	72	64	0:00:43	13	69.23%	33.33%
Benji Blog	69	60	0:01:36	59	86.44%	85.51%
Accommodations	67	62	0:00:13	16	93.75%	23.88%
Mo. / Ann. Events	66	59	0:02:51	28	85.71%	66.67%
Calendar	56	34	0:01:13	6	33.33%	32.14%
No data	56	44	0:00:24	3	66.67%	26.79%
Hotels & Motels	49	45	0:02:31	3	100.00%	51.02%
Artists/Chefs Blog	48	41	0:01:56	3	33.33%	39.58%
Cal. Preview	47	44	0:02:25	44	90.91%	91.49%
Staff Directory	44	39	0:03:33	16	75.00%	63.64%
Dining & Nightlife	43	33	0:00:27	17	47.06%	41.86%



History - McKinney	43	36	0:01:23	7	28.57%	25.58%
Wedd./Rec. Venues	42	31	0:01:52	19	42.11%	30.95%
Event Planning	41	33	0:01:24	11	90.91%	36.59%

Country	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. sess.
United States	2,404	2,290	2,800	56.93%	2.28	0:01:35
Canada	48	47	48	60.42%	1.02	0:00:01
France	33	33	33	48.48%	1	0:00:01
Spain	21	21	21	61.90%	1.38	0:03:59
Latvia	20	20	20	55.00%	1.45	0:05:31
Brazil	19	19	19	94.74%	1.11	0:00:03
China	14	14	14	100.00%	1	0:00:00
South Korea	13	13	13	100.00%	1	0:00:00
Germany	12	12	12	83.33%	1.25	0:00:22
India	11	11	11	72.73%	1.73	0:00:50

State	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Sess. Duration
Texas	1,777	1,675	2,100	58.67%	2.16	0:01:32
Michigan	81	81	85	30.59%	3.22	0:01:32
California	66	64	73	56.16%	1.84	0:00:35
Oregon	52	52	53	84.91%	1.42	0:00:22
Georgia	36	36	45	40.00%	3.2	0:02:24
New York	36	35	39	61.54%	1.79	0:01:25



Illinois	28	26	30	46.67%	4.4	0:02:01
Florida	27	25	31	35.48%	4.26	0:04:04
Oklahoma	25	25	25	44.00%	2.52	0:01:58
(not set)	23	23	33	66.67%	1.3	0:03:40

City	Users	New Users	Sessions	Bounce Rate	Pgs/Sess.	Avg. Visit Duration
Dallas	536	483	584	66.95%	1.79	0:01:06
McKinney	525	475	651	55.45%	2.48	0:01:53
Plano	82	77	87	54.02%	2.15	0:01:53
Frisco	66	63	69	47.83%	2.42	0:01:09
Allen	65	57	80	65.00%	1.88	0:01:58
Prosper	45	44	47	57.45%	1.85	0:01:09
Houston	31	29	33	57.58%	2.03	0:02:11
Irving	31	30	41	70.73%	2.02	0:01:03
Austin	24	23	24	62.50%	1.75	0:00:26
Wylie	24	24	26	57.69%	2.12	0:01:04



VISIT WIDGET - DECEMBER 2018					
	Users	Sessions	Page Views	Avg. Session in Min.	New Downloads
Widget	54	55	224	1:20	
Desktop	29	29	147	1:26	
Mobile	75	81	431	3:06	
iOS	63	67	376	3:25	19
Android	12	14	55	1:29	7
TOTAL	158	165	802		26

CROWDRIFT ACCESS- December 2018		
Gallery	Interactions	Views
Summer Fun	38	27
Explore	1	85
Dining	13	129
History (Downtown)	3	100
Events	14	103
Home Gallery	62	525
TOTAL (Engagement rate: 13.5%)	131	969



IX. Free Publicity:

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

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

DECEMBER 2018- MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
BubbleLife	Shared Blog/website updates (3times)	\$0	\$4,000	\$12,000	600,000
Courier Gazette	Artists & Chefs pre-event	\$1,638	\$950	\$7,764	275,000
County Line Magazine	Best of East Texas article including several McK businesses	\$1,200	\$800	\$6,000	70,000
Courier Gazette	NCAA Game wrap-up	\$1,911	\$950	\$8,583	300,000
N. TX E-News Website	Article about NCAA Fan fest	\$0	\$600	\$1,800	25,000
TOTALS		\$4,749	\$7,300	\$36,147	1,270,000
FY 18-19 Totals		\$10,354	\$11,300	\$48,147	1,870,000

X. Lost Business-0