

FY 2019 Myers Park Event Center Statistics

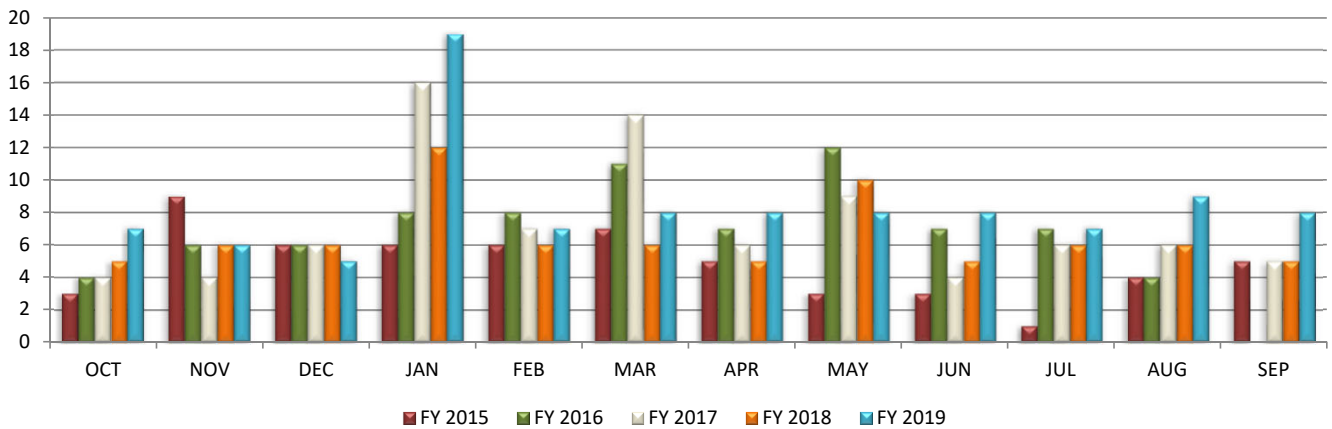
Promoting Events Center

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 post 200 times on the Myers Park & Event Center and Collin County Farm Museum Facebook pages by September 30th.
4. To add 200 "Likes" to the Myers Park & Event Center and Collin County Farm Museum Facebook page by September 30th.
5. To attend 350 networking, community, new client meetings or events by September 30th.

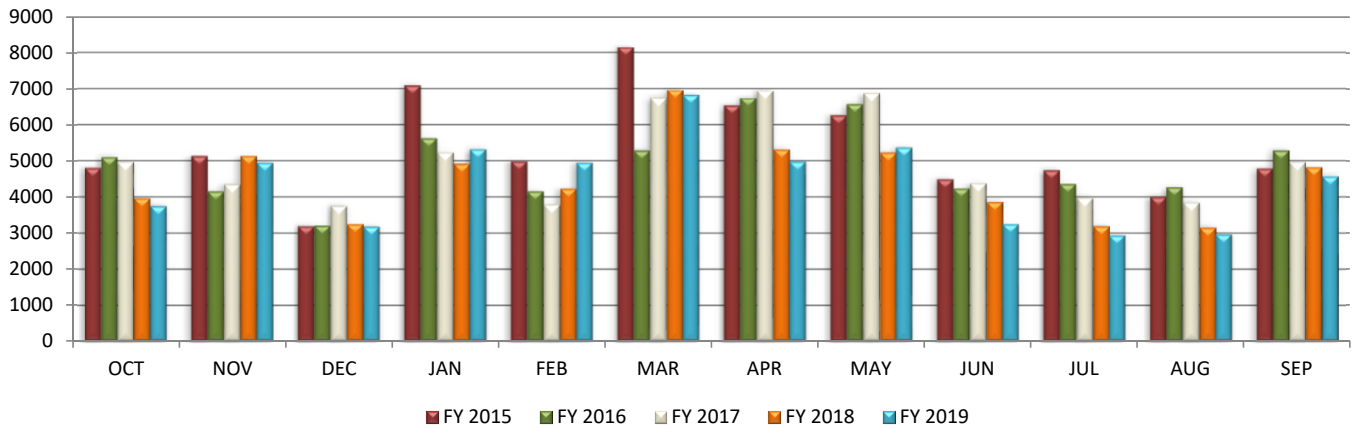
Advertisements & Articles Published



	Q1	Q2	Q3	Q4
FY 2015	18	19	11	10
FY 2016	16	27	26	11
FY 2017	14	37	19	17
FY 2018	17	24	20	17
FY 2019	18	34	24	24
Average	17	28	20	16

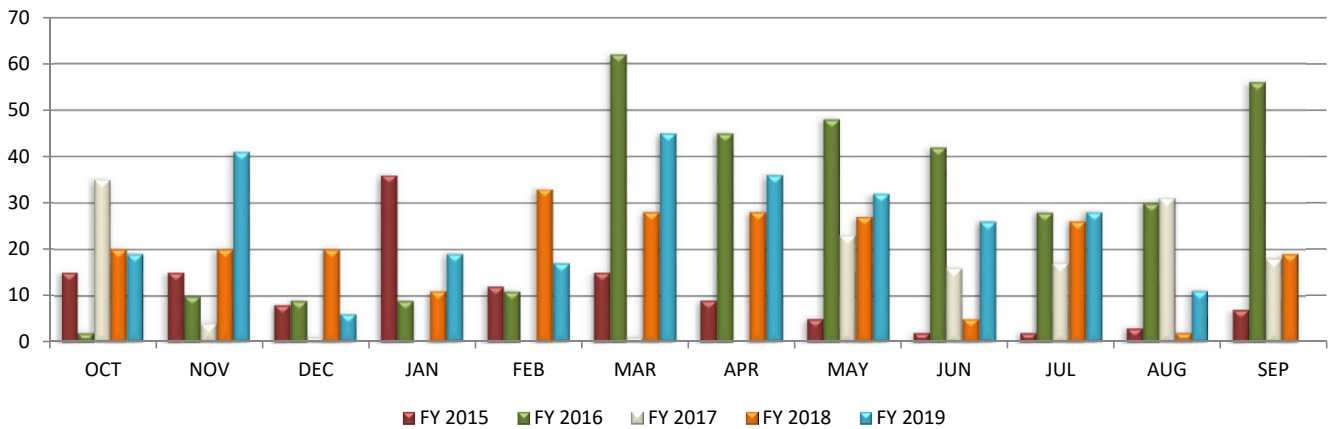
FY 2019 Myers Park Event Center Statistics

Views on Myer's Park & Event Center Website



	Q1	Q2	Q3	Q4
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	11,185
FY 2019	11,901	17,115	13,619	10,494
Average	12,596	16,868	16,225	12,394

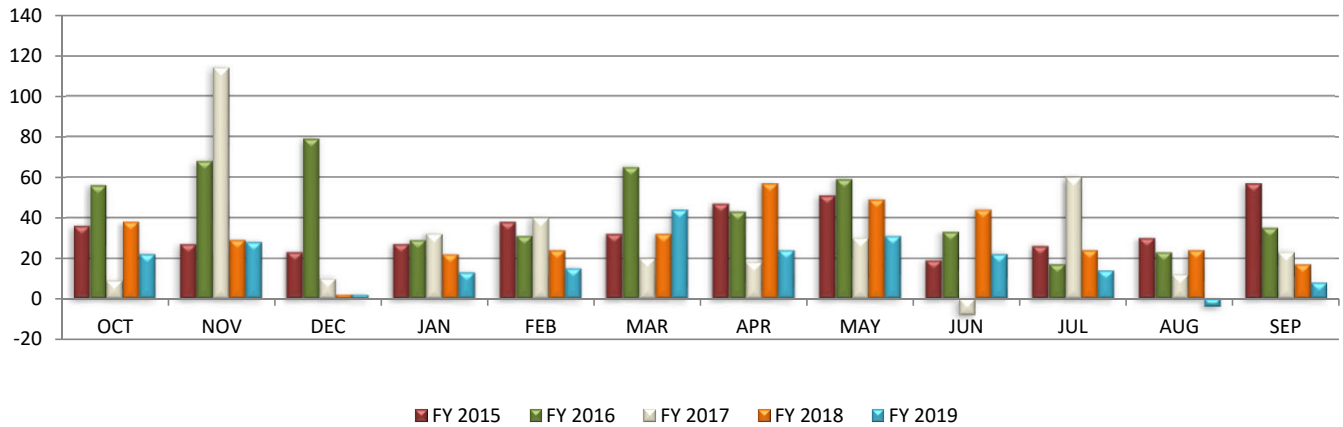
Posts on Facebook



	Q1	Q2	Q3	Q4
FY 2015	38	63	16	12
FY 2016	21	82	135	114
FY 2017	40	1	39	66
FY 2018	60	72	60	47
FY 2019	66	81	94	39
Average	45	60	69	56

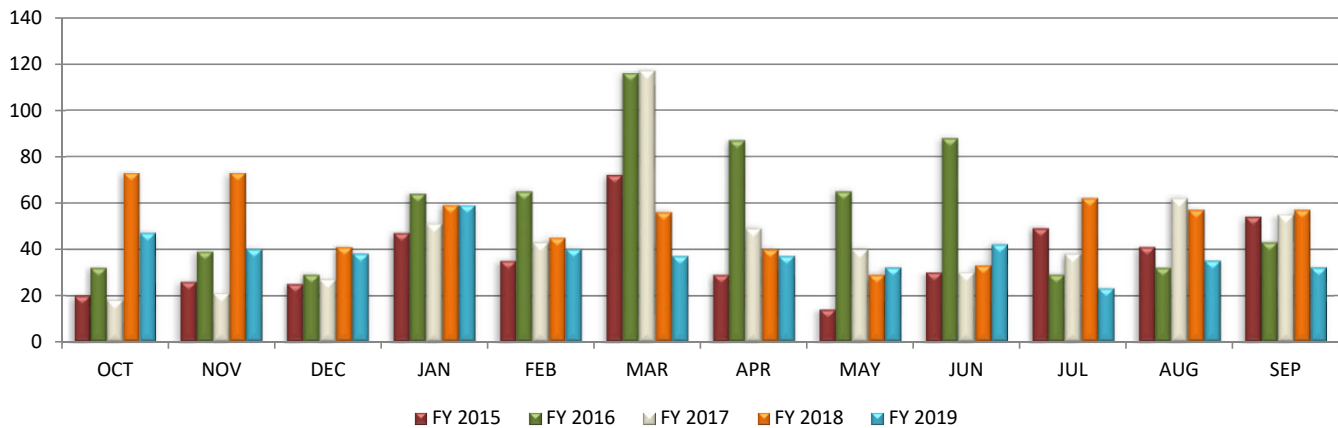
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Added Likes on Facebook



	Q1	Q2	Q3	Q4
FY 2015	86	97	117	113
FY 2016	203	125	135	75
FY 2017	133	92	40	95
FY 2018	69	78	150	65
FY 2019	52	72	77	18
Average	109	93	104	73

Networking, Community & New Client Meetings Attended

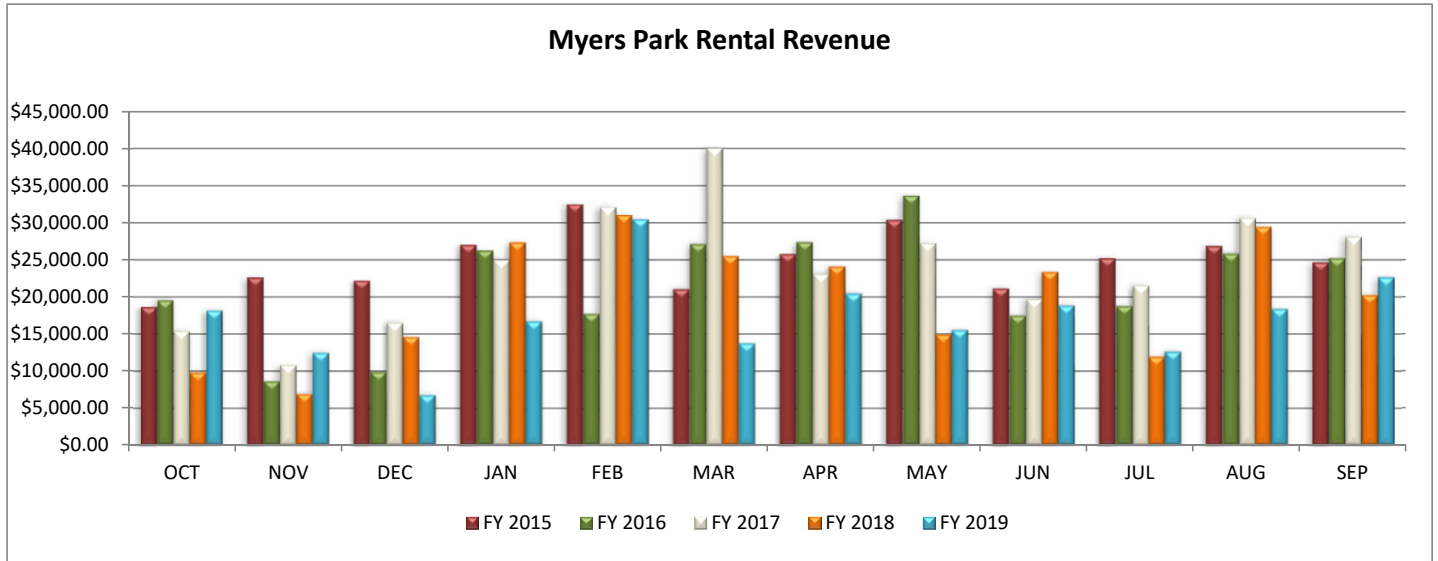


	Q1	Q2	Q3	Q4
FY 2015	71	154	73	144
FY 2016	100	245	240	104
FY 2017	66	211	119	155
FY 2018	187	160	102	176
FY 2019	125	136	111	90
Average	110	181	129	134

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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 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	61,633
FY 2019	37,393	61,001	54,903	53,730
Average	42,582	78,771	68,641	68,452

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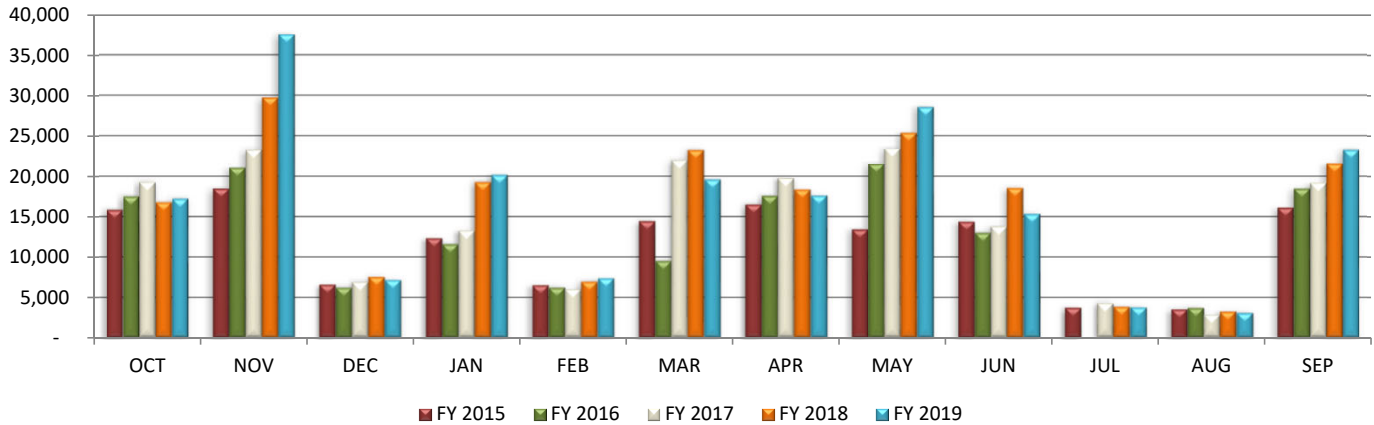
Myers Park Events

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

Goals & Objectives

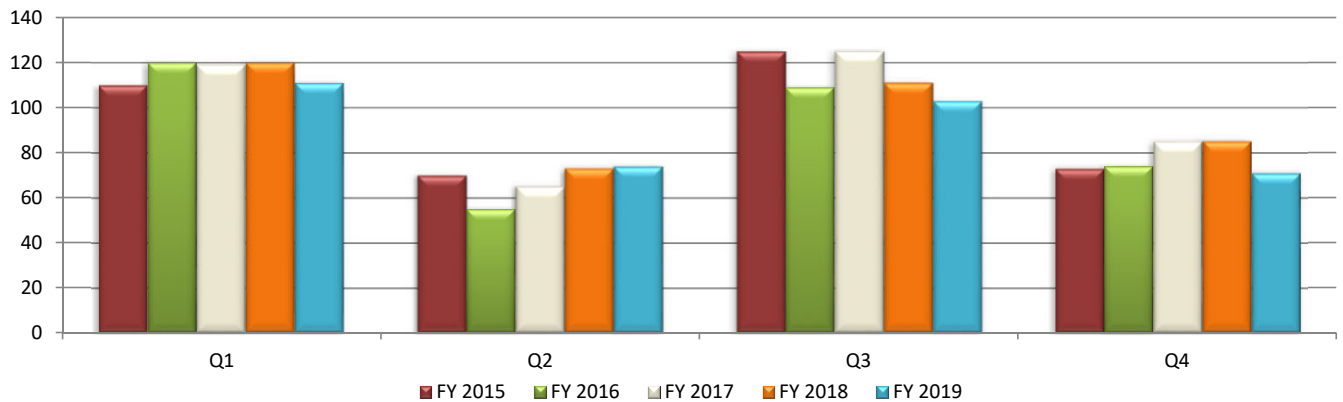
1. Schedule and complete 200 events by September 30th.

Myers Park Event Attendance



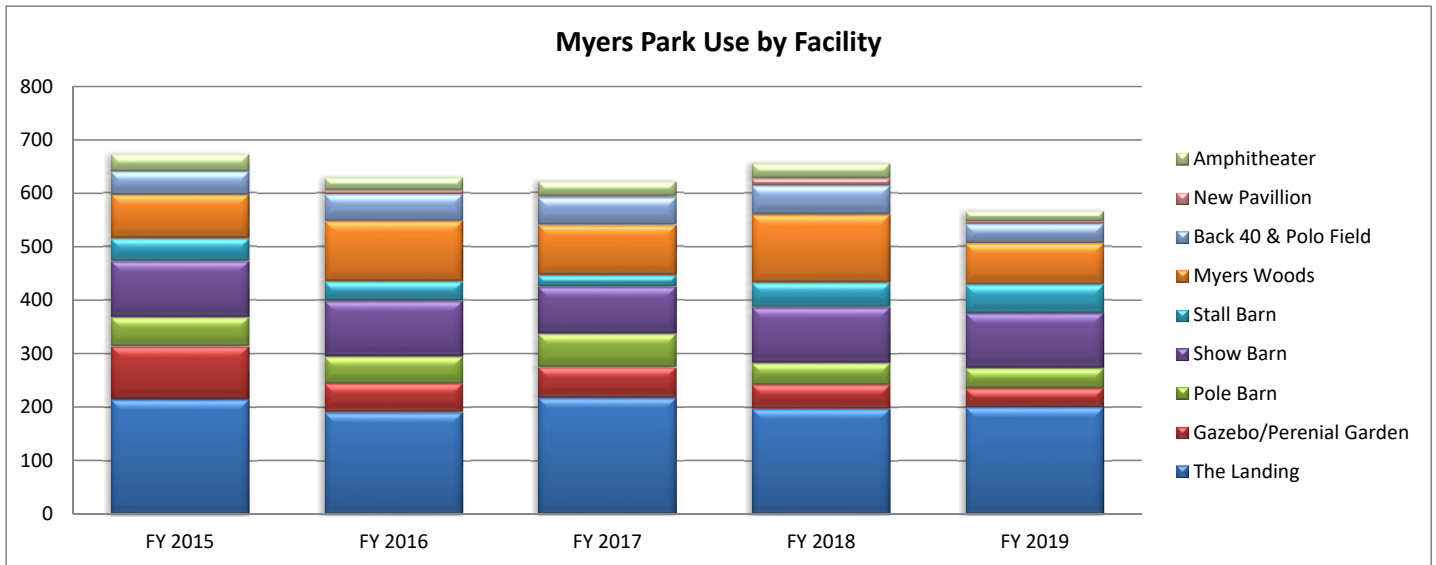
	Q1	Q2	Q3	Q4
FY 2015	40,913	33,307	44,286	23,401
FY 2016	44,741	27,254	52,070	22,128
FY 2017	49,404	41,205	56,961	26,205
FY 2018	54,072	49,467	62,283	28,682
FY 2019	61,928	47,090	61,456	30,061
Average	50,212	39,665	55,411	26,095

Myers Park # of Events



	Q1	Q2	Q3	Q4
FY 2015	110	70	125	73
FY 2016	120	55	109	74
FY 2017	119	65	125	85
FY 2018	120	73	111	85
FY 2019	111	74	103	71
Average	116	67	115	78

FY 2019 Myers Park Event Center Statistics



	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019
The Landing	215	191	218	198	201
Gazebo/Perennial Garden	99	54	57	45	35
Pole Barn	54	50	62	40	37
New Pavillion	0	7	2	13	5
Show Barn	105	104	88	104	103
Stall Barn	42	36	21	46	53
Amphitheater	32	24	28	28	19
Myers Woods	82	113	94	127	77
Back 40 & Polo Field	43	50	51	54	36

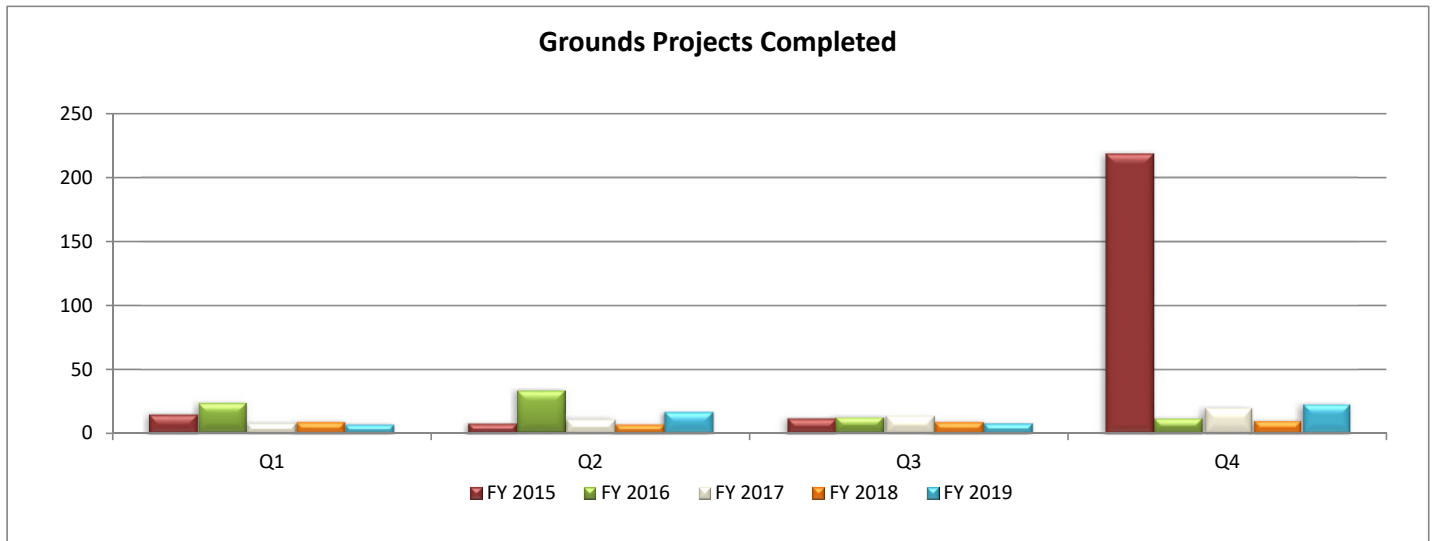
FY 2019 Myers Park Event Center Statistics

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

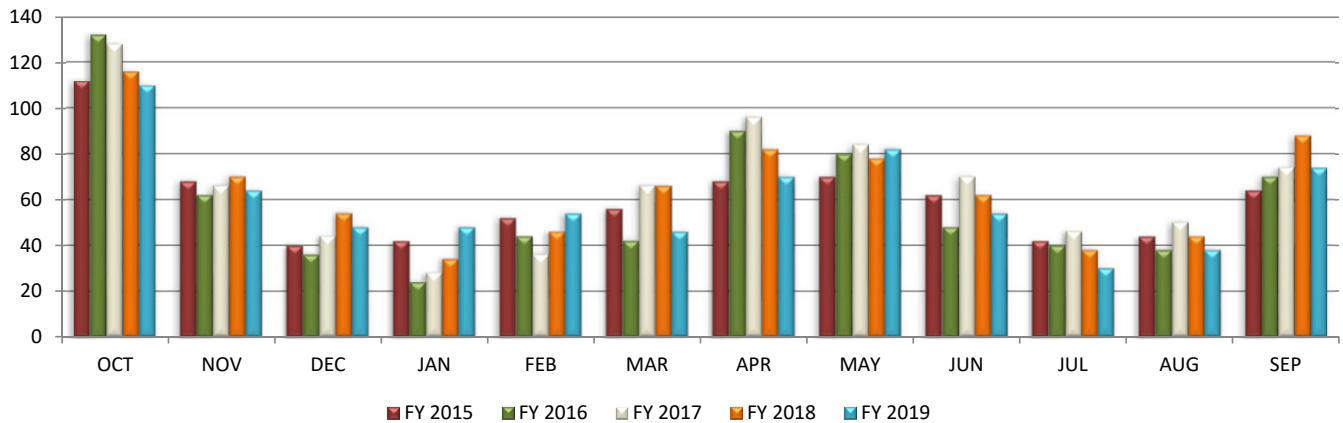
1. Complete 30 Total projects to include: irrigation, special Myers Park, internal and external group projects by September 30th.
2. Complete 400 Event and Program set up/tear downs safely by September 30th.



	Q1	Q2	Q3	Q4
FY 2015	15	8	12	219
FY 2016	24	34	13	12
FY 2017	8	11	14	20
FY 2018	9	7	9	10
FY 2019	7	17	8	23
Average	13	15	11	57

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Safe Event Setup & Tear Down

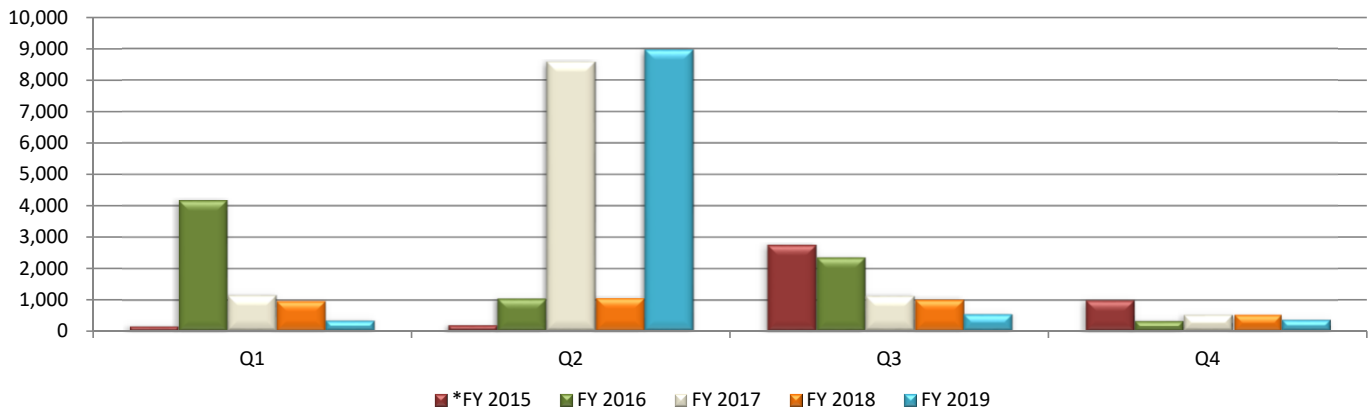


	Q1	Q2	Q3	Q4
FY 2015	220	150	200	150
FY 2016	230	110	218	148
FY 2017	238	130	250	170
FY 2018	240	146	222	170
FY 2019	222	148	206	142
Average	230	137	219	156

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

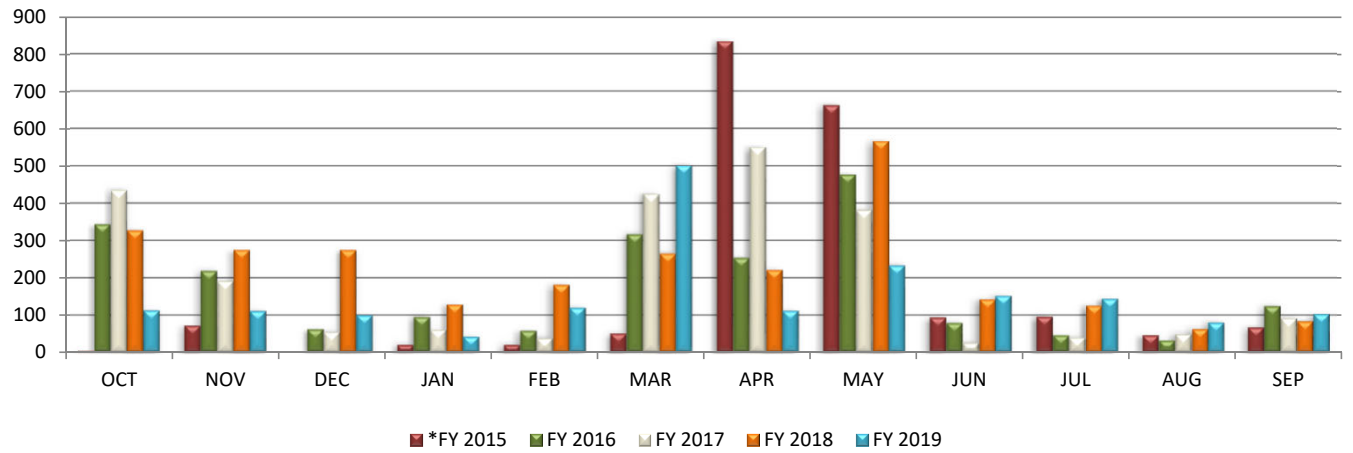


	Q1	Q2	Q3	Q4
*FY 2015	151	187	2,751	984
FY 2016	4,172	1,040	2,351	322
FY 2017	1,134	8,585	1,114	507
FY 2018	957	1,057	1,000	520
FY 2019	324	8,974	532	351
Average	1,348	3,969	1,550	537

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

FY 2019 Myers Park Event Center Statistics

Farm Museum Visitors Per Month



** Began tracking in FY 2015.*

	Q1	Q2	Q3	Q4
*FY 2015	76	91	1,592	209
FY 2016	622	467	808	199
FY 2017	682	524	958	181
FY 2018	880	577	932	273
FY 2019	324	664	498	327
Average	517	465	958	238