

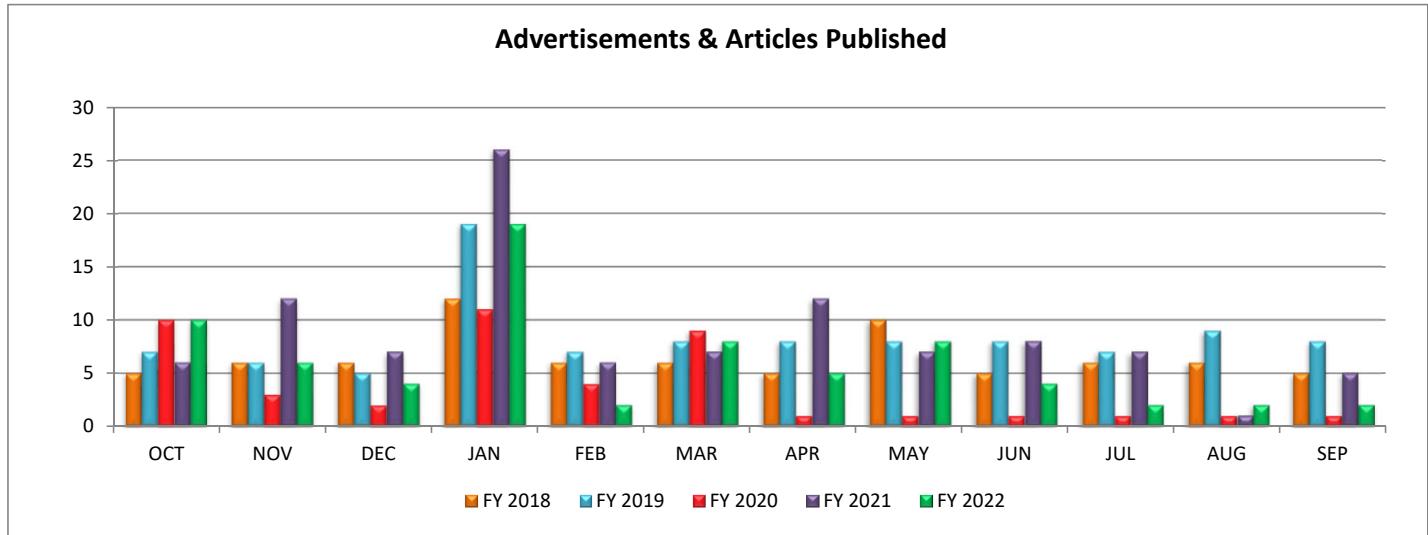
## FY 2022 Myers Park Event Center Statistics

### 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

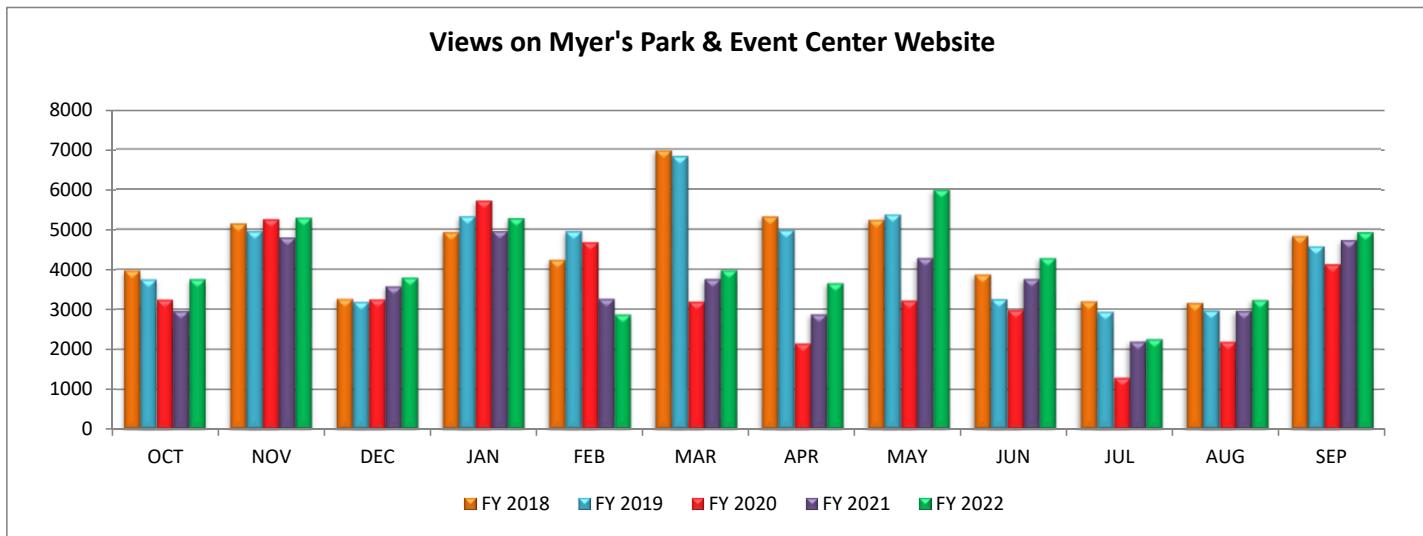
1. To place 20 advertisements or articles in local news media/magazine outlets by September 30th.
2. To log 40,000 views of Myers Park & Event Center website by September 30th.
3. To add 200 "Likes" to the Myers Park & Event Center and Collin County Farm Museum Facebook page by September 30th.
4. To attend 350 networking, community, new client meetings or events by September 30th.



	Q1	Q2	Q3	Q4
<b>FY 2018</b>	17	24	20	17
<b>FY 2019</b>	18	34	24	24
<b>FY 2020*</b>	15	24	3	3
<b>FY 2021</b>	25	39	27	13
<b>FY 2022</b>	20	29	17	6
<b>Average</b>	19	30	18	13

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

## FY 2022 Myers Park Event Center Statistics

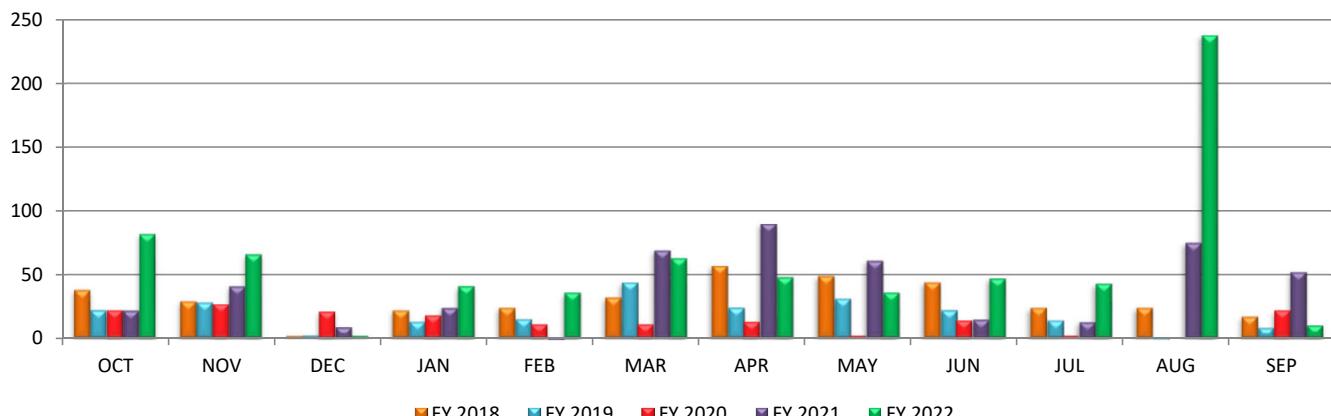


	Q1	Q2	Q3	Q4
<b>FY 2018</b>	12,375	16,136	14,429	11,185
<b>FY 2019</b>	11,901	17,115	13,619	10,494
<b>FY 2020*</b>	11,739	13,593	8,353	7,613
<b>FY 2021</b>	11,326	11,969	10,910	9,871
<b>FY 2022</b>	12,845	12,135	13,930	10,424
<b>Average</b>	12,037	14,190	12,248	9,917

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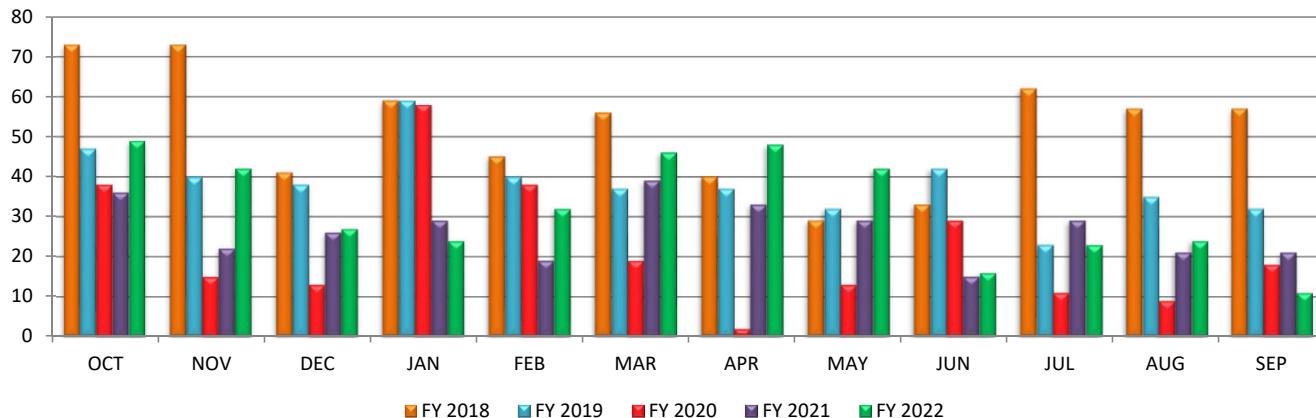
## FY 2022 Myers Park Event Center Statistics

### Added Likes on Facebook



	Q1	Q2	Q3	Q4
<b>FY 2018</b>	69	78	150	65
<b>FY 2019</b>	52	72	77	18
<b>FY 2020*</b>	70	40	29	24
<b>FY 2021</b>	72	90	166	140
<b>FY 2022</b>	150	140	131	291
<b>Average</b>	83	84	111	108

### Networking, Community & New Client Meetings Attended



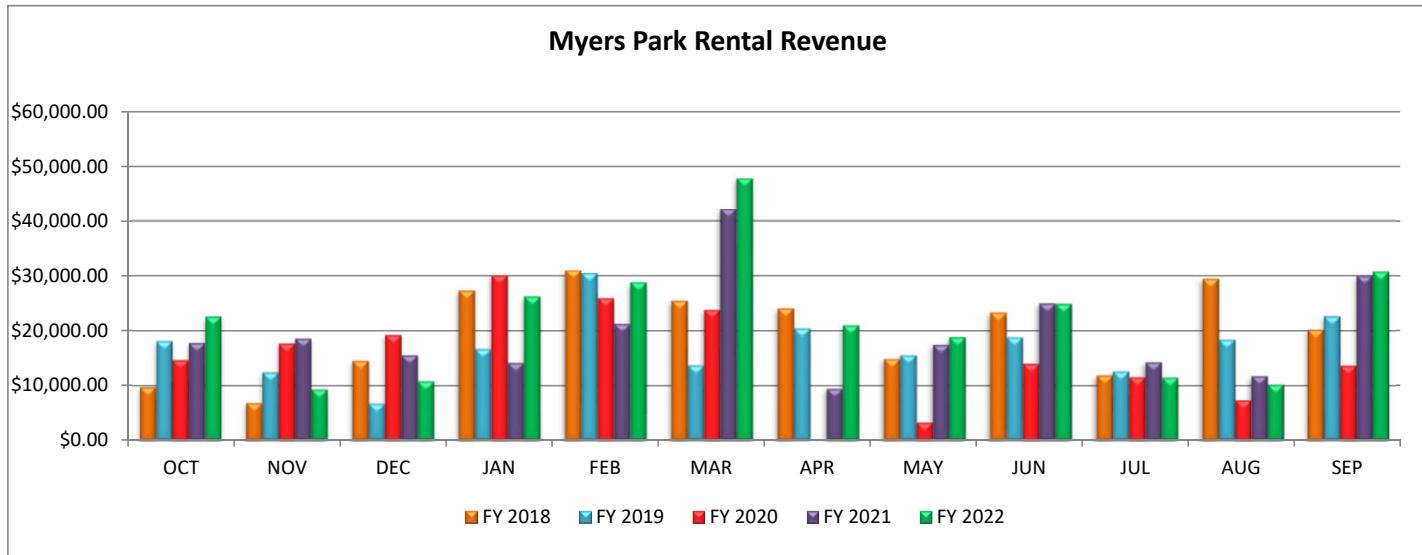
	Q1	Q2	Q3	Q4
<b>FY 2018</b>	187	160	102	176
<b>FY 2019</b>	125	136	111	90
<b>FY 2020*</b>	66	115	44	38
<b>FY 2021</b>	84	87	77	71
<b>FY 2022</b>	118	102	106	58
<b>Average</b>	116	120	88	87

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## FY 2022 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 2018</b>	31,270	83,935	62,398	61,633
<b>FY 2019</b>	37,393	61,001	54,903	53,730
<b>FY 2020*</b>	51,605	79,858	17,355	32,575
<b>FY 2021</b>	51,974	77,732	51,891	56,031
<b>FY 2022</b>	42,610	102,838	64,639	52,328
<b>Average</b>	42,970	81,073	50,237	51,259

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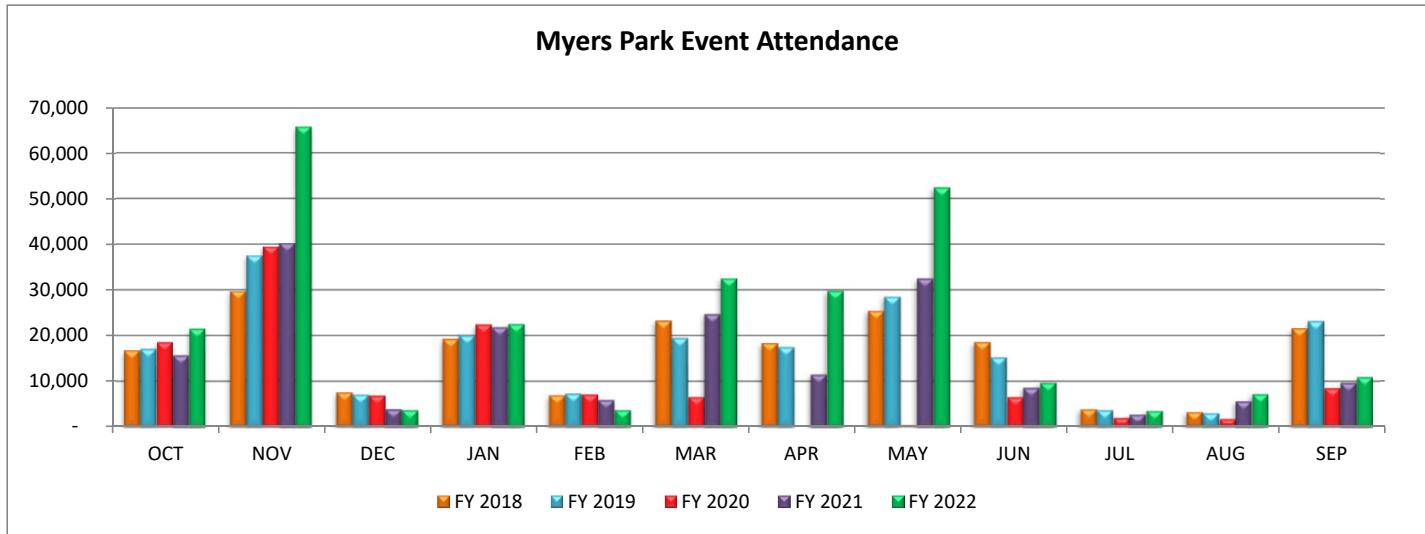
## FY 2022 Myers Park Event Center Statistics

### Myers Park Events

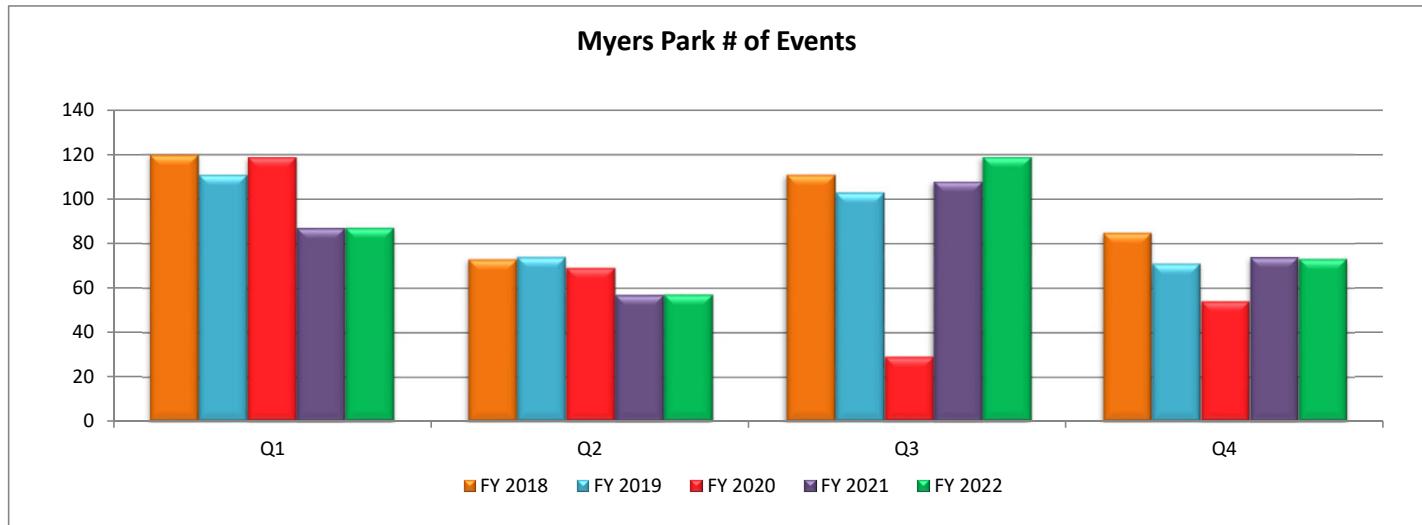
To provide educational and recreational facility use for the community of Collin County. Data reported by Myer's Park.

### Goals & Objectives

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



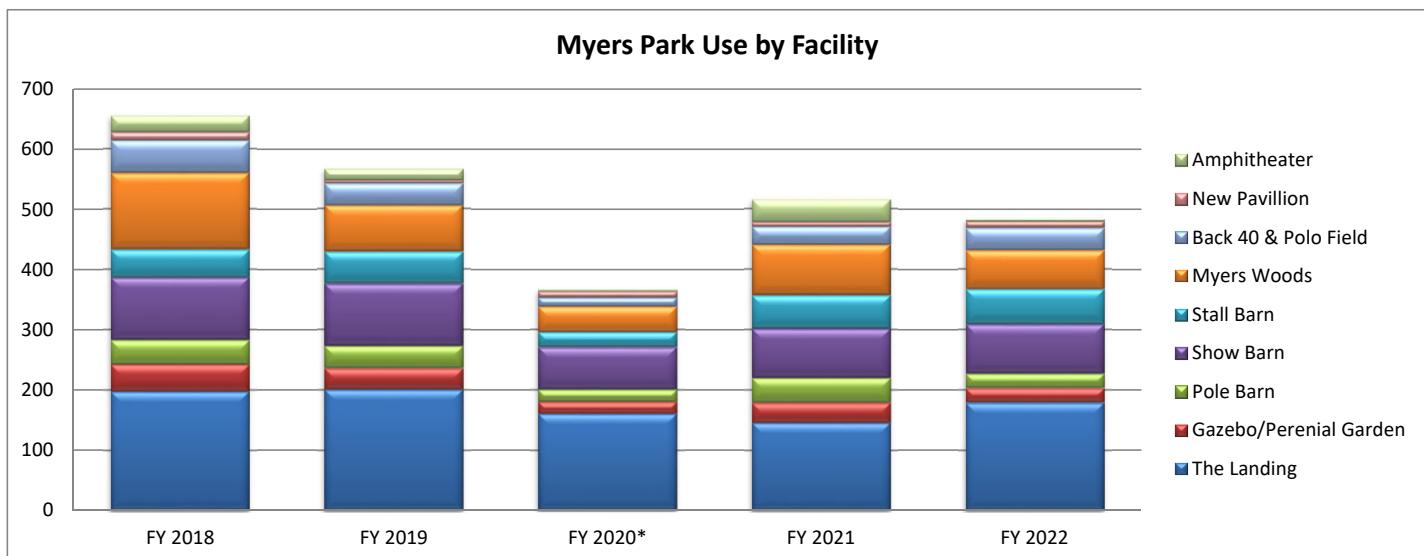
	Q1	Q2	Q3	Q4
<b>FY 2018</b>	54,072	49,467	62,283	28,682
<b>FY 2019</b>	61,928	47,090	61,456	30,061
<b>FY 2020*</b>	65,137	36,306	6,899	12,297
<b>FY 2021</b>	59,999	52,721	52,754	18,244
<b>FY 2022</b>	91,117	58,921	92,114	21,814
<b>Average</b>	66,451	48,901	55,101	22,220



	Q1	Q2	Q3	Q4
<b>FY 2018</b>	120	73	111	85
<b>FY 2019</b>	111	74	103	71
<b>FY 2020*</b>	119	69	29	54
<b>FY 2021</b>	87	57	108	74
<b>FY 2022</b>	87	57	119	73
<b>Average</b>	105	66	94	71

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## FY 2022 Myers Park Event Center Statistics



	FY 2018	FY 2019	FY 2020*	FY 2021	FY 2022
<b>The Landing</b>	198	201	161	146	179
<b>Gazebo/Perennial Garden</b>	45	35	20	33	24
<b>Pole Barn</b>	40	37	20	41	24
<b>New Pavillion</b>	13	5	10	7	11
<b>Show Barn</b>	104	103	70	82	82
<b>Stall Barn</b>	46	53	25	55	58
<b>Amphitheater</b>	28	19	3	38	4
<b>Myers Woods</b>	127	77	42	84	64
<b>Back 40 &amp; Polo Field</b>	54	36	15	30	37

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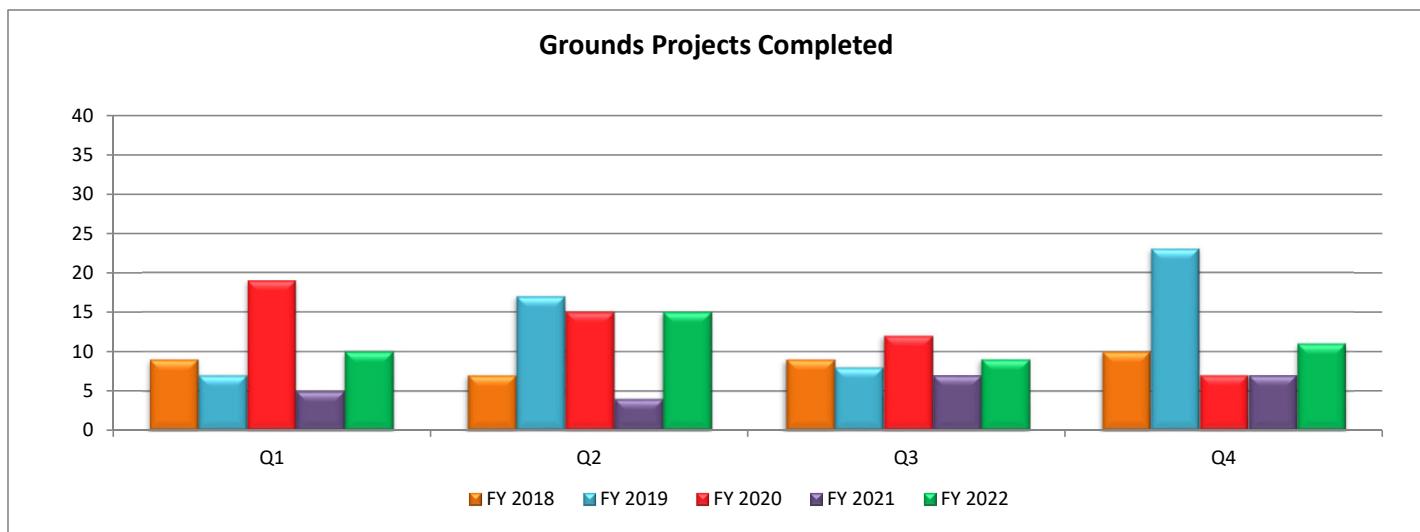
## FY 2022 Myers Park Event Center Statistics

### **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**

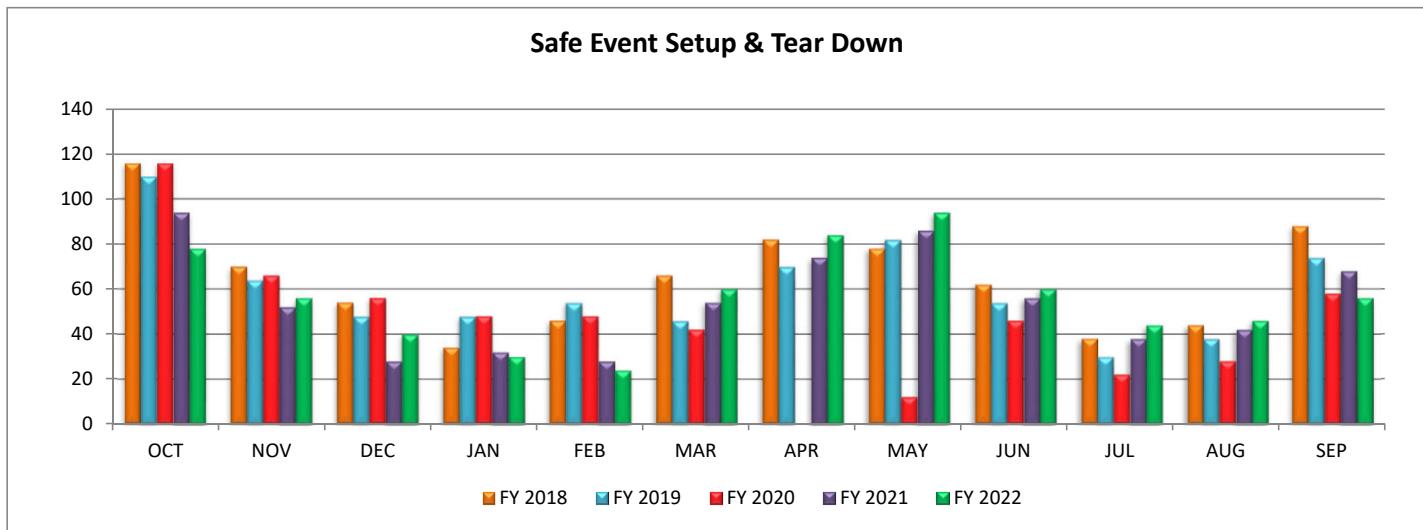
1. Complete 30 Total projects to include: irrigation, special Myers Park, internal and external group projects by September 30th.
2. Complete 400 Event and Program set up/tear downs safely by September 30th.



	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4</b>
<b>FY 2018</b>	9	7	9	10
<b>FY 2019</b>	7	17	8	23
<b>FY 2020*</b>	19	15	12	7
<b>FY 2021</b>	5	4	7	7
<b>FY 2022</b>	10	15	9	11
<b>Average</b>	10	12	9	12

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## FY 2022 Myers Park Event Center Statistics



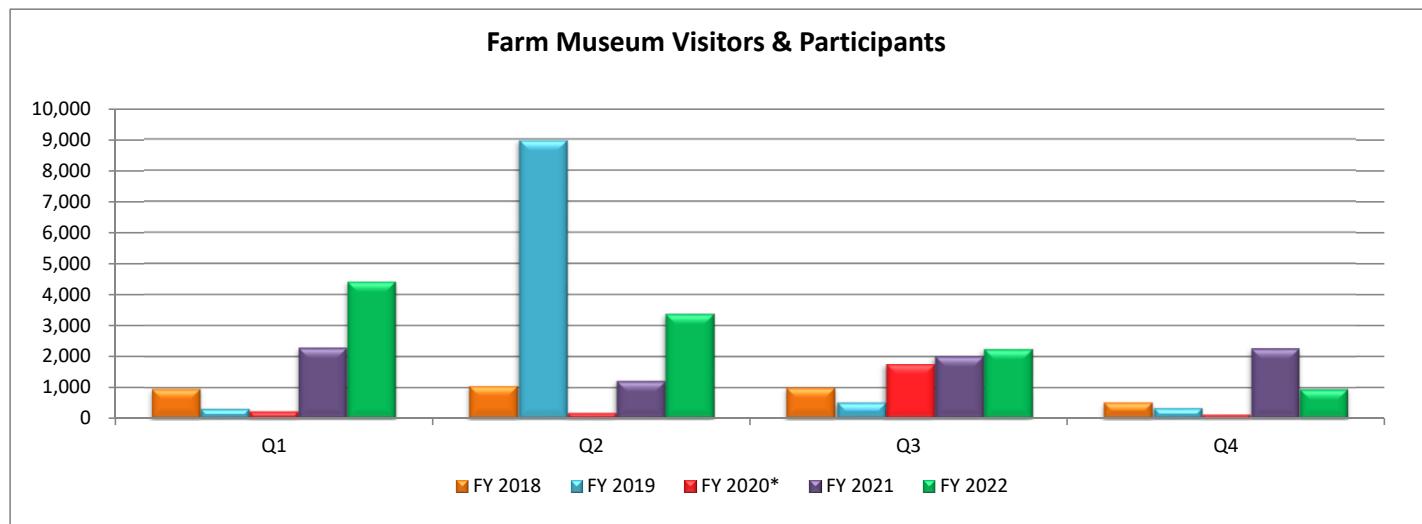
	Q1	Q2	Q3	Q4
<b>FY 2018</b>	240	146	222	170
<b>FY 2019</b>	222	148	206	142
<b>FY 2020*</b>	238	138	58	108
<b>FY 2021</b>	174	114	216	148
<b>FY 2022</b>	174	114	238	146
<b>Average</b>	210	132	188	143

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## FY 2022 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.

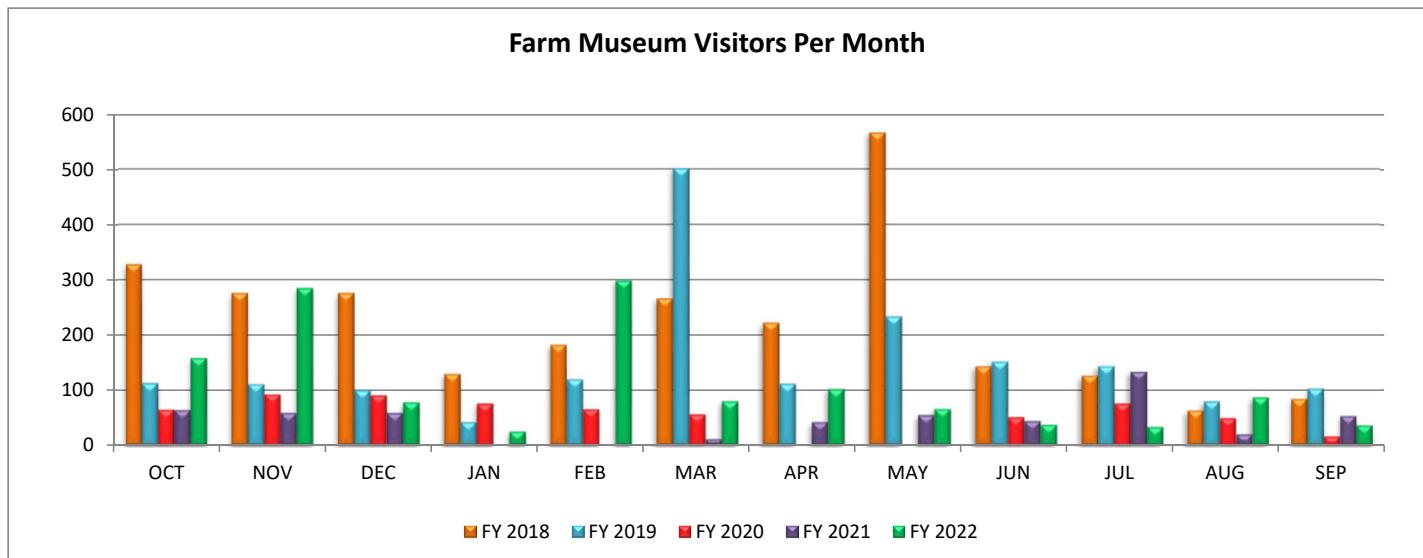


	Q1	Q2	Q3	Q4
<b>FY 2018</b>	957	1,057	1,000	520
<b>FY 2019</b>	324	8,974	532	351
<b>FY 2020*</b>	249	201	1,767	143
<b>FY 2021</b>	2,284	1,216	2,015	2,264
<b>FY 2022</b>	4,421	3,379	2,245	956
<b>Average</b>	1,647	2,965	1,512	847

*These numbers include outreach participants.*

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## FY 2022 Myers Park Event Center Statistics



	Q1	Q2	Q3	Q4
<b>FY 2018</b>	880	577	932	273
<b>FY 2019</b>	324	664	498	327
<b>FY 2020*</b>	249	199	52	143
<b>FY 2021</b>	182	11	141	207
<b>FY 2022</b>	521	2,975	2,040	800
<b>Average</b>	431	885	733	350

*These numbers do not include outreach participants.*