



## June 2019

### I. **ASSOCIATION/CORPORATE/SMERF COMPLETED in June 2019: TTL Room nights: 370; TTL Revenue: \$37,893**

#### **WEDDINGS COMPLETED- June 2019 - TTL Room Nights: 35, TTL Rev: \$4,150**

- Keil/Macready Wedding - The Grand Hotel: TTL room nights: xx, TTL rev: \$xx
- Bysani/Swift Wedding – Hampton Inn: TTL room nights: 8, TTL rev: \$992
- Megan Neth – June 2019, River Road Chateau: TTL room nights: xx, TTL rev: \$xx
- Lewin/Neal – Hampton Inn: TTL room nights: 12, TTL rev: \$1,428
- Caitlin Child Wedding – Hampton Inn: TTL room nights: 4, TTL rev: \$476
- Koester/Collier – Hampton Inn: TTL room nights: 11, TTL rev: \$1,254

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

- N/A

### **ASSOCIATION/CORPORATE/SMERF COMPLETED in June 2019: TTL Room nights: 335 ; TTL Revenue: \$33,743**

#### **ASSOCIATION – TTL Room Nights: 24 TTL Rev: \$2,856**

- Texas Volunteer Management Conference: Hampton Inn: TTL room nights: 24, TTL rev: \$ 2,856; Grand Hotel: TTL room nights: xx, TTL Rev: \$XX

#### **CORPORATE – TTL Room Nights: 302 TTL Rev: \$29,798**

- Vittatote Consulting, LLC – Grand Hotel: TTL room nights: 5, TTL rev: \$795
- Torchmark-6/16-19/19-AIL 101:TTL room nights: 190 ; TTL Rev. \$ 18,430
- Torchmark-6/23-26/19-LNL 201:TTL room nights: 107; TTL Rev. \$ 10,573

#### **SMERF: TTL Room nights: 3 TTL rev: \$477**

- Ingal 50<sup>th</sup> Wedding Anniversary – Grand Hotel: 3 room nights, TTL Rev: \$477

#### **SPORTS: TTL Room nights: 6 TTL Rev: \$612**

- Triple Creek Baseball Tournament – TTL Rooms: 6, TTL rev: \$612

### II. **Visitors: FYTD Total (October '18-September '19): 3,821**

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

- Out of State: 49
- Out of Country: 21
- Texas Residents: 13
- McKinney Residents: 18
- Register Total: 101
- Ticker Counter: 601



### **III. RFP's: 11 (3-Association, 0-Corporate, 6-Weddings, 1-Social, 0-Religious, 1-Sports, 0-Day Trips)**

#### **Association: 3**

1. TACVB 2020 Winter Education Conference – Approximate attendees: 120-150; Approximate total room nights: 259; Conference Pattern: Monday-Wednesday; Conference Proposed Dates: January 20-22, 2020. Meeting specs are too large for the Sheraton, unable to accommodate.
2. Texas Parks and Wildlife Department – Approximate attendees: 260; Approximate total room nights: 260; Conference Pattern: Sunday-Thursday; Conference Proposed Dates: February 9-12, 2020. The Sheraton was unable to accommodate this group, due to size.
3. Profoundly Gifted Retreat 2020 – The Sheraton received the RFP for consideration, it was declined due to lack of availability. Event dates: Week of July 4, 2020, 4 nights/5days. Room nights requested 95 for four days, total attendance; 250-300.

#### **Corporate: 0**

#### **SMERF: 8 (6-Weddings, 1-Social, 1-Sport, 0-Religious)**

1. McKinney Knittery – Contact: Ginger Hayes. September 13-22, 2019 Yarn Crawl. Expecting 50-60 people to participate in this event. Some coming from out of the area. Sent RFP to Grand Hotel, Towne Place Suites, and the Best Western.
2. Destination Planning Corporation – Contact: Anne Urban. October 2019 or November 2019. Attendees: 200, Friday-Friday Pattern. Peak dates: Monday-Thursday. Sent to Sheraton.
3. Paul Henfy, September 2019- Undecided
4. Tiffany Kane, December 2019-Rosemary Barn
5. Paige Wheeler/Byron Carman Wedding, December 2019-Magnolia Grace Ranch
6. Laura Driskell (Bride) & Mary Driskell (MOB) – December 14, 2019-Springs
7. Hannah Lewin/Brian Neal – June 29, 2019 -Springs
8. Alexandra Lee/Chase Cooper – July 6, 2019-The Grand Hotel

### **IV. Site Visits: 2**

1. Morgan Berigan (bride) –Visited Hotels: Sheraton, Grand Hotel, and Holiday Inn & Suites wedding guest block.
2. Trudi Kane (mother of the bride) – Visited Hotels: Hampton Inn, Comfort Suites, Holiday Inn, and Towne Place Suites.

### **V. Day Trips: 1**

1. Irving Senior Center – Visited Heard-Craig House 6/3/19.

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

#### **Blogs: 143**

NTTA - 61

Summer Camps – 54

McKinney Coffee Guide - 16

NCAA Economic Impact - 12

### **VII. Visits on Homepage News Flash buttons & landing pages:**

Weekend Update page – 154

Summer Camps in McKinney – 24

Tours in McKinney – 18



Then & Now exhibit – 28

Ask a Local - 36

Event-Planning Pages/Meeting Planners Guide – 215

Visitors Guide – 211

KPIs – 8

### VIII. Photos, Text Written, Marketing Materials, and Ads Submitted

- Submitted Sept ad for Texas Highways
- Submitted Sept. ad for Polka Newsprint & digital
- Submitted Idea Fair entries
- Compiled information for SportsEvents magazine article
- Wrote/submitted article about TDA conference for consideration for meeting planner magazine
- Created Pygmy Goat PowerPoint presentation for Vanesa
- Submitted See Texas First materials for Fall
- SEM write-up for Board meeting
- Created/submitted Bus Tours Magazine web banner

### IX. Advertising- Website & Publication ROI Tracking:

- Business 380 – 8
- Bus Tours Magazine – 3
- County Line Magazine – 2
- Polka News – 2
- Sports Destination Mgmt. – 2
- Stonebridge Ranch News – 2
- Texas Highways – 2
- Meet Texas - 1

### JUNE 2019 SOCIAL MEDIA TRACKING

FY 18-19	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct. 18	97	7,491	92,814	378,097	2,678,708
Nov. 18	65	7,556	88,311	449,685	2,860,148
Dec. 18	63	7,619	159,866	1,042,216	4,343,739
Jan.19	76	7,695	135,200	1,022,782	4,626,660
Feb. 19	146	7,845	129,516	831,301	4,108,790
March.19	106	7,951	194,190	1,322,497	5,951,768
April.19	144	8,095	135,964	812,985	5,175,251
May.19	144	8,239	108,763	901,480	4,185,610



<i>June.19</i>	<i>110</i>	<i>8,349</i>	<i>94,367</i>	<i>511,199</i>	<i>3,682,075</i>
<b>TOTALS</b>	<b>951</b>	<b>N/A</b>	<b>1,138,991</b>	<b>7,272,242</b>	<b>37,612,749</b>

<b>INSTAGRAM June 2019</b>	<b>New Followers</b>
Historical	761
Oct. 2018	126
Nov. 2018	164
Dec. 2018	94
Jan. 2019	56
Feb. 2019	59
March.2019	75
April.2019	77
May.2019	61
June.2019	71
<b>TOTAL</b>	<b>1,544</b>

<b>TWITTER - JUNE 2019</b>	
Followers	5,165 (+30)
Tweets	6,726
Tweet Impressions	11,800
Profile Visits	121
Mentions by users	19



<b>YOUTUBE</b>	<b>Views</b>	<b>Subscribers</b>
Historical numbers	6,699	30
Oct. 2018	217	0
Nov. 2018	222	4
Dec. 2018	232	3
Jan. 2019	124	1
Feb. 2019	155	1
March.2019	142	3
April.2019	141	0
May.2019	135	0
June.2019	166	3
<b>TOTAL</b>	<b>8,233</b>	<b>45</b>

<b>Google Bus. Pg.</b>	<b>Page Views</b>	<b>Web visits</b>
Oct. 2018	1,960	27
Nov. 2018	1,970	30
Dec. 2018	1,195	40
Jan. 2019	1,850	34
Feb. 2019	1,970	29
March.2019	2,240	31
April.2019	2,150	56
May.2019	2,060	45
June.2019	2,144	29
<b>TOTAL</b>	<b>17,539</b>	<b>321</b>



#### JUNE 2019 Website Numbers

Month	Sessions	Pageviews	Users
Oct. 2018	3,061	7,459	2,496
Nov. 2018	3,565	7,585	3,140
Dec. 2018	3,043	6,689	2,640
Jan. 2019	2,880	7,381	2,383
Feb. 2019	2,632	6,433	2,200
Mar. 2019	2,900	6,705	2,440
April.2019	3,591	8,387	2,937
May.2019	9,272	17,251	7,837
June.2019	6,503	13,314	5,598
<b>FY 18-19</b>	<b>37,447</b>	<b>81,204</b>	<b>31,671</b>

#### JUNE 2019 - TOP 25 WEB PAGES

Page	Pageviews	Unique Page Views	Entrances
Calendar	3,001	2,502	2,378
Home Page	2,510	2,010	1,932
Shopping Centers	227	197	181
Visitors Guide	211	163	27
Explore	199	137	10
Events	172	134	17
Dining	166	101	26
Event Planning	160	144	108
Monthly/Ann. Events	160	151	81
Weekend Update	154	144	11
Calendar-June	139	99	9
Tours	126	89	44
Shopping	112	194	79



Parks/Trails/Maps	98	90	69
Blog – Summer Camps	98	84	54
History of McKinney	94	83	59
Staff Directory – Sabine	93	84	71
Dining/Nightlife	90	69	52
Accommodations	78	71	19
Staff Directory- main	78	51	12
About McKinney	77	64	4
Calendar-June 22	74	53	10
Weddings/Receptions	69	45	23
NTTA Blog	68	61	61
Cal.-Sanctuary concert	68	59	59

#### Top Countries – JUNE 2019

Country Breakdown	Users	New Users	Sessions
United States	5,300	5,132	6,192
Canada	172	172	180
(Not Set)	22	21	22
France	20	20	21
Germany	13	13	14
S. Korea	12	12	12
India	10	10	10
Australia	5	5	5
China	5	5	5
Denmark	5	5	5



#### Top States

State Breakdown	Users	New Users	Sessions
Texas	4,063	3,910	4,818
California	141	139	138
Illinois	96	94	103
Oklahoma	74	71	83
New York	67	67	70
Tennessee	54	51	56
Florida	50	49	51
Ohio	49	47	54
Pennsylvania	46	45	50
New Jersey	40	40	46

#### Top Cities

City Breakdown	Users	New Users	Sessions
Dallas	1,348	1,268	1,475
McKinney	1,080	982	1,402
Plano	164	158	180
Austin	116	113	132
Allen	114	107	128
Frisco	95	89	104
Houston	92	88	97
Prosper	69	64	75
Fort Worth	66	64	74
Chicago	50	49	52





VISIT WIDGET - JUNE 2019				
	Users	Sessions	Page Views	New Downloads
Widget	207	197	1,066	
Desktop	34	35	182	
Mobile	23	26	62	
App-iOS	150	136	822	23
App-Android	37	34	146	4
<b>TOTAL</b>	<b>244</b>	<b>231</b>	<b>1,212</b>	<b>27</b>

CROWDRIFT GALLERIES - JUNE 2019		
Gallery	Interactions	Views
Being Social	5	27
Explore	19	170
Dining	16	146
History (Downtown)	4	171
Events	4	138
Home Gallery	118	985
<b>TOTAL</b>	<b>166</b>	<b>1,637</b>

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

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



JUNE 2019 FREE MEDIA					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
Bubble Life	Shared Blog/web updates	\$0	\$10,000	\$30,000	720,000
Courier Gazette	2019 NCAA Economic Impact	\$1,680	\$1,000	\$16,500	100,000
Courier Gazette	Parade (print: pre-parade photo)	\$378	\$0	\$1,134	0
Community Impact	Wedding follow-up print article	\$625	\$0	\$1,875	0
Community Impact	2019 NCAA Economic Impact	\$0	\$9,500	\$28,500	550,000
MISD Website	2019 NCAA Economic Impact	\$0	\$2,000	\$6,000	60,000
N.TX E-News	2019 NCAA Economic Impact	\$0	\$500	\$1,500	40,000
Collin Co. DFW Mag	Shared a CVB Instagram photo/mounted patrol	\$0	\$3,000	\$9,000	350,000
<b>TOTALS</b>		\$2,683	\$26,000	\$94,509	1,820,000
<b>FY 18-19 Totals</b>		\$39,547	\$219,515	\$949,742	14,121,000

#### **X. Lost Business- 6**

1. Basile/Senkel – Residence Inn (block was at the Hilton Home 2)
2. Johnson/Arko – Home 2 in Fairview
3. Destination Planning RFP for Crunch Franchising, LLC. (This group was originally booked and confirmed in the Dominican Republic. Due to the travel advisory by the State Department, they chose to reschedule this conference.) The Sheraton received the RFP for consideration. Approximately 200 attendees; Approximate total room nights: 877; Conference Pattern: Friday-Friday, with peak days of Monday-Thursday. Conference Proposed Dates: October or November 2019. The Sheraton does not have the space to accommodate this group.
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