

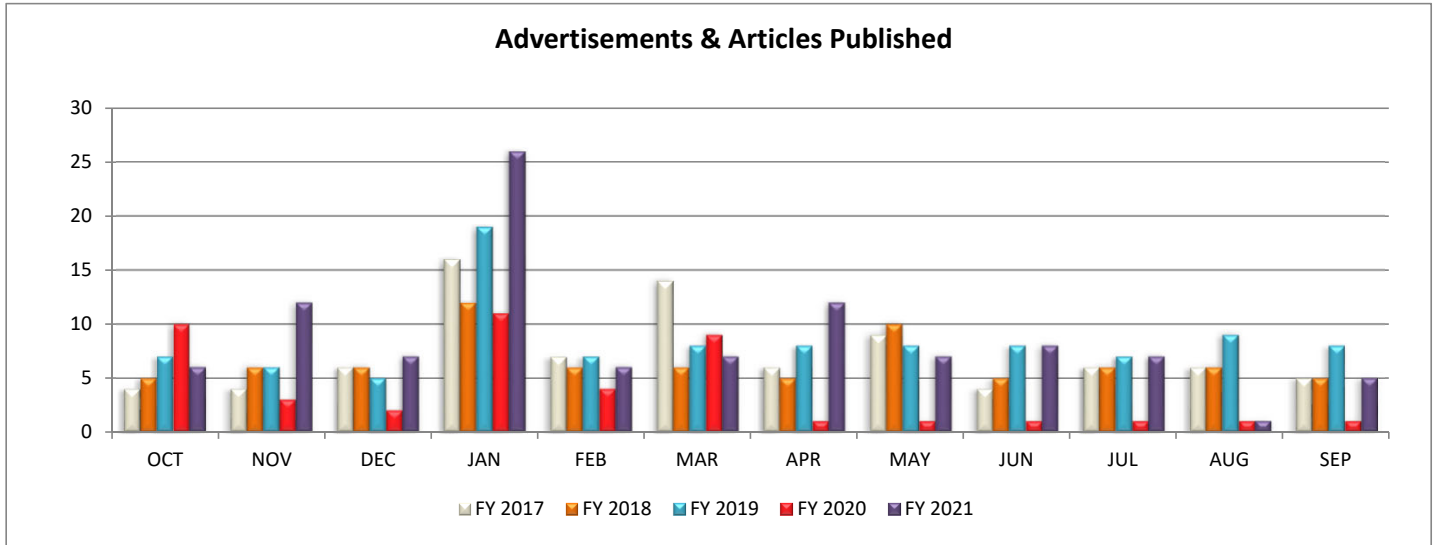
FY 2021 Myers Park Event Center Statistics

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

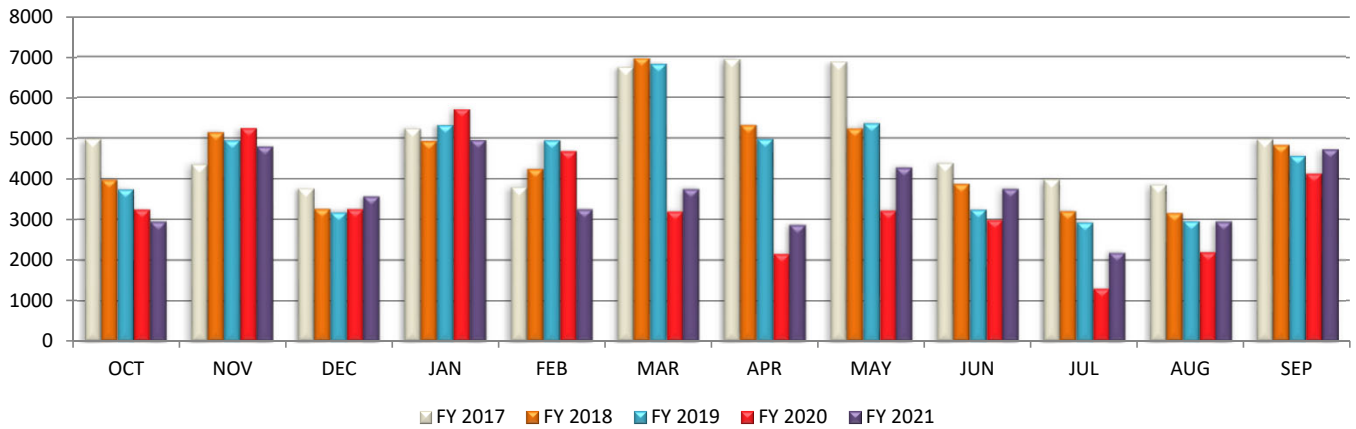


	Q1	Q2	Q3	Q4
FY 2017	14	37	19	17
FY 2018	17	24	20	17
FY 2019	18	34	24	24
FY 2020*	15	24	3	3
FY 2021	25	39	27	13
Average	18	32	19	15

*Disaster Declaration issued by County Judge March 16,2020 due to COVID-19

FY 2021 Myers Park Event Center Statistics

Views on Myer's Park & Event Center Website

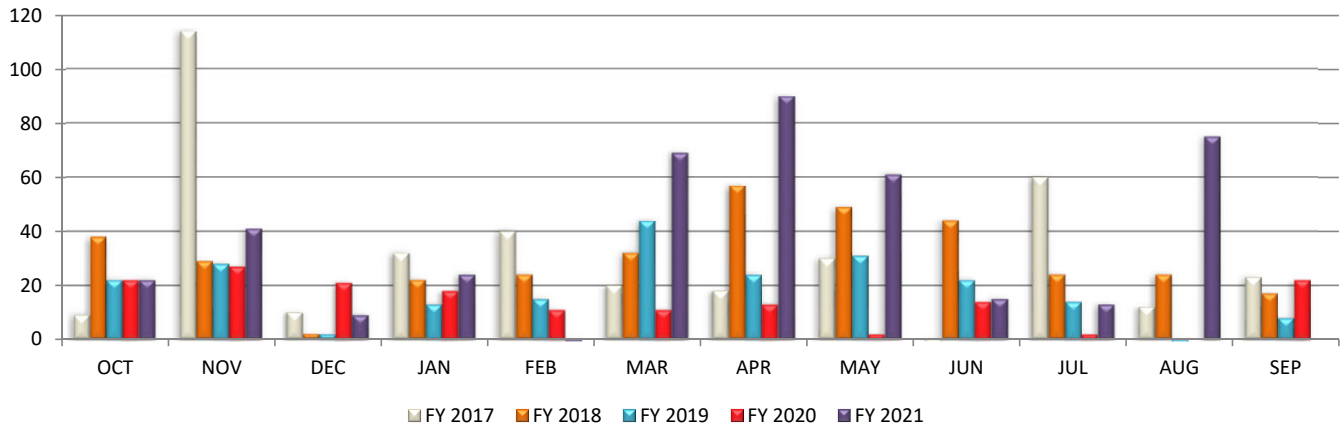


	Q1	Q2	Q3	Q4
FY 2017	13,083	15,772	18,198	12,805
FY 2018	12,375	16,136	14,429	11,185
FY 2019	11,901	17,115	13,619	10,494
FY 2020*	11,739	13,593	8,353	7,613
FY 2021	11,326	11,969	10,910	9,871
Average	12,085	14,917	13,102	10,394

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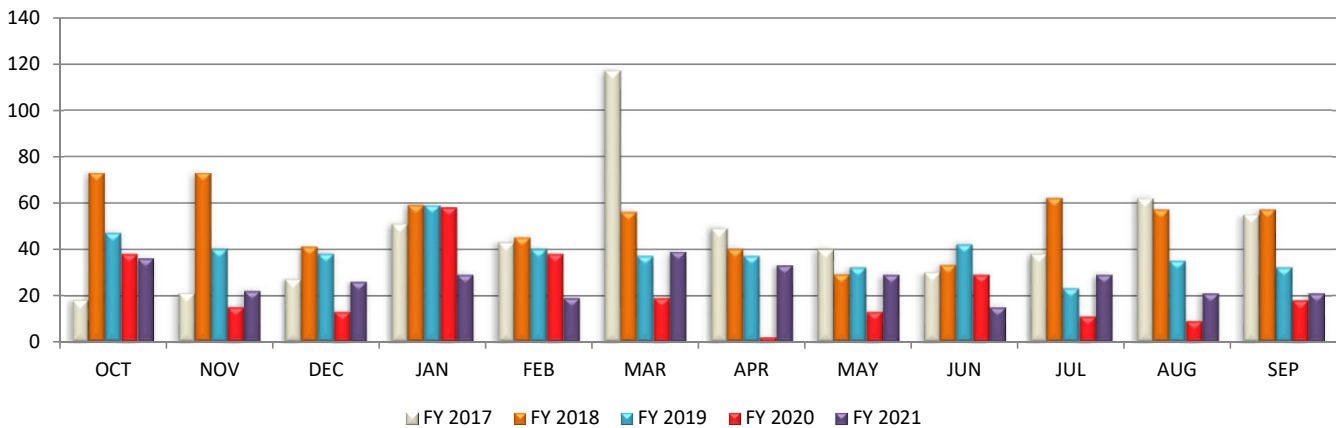
FY 2021 Myers Park Event Center Statistics

Added Likes on Facebook



	Q1	Q2	Q3	Q4
FY 2017	133	92	40	95
FY 2018	69	78	150	65
FY 2019	52	72	77	18
FY 2020*	70	40	29	24
FY 2021	72	90	166	88
Average	79	74	92	58

Networking, Community & New Client Meetings Attended



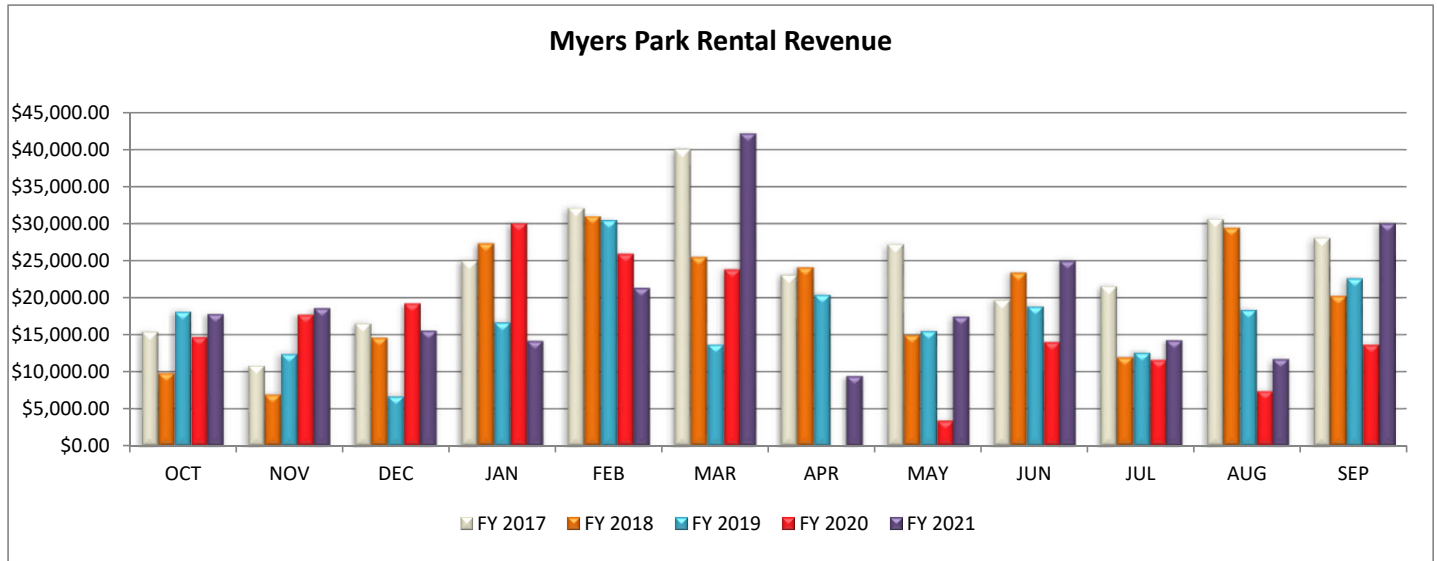
	Q1	Q2	Q3	Q4
FY 2017	66	211	119	155
FY 2018	187	160	102	176
FY 2019	125	136	111	90
FY 2020*	66	115	44	38
FY 2021	84	87	77	71
Average	106	142	91	106

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FY 2021 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
FY 2017	42,772	42,772	42,772	42,772
FY 2018	31,270	83,935	62,398	61,633
FY 2019	37,393	61,001	54,903	53,730
FY 2020*	51,605	79,858	17,355	32,575
FY 2021	51,974	77,732	51,891	56,031
Average	43,003	69,060	45,864	49,348

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FY 2021 Myers Park Event Center Statistics

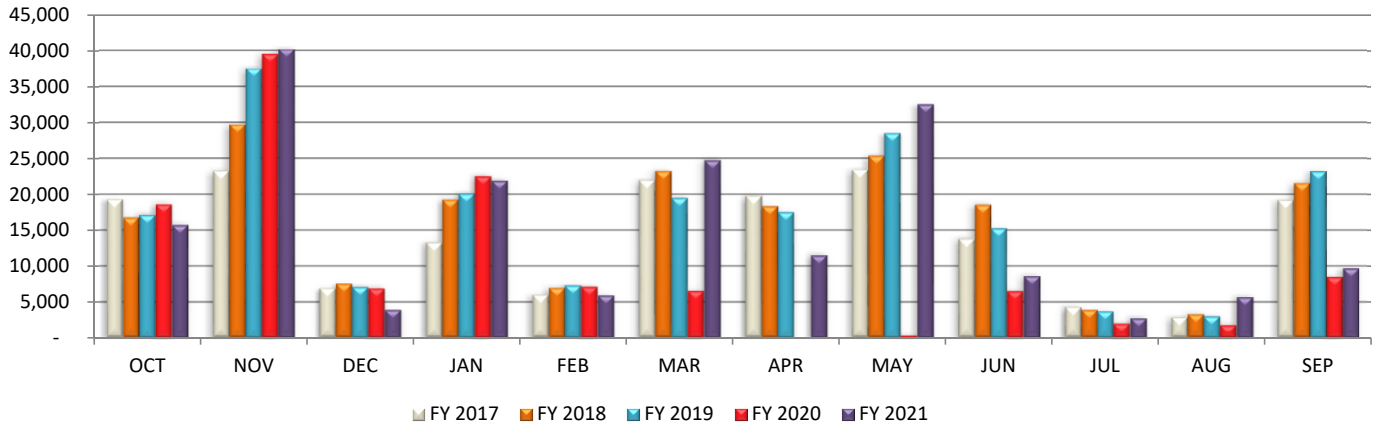
Myers Park Events

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

Goals & Objectives

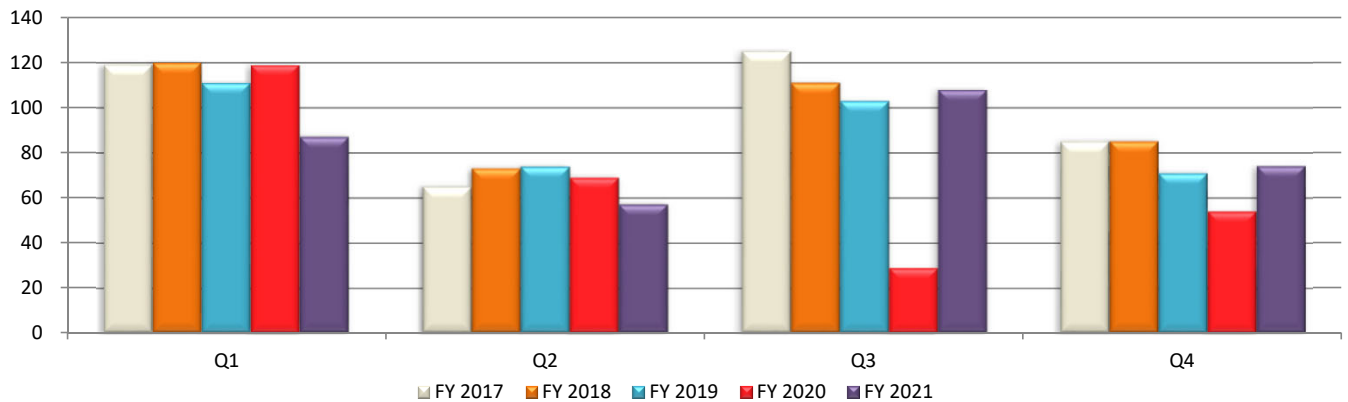
1. Schedule and complete 200 events by September 30th.

Myers Park Event Attendance



	Q1	Q2	Q3	Q4
FY 2017	49,404	49,404	49,404	49,404
FY 2018	54,072	49,467	62,283	28,682
FY 2019	61,928	47,090	61,456	30,061
FY 2020*	65,137	36,306	6,899	12,297
FY 2021	59,999	52,721	52,754	18,244
Average	58,108	46,998	46,559	27,738

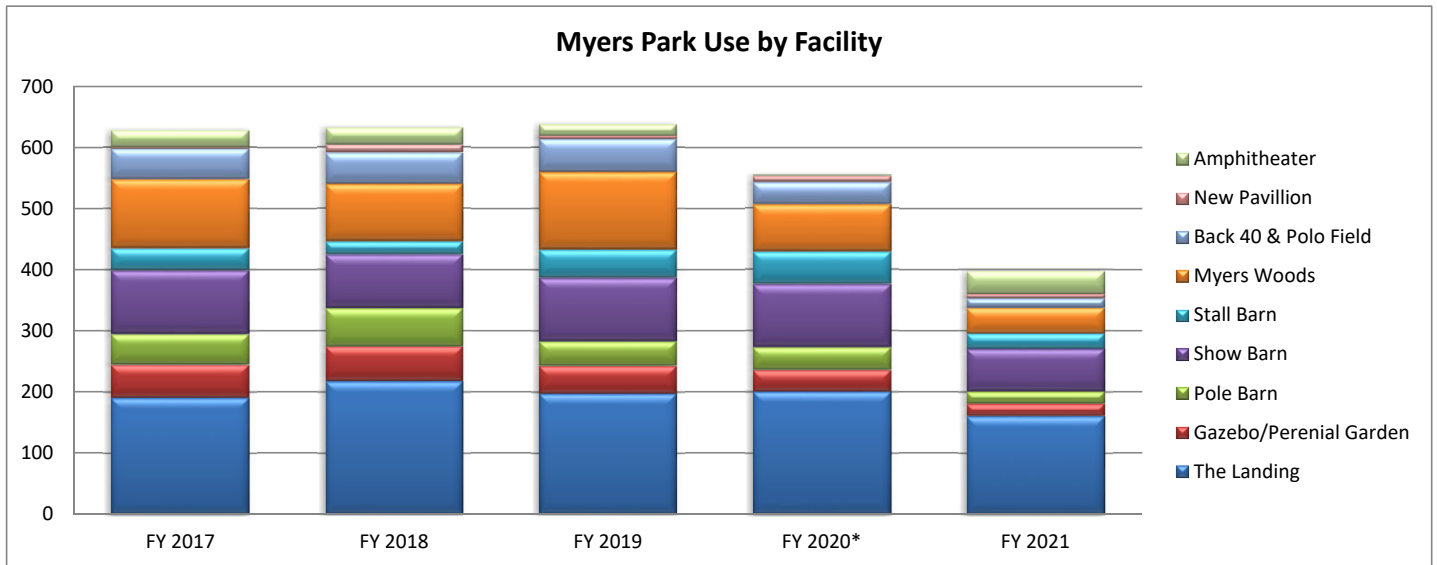
Myers Park # of Events



	Q1	Q2	Q3	Q4
FY 2017	119	65	125	85
FY 2018	120	73	111	85
FY 2019	111	74	103	71
FY 2020*	119	69	29	54
FY 2021	87	57	108	74
Average	111	68	95	74

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FY 2021 Myers Park Event Center Statistics



	FY 2017	FY 2018	FY 2019	FY 2020*	FY 2021
The Landing	218	198	201	161	146
Gazebo/Perennial Garden	57	45	35	20	33
Pole Barn	62	40	37	20	41
New Pavillion	2	13	5	10	7
Show Barn	88	104	103	70	82
Stall Barn	21	46	53	25	55
Amphitheater	28	28	19	3	38
Myers Woods	94	127	77	42	84
Back 40 & Polo Field	51	54	36	15	30

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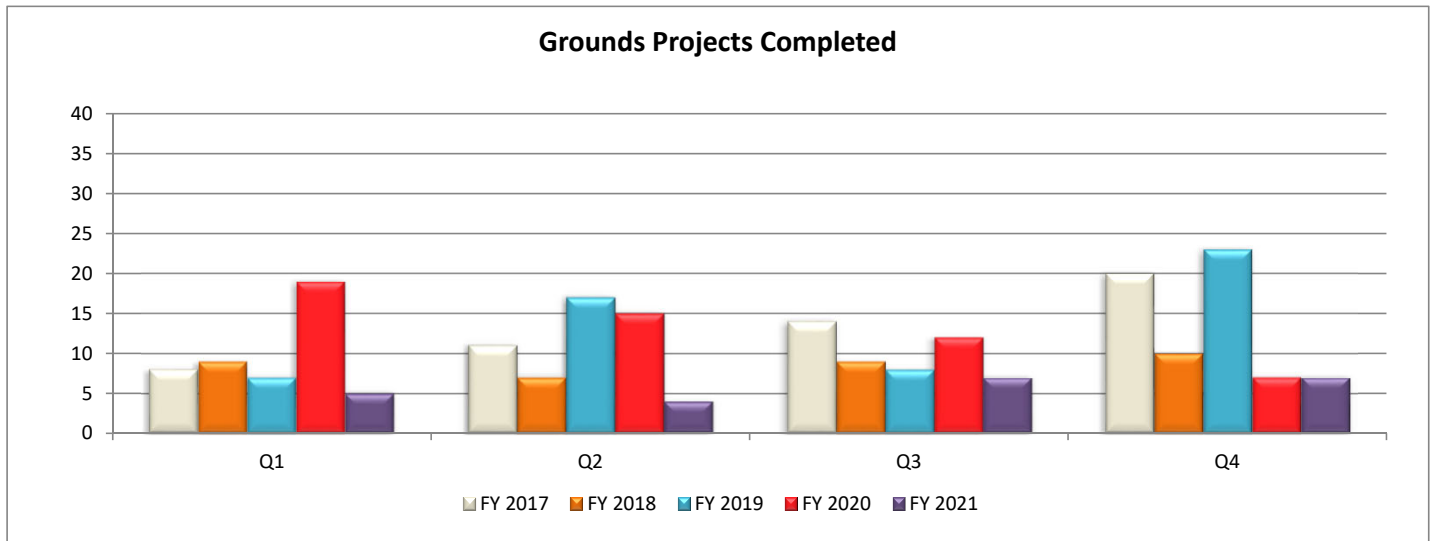
FY 2021 Myers Park Event Center Statistics

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

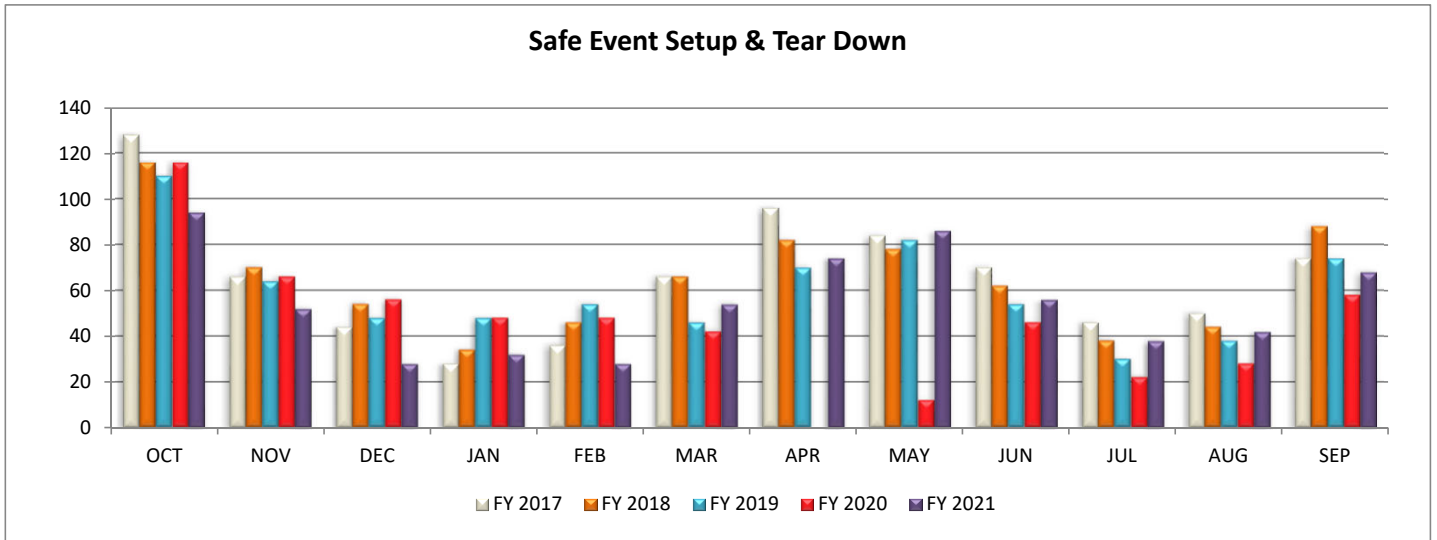
1. Complete 30 Total projects to include: irrigation, special Myers Park, internal and external group projects by September 30th.
2. Complete 400 Event and Program set up/tear downs safely by September 30th.



	Q1	Q2	Q3	Q4
FY 2017	8	11	14	20
FY 2018	9	7	9	10
FY 2019	7	17	8	23
FY 2020*	19	15	12	7
FY 2021	5	4	7	7
Average	11	13	11	15

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FY 2021 Myers Park Event Center Statistics



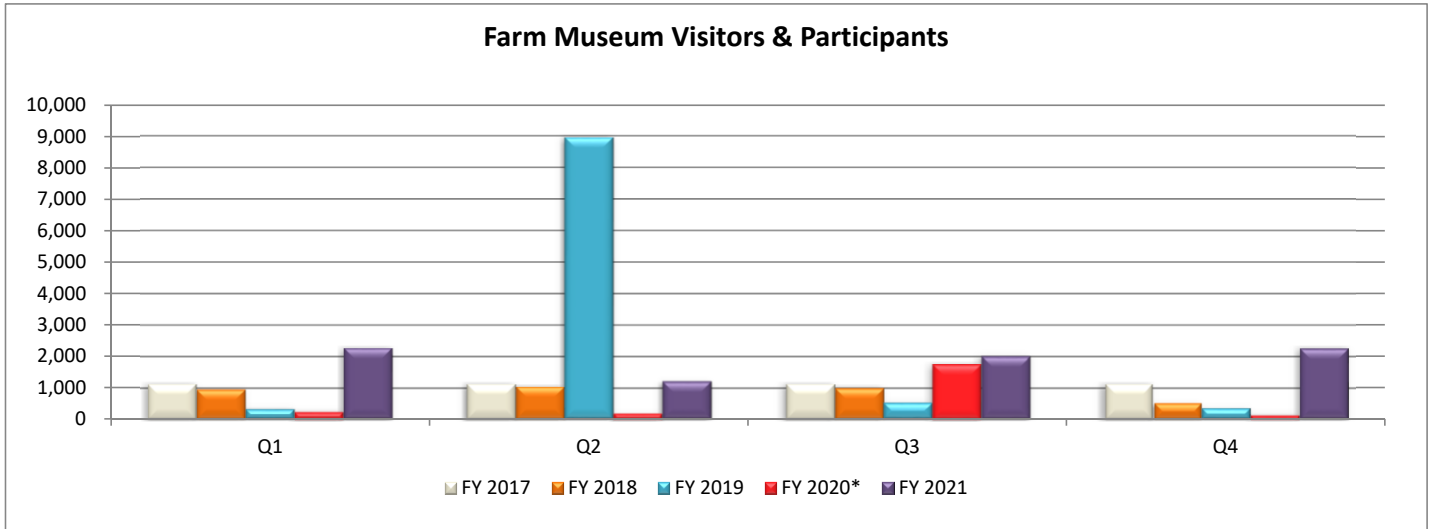
	Q1	Q2	Q3	Q4
FY 2017	238	130	250	170
FY 2018	240	146	222	170
FY 2019	222	148	206	142
FY 2020*	238	138	58	108
FY 2021	174	114	216	148
Average	222	135	190	148

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FY 2021 Myers Park Event Center Statistics

Farm Museum

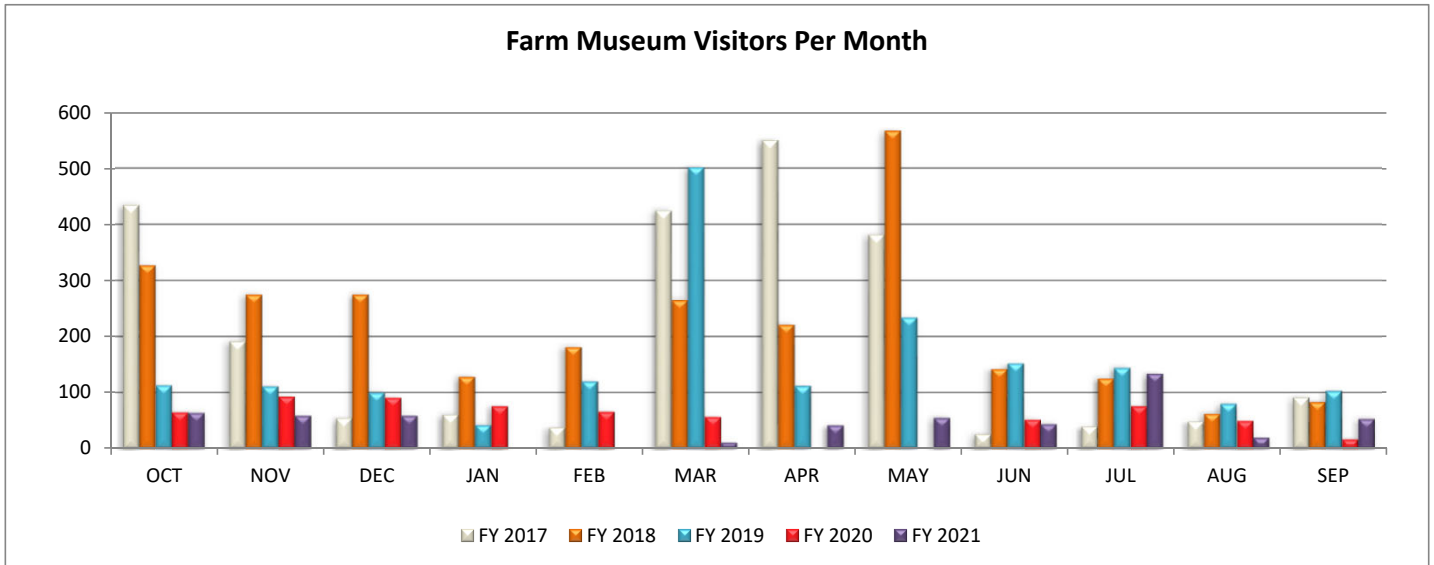
The Collin County Farm Museum strives to develop a better understanding and appreciation of Collin County's rural heritage from the earliest settlement through the 1960s. The Collin County Farm Museum consists of 8,528 square feet of collections and restoration exhibits in the Wells Building. Data reported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



	Q1	Q2	Q3	Q4
FY 2017	1,134	1,134	1,134	1,134
FY 2018	957	1,057	1,000	520
FY 2019	324	8,974	532	351
FY 2020*	249	201	1,767	143
FY 2021	2,284	1,216	2,015	2,264
Average	990	2,516	1,290	882

These numbers include outreach participants.

FY 2021 Myers Park Event Center Statistics



	Q1	Q2	Q3	Q4
FY 2017	682	524	958	181
FY 2018	880	577	932	273
FY 2019	324	664	498	327
FY 2020*	249	199	52	143
FY 2021	182	11	141	207
Average	534	491	610	231

These numbers do not include outreach participants.

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