

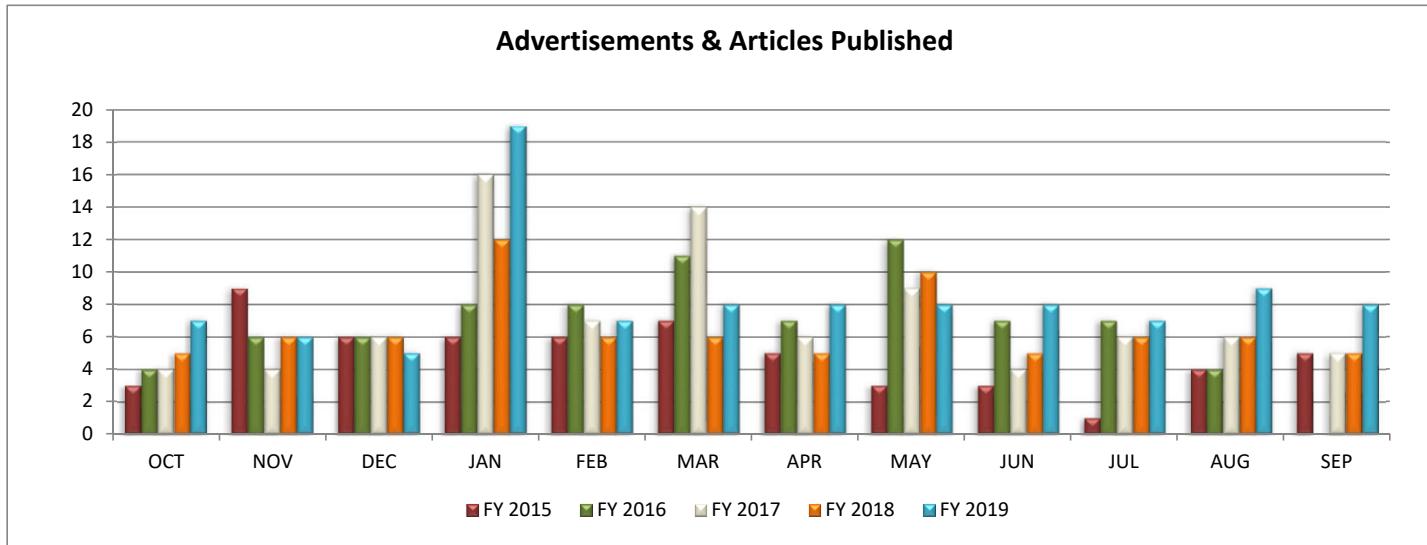
## FY 2019 Myers Park Event Center Statistics

### 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

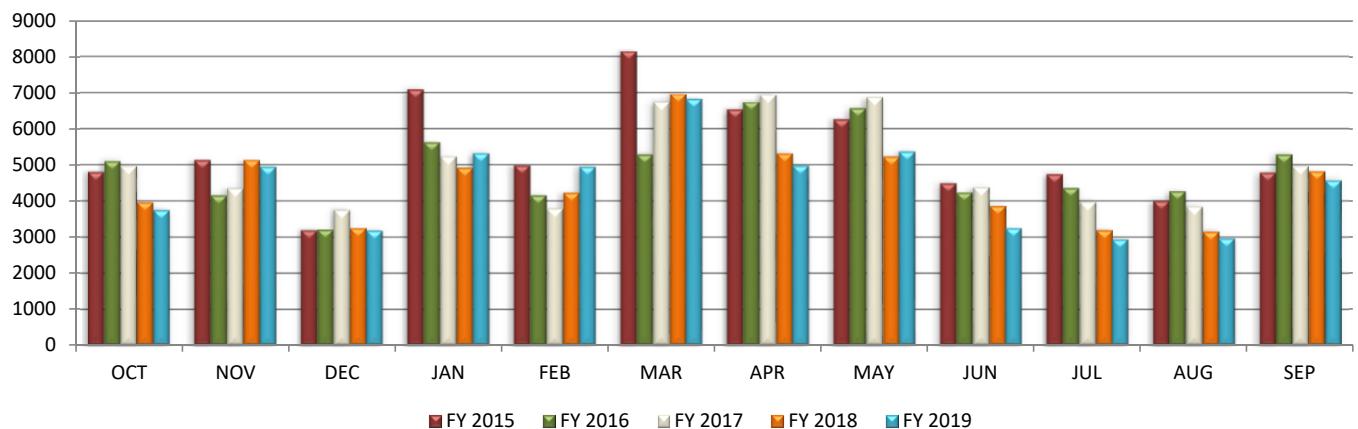
1. To place 20 advertisements or articles in local news media/magazine outlets by September 30th.
2. To log 40,000 views of Myers Park & Event Center website by September 30th.
3. To post 200 times on the Myers Park & Event Center and Collin County Farm Museum Facebook pages by September 30th.
4. To 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.



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

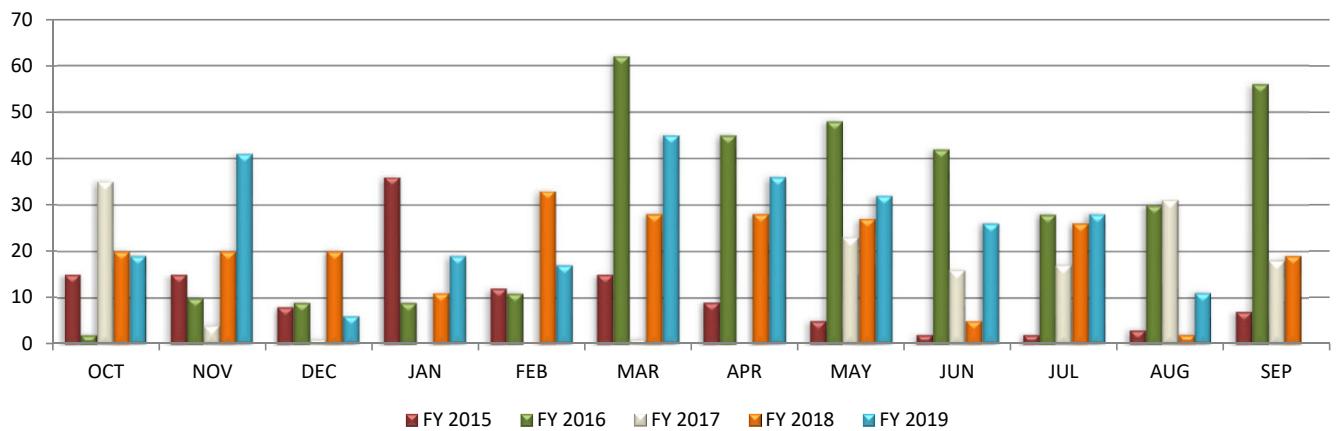
## FY 2019 Myers Park Event Center Statistics

### Views on Myer's Park & Event Center Website



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

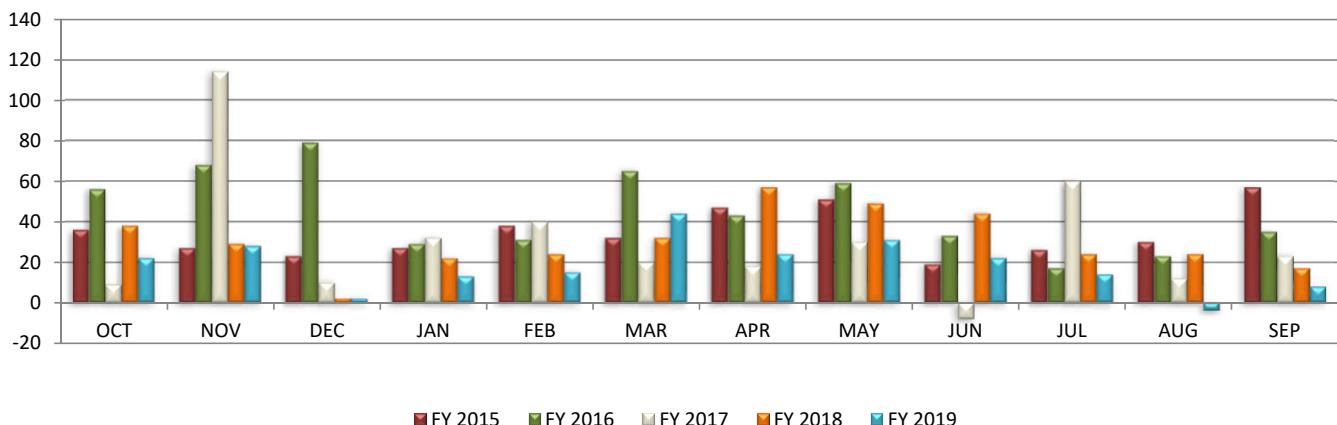
### Posts on Facebook



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

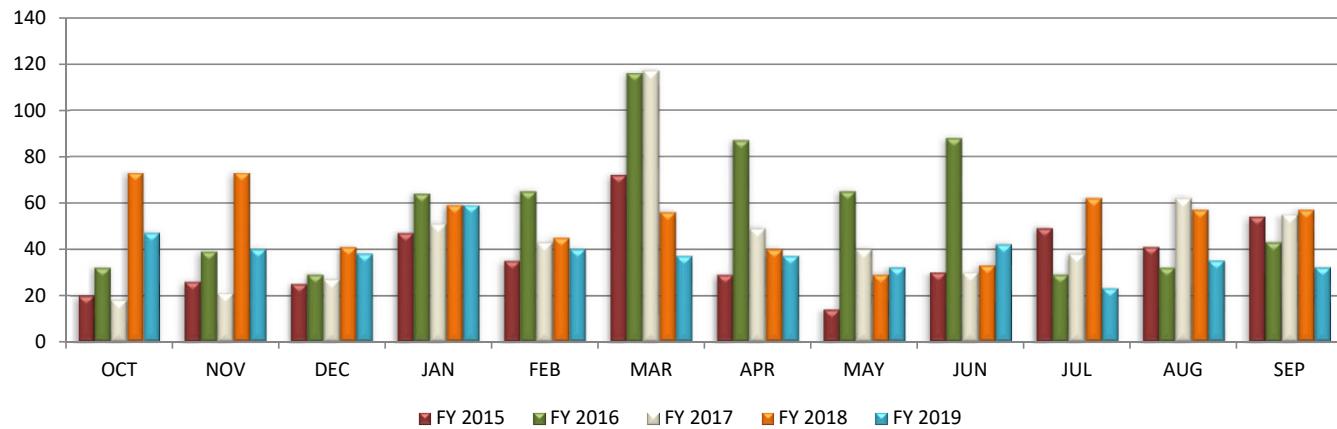
## FY 2019 Myers Park Event Center Statistics

### Added Likes on Facebook



	Q1	Q2	Q3	Q4
<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	65
<b>FY 2019</b>	52	72	77	18
<b>Average</b>	109	93	104	73

### Networking, Community & New Client Meetings Attended

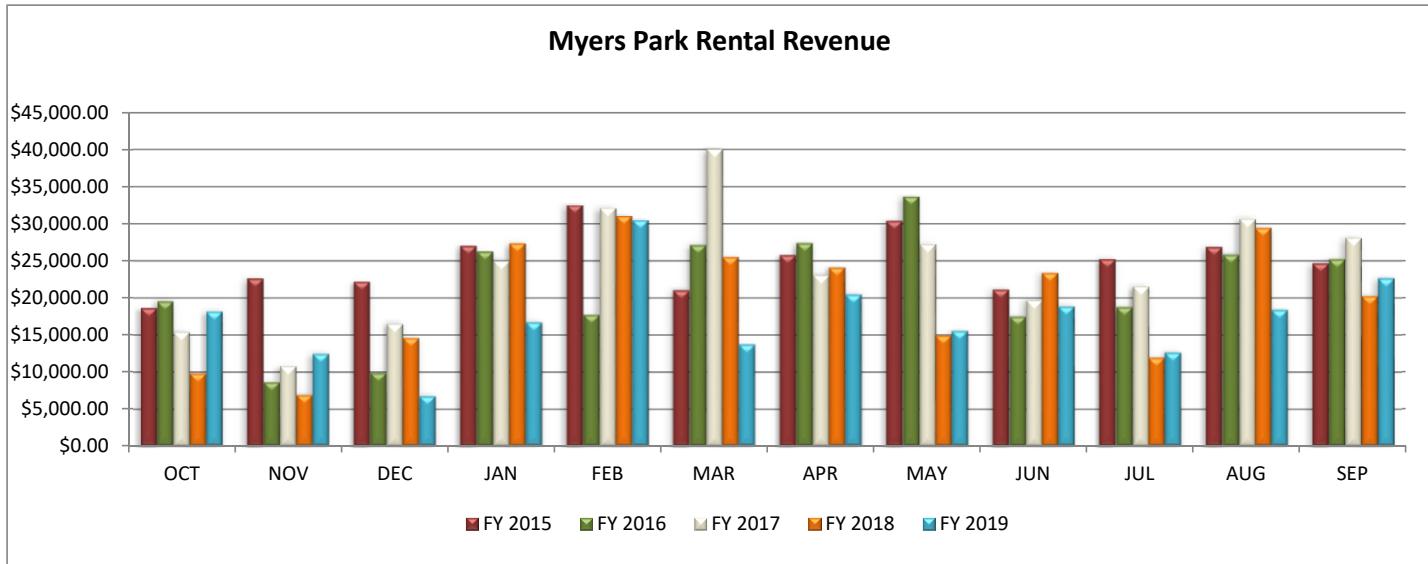


	Q1	Q2	Q3	Q4
<b>FY 2015</b>	71	154	73	144
<b>FY 2016</b>	100	245	240	104
<b>FY 2017</b>	66	211	119	155
<b>FY 2018</b>	187	160	102	176
<b>FY 2019</b>	125	136	111	90
<b>Average</b>	110	181	129	134

## FY 2019 Myers 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 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	61,633
<b>FY 2019</b>	37,393	61,001	54,903	53,730
<b>Average</b>	42,582	78,771	68,641	68,452

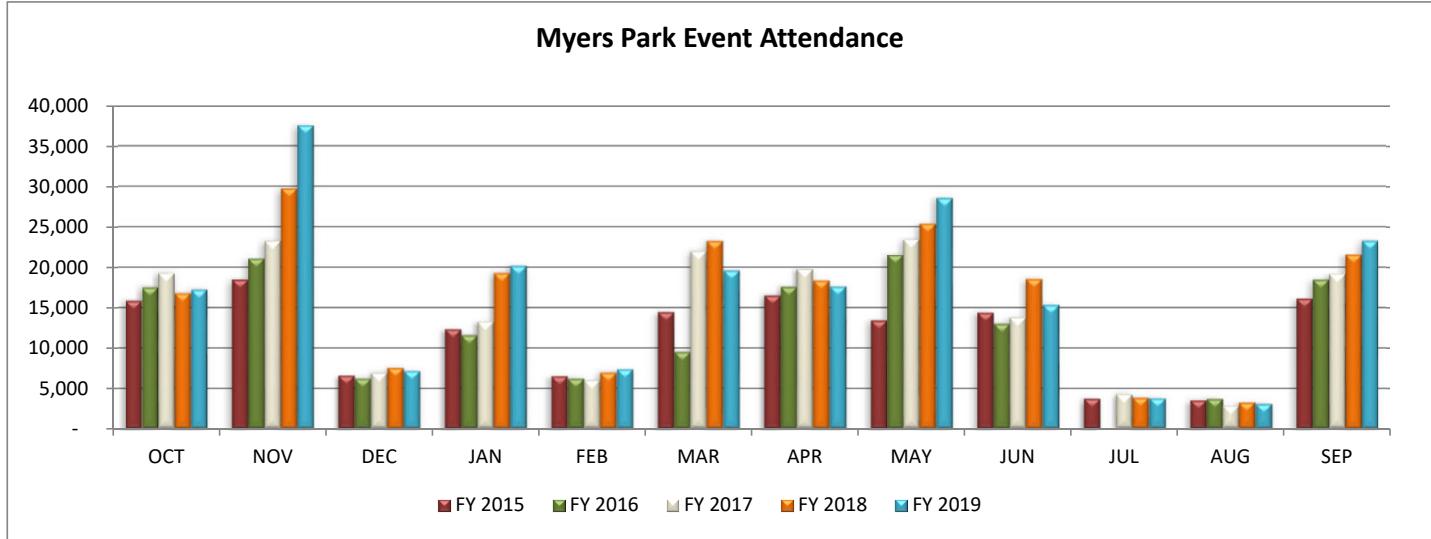
## FY 2019 Myers Park Event Center Statistics

### Myers Park Events

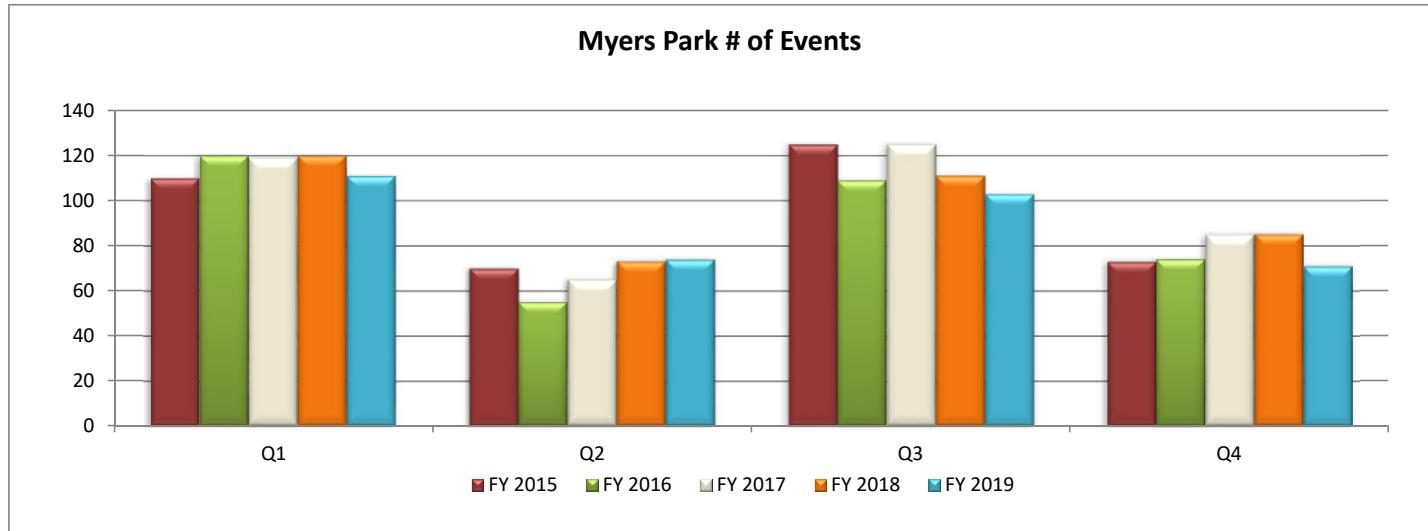
To provide educational and recreational facility use for the community of Collin County. Data reported by Myer's Park.

### Goals & Objectives

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

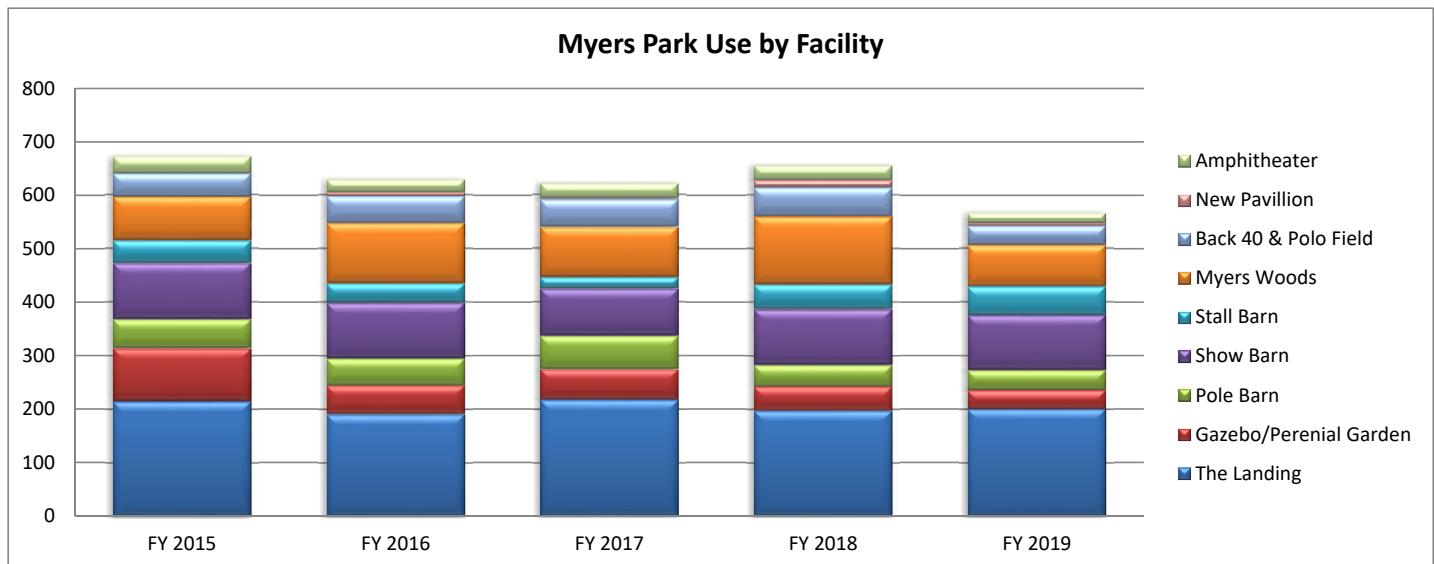


	Q1	Q2	Q3	Q4
<b>FY 2015</b>	40,913	33,307	44,286	23,401
<b>FY 2016</b>	44,741	27,254	52,070	22,128
<b>FY 2017</b>	49,404	41,205	56,961	26,205
<b>FY 2018</b>	54,072	49,467	62,283	28,682
<b>FY 2019</b>	61,928	47,090	61,456	30,061
<b>Average</b>	50,212	39,665	55,411	26,095



	Q1	Q2	Q3	Q4
<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	85
<b>FY 2019</b>	111	74	103	71
<b>Average</b>	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

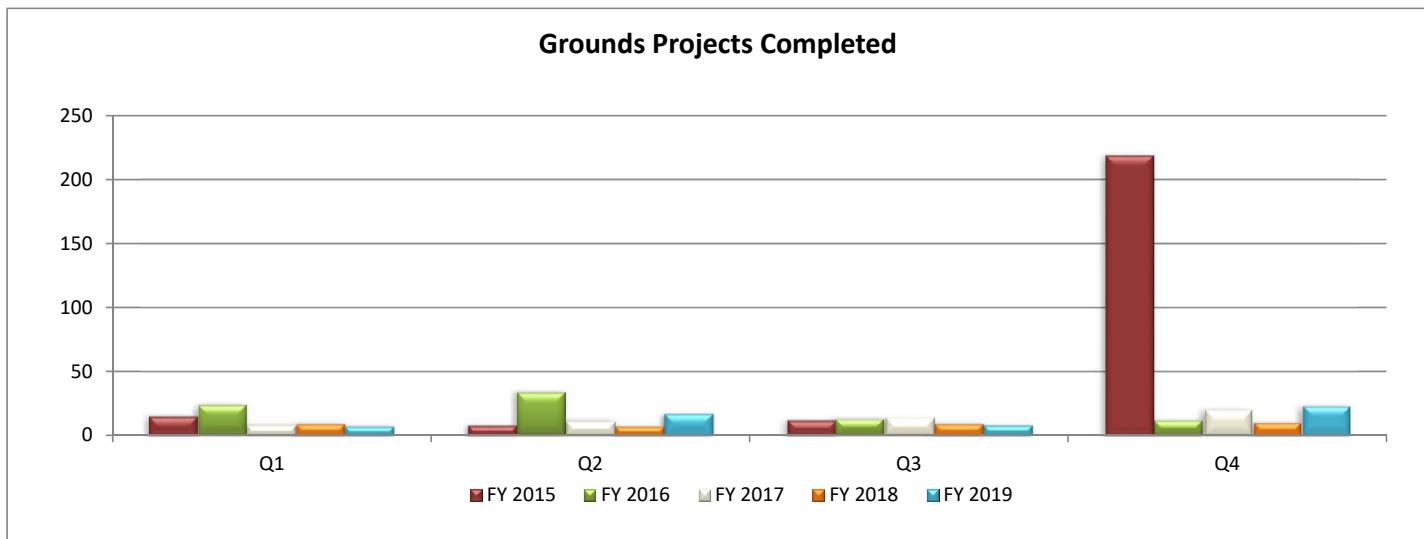
## FY 2019 Myers Park Event Center Statistics

### **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.

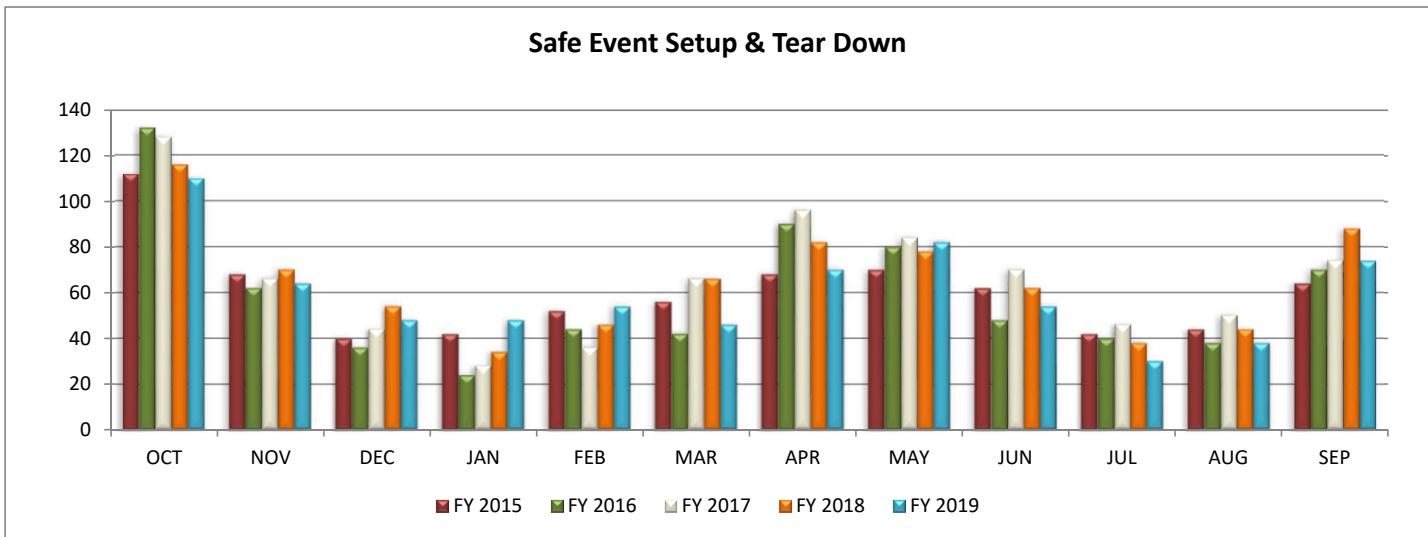
### **Goals & Objectives**

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.



	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
<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	10
<b>FY 2019</b>	7	17	8	23
<b>Average</b>	13	15	11	57

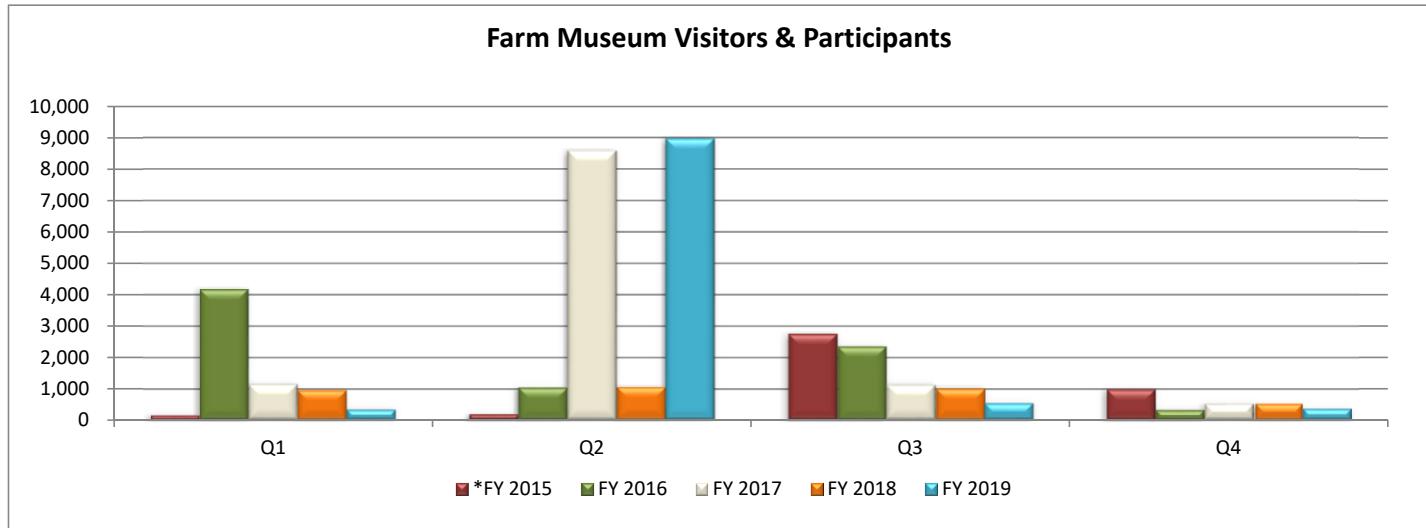
## FY 2019 Myers Park Event Center Statistics



	Q1	Q2	Q3	Q4
<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	170
<b>FY 2019</b>	222	148	206	142
<b>Average</b>	230	137	219	156

### Farm Museum

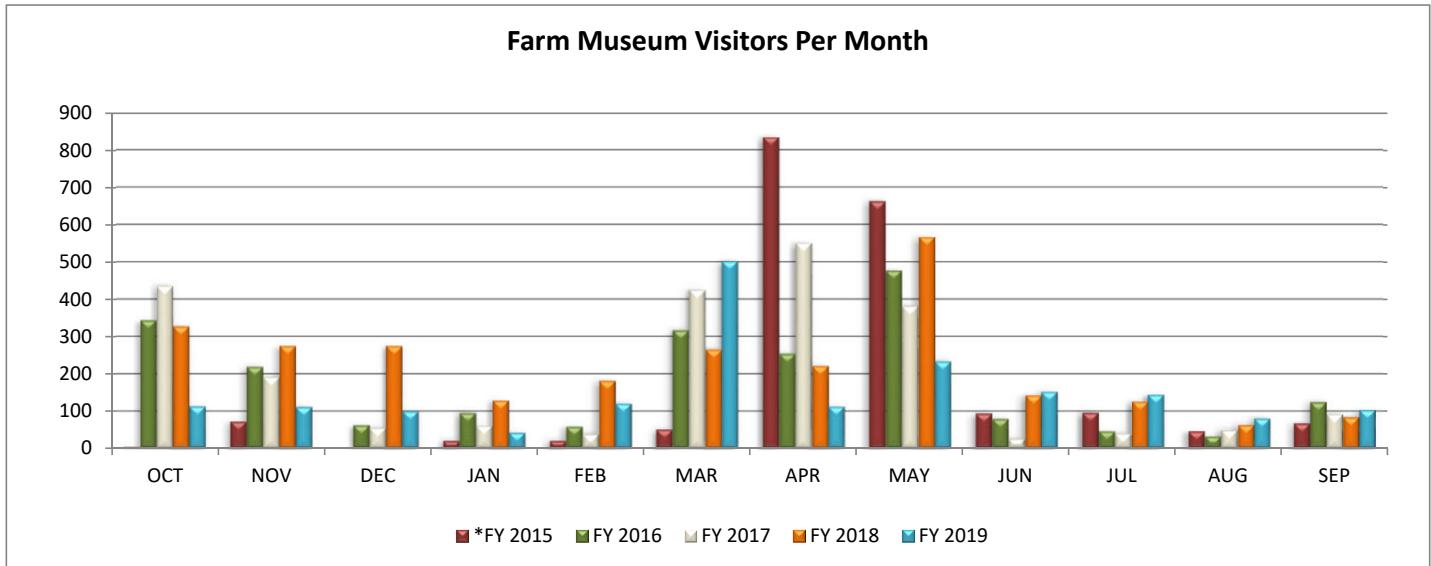
The Collin County Farm Museum strives to develop a better understanding and appreciation of Collin County's rural heritage from the earliest settlement through the 1960s. The Collin County Farm Museum consists of 8,528 square feet of collections and restoration exhibits in the Wells Building. Data reported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



	Q1	Q2	Q3	Q4
<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	520
<b>FY 2019</b>	324	8,974	532	351
<b>Average</b>	1,348	3,969	1,550	537

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

## FY 2019 Myers Park Event Center Statistics



	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