



I. ASSOCIATION/CORPORATE/SMERF COMPLETED in July 2021: TTL Room nights: 19; TTL Revenue: \$2,112

o Assoc./Corp. HOTEL ROOMS- TTL Room nights: 4; TTL Revenue:\$396

- Association: TTL Room nights: 0; TTL Rev.: \$ 0
- Corporate: TTL Room nights: 0; TTL Rev.: \$0
- Lone Star Media Day -Sheraton: TTL Room nights: 4; TTL Rev.: \$396

o SMERF HOTEL ROOMS- TTL Room nights: 15; TTL Revenue: \$1,716

- **Social: TTL Room nights: ; TTYL Rev. \$**
- **Sports: TTL Room nights: ; TTYL Rev. \$**
 - UC90:
 - o Holiday Inn Express: TTL Room nights: 0 ; TTYL Rev. \$0
- **Weddings: TTL Room nights: 15; TTL Rev. \$1,716**
 - *Grand: TTL Room nights: 0; TTYL Rev. \$ 0*
 - o Heidger/Pegueno Wedding TTL Room Nights: 0; TTL Rev. \$0
 - *Hampton Inn: TTL Room Nights: 6; TTL Rev. \$690*
 - Hill Wedding TTL Room Nights: 0; TTL Rev. \$ NO PICKUP
 - Sudberry Wedding TTL Room Nights: 0; TTL Rev. \$ NO PICKUP
 - Heidger/Pegueno Wedding TTL Room Nights: 6; TTL Rev. \$690
 - *Holiday Inn & Suites: TTL Room nights: 0; TTYL Rev. \$0*
 - *Sheraton: TTL Room nights: 0; TTL Rev. \$0*
 - *SpringHill Suites: TTL Room Nights: 9; TTL Rev. \$1,026*
 - Meuret Wedding TTL Room Nights: 9; TTL Rev. \$1,026

II. Visitors: FYTD Total (July '21): 3,139

Total: (includes all individuals that have come through the visitor's center)

- Out of State: 47
- Out of Country: 2
- Texas Residents: 21
- McKinney Residents: 6
- Register Total: 76
- Ticker Counter: 811

Top Five States requesting information:

- Texas
- California
- Louisiana
- Nevada
- New York

III. RFP's: 32 (5-Association, 14-Corporate, 10-Weddings, 1-Social, 0- Military, 0-Gov't, 1-Education, 0-Religious, 1-Sports, 0-Fraternal)

Corporate:14

- **McKinney Corporate:** 2021-Emerson- Holiday Inn- Room Nights: 120
 1. 9/28-30/21: 1100-Gas Reg Tech-40 attendees, 40 room nights
 2. 10/12-14/21: 1106-Gas Reg Troubleshooting-40 attendees, 40 room nights
 3. 11/2-4/21: 1100-Gas Reg Tech-40 attendees, 40 room nights
 4. 2022-Emerson- Holiday Inn- Room Nights: 240
 5. 2-15-17/22: 1100-Gas Reg Tech-40 attendees, 40 room nights
 6. 3/1-3/22: 1106-Gas Reg Troubleshooting-40 attendees, 40 room nights
 7. 9/27-29/22: 1100-Gas Reg Tech-40 attendees, 40 room nights
 8. 10/11-13/22: 1106-Gas Reg Troubleshooting-40 attendees, 40 room nights
 9. 11/15-17/22: 1100-Gas Reg Tech-40 attendees, 40 room night
 10. 11/29-12/1/22: 1106-Gas Reg Troubleshooting-40 attendees, 40 room nights
 11. Target Corporation – Cvent RFP received on Wednesday, July 7, 2021. Dates of Event: January 24-26, 2022 / 65-70 attendees for total of 195 sleep rooms / Room Block of 65/65/65 / Meeting Space for 3-days / Breakfast-Lunch-Dinner all 3-days. Based on meeting space requirements, shared RFP with the Sheraton. 7/17/21 Update – Sheraton emailed planner request for additional information and has not received phone or email back yet.
 12. Curatolo – Cvent RFP received on Thursday, July 8, 2021. Dates of Event: January 10-15, 2022 / 300 attendees for total of 525 sleep rooms / Room Block of 14/151/170/161/29 / 10-12 concurrent breakout rooms with simultaneous meetings. Based on amount of required double bed sleep rooms and breakout rooms, unable to bid at this time. LOST
 13. CBD Expo – Cvent RFP received on Friday, July 9, 2021. Dates of Event: any Wednesday-Friday in April, 2022 / 600 attendees for total of 150 sleep rooms / Room Block of 50/100 / space for 80 8x10 booths for expo, secure office space, 3 small breakout rooms, 1 evening reception. Based on meeting requirements, only sent RFP to Sheraton; waiting to hear if event will fit or it's too large.
 14. CMN Events – Cvent RFP received on Friday, July 16, 2021. Dates of Event: September 2-4, 2021 / 11 people for a total of 22 sleep rooms / Room block of 11/11 and no event space required. Based on client request for 1 Presidential Suite and 1 Jr Suite and amenities, RFP only sent to Sheraton for their consideration. NO BID (they advised they have to stay close to American Airlines Center in Dallas where they are performing) LOST

Association: 5

1. Dallas Fort Worth Association Executives – Association meeting planner sent RFP on Friday, July 17, 2021. Dates of Event: Options of April 3 or 17 or 24, 2022 / 250-300 attendees for total of 60 sleep rooms / Room Block of 15/15/30 / Meeting Space for 1-day to include 4 breakout rooms, general session for 250-300 and 40 8x10 exhibit booths – all needs to be under 1-roof. Based on amount of required meeting space under 1-roof, RFP sent only to the Sheraton. Waiting to hear if event fits, dates available and if they will bid.
2. American Association of Physicians of Indian Origin – Cvent RFP received on Sunday, July 18, 2021. Dates of Event: August 23-25, 2022/ 1,000 attendees for total of 3,000 sleep rooms / Room block of 1,000/1,000/1,000 / Meeting space requires 1,500 sq ballroom plus 5 large breakout rooms all under 1-roof. Too large, can't bid at this time. LOST
3. Education Service Center Region 10 (ESC 10) – Cvent RFP received on Tuesday, July 20, 2021. Dates of Event: July 11-14, 2022 / 900 attendees for a total of 150 sleep rooms (hybrid meeting) /

- Room block of 50/50/50 / Meeting space requirements are 6 breakout rooms holding 150 each room and general session for 800 under 1-roof. Event too large, unable to bid at this time. LOST
4. Health Industry Distributors Association – Cvent RFP received on Friday, July 23, 2021. Dates of Event: September 16-21, 2023 / 750 attendees for a total of 1,599 sleep rooms / Room block of 18/253/589/589/30 and 30,000 sf meeting and exhibit space + breakout rooms for 150 each, general session for 750-800 under 1-roof. Event too large, unable to bid at this time. LOST
 5. STEP (Society of Talent & Entertainment Professionals) – Annual Conference March 6-7, 2022 – Est 50 attendees – 15-20 rooms for one night – RFP due by August 13th – Decision to be made by end of August

SMERF: 13

Social: 1

1. Texas Cello School – Joseph Kuipers – August 2-7, 2021 at MPAC & Cotton Mill – 2-3 Rooms at Holiday Inn Express

Military/Government: 0

Education: 1

1. Career Education Colleges & Universities – Cvent RFP received on Wednesday, July 14, 2021. Dates of Event: July 2-7, 2024 / 600 attendees for total of 150 sleep rooms / Room Block of 25/90/380/480/280/150 / Meeting Space for 3-days to include 6 breakout rooms + 2 committee rooms / General session for 600 – all needs to be under 1-roof. Based on amount of required sleep rooms and meeting space under 1-roof, unable to bid at this time. LOST

Military/Government: 0

Religious: 0

Fraternal: 0

Weddings: 10

1. Dianne Abington (Mother of the Groom) – Rehearsal Dinner, Thursday, August 5, 2021
2. Tiffany Gainous (Bride) – August 8, 2021 – The Sanctuary – SpringHill Inn & Suites
3. Shawna Hart (MOB) – August 21, 2021 – Grand Ivory – Hampton Inn & Suites
4. Robin Correa (Groom) – September 16, 2021 – Gather in Downtown McKinney – Sheraton
5. Destiny Tambouris (Bride) – October 24, 2021– Magnolia Grace
6. Michelle Brown (MOB) – November 4, 2021 – Magnolia Grace
7. Kimberly Fulmer (Bride) – January 2, 2022 – Rosemary Barn – The Grand Hotel
8. Blas Duran (Groom) – April 2, 2022 – Rustic Grace
9. Elizabeth Cantu – July 11, 2022 – Stone Crest
10. Melissa Eason (MOB) – November 5, 2022 – The Springs in Aubrey – The Neathery

Sports: 1

1. MISD Classic August

Government: 0

Weddings:

Site Visits: 2

Association: 0

Corporate: 1

1. Chief Kistner- Simpson Strongtie Meeting Space for his class. No room nights

SMERF: 1 (Wedding)

1. Tiffany Gainous – settled on the SpringHill Suites

IV. Advertisement/Marketing/Media

JULY.2021 -ROBLY Email Stats	
Average Open Rate	34.80%
Average Click-thru Rate	11.90%
Total Audience	3.3K

Advertising/Marketing/Media

JULY 2021 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Wrote/distributed press release about Rachel Tamez
- Published/distributed planner newsletters (2) for Summer 2021
- Updated TourTexas info – submitted new logo/photos
- Completed first draft/working version of new Visit McKinney Style Guide
- Completed/submitted ads for Houston House & Home (now Get Lost Houston)
- Completed/submitted ads for the three high school sports programs
- Completed/submitted ad for Authentic Texas Magazine
- Completed/submitted ad for Small Market Meetings Magazine
- Completed/submitted TSAE Bulletin info
- Completed/submitted ad for Texas Meetings + Events
- Revised/rebranded on-boarding PowerPoint for Dee-dee
- Rebranded sales one-sheeters for both salespeople
- Created Animoto videos for monitor

SOCIAL MEDIA STATS

FACEBOOK FY 20-21	New Likes	Lifetime Likes	Engaged Users	Total Reach	Impressions
OCT. 2020	84	10,313	38,955	209,565	1,079,909
NOV. 2020	48	10,361	30,843	197,215	1,047,241
DEC. 2020	80	10,441	32,452	221,793	1,191,049
JAN. 2021	100	10,541	32,752	214,596	997,075
FEB. 2021	62	10,603	31,798	259,072	1,268,515
MARCH.2021	107	10,710	44,849	356,581	1,532,678
APRIL.2021	90	10,800	50,069	316,802	1,438,732
MAY.2021	65	10,865	37,275	373,757	1,396,683
JUNE.2021	85	10,950	41,645	687,622	1,966,826
JULY.2021	98	11,048	45,201	370,247	1,993,683
TOTALS	819	N/A	385,839	3,207,250	13,912,391

INSTAGRAM 2020-21	
From 2019-20	3,526
OCT. 2020	247
NOV. 2020	88
DEC. 2020	103
JAN. 2021	167
FEB. 2021	224
MARCH.2021	188
APRIL.2021	106
MAY.2021	121
JUNE.2021	186
JULY.2021	71
TOTAL	5,027

TWITTER - JULY 2021	
Total Followers	5,605
New Followers	17
Tweets	24
Tweet Impressions	7,960
Profile Visits	758
Mentions	18

YOUTUBE 2020-21		
<i>Month</i>	Views	Subscribers
Historical #s	14,352	63
OCT. 2020	548	4
NOV. 2020	259	2
DEC. 2020	174	0
JAN. 2021	231	0
FEB. 2021	187	2
MARCH.2021	214	2
APRIL.21	252	3
MAY.2021	227	3
JUNE.2021	144	2
JULY.2021	134	-2
TOTAL	16,722	79

Google Business Page – 2020-21		
<i>Month</i>	<i>Page Views</i>	<i>Web visits</i>
Historical #	30,725	325
OCT. 2020	2,080	45
NOV. 2020	1,920	33

DEC. 2020	1,690	24
JAN. 2021	1,800	37
FEB. 2021	1,980	21
MARCH.2021	3,470	48
APRIL.2021	4,060	61
MAY.2021	4,620	41
JUNE.2021	3,260	56
JULY.2021	4,180	41
TOTAL	59,785	732

WEBSITE DATA – JULY 2021

Website - 2020-21			
Month	Sessions	Pageviews	Users
OCT. 2020	4,650	9,578	3,976
NOV. 2020	3,643	7,261	3,154
DEC. 2020	3,641	7,567	3,074
JAN. 2021	3,352	6,948	2,950
FEB. 2021	3,100	6,736	2,706
MARCH.2021	5,636	10,873	4,987
APRIL.2021	6,546	12,377	5,735
MAY.2021	6,293	12,067	5,502
JUNE.2021	6,124	15,219	4,843
JULY.2021	6,919	15,904	5,542
TOTAL	49,904	104,530	42,469

JULY.2021	Users
Mobile	3,328
Desktop	2,065
Tablet	149
TOTAL	5,542

JULY 2021 - TOP 10 WEB PAGES		
Page	Pageviews	Unique Pg Views
Home page	2,634	2,149
Events	884	698
Real Kika Blog	577	516
Things to do	439	365
Restaurants	387	295
Visitors Guide	342	251
McKinney Activities	294	245
Shopping/downtown	264	238
Blog home page	232	179
Places to stay	225	185

Top Countries - JULY 2021			
Country Breakdown	Users	New Users	Sessions
United States	5,295	5,136	6,659
Canada	46	44	47
China	41	41	42
Ireland	33	33	33
Germany	18	18	21
United Kingdom	10	9	10
India	10	10	10
Spain	8	8	8
Mexico	8	8	8
Sweden	7	7	7

Top States – JULY 2021			
State Breakdown	Users	New Users	Sessions
Texas	4,027	3,887	5,212
Virginia	176	175	176
California	146	145	157
(not set)	68	68	69
Kansas	66	64	70
Florida	63	62	71
Arizona	61	445	105
New York	61	59	67
Oklahoma	54	54	57
Oregon	44	44	44

Top Cities – JULY 2021			
City Breakdown	Users	New Users	Sessions
McKinney	1574	1463	2296
Dallas	948	877	1107
Allen	179	170	204
Plano	158	151	169
Ashburn, VA	149	149	149
Frisco	131	126	139
Houston	97	90	119
Melissa	69	67	75
Fort Worth	55	54	59
Prosper	54	51	61

BLOG VISITS - FY 20-21	
Month	Sessions
OCT. 2020	537
Nov. 2020	680
Dec. 2020	770
JAN. 2021	465
FEB. 2021	355
MARCH.2021	392
APRIL.2021	460
MAY.2021	1,118
JUNE.2021	1,075
JULY.2021	1,555
TOTAL	7,407

Blogs (Top 5) for JULY 2021:

- The Real Kika Blog - 577
- Plan Your Visit (Visit Widget) – 137
- Outdoor Fun in McKinney – 55
- Crape Myrtle Park – 43
- Patio Dining in McKinney - 38

Top 5 HOME BUTTONS	
FORMAT NO LONGER USED	

JULY 2021: TOP REFERRAL PG	
Newsbreakapp.com	454
Facebook	503
McKinneytexas.org	53
baidu.com	28
t.com	27
flytki.com	26
onlyinyourstate	18
linkedin.com	13
McKinneyPhilharmonic.org	13
Simpleview	13
TOTAL	1148

JULY 2021-KPIs & Groups	
KPIs	1
Turlaxin	3
Byron Nelson	7
koha USA	46
TOTAL:	57

JULY 2021 - Ad Landing Pages/QR CODES	
Certified Dallas Map	6
Downtown Parking Map	3
Texas Events Calendar	4
VM Rack Card	9
Get Lost Houston	11
Small Market Meetings	16
Texas Meetings & Events	1
TSAE brief	15
Texas Highways	14

JULY 2021 – MPG Page Views	
Main Page	82
Venues by Capacity	52
Request Info/RFP	16
Venues/Videos	19
Helpful resources	18
Vendors	7
Site visits	6
Tour Options/Itineraries	220
TOTAL:	420

OTHER STATS

CROWDRIFT – JULY 2021		
Gallery	Interactions	Views
Being Social	0	4
History/Dwntn	0	8
Home Gallery	18	624
McK Dining	78	406
McK Events	15	63
Explore	81	172
Weddings	23	115
Shopping	15	80
Chestnut Square	11	17
McK Music	0	56
TOTAL	241	1,545

VISIT WIDGET - JULY 2021				
	Users	Sessions	Page Views	New Downloads
Widget	49	61	250	
<i>Desktop</i>	46	58	241	
<i>Mobile</i>	3	3	9	
Mobile APP	263	490	1439	
<i>App-iOS</i>	212	432	1207	64
<i>App-Android</i>	51	58	232	17
TOTAL	312	551	1689	81

TOP LOCATIONS USING VISIT WIDGET

McKinney, TX
San Francisco, CA
Austin, TX
Dallas, TX
Houston, TX
Prosper, TX
Boston, MA
Los Angeles, CA
Allen, TX
Moses Lake, WA

TourTexas.com 2020-21					
Month	McKinney Page	Things to Do	Events	Attractions	Native Texan
OCT. 2020	469	1,197	112	4,659	305
NOV. 2020	449	165	69	2,997	338
DEC. 2020	387	161	67	1,788	202
JAN. 2021	374	173	100	2,221	334
FEB. 2021	328	163	116	2,103	299
MAR.2021	567	269	100	4,573	370
APRIL.2021	347	221	124	2,798	348
MAY.2021	608	189	189	1,995	353
JUNE.2021	829	124	207	3,299	383
JULY.2021	966	362	209	3,442	325
TOTAL	5,324	3,024	1,293	29,875	3,257

FREE PUBLICITY:

FY 20-21	Budgeted Amount
Adv. & Promo TTL	\$194,767

JULY 2021 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
Trip101.com	19 Fun Things In McKinney	\$0	\$903	\$2,709	480,531
Community Impact	Visit McKinney New Website	\$0	\$446	\$1,338	237,019
TOTALS		\$0	\$1,349	\$4,047	717,550
FY 20-21 Running Totals		\$35,423	\$211,817	\$467,620	93,171,722

Top 5 McKinney Hotels 2020-2021 Occupancy Rates: %
OCCUPANCY RATES:

Hotel	Oct. '20	Nov. '20	Dec. '20	Jan. '21	Feb. '21	Mar. '21	Apr. '21	May '21	Jun. '21	Jul. '21	Aug. '21	Sept. '21
Comfort	54.02	0	53.56	57.40	70.18	80.59	72.17	73.43				
Hampton	93.79	91.46	86.05	90.89	93.75	99.44	99.44	98.75				
Holiday Inn	39.07	43.80	49.84	49.84	64.82	80.81	69.75	75.85				
Holiday Inn Exp. (CR)	44.31	45.38	36.98	42.62	51.80	63.28	52.09	56.57				
Home 2	51.52	48.16	48.27	61.62	68.59	88.57	85.95	91.23				
La Quinta	41.40	37.47	56.59	68.97	73.73	80.44	80.76	80.40				
Sheraton	48.99	30.37	22.94	28.01	39.63	52.03	53.89	61.24				
Springhill	54.45	45.76	39.87	47.02	51.89	73.29	66.03	77.03				

Sheraton Occupancy Rates:

Month	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19	FY 19-20	FY 20-21
October	N/A	67.28%	75.19%	96.77%	85.79%	79.61%	48.99%
November	N/A	61.35%	75.20%	N/A	77.95%	76.43%	30.37%
December	N/A	69.24%	57.74%	N/A	66.66%	67.16%	22.94%
January	N/A	61.62%	69.54%	72.13%	69.83%	70.19%	28.01%
February	N/A	71.58%	79.77%	79.03%	83.67%	75.03%	39.63%
March	24.60 %	63.53%	77.04%	75.54%	78.16%	31.5%	52.03%
April	39.29%	82.34%	84.81%	78.06%	77.79%	2.05%	53.89%
May	50.47%	64.60%	81.11%	78.87%	75.28%	8.35%	61.24%
June	69.70%	75.03%	88.88%	81.25%	78.70%	33.16%	
July	75.60%	72.61%	N/A	77.76%	73.50%	38.42%	
August	56.22%	63.86%	76.00%	72.64%	70.90%	36.97%	
September	56.43%	72.50%	N/A	78.98%	75.40%	85.45%	

V. LOST BUSINESS: 0 Corporate; 1 SMERF; 0 Government; 15 Association Groups = Lost Revenue: \$9,570,825

CORPORATE:

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
				Corporate Lost:	\$0

SMERF:

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
June 2024	Career Education Colleges & Universities, Annual Convention	Sheraton, Too Large	500	480	\$125,000
TOTAL			500	480	\$125,000

GOVERNMENT:

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
TOTAL					\$0

ASSOCIATION:

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
September 2024	National Association of Latino Arts & Culture, National Latinx Summit	Sheraton, Too Large	1,400	700	\$312,000
October 2024	Latino Hotel & Restaurant Association, Annual Conference	Sheraton, Too Large	1,600	900	\$306,000
June 2024	Agricultural Teachers Association of Texas, Annual Conference	Sheraton, Too Large	6,300	2,100	\$1,088,000
September 2024	GPA Midstream Association, Annual Convention	Sheraton, Too Large	2,400	800	\$480,000
June 2025	International Christian Accrediting Association, International Educators Conference	Sheraton, Too Large	800	400	\$1475,000

October 2025	International Association for Computer Information Systems, Annual Conference	Sheraton, Too Large	3,600	900	\$759,000
October 2024	Computer Professionals for Social Responsibility, Annual Conference	Sheraton, Too Large	800	400	\$194,000
June 2024	Computer Professionals for Social Responsibility, Directions & Implications in Advanced Computing Conference	Sheraton, Too Large	1,100	550	\$238,000
July 2025	Petroleum Equipment Institute, Purchasing & Inventory Managers Conference	Sheraton, Too Large	2,400	1,200	\$485,000
August 2022	American Association of Physicians of Indian Origin	Sheraton, Too Large	3,000	1,000	\$640,000
July 2022	Education Service Center Region 10, Now 4 Ever Conference	Sheraton, Too Large	2,400	800	\$424,000
September 2023	Health Industry Distributors Association, Expo & Business Exchange	Sheraton, Too Large	1,599	750	\$334,825
September 2025	Association of Surgical Technologists, Surgical Technology Conference	Sheraton, Too Large	1,400	700	\$326,000
March 2024	International Association for Computer Methods & Advances in Geomechanics, Symposium	Sheraton, Too Large	6,300	2,100	\$1,199,000
June 2023	International Association for Computerized Adaptive Testing, IACAT Conference	Sheraton, Too Large	6,000	2,000	\$1,185,000
TOTAL			41,099	15,300	\$9,445,825

These numbers are approximate and based on average usage/rates for the past 3 years of meeting history. These numbers may change considerably due to COVID19. There is no guarantee this business would be awarded to McKinney. This report only reflects business McKinney cannot currently bid on due to lack of space and/or lack of attractions.