



January 14, 2022

TO: McKinney Economic Development Corporation  
 McKinney Community Development Corporation

FROM: F. Marie Woodard

**Visit McKinney December 2021**

**ASSOCIATION/CORPORATE/SMERF/GOVERNMENT COMPLETED in December 2021: TTL Room nights 350; TTL Rev.: \$44,030.00**

**ASSOCIATION:** 0 Total Room nights; \$0 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
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**CORPORATE:** 0 Total Room nightd; \$0 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
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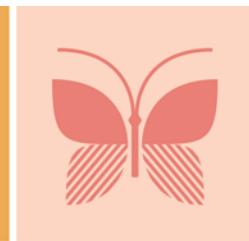
**SMERF:** 0 Total Room nights; \$0 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
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**Social:** 0 Total Room Nights; \$0 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
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**Military/Government:** 0 Total Room Nights; \$0 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
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**Education: 0**

**Religious: 0**

**Fraternal: 0**

**Weddings:** 0 Total Room Nights; \$0 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Dec 10	Rea/Macmullen Wedding	Sheraton	0	0	0
Dec 10	Rea/Macmullen Wedding	La Quinta	0	0	0

**Sports: TTL Room nights 350; TTL Rev.: \$44,030.00**

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Dec 5	Solar Soccer	Holiday Inn Express	0	0	0
Dec 11	Solar Soccer	Holiday Inn Express	0	0	0
Dec 15-18	NCAA Division II Championship	Sheraton	315	\$125	\$39,375
Dec 15-18	NCAA Division II Championship	SpringHill Suites	35	\$133	\$4655
<b>Dec 15-18</b>	<b>NCAA Division II Championship</b>	<b>Marriott Allen</b>	<b>315</b>	<b>\$129</b>	<b>\$40,635</b>

**II. VISITORS: FYTD Total (October 2021): 633**

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

- Out of State: 52
- Out of Country: 7
- Texas Residents: 5
- McKinney Residents: 0
- Register Total: 64
- Ticker Counter: 440





**Top Five States requesting information:**

- Texas
- Illinois
- New York
- Florida
- California

**III. RFP's: 11 (0-Association, 1-Corporate, 5-Weddings, 2-Social, 0- Military, 0-Gov't, 1-Education, 0-Religious, 2-Sports, 0-Fraternal)**

DUE TO COVID19, a lot of Planners are sending out RFPs and holding selections until Fall.

**Corporate: 1**

1. Self Opportunity, Restaurant Recruiting & Acquisitions Meeting & Workshop – Event planner contacted D. Guerra directly on Wednesday, December 1, 2021. Dates of Event: August or September 2022 / 200 attendees using approximately 20-30 sleep rooms for 1 night / Meeting Space for 2-days / 1 general session room for 200 / 3-4 breakout rooms for 30 people each. Based on request for 'unique venues' D. Guerra suggested MPAC as venue and The Grand for room block.

**Association: 0**

**SMERF: 10**

**Social: 2**

1. 2022 ComedySportz – March 1-4, 2022 – Grand Hotel – Est 30 room nights
2. Sellers Surprise 50<sup>th</sup> Birthday – March 5, 2022 – La Quinta – Est 10 room nights

**Military/Government: 0**

**Education: 1**

1. Frisco Home is School Retreat – February 25-26, 2022 – Holiday Inn Express – Est 15 room nights

**Religious: 0**

**Fraternal: 0**

**Weddings: 5**

1. Mehra Wedding – April 16, 2022 – Hotel TBD – Est 15 room nights
2. Schoening/Parker Wedding- September 24, 2022 – Hotel TBD – Est 5 room nights
3. Findley/Stillwell – May 1, 2022 – Sheraton & Hampton Inn – Est 20 room nights
4. Kensell Wedding – May 14, 2022 – Sheraton – Est 10 room nights
5. Hoover/Weger Wedding – July 2, 2022 – Hotel TBD – Est 40 room nights

**Sports: 2**

1. Tracy Beard Classic – February 18-20, 2022 – City Wide – Est 75 room nights
2. AEYL Basketball Tournament – June 24-26, 2022 – City Wide – Est 30 room nights

**Ongoing Leads: 27**

**Corporate: 0**

**Association: 0**

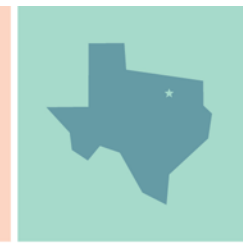
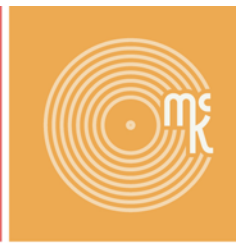
**SMERF: 27**

**Social: 0**

**Military/Government: 0**

**Education: 0**





**Religious: 0**

**Fraternal: 1**

1. Order of the Eastern Star – Nancy Hardy – March 25-26, 2022 – McKinney Masonic Lodge – Attendance: 40, Room Nights: 15

**Weddings: 19**

1. Fulmer/Mullins – January 2, 2022 – Rosemary Barn – The Grand Hotel – 10 room nights
2. Hayes/Allday Wedding – January 8, 2022 – D’Vine Grace – Grand Hotel & Fairfield Inn – 150 attendees – 10 room nights
3. Chase Wedding – January 21, 2022 – Rustic Grace – Fairfield Inn – Est 10 Rooms
4. Jackson/Gonzales Wedding – January 25, 2022 – The Station – Holiday Inn Express – Est 10 rooms
5. Ahlgrimm Wedding – January 29, 2022 – Magnolia Grace
6. Johnson/Harland Wedding – March 4, 2022 – The Sanctuary – Home2 – Est 10 rooms
7. Bryant/Keeton Wedding – March 6, 2022 – Rustic Grace – Hampton Inn – 100 attendees – 20 room nights
8. Ashley Torres – March 22, 2022 – Magnolia Grace
9. Peltier/Duran Wedding – April 2, 2022 – Rustic Grace – Fairfield Inn – 10 room nights
10. Miller/Dooley Wedding – April 23, 2022 – River Road Chateau – Hampton Inn – Est 20 rooms
11. Sosa/Horsley Wedding – May 5, 2022 - D’Vine Grace – The Grand – Est 10 rooms
12. Hermosillo/Arias Wedding – May 7, 2022 – The Sanctuary – Sheraton – 95 attendees – 10 room nights
13. Lauren Walsh – June 18, 2022 – Magnolia Grace
14. Edel/Bouillion Wedding – June 24, 2022 – Stone Crest
15. Elizabeth Cantu – July 11, 2022 – Stone Crest
16. Renteria Wedding – July 23, 2022 – Rosemay Barn
17. Anderson/Diaz Wedding – August 6, 2022 – Rustic Grace
18. Pruitt Wedding – October 1, 2022 – The Springs – The Grand – Est 10 rooms
19. Melissa Eason (MOB) – November 5, 2022 – The Springs in Aubrey – The Neathery

**Sports: 7**

1. Solar Soccer – December 5, 2021 – Holiday Inn Express – attendees unknown – 5 room nights
2. Solar Soccer – December 11-12, 2021 – Holiday Inn Express – attendees unknown – 5 room nights
3. Solar Soccer – March 26, 2022 – Holiday Inn Express – attendees unknown – 5 room nights
4. Solar Soccer – April 24, 2022 – Holiday Inn Express – attendees unknown – 5 room nights
5. Solar Soccer – April 20-May 1, 2022 – Holiday Inn Express – attendees unknown – 5 room nights
6. NCAA Division II – December - 2021-2025
7. AT&T Byron Nelson – May – 2022-2025

**Day Trips-0**

**Site Visit: 1**

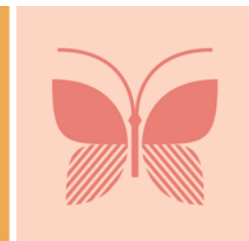
**Association: 0**

**Corporate: 0**

**SMERF: 1**

1. ABA Tour – Jan 8, 2022 - Heard Nature Museum





#### IV. ADVERTISING/MARKETING/MEDIA

DECEMBER 2021 -ROBLY Email Stats	
Average Open Rate	61.10%
Average Click-thru Rate	9.80%
Total Audience	3,530

#### NOVEMBER 2021 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Spring events submitted to Texas Events Calendar (March-May 2022)

#### SOCIAL MEDIA STATS

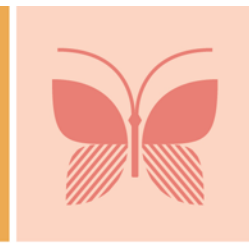
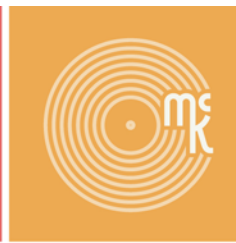
FACEBOOK FY 21-22	New Likes	Lifetime Likes	Post Reach
OCT. 2021	139	13,383	22,044
NOV. 2021	80	13,463	22,601
DEC. 2021	57	13,520	17,668
<b>TOTALS</b>	<b>276</b>	<b>N/A</b>	<b>62,313</b>

INSTAGRAM 2021-22	
From 2019-20	<b>5,633</b>
Oct. 2021	<b>94</b>
Nov. 2021	<b>89</b>
Dec. 2021	<b>67</b>
<b>TOTAL</b>	<b>5,883</b>

TIKTOK FY 21-22	Followers	Video Likes	Profile Views	Video Views	Shares
OCT. 2021	17	88	65	1,682	5
NOV. 2021	18	73	38	5,020	21
DEC. 2021	85	1,293	38	7,152	9
<b>TOTALS</b>	<b>xxx</b>	<b>1,454</b>	<b>141</b>	<b>13,854</b>	<b>35</b>

YOUTUBE 2021-22		
Month	Views	Subscribers
<i>Historical #s</i>	<b>17,160</b>	<b>81</b>
OCT. 2021	148	1
NOV. 2021	176	-1
DEC. 2021	116	0
<b>TOTAL</b>	<b>17,600</b>	<b>81</b>





Google Business Page – 2021-22		
Month	Page Views	Web visits
Historical #	69,114	828
OCT. 2021	2,777	34
NOV. 2021	3,480	51
DEC. 2021	5,210	30
<b>TOTAL</b>	<b>80,581</b>	<b>943</b>

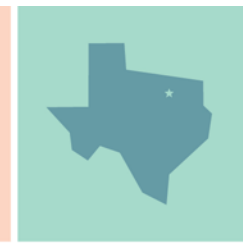
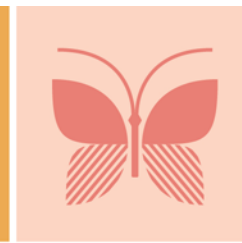
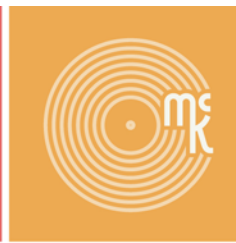
Website - 2021-22			
Month	Sessions	Pageviews	Users
OCTOBER.2021	11,700	22,702	9,550
NOVEMBER.2021	10,815	20,574	9,089
DECEMBER.2021	13,268	23,954	11,197
<b>TOTAL</b>	<b>35,783</b>	<b>67,230</b>	<b>29,836</b>

DECEMBER.2021	Users
Mobile	7,741
Desktop	3,199
Tablet	301
<b>TOTAL</b>	<b>11,241</b>

*This total doesn't add up. The Analytics page shows the three numbers and has the wrong total – 11,197. I don't know what Google did with the other 44 users. See screen shot below:*

Device Category ?	Acquisition
	Users ? ↓
	<b>11,197</b> % of Total: 100.00% (11,197)
1. mobile	<b>7,741</b> (68.86%)
2. desktop	<b>3,199</b> (28.46%)
3. tablet	<b>301</b> (2.68%)

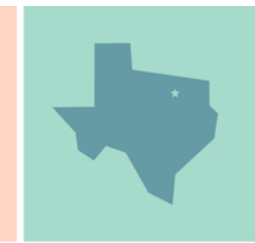
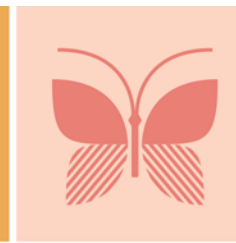




Top Countries - DECEMBER 2021			
Country Breakdown	Users	New Users	Sessions
United States	10,893	10,693	12,929
India	35	33	36
Ireland	32	32	32
Canada	30	30	31
China	23	22	23
United Kingdom	20	20	22
Germany	15	15	18
Mexico	15	15	15
Philippines	10	9	12
Sweden	9	9	10

Top States – DECEMBER 2021			
State Breakdown	Users	New Users	Sessions
Texas	7,578	7,340	9,088
Michigan	583	580	666
California	269	261	309
Georgia	239	232	259
Florida	187	185	223
Oklahoma	155	143	171
Illinois	135	128	147
Kansas	134	134	141
Virginia	129	127	132
Colorado	107	103	120





Top Cities – DECEMBER 2021			
City Breakdown	Users	New Users	Sessions
McKinney	2,546	2,375	3,082
Dallas	2,295	2,105	2,589
Allen	328	310	370
Plano	300	282	329
Frisco	237	228	277
Houston	194	175	217
Prosper	147	135	158
Sherman	134	127	140
Fort Worth	130	120	153
Austin	100	90	119

BLOG VISITS - FY 21-22	
Month	Sessions
OCT. 2021	1,055
NOV. 2021	3,355
DEC. 2021	4,207
<b>TOTAL</b>	<b>8,617</b>

**Blogs (Top 5) for DECEMBER 2021:**

- NYE 2021 – 1,097
- Christmas Dining Options – 532
- December events in McKinney - 399
- Shop Dogs – 344
- Kid-Friendly Dining – 156





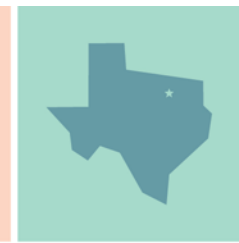


DECEMBER 2021 - TOP 10 WEB PAGES		
Page	Pageviews	Unique Pg Views
Home page	3,538	2,859
D2 Football	1,919	1,734
NYE blog	1,097	1,734
Downtown Shopping	1,075	865
Events	919	781
Things to Do	668	540
Christmas dining blog	532	506
Visitors Guide	482	417
Restaurants	409	359
December Events blog	399	347

DECEMBER 2021: TOP REFERRAL PG	
m.facebook.com	507
newsbreakapp.com	290
<a href="https://ferrisstate.prestosports.com">ferrisstate.prestosports.com</a>	163
McKinneyTexas.org	132
<a href="https://l.instagram.com">l.instagram.com</a>	126
<a href="https://Ferrisstatebulldogs.com">Ferrisstatebulldogs.com</a>	108
<a href="https://lm.facebook.com">lm.facebook.com</a>	96
Ferris.edu	94
l.facebook.com	55
pickleballtournaments.com	20
<b>TOTAL</b>	<b>1591</b>

DECEMBER-KPIs & Groups	
KPIs	1
THC Historic Workshop	1
Byron Nelson	10
Holidays Ideas Groups	2
<b>TOTAL:</b>	<b>14</b>

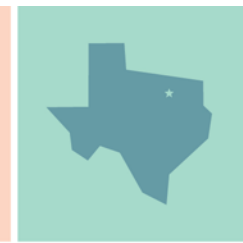




DECEMBER 2021 - Landing Pgs/QR CODES	
Texas Meet+Event - page	21
TM+E QR Code	8
Byron Nelson QR code	1
Sports Sales Sheet	1
Certified Map	17
Bus Tours Mag. QR code	6
TSAE Membership Dir.	5
D2 Fan Fest	8
Rachel_wedding handout	8
Rack Cards	5
<b>TOTAL</b>	<b>80</b>

DECEMBER 2021 – MPG Page Views	
Main Page	73
Venues by Capacity	103
Request Info/RFP	6
Venues/Videos	7
Helpful resources	1947
Vendors/services	10
Site visits	0
Tour Options/Itineraries	253
<b>TOTAL:</b>	<b>2399</b>

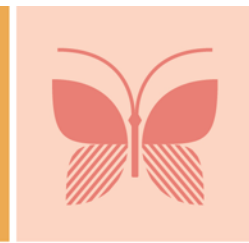
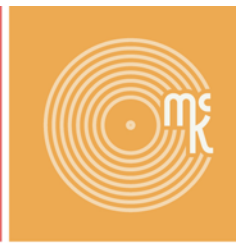




**OTHER STATS**

<b>CROWDRIFT – DECEMBER 2021</b>		
<b>Gallery</b>	<b>Interactions</b>	<b>Views</b>
Being Social	0	2
History/Dwntrn	523	772
Home Gallery	14	805
McK Dining	33	408
McK Events	24	78
Explore	101	295
Weddings	3	69
Shopping	29	187
Chestnut Square	29	18
McK Music	0	19
Murals	8	12
Dogs in McKinney	1	42
Filming in McK	0	15
Erwin	20	9
Christmas	0	0
Adriatica	190	214
Art in McKinney	0	19
Byron Nelson	1	2
Small Bus.Sat.	16	35
Cadence Blog	4	4
<b>TOTAL</b>	<b>996</b>	<b>3,005</b>





VISIT WIDGET - DECEMBER.2021				
	Users	Sessions	Page Views	New Downloads
<b>Widget</b>	<b>34</b>	<b>37</b>	<b>64</b>	
<i>Desktop</i>	22	24	44	
<i>Mobile</i>	12	13	20	
<b>Mobile APP</b>	<b>272</b>	<b>348</b>	<b>1,605</b>	
<i>App-iOS</i>	289	492	1737	<b>62</b>
<i>App-Android</i>	29	29	187	<b>10</b>
<b>TOTAL</b>	<b>306</b>	<b>385</b>	<b>1,669</b>	<b>72</b>

**TOP LOCATIONS USING VISIT WIDGET**

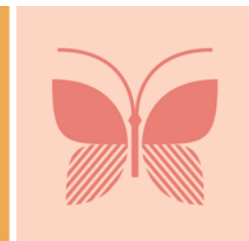
McKinney, TX
Dallas, TX
Grand Prairie, TX
Chicago, IL
Little Elm, TX
Austin, TX
Midland, TX
Nashville, TN
Prosper, TX

TourTexas.com 2021-22					
Month	McKinney Page	Things to Do	Events	Attractions	Native Texan
OCT. 2021	398	345	269	3,343	375
NOV. 2021	274	181	231	4,779	314
DEC. 2021	261	406	222	1,557	216
<b>TOTAL</b>	<b>933</b>	<b>932</b>	<b>722</b>	<b>9,679</b>	<b>905</b>

**FREE PUBLICITY:**

FY 21-22	Budgeted Amount
Adv. & Promo TTL	\$195,023





DECEMBER 2021 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
StatePoint Media	holiday feature	\$0	\$10,907	\$32,721	1,987,307
CW-TV	YOLO TX - The Celt (replay)	\$0	\$5,050	\$15,150	100,000
<b>TOTALS</b>		\$0	\$15,957	\$47,871	2,087,307
<b>FY 21-22 Running Totals</b>		\$8,960	\$34,315	\$97,545	5,259,668

**LOST BUSINESS:** 0 Corporate Group, 0 Association Groups and 1 SMERF Group; Lost Revenue: \$11,159

**CORPORATE:**

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

**SMERF & SPORTS: (Social/Weddings, Military/Gov't, Education, Religious, Fraternal)**

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
July 2022	Texas A&M, Summer CFO Meeting	Sheraton, Not a 4 or 5-star Property	41	50	\$11,159
				<b>SMERF Lost:</b>	<b>\$11,159</b>

**ASSOCIATION:**

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
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				<b>Association Lost:</b>	<b>\$0</b>

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.

