

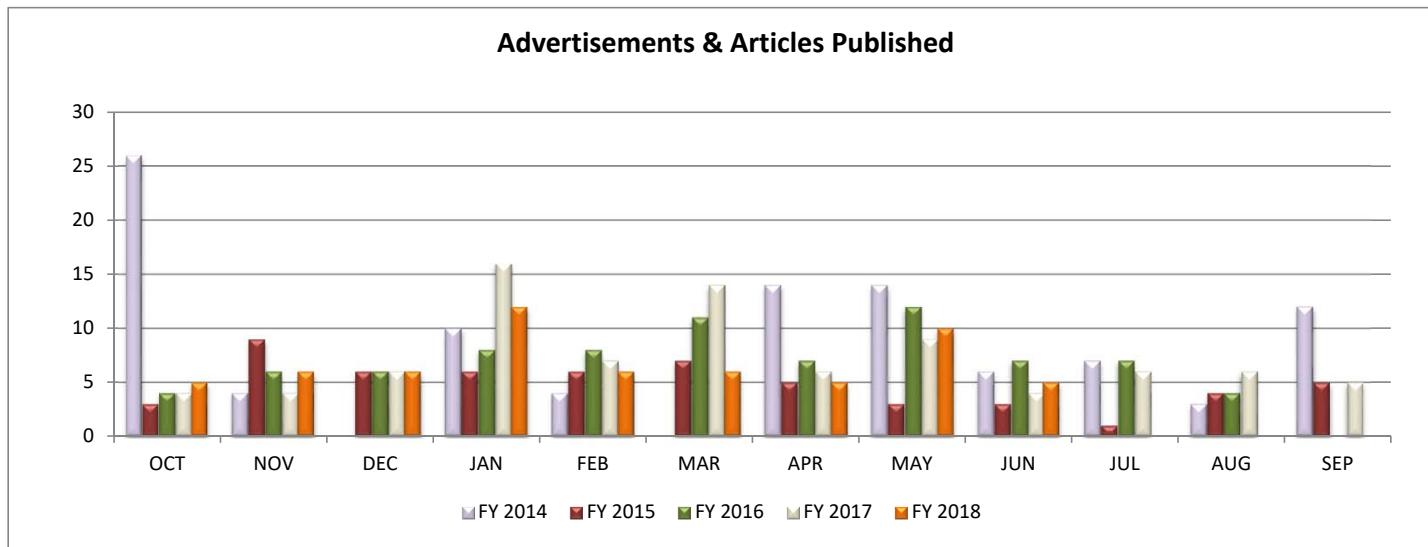
## FY 2018 Myer's Park Event Center Statistics

### Promoting Events Center

Marketing and promotion of Myers Park & Event Center. Major work activities include; preparation of promotional materials, press releases, and development of marketing strategy. Also includes attending key community events and networking opportunities. Additional promotional functions: photographing events and activities, working with local tourism agencies, assisting clients with event development.

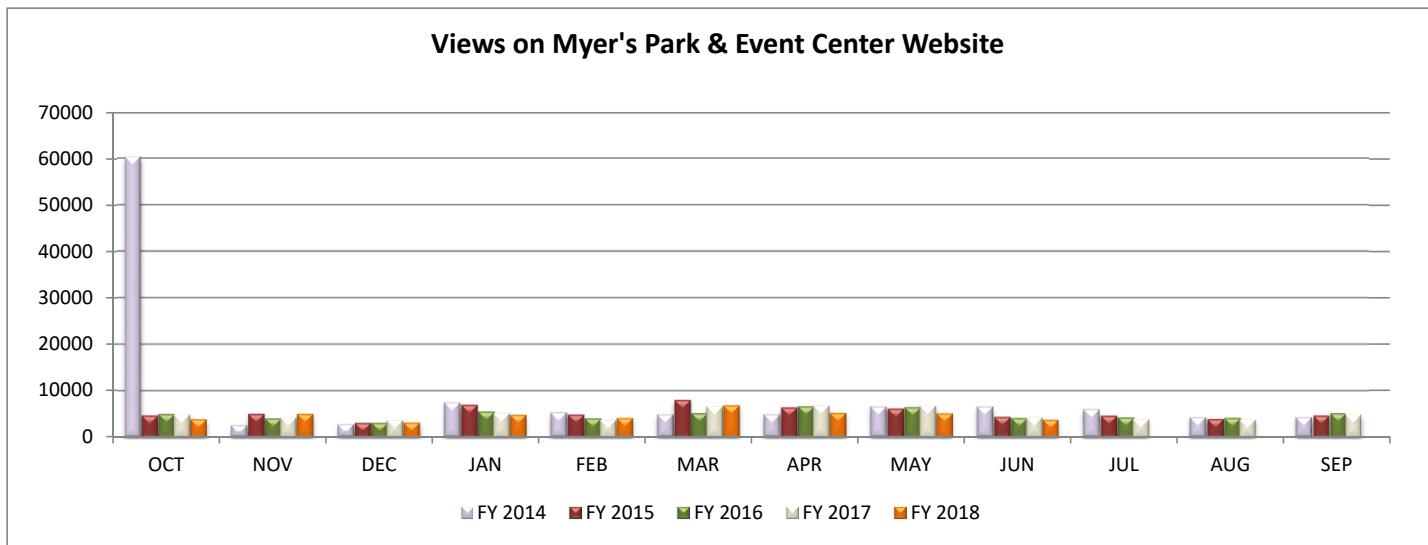
### Goals & Objectives

1. To place 20 advertisements or articles in local news media/magazine outlets by September 30th.
2. To log 40,000 views of Myers Park & Event Center website by September 30th.
3. To log 350 "Likes" on the Myers Park & Event Center and Collin County Farm Museum Facebook pages by September 30th.
4. To attend 350 networking, community, new client meetings or events by September 30th.

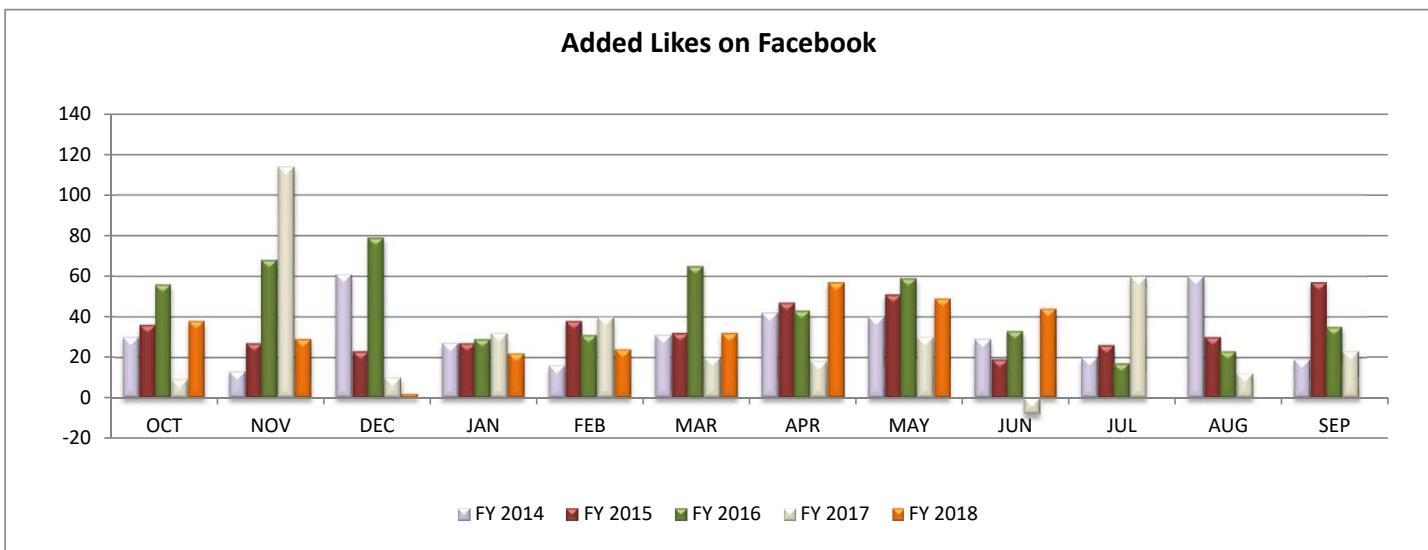


|         | Q1 | Q2 | Q3 | Q4 |
|---------|----|----|----|----|
| FY 2014 | 30 | 44 | 34 | 22 |
| FY 2015 | 18 | 19 | 11 | 10 |
| FY 2016 | 16 | 27 | 26 | 11 |
| FY 2017 | 14 | 37 | 19 | 17 |
| FY 2018 | 17 | 24 | 20 | 0  |
| Average | 19 | 30 | 22 | 12 |

## FY 2018 Myer's Park Event Center Statistics



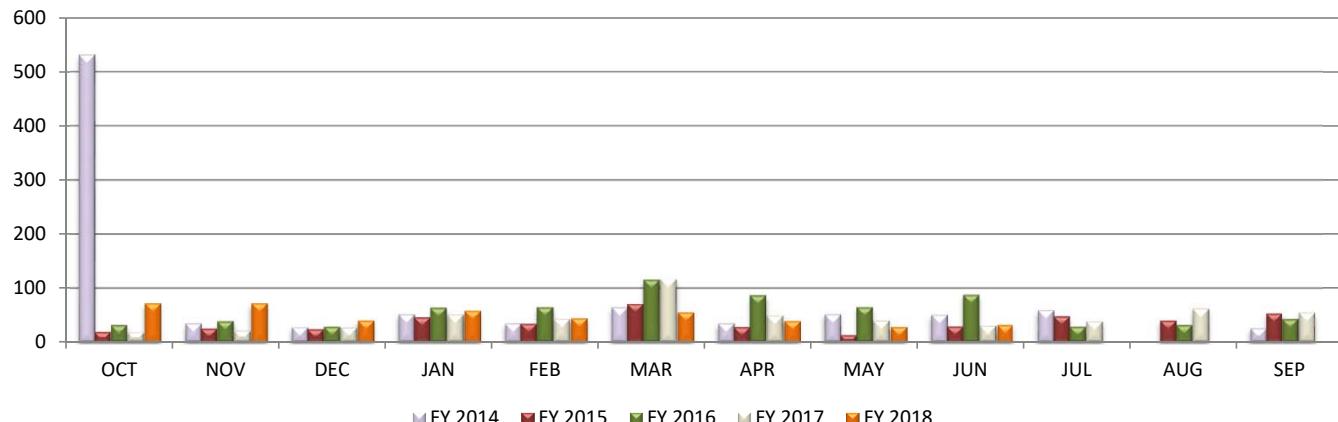
|                | Q1     | Q2     | Q3     | Q4     |
|----------------|--------|--------|--------|--------|
| <b>FY 2014</b> | 65,811 | 17,786 | 18,219 | 14,715 |
| <b>FY 2015</b> | 13,156 | 20,248 | 17,312 | 13,566 |
| <b>FY 2016</b> | 12,466 | 15,070 | 17,565 | 13,918 |
| <b>FY 2017</b> | 13,083 | 15,772 | 18,198 | 12,805 |
| <b>FY 2018</b> | 12,375 | 16,136 | 14,429 | 0      |
| <b>Average</b> | 23,378 | 17,002 | 17,145 | 11,001 |



|                | Q1  | Q2  | Q3  | Q4  |
|----------------|-----|-----|-----|-----|
| <b>FY 2014</b> | 104 | 74  | 111 | 99  |
| <b>FY 2015</b> | 86  | 97  | 117 | 113 |
| <b>FY 2016</b> | 203 | 125 | 135 | 75  |
| <b>FY 2017</b> | 133 | 92  | 40  | 95  |
| <b>FY 2018</b> | 69  | 78  | 150 | 0   |
| <b>Average</b> | 119 | 93  | 111 | 76  |

## FY 2018 Myer's Park Event Center Statistics

### Networking, Community & New Client Meetings Attended

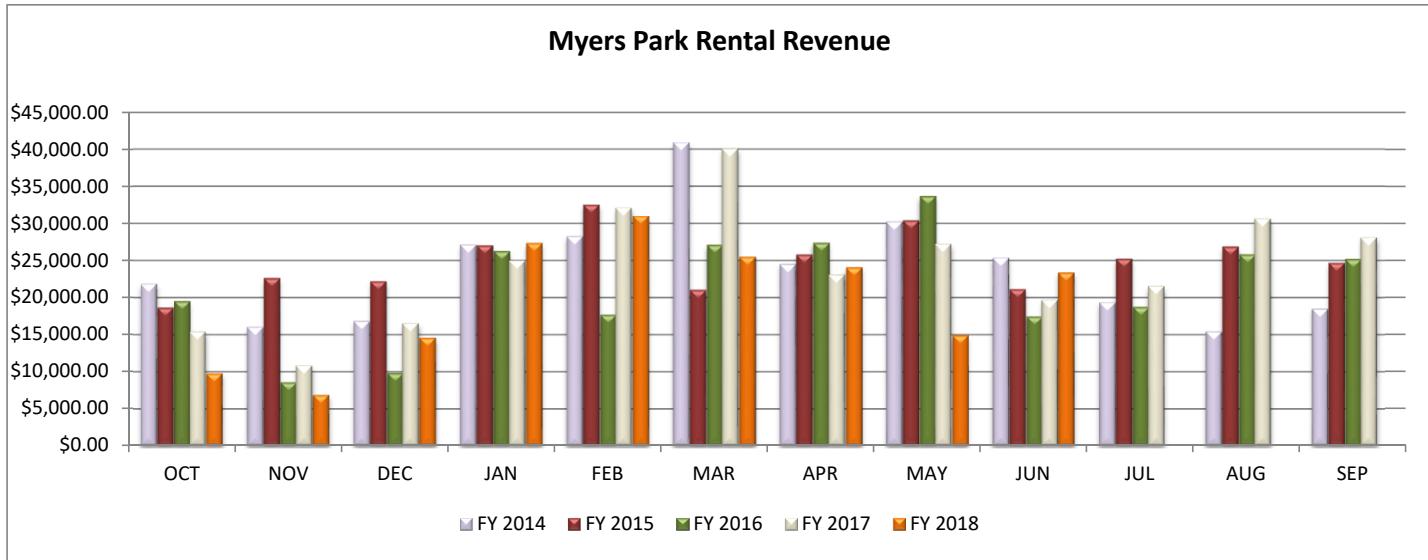


|                | Q1  | Q2  | Q3  | Q4  |
|----------------|-----|-----|-----|-----|
| <b>FY 2014</b> | 595 | 152 | 138 | 86  |
| <b>FY 2015</b> | 71  | 154 | 73  | 144 |
| <b>FY 2016</b> | 100 | 245 | 240 | 104 |
| <b>FY 2017</b> | 66  | 211 | 119 | 155 |
| <b>FY 2018</b> | 187 | 160 | 102 | 0   |
| <b>Average</b> | 204 | 184 | 134 | 98  |

## FY 2018 Myer's Park Event Center Statistics

### Financial Management

Management and coordination of rental use, event details and Collin County Farm Museum revenues. Major work activities include; executing use agreements, fee collection, record keeping, detailing necessary facility set-ups with maintenance staff, working with clients to produce a successful event at any Myers Park location. Also includes planning for staff coverage during events, coordinating park functions before, during and after events, making on-site visits and follow-up with clients to insure satisfaction. Additional revenue functions: preparation and dissemination of correspondence, contracts, proposals, schedules, tours events and programs. The revenue program also includes contact with users and the public both in person, digitally and by phone including assistance with local tourism agency, other departments and response to emergencies or facility repair issues. Data is provided by Myer's Park and tracked in the financial system.



|                | Q1        | Q2        | Q3        | Q4        |
|----------------|-----------|-----------|-----------|-----------|
| <b>FY 2014</b> | \$ 54,856 | \$ 96,379 | \$ 80,220 | \$ 53,413 |
| <b>FY 2015</b> | \$ 63,497 | \$ 80,634 | \$ 77,367 | \$ 76,818 |
| <b>FY 2016</b> | \$ 37,976 | \$ 71,098 | \$ 78,544 | \$ 69,790 |
| <b>FY 2017</b> | \$ 42,772 | \$ 97,189 | \$ 69,991 | \$ 80,287 |
| <b>FY 2018</b> | \$ 31,270 | \$ 83,935 | \$ 62,398 | \$ -      |
| <b>Average</b> | \$ 46,074 | \$ 85,847 | \$ 73,704 | \$ 56,062 |

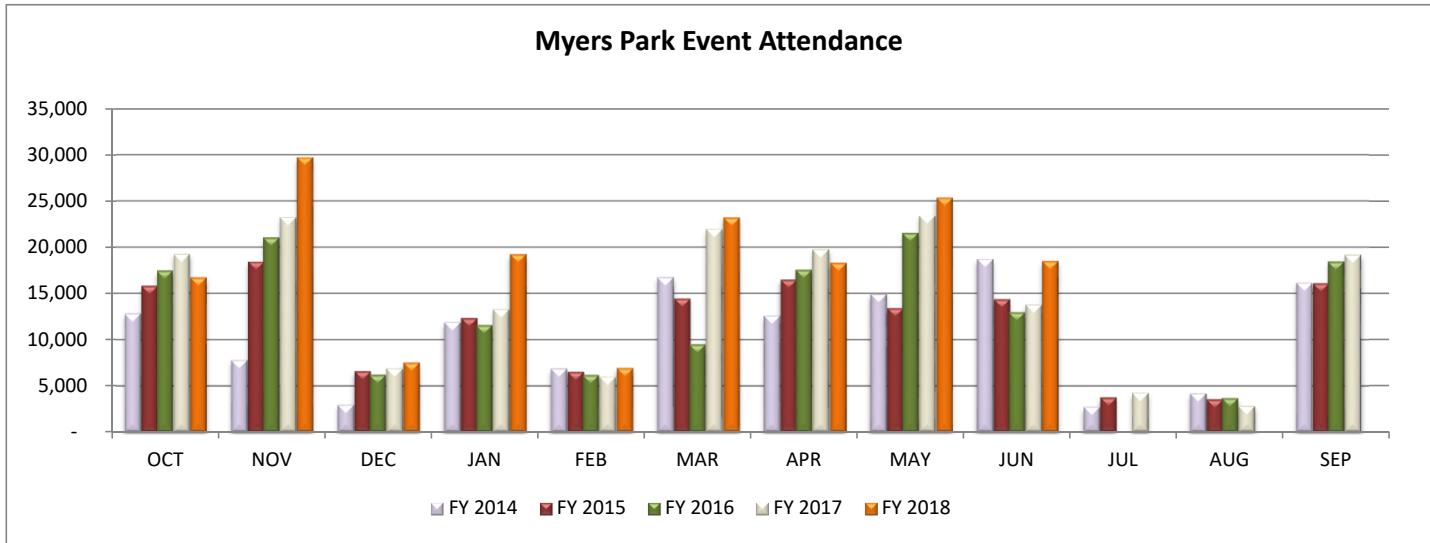
## FY 2018 Myer's Park Event Center Statistics

### Myers Park Events

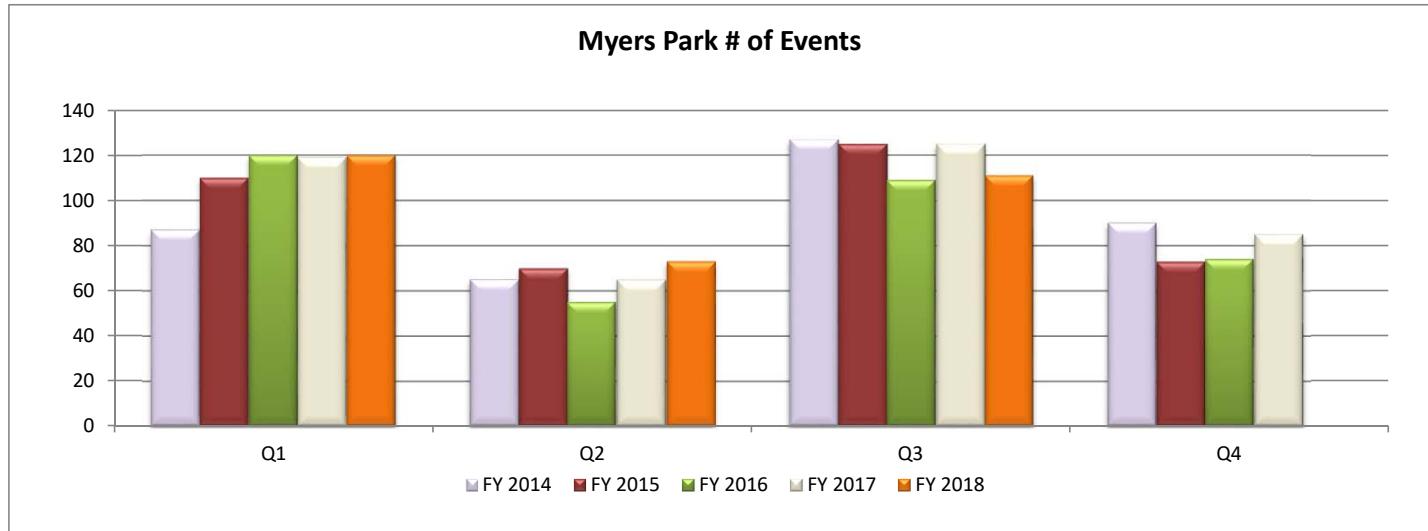
To provide educational and recreational facility use for the community of Collin County. Data reported by Myer's Park.

### Goals & Objectives

1. Schedule and complete 200 events by September 30th.

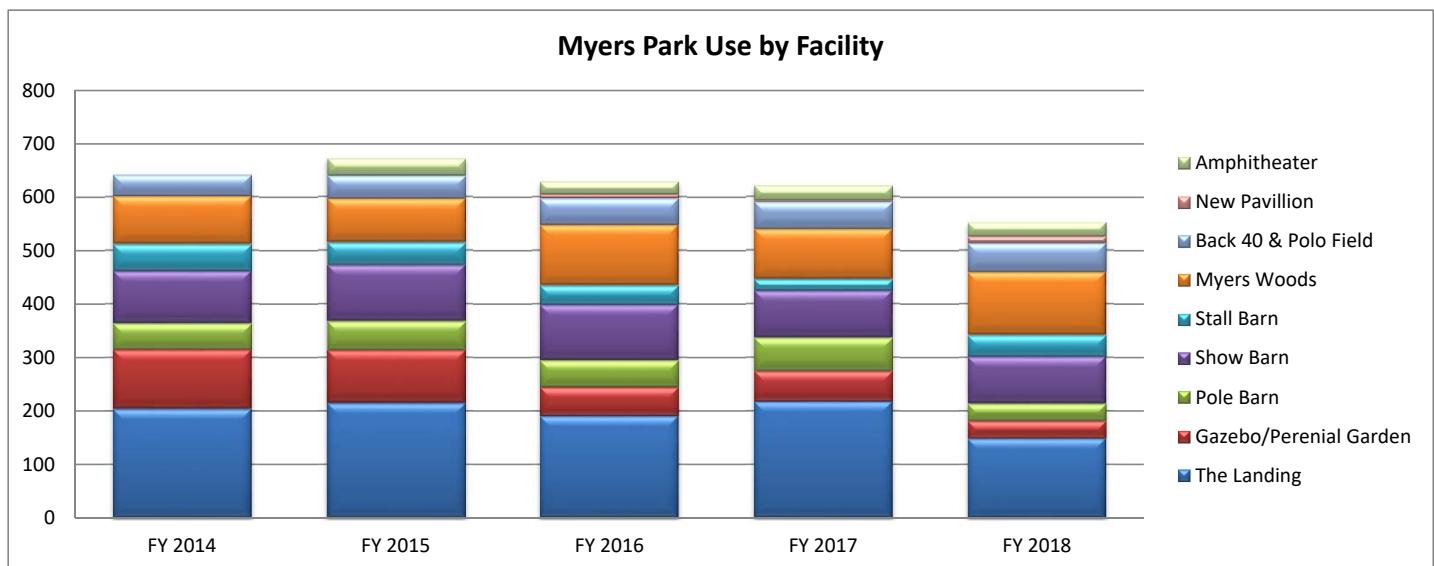


|                | Q1     | Q2     | Q3     | Q4     |
|----------------|--------|--------|--------|--------|
| <b>FY 2014</b> | 23,543 | 35,490 | 46,252 | 23,063 |
| <b>FY 2015</b> | 40,913 | 33,307 | 44,286 | 23,401 |
| <b>FY 2016</b> | 44,741 | 27,254 | 52,070 | 22,128 |
| <b>FY 2017</b> | 49,404 | 41,205 | 56,961 | 26,205 |
| <b>FY 2018</b> | 54,072 | 49,467 | 62,283 | 0      |
| <b>Average</b> | 42,535 | 37,345 | 52,370 | 18,959 |



|                | Q1  | Q2 | Q3  | Q4 |
|----------------|-----|----|-----|----|
| <b>FY 2014</b> | 87  | 65 | 127 | 90 |
| <b>FY 2015</b> | 110 | 70 | 125 | 73 |
| <b>FY 2016</b> | 120 | 55 | 109 | 74 |
| <b>FY 2017</b> | 119 | 65 | 125 | 85 |
| <b>FY 2018</b> | 120 | 73 | 111 | 0  |
| <b>Average</b> | 111 | 66 | 119 | 64 |

## FY 2018 Myer's Park Event Center Statistics



|                                 | FY 2014 | FY 2015 | FY 2016 | FY 2017 | FY 2018 |
|---------------------------------|---------|---------|---------|---------|---------|
| <b>The Landing</b>              | 204     | 215     | 191     | 218     | 149     |
| <b>Gazebo/Perennial Garden</b>  | 111     | 99      | 54      | 57      | 33      |
| <b>Pole Barn</b>                | 49      | 54      | 50      | 62      | 32      |
| <b>New Pavillion</b>            | 0       | 0       | 7       | 2       | 12      |
| <b>Show Barn</b>                | 98      | 105     | 104     | 88      | 88      |
| <b>Stall Barn</b>               | 50      | 42      | 36      | 21      | 40      |
| <b>Amphitheater</b>             | 0       | 32      | 24      | 28      | 27      |
| <b>Myers Woods</b>              | 90      | 82      | 113     | 94      | 118     |
| <b>Back 40 &amp; Polo Field</b> | 40      | 43      | 50      | 51      | 54      |

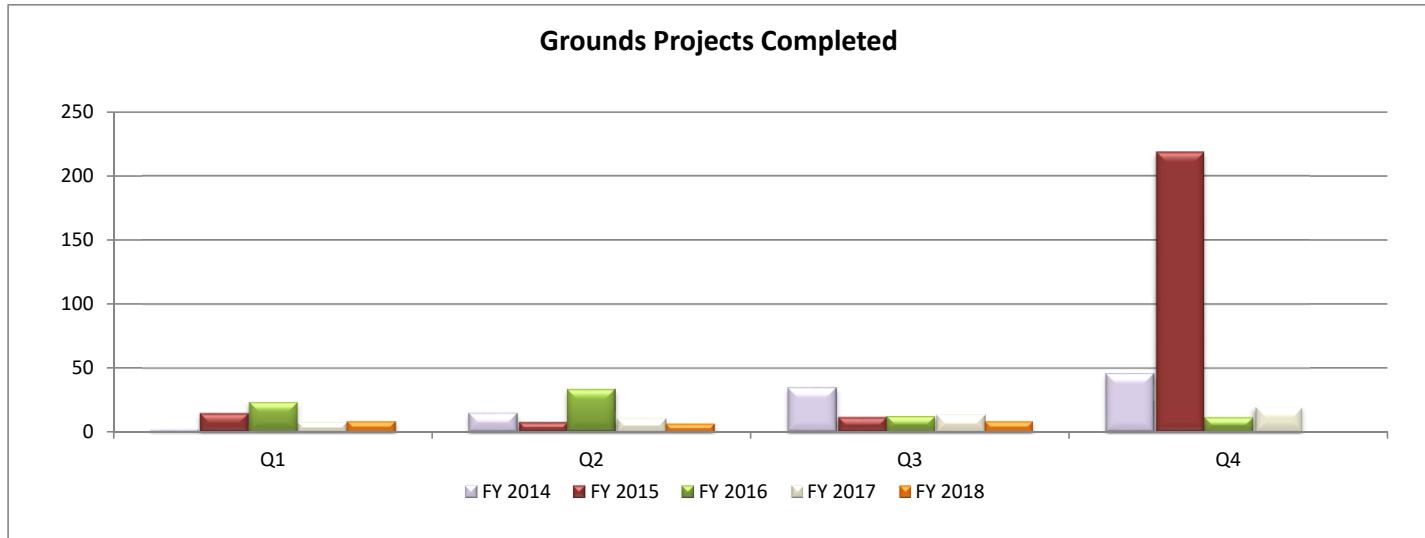
## FY 2018 Myer's Park Event Center Statistics

### Ground Maintenance

Maintenance of grounds and facilities throughout the year. Preparation, maintenance and restoration of facilities and grounds for events. Grounds staff works with various departments and outside groups on projects at Myers Park, these projects require hours of ground preparation, trenching, hauling compost and mulch, assistance using large equipment and more. Duty areas are varied -mowing, arena assembly, ground preparation for various animal competitions, limb removal, pond water quality, maintaining inventory of expendable items, welding repairs, and more. Staff development in this area has enabled in-house licensure for pesticide application and irrigation installation and maintenance. Grounds maintenance operations include the safe operation of heavy equipment for arena maintenance, acreage mowing and park improvements.

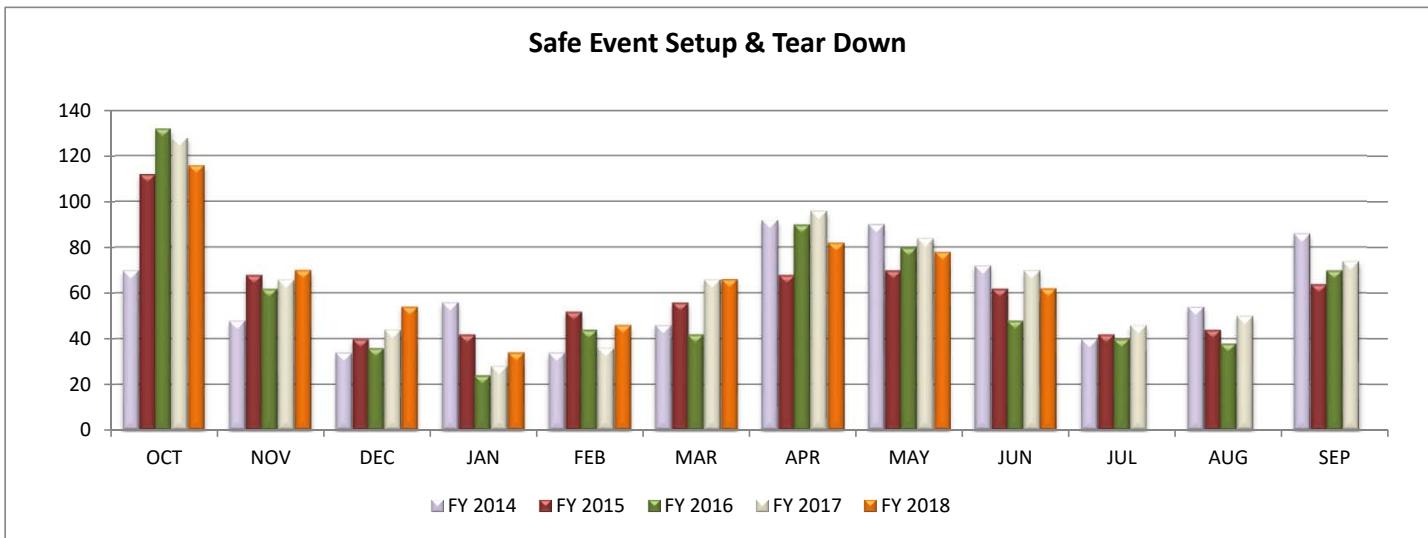
### Goals & Objectives

1. Complete 30 Total projects to include: irrigation, special Myers Park, internal and external group projects by September 30th.
2. Complete 400 Event and Program set up/tear downs safely by September 30th.



|                | Q1 | Q2 | Q3 | Q4  |
|----------------|----|----|----|-----|
| <b>FY 2014</b> | 2  | 15 | 35 | 46  |
| <b>FY 2015</b> | 15 | 8  | 12 | 219 |
| <b>FY 2016</b> | 24 | 34 | 13 | 12  |
| <b>FY 2017</b> | 8  | 11 | 14 | 20  |
| <b>FY 2018</b> | 9  | 7  | 9  | 0   |
| <b>Average</b> | 12 | 15 | 17 | 59  |

## FY 2018 Myer's Park Event Center Statistics

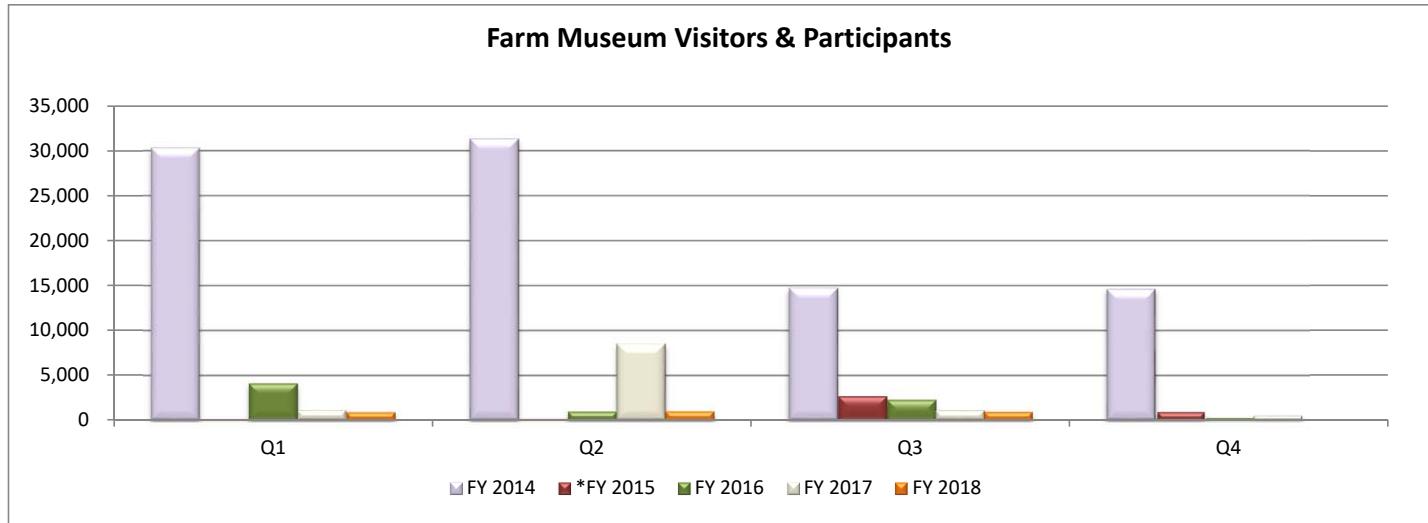


|                | Q1  | Q2  | Q3  | Q4  |
|----------------|-----|-----|-----|-----|
| <b>FY 2014</b> | 152 | 136 | 254 | 180 |
| <b>FY 2015</b> | 220 | 150 | 200 | 150 |
| <b>FY 2016</b> | 230 | 110 | 218 | 148 |
| <b>FY 2017</b> | 238 | 130 | 250 | 170 |
| <b>FY 2018</b> | 240 | 146 | 222 | 0   |
| <b>Average</b> | 216 | 134 | 229 | 130 |

## FY 2018 Myer's Park Event Center Statistics

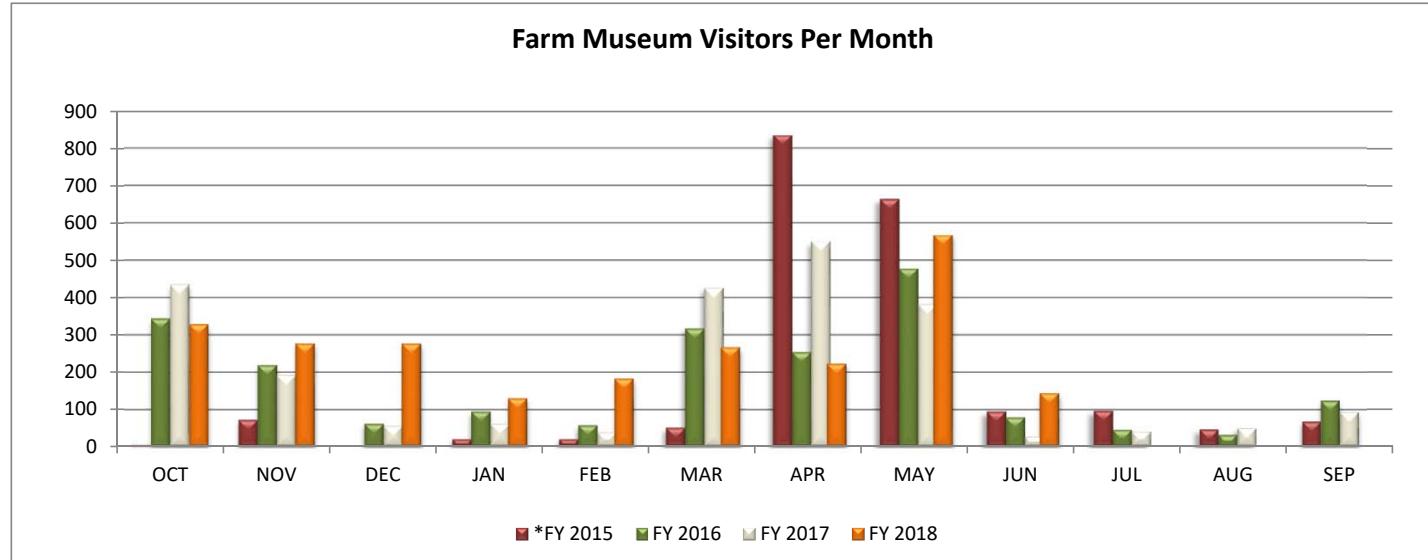
### Farm Museum

The Collin County Farm Museum strives to develop a better understanding and appreciation of Collin County's rural heritage from the earliest settlement through the 1960s. The Collin County Farm Museum consists of 8,528 square feet of collections and restoration exhibits in the Wells Building. Data reported by Myer's Park.



|                 | Q1     | Q2     | Q3     | Q4     |
|-----------------|--------|--------|--------|--------|
| <b>FY 2014</b>  | 30,380 | 31,382 | 14,817 | 14,655 |
| <b>*FY 2015</b> | 151    | 187    | 2,751  | 984    |
| <b>FY 2016</b>  | 4,172  | 1,040  | 2,351  | 322    |
| <b>FY 2017</b>  | 1,134  | 8,585  | 1,114  | 507    |
| <b>FY 2018</b>  | 957    | 1,057  | 1,000  | 0      |
| <b>Average</b>  | 7,359  | 8,450  | 4,407  | 3,294  |

\*FY 2015 Measure changed at direction from Commissioner's Court



\* Began tracking in FY 2015.

|                 | Q1  | Q2  | Q3    | Q4  |
|-----------------|-----|-----|-------|-----|
| <b>*FY 2015</b> | 76  | 91  | 1592  | 209 |
| <b>FY 2016</b>  | 622 | 467 | 808   | 199 |
| <b>FY 2017</b>  | 682 | 524 | 958   | 181 |
| <b>FY 2018</b>  | 880 | 577 | 932   | 0   |
| <b>Average</b>  | 565 | 415 | 1,073 | 147 |