

FY 2023 Myers Park Event Center Statistics

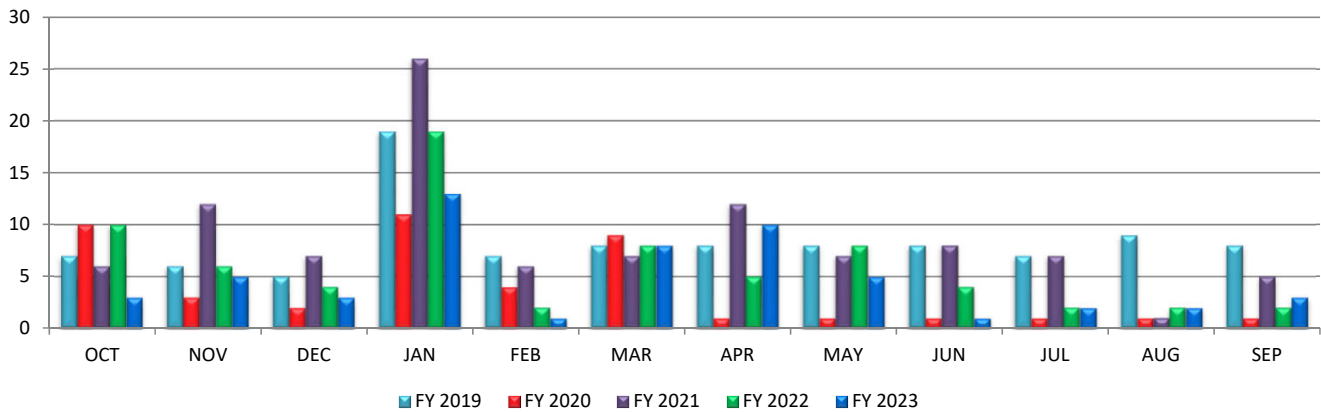
Promoting Events Center

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.

Advertisements & Articles Published

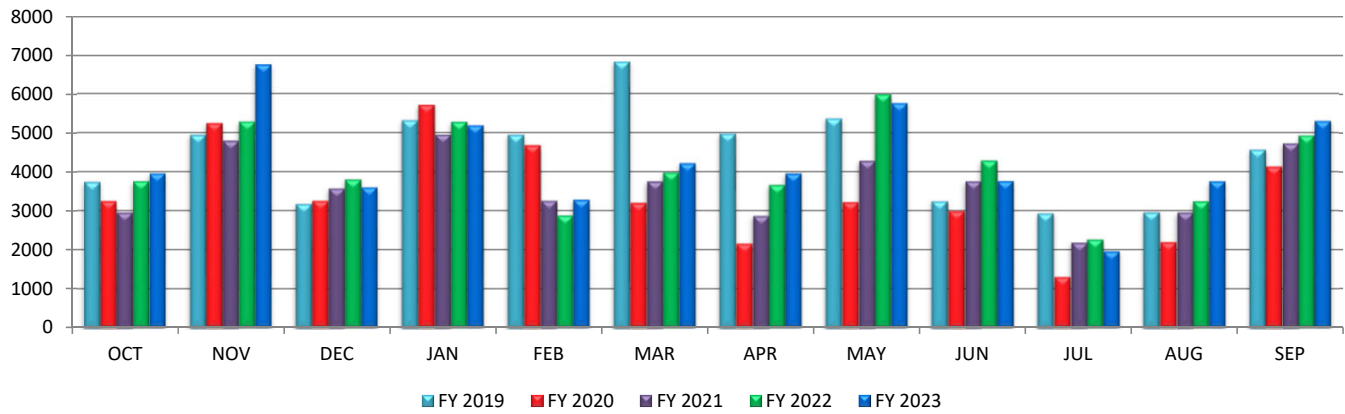


	Q1	Q2	Q3	Q4
FY 2019	18	34	24	24
FY 2020*	15	24	3	3
FY 2021	25	39	27	13
FY 2022	20	29	17	6
FY 2023	11	22	16	7
Average	18	30	17	11

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

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Views on Myer's Park & Event Center Website

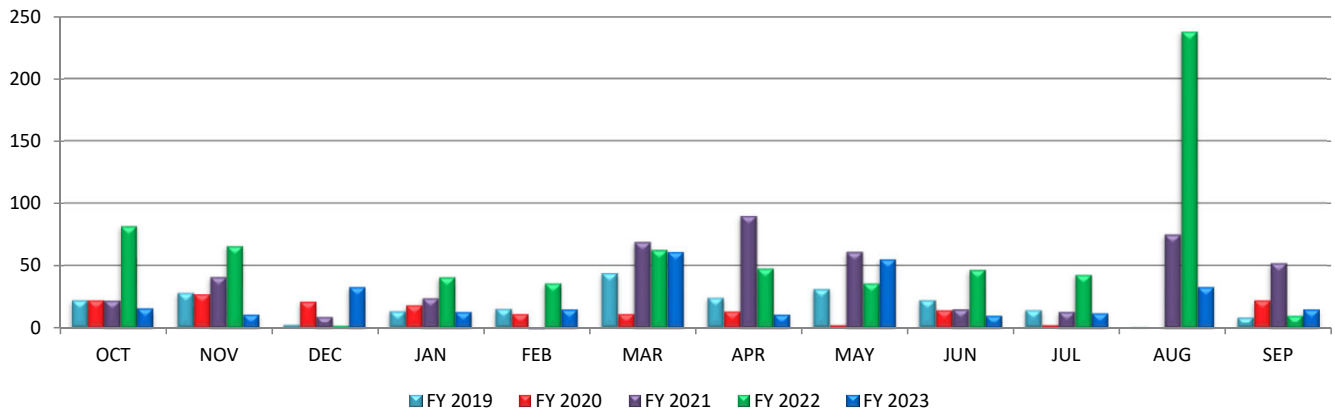


	Q1	Q2	Q3	Q4
FY 2019	11,901	17,115	13,619	10,494
FY 2020*	11,739	13,593	8,353	7,613
FY 2021	11,326	11,969	10,910	9,871
FY 2022	12,845	12,135	13,930	10,424
FY 2023	14,308	12,683	13,471	11,009
Average	12,424	13,499	12,057	9,882

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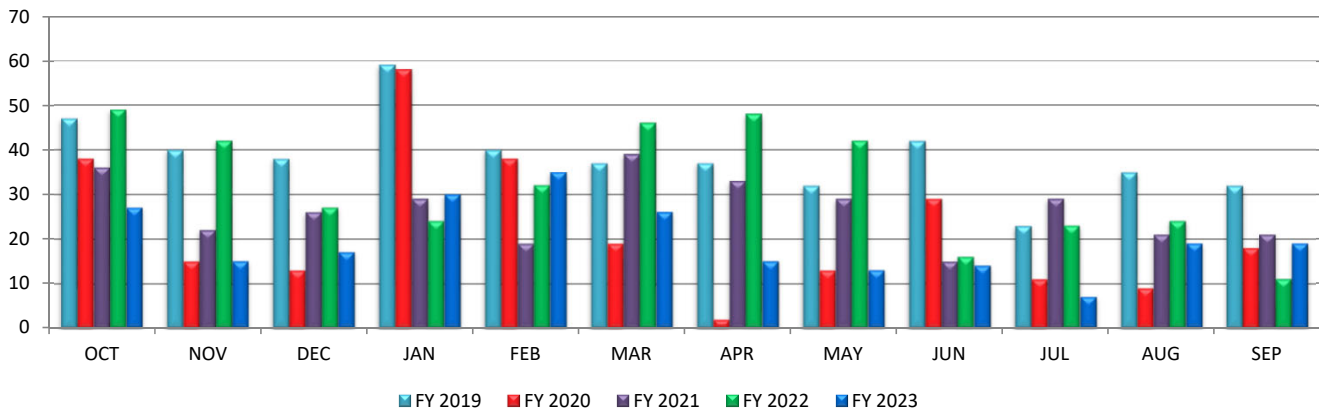
FY 2023 Myers Park Event Center Statistics

Added Likes on Facebook



	Q1	Q2	Q3	Q4
FY 2019	52	72	77	18
FY 2020*	70	40	29	24
FY 2021	72	90	166	140
FY 2022	150	140	131	291
FY 2023	60	89	76	60
Average	81	86	96	107

Networking, Community & New Client Meetings Attended



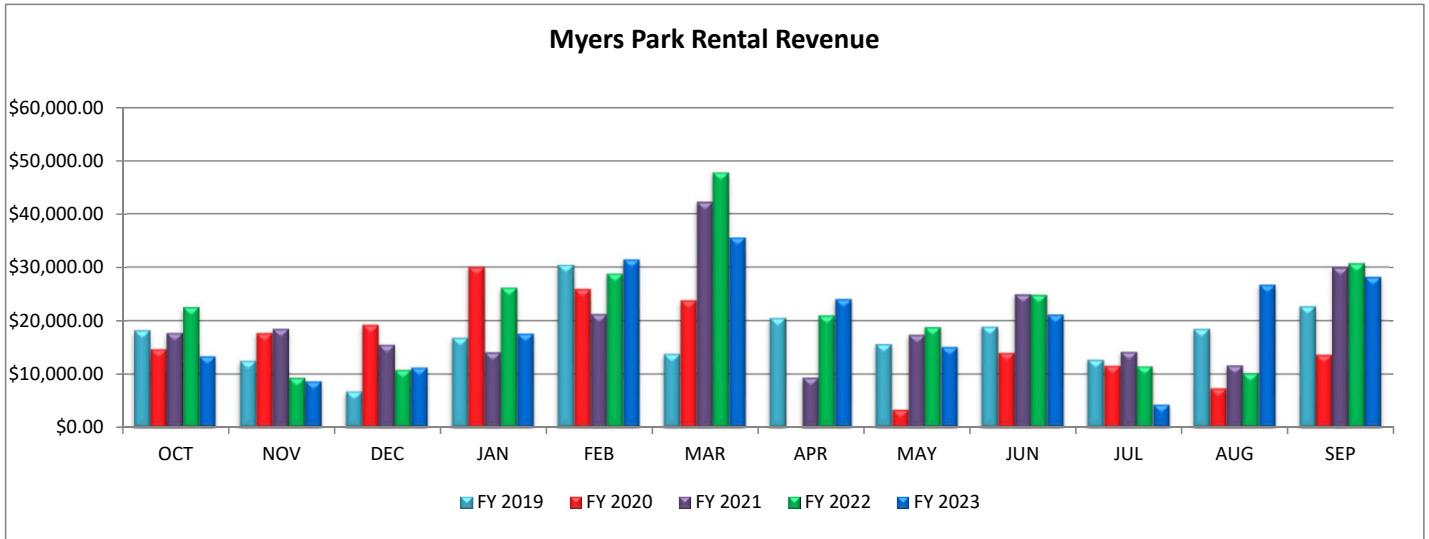
	Q1	Q2	Q3	Q4
FY 2019	125	136	111	90
FY 2020*	66	115	44	38
FY 2021	84	87	77	71
FY 2022	118	102	106	58
FY 2023	59	91	42	45
Average	98	110	85	64

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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 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
FY 2022	42,610	102,838	64,639	52,328
FY 2023	33,230	84,716	60,302	59,200
Average	43,362	81,229	49,818	50,773

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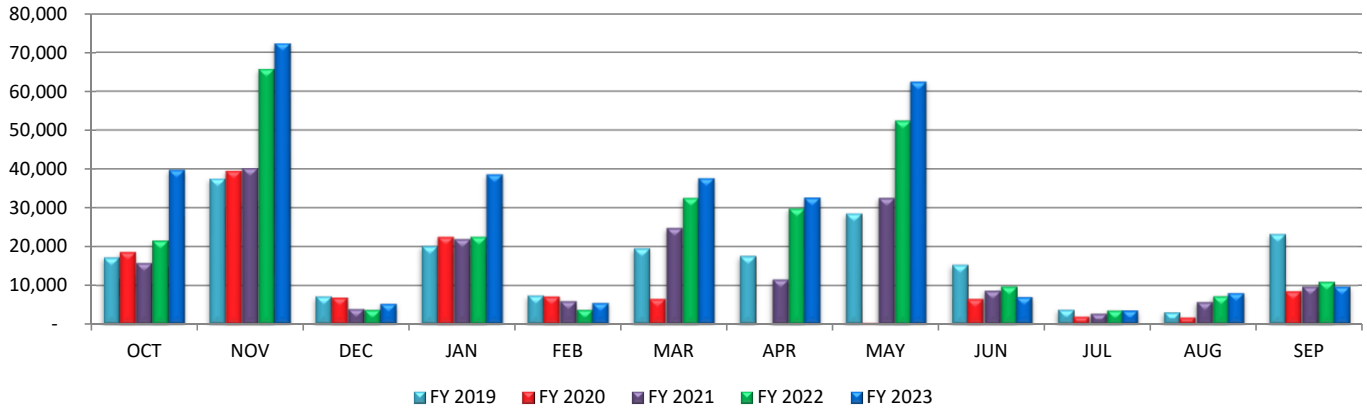
Myers Park Events

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

Goals & Objectives

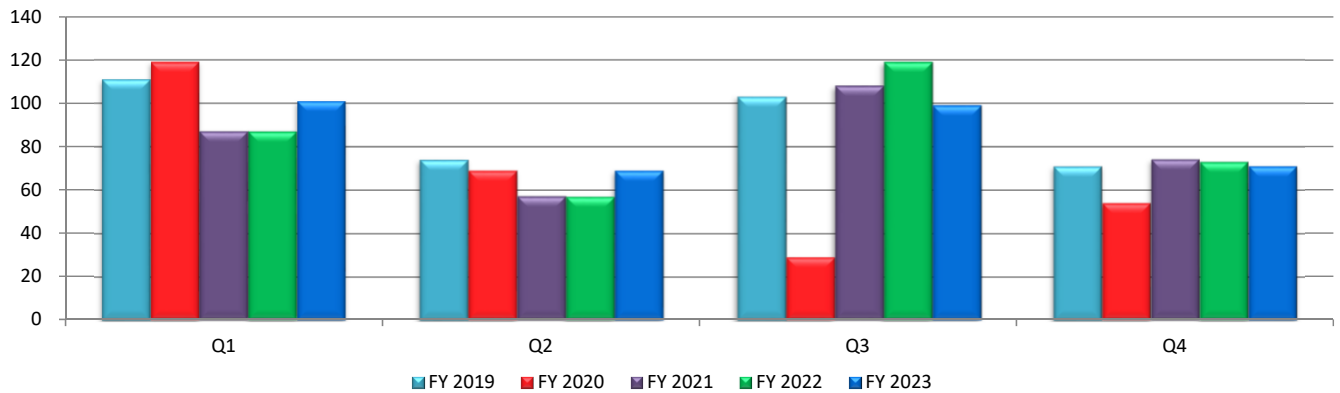
1. Schedule and complete 200 events by September 30th.

Myers Park Event Attendance



	Q1	Q2	Q3	Q4
FY 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
FY 2022	91,117	58,921	92,114	21,814
FY 2023	117,459	81,597	102,018	21,127
Average	79,128	55,327	63,048	20,709

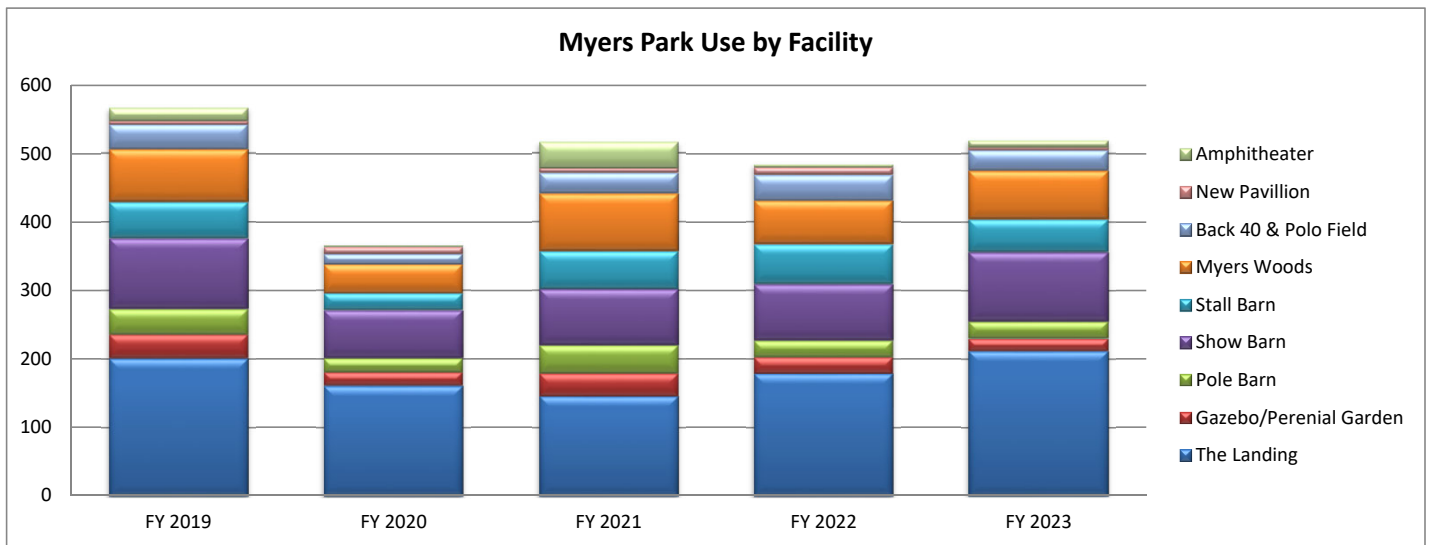
Myers Park # of Events



	Q1	Q2	Q3	Q4
FY 2019	111	74	103	71
FY 2020*	119	69	29	54
FY 2021	87	57	108	74
FY 2022	87	57	119	73
FY 2023	101	69	99	71
Average	101	65	92	69

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FY 2023 Myers Park Event Center Statistics



	FY 2019	FY 2020*	FY 2021	FY 2022	FY 2023
The Landing	201	161	146	179	212
Gazebo/Perennial Garden	35	20	33	24	18
Pole Barn	37	20	41	24	25
New Pavillion	5	10	7	11	4
Show Barn	103	70	82	82	101
Stall Barn	53	25	55	58	48
Amphitheater	19	3	38	4	10
Myers Woods	77	42	84	64	71
Back 40 & Polo Field	36	15	30	37	30

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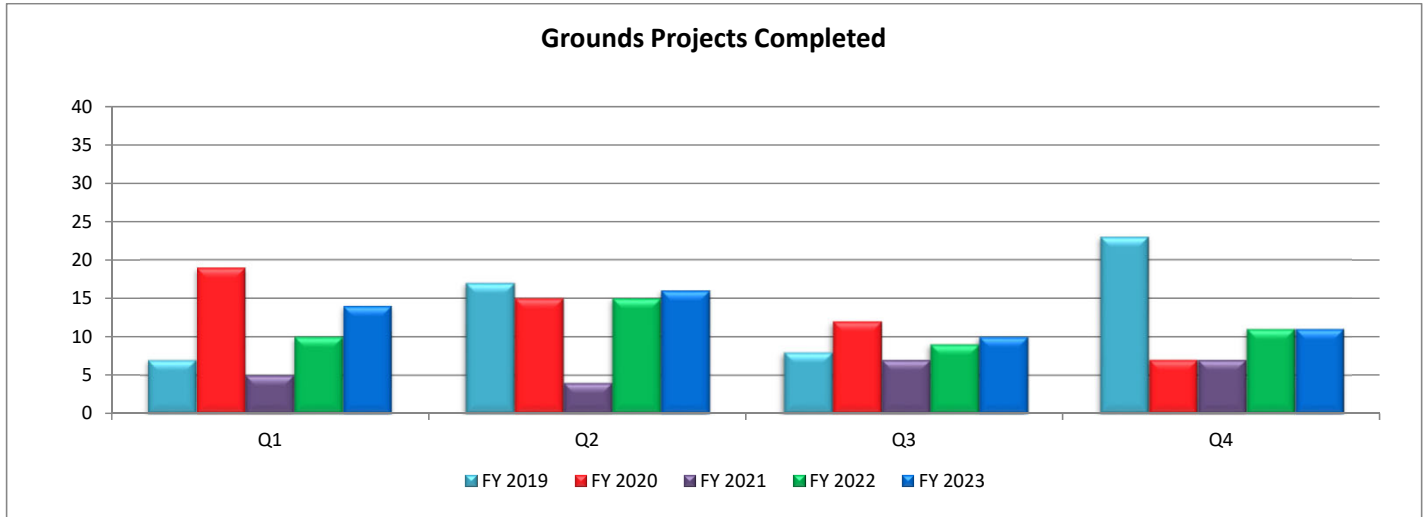
FY 2023 Myers Park Event Center Statistics

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.

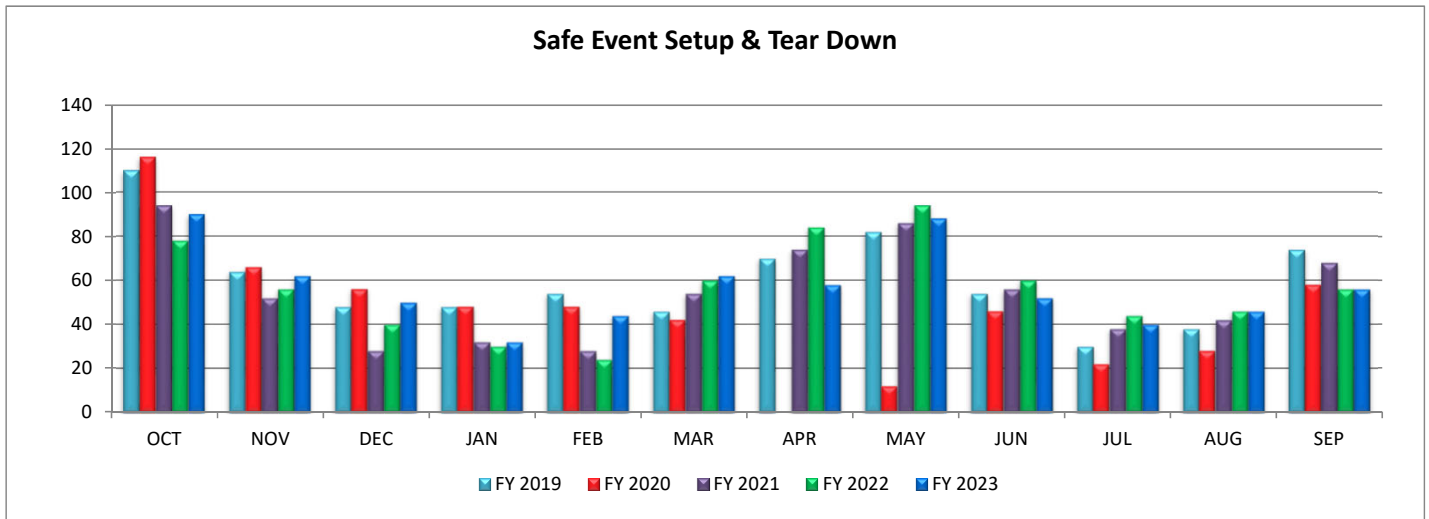
Goals & Objectives

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 2019	7	17	8	23
FY 2020*	19	15	12	7
FY 2021	5	4	7	7
FY 2022	10	15	9	11
FY 2023	14	16	10	11
Average	11	13	9	12

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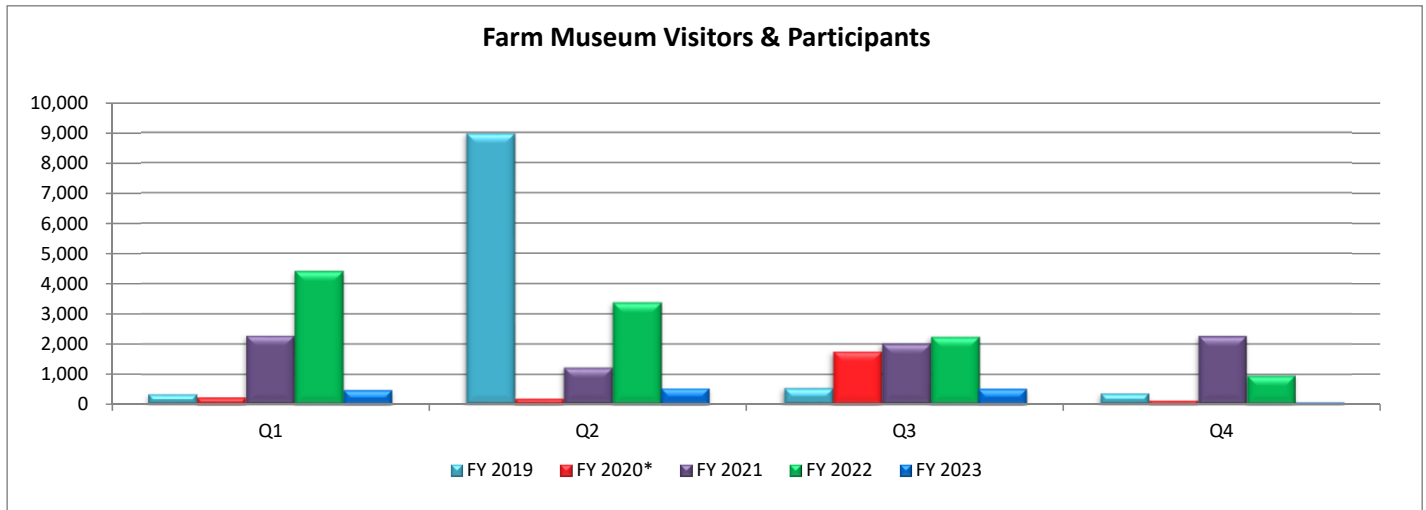
	Q1	Q2	Q3	Q4
FY 2019	222	148	206	142
FY 2020*	238	138	58	108
FY 2021	174	114	216	148
FY 2022	174	114	238	146
FY 2023	202	138	198	142
Average	202	130	183	137

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Farm Museum

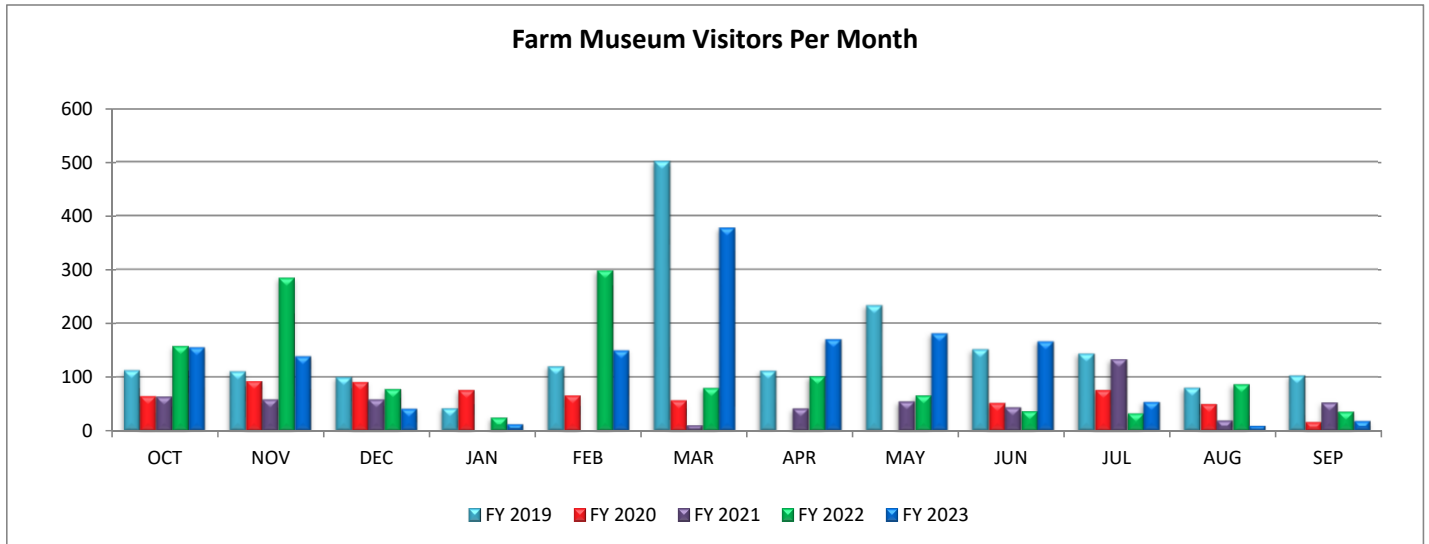
The Collin County Farm Museum strives to develop a better understanding and appreciation of Collin County's rural heritage from the earliest settlement through the 1960s. The Collin County Farm Museum consists of 8,528 square feet of collections and restoration exhibits in the Wells Building. Data reported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



	Q1	Q2	Q3	Q4
FY 2019	324	8,974	532	351
FY 2020*	249	201	1,767	143
FY 2021	2,284	1,216	2,015	2,264
FY 2022	4,421	3,379	2,245	956
FY 2023	476	540	520	81
Average	1,551	2,862	1,416	759

These numbers include outreach participants.

FY 2023 Myers Park Event Center Statistics



	Q1	Q2	Q3	Q4
FY 2019	324	664	498	327
FY 2020*	249	199	52	143
FY 2021	182	11	141	207
FY 2022	521	404	205	156
FY 2023	336	540	520	81
Average	322	364	283	183

These numbers do not include outreach participants.