

FY 2018 Myer's Park Event Center Statistics

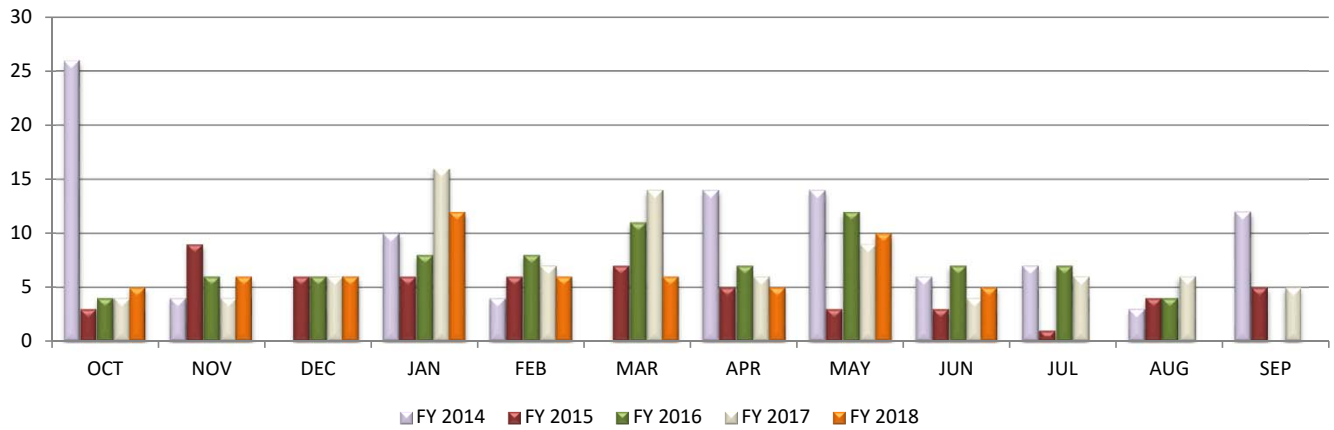
Promoting Events Center

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.

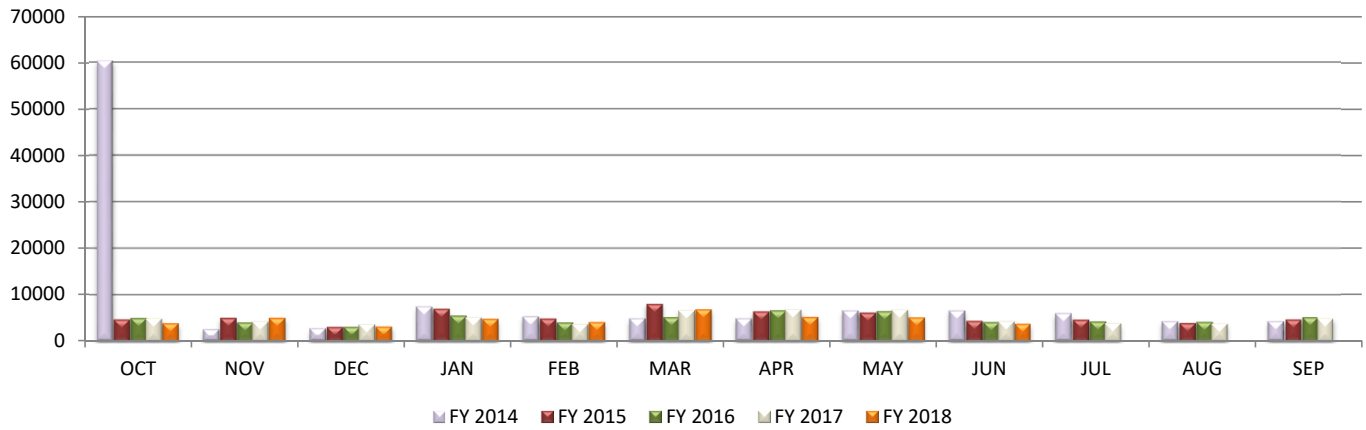
Advertisements & Articles Published



	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

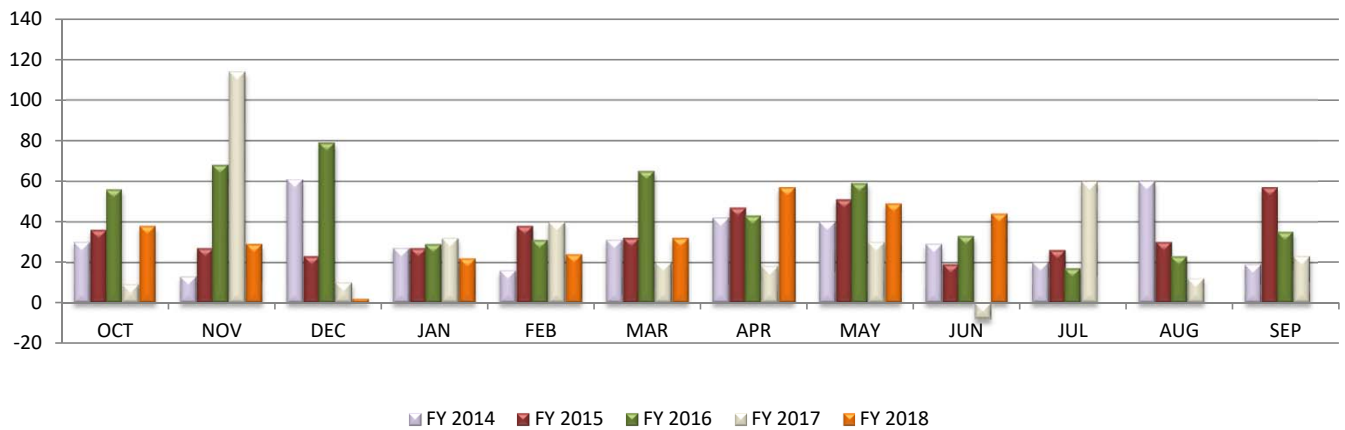
FY 2018 Myer's Park Event Center Statistics

Views on Myer's Park & Event Center Website



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

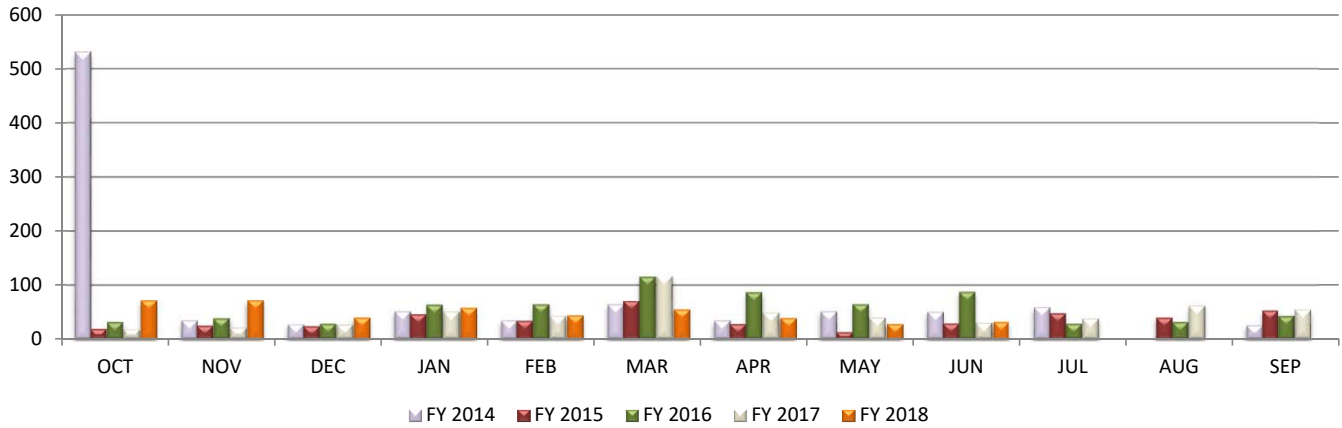
Added Likes on Facebook



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

FY 2018 Myer's Park Event Center Statistics

Networking, Community & New Client Meetings Attended

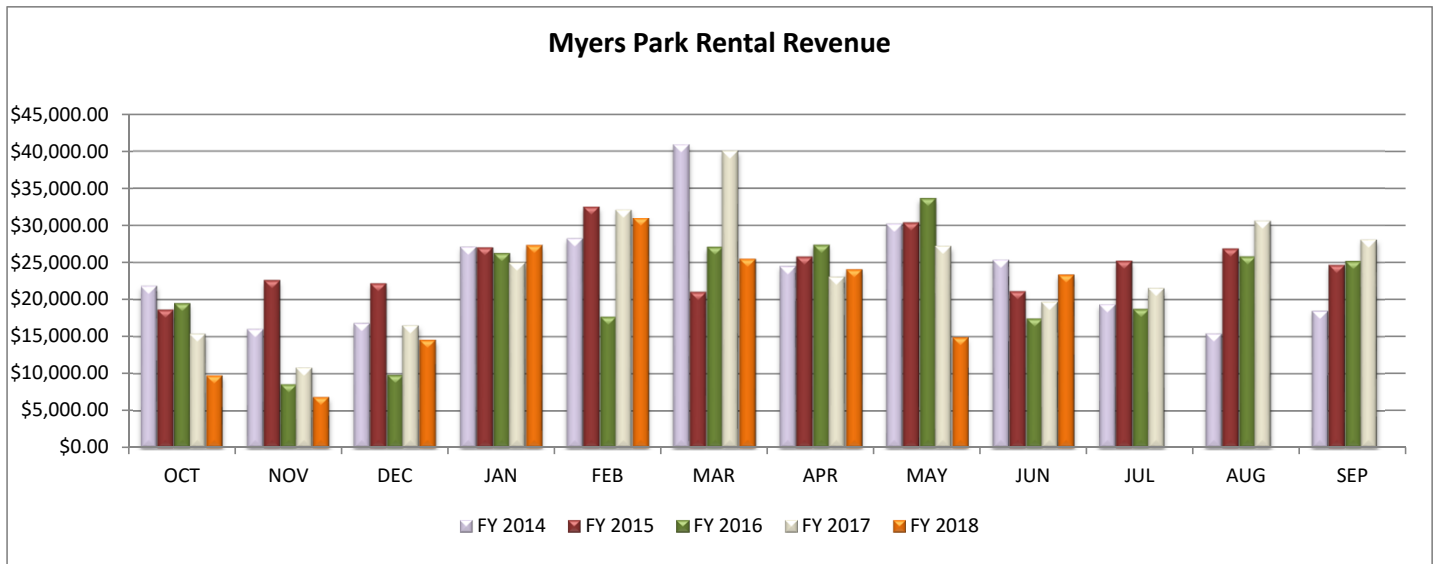


	Q1	Q2	Q3	Q4
FY 2014	595	152	138	86
FY 2015	71	154	73	144
FY 2016	100	245	240	104
FY 2017	66	211	119	155
FY 2018	187	160	102	0
Average	204	184	134	98

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

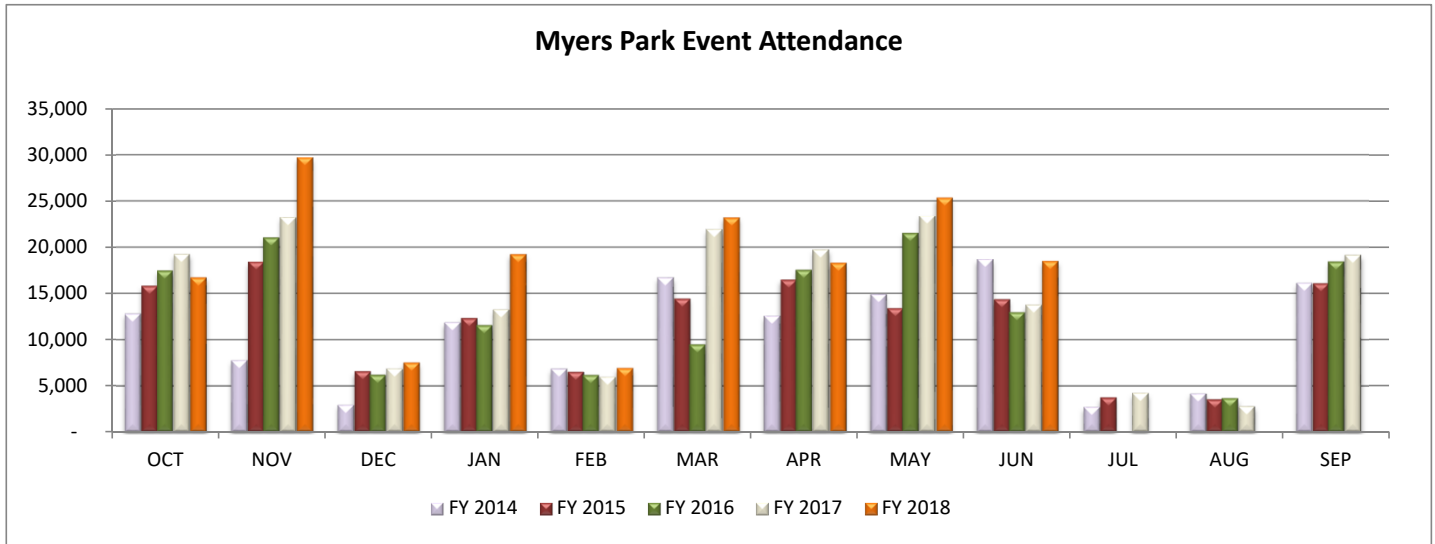
FY 2018 Myer's Park Event Center Statistics

Myers Park Events

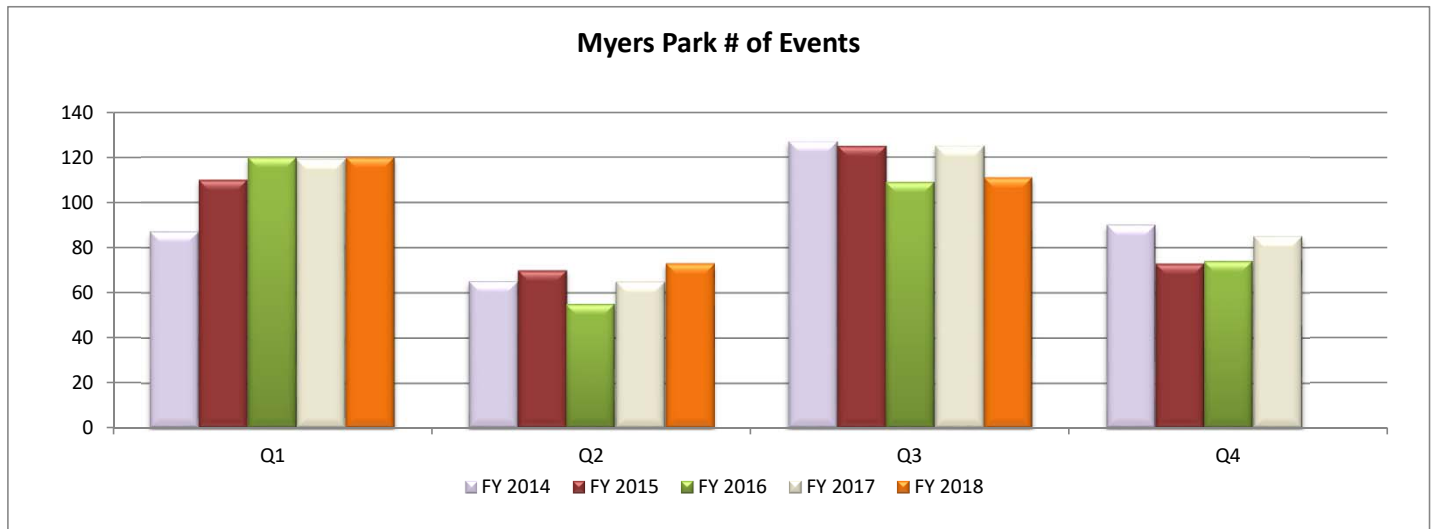
To provide educational and recreational facility use for the community of Collin County. Data reported by Myer's Park.

Goals & Objectives

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

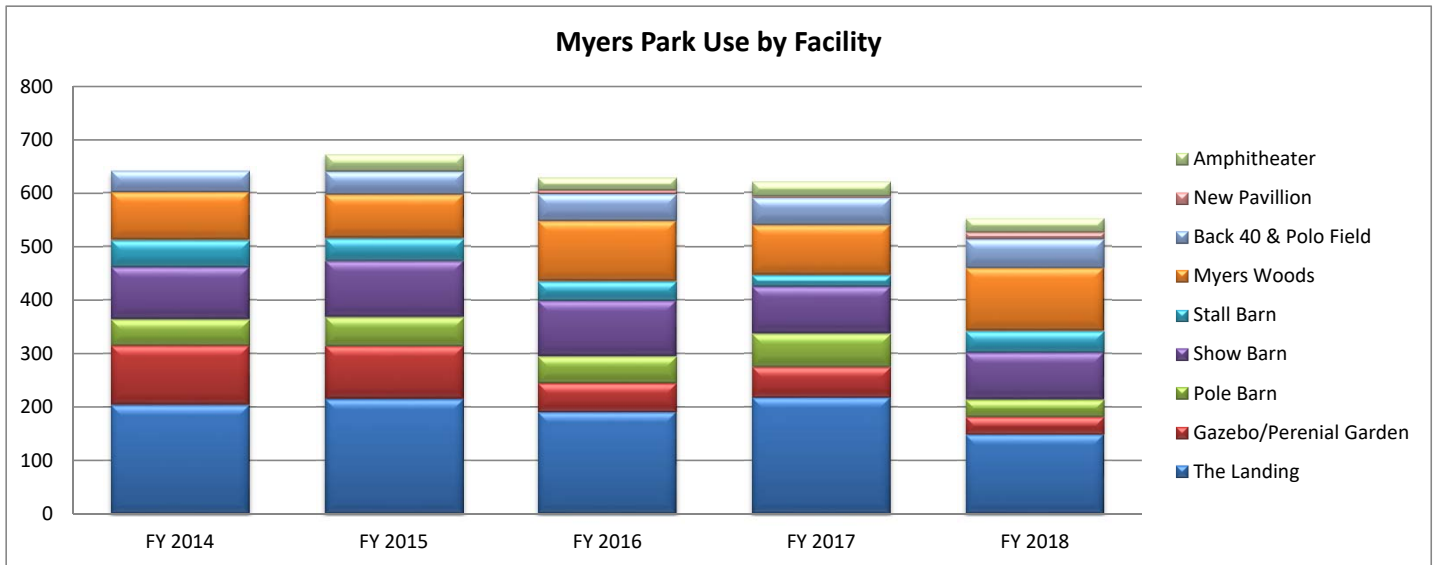


	Q1	Q2	Q3	Q4
FY 2014	23,543	35,490	46,252	23,063
FY 2015	40,913	33,307	44,286	23,401
FY 2016	44,741	27,254	52,070	22,128
FY 2017	49,404	41,205	56,961	26,205
FY 2018	54,072	49,467	62,283	0
Average	42,535	37,345	52,370	18,959



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

FY 2018 Myer's Park Event Center Statistics



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

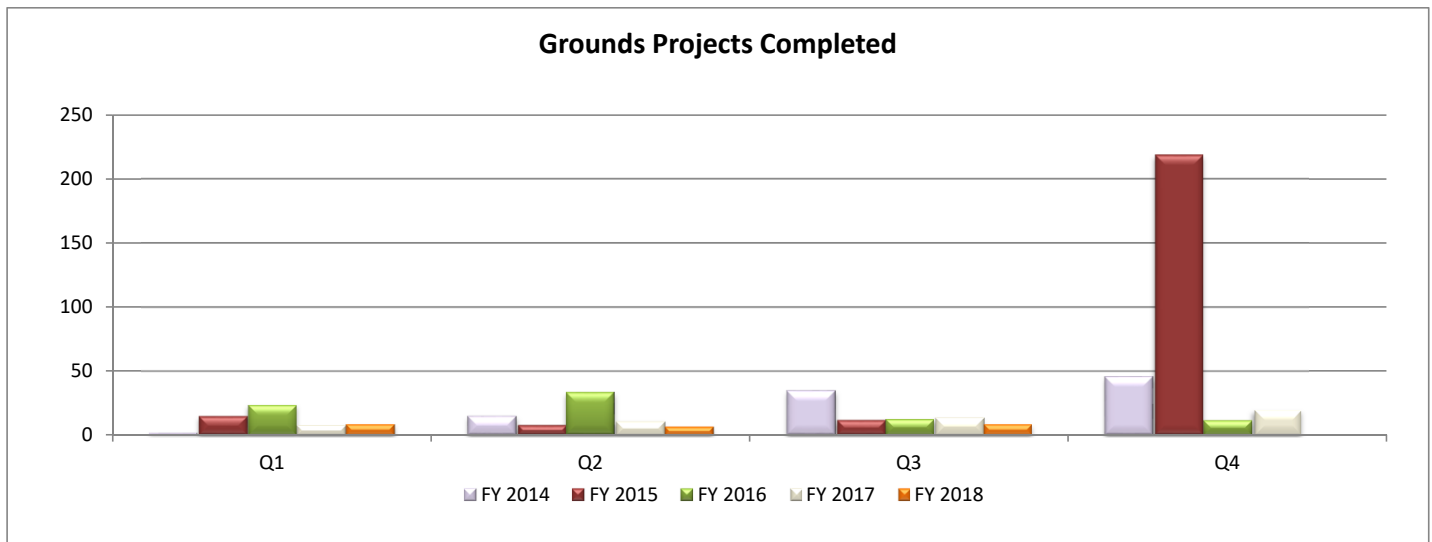
FY 2018 Myer's Park Event Center Statistics

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

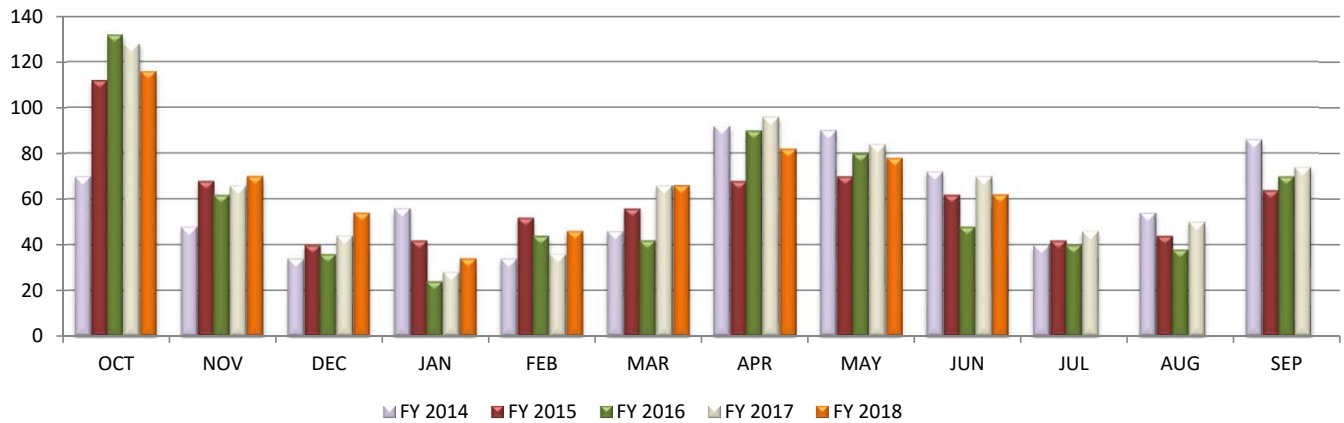
1. Complete 30 Total projects to include: irrigation, special Myers Park, internal and external group projects by September 30th.
2. Complete 400 Event and Program set up/tear downs safely by September 30th.



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

FY 2018 Myer's Park Event Center Statistics

Safe Event Setup & Tear Down



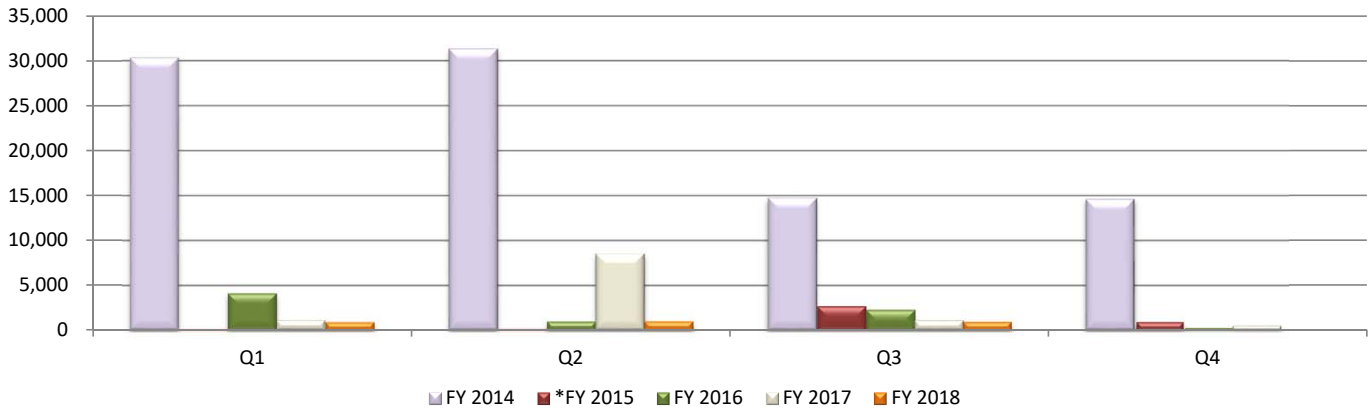
	Q1	Q2	Q3	Q4
FY 2014	152	136	254	180
FY 2015	220	150	200	150
FY 2016	230	110	218	148
FY 2017	238	130	250	170
FY 2018	240	146	222	0
Average	216	134	229	130

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.

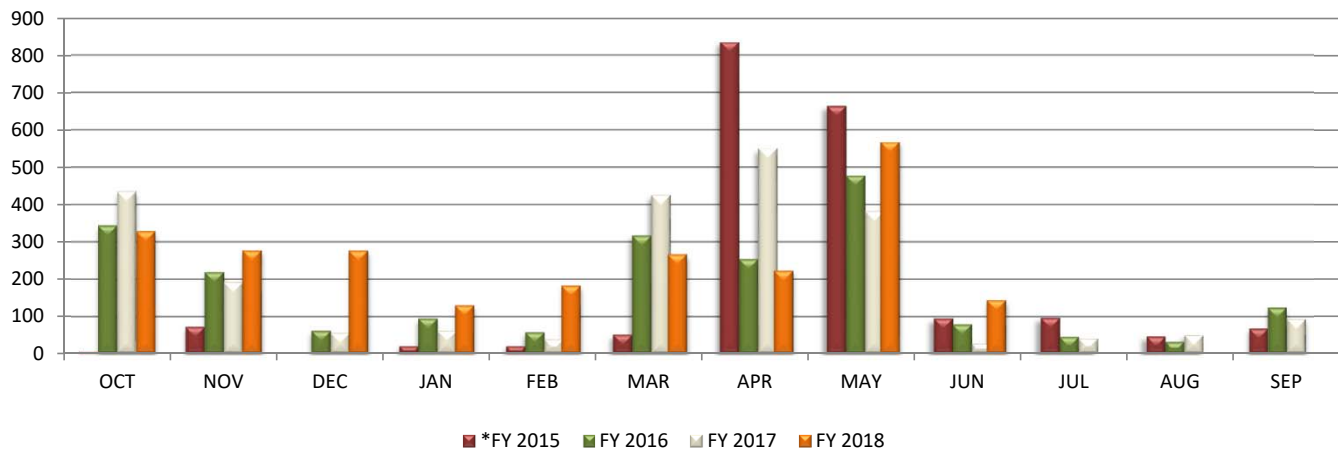
Farm Museum Visitors & Participants



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

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

Farm Museum Visitors Per Month



* Began tracking in FY 2015.

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