



**To:** Visit McKinney Board  
**From:** Dee-dee Guerra – Executive Director  
**Date:** July 28, 2020  
**RE:** Visit McKinney May 2020-Staff Report

**Goal 1 Operational Excellence**

**Strategies:**

- **Staff:**
  - Discussing: 7 Habit Book by Stephen Covey (Habit 1-4)
  
- **Education/Webinars:**
  - **Beth: 10**
    - Webinar: How to Shift Your Sales and Marketing Efforts
    - City Social Media team ZOOM call about closed captioning on videos
    - Webinar: Harnessing the Power of Video Marketing
    - Podcast: Local Business Marketing in Uncertain Times
    - Webinar: The Future of Advertising – Are You Ready?
    - Webinar: Social Media Audience Trends During the Pandemic
    - Webinar: Reimagining Audience Strategy and Engagement
    - Webinar: TTA’s Privacy, The Death of Cookies, and Identify Marketing
    - Webinar: Business Playbook for a Covid-19 World and Positioning Your Brand
    - Webinar: Connect with Consumers through Interactive Video
  
  - **Dee-dee: 1**
    - Marcus & Millichap Hospitality Investment Outlook.
  
  - **Marie: 1**
    - **Texas Travel Association’s Webinar “How to Shift Your Marketing Efforts Now”, May 7<sup>th</sup>**
  
  - **Sabine: 8**
    - Innovation Academy: Virtual Plus/Delta & Jamboard Training
    - Audio: What Will Hotels and Conferences Look Like Post COVID-19?
    - ESPA Webinar - Convention Services After the COVID-19 Crisis – Venue and CVB Perspective
    - Organizational Development Training - WEBINAR: Practicing Self-Care with Dr. Tony Picchioni

- ESPA Webinar - Convention Services After the COVID-19 Crisis – Meeting Planner Perspective
    - Tempest Webinar: Reopening Best Practices & Guidelines
    - Council Chamber Equipment Training w/ Empress
    - Tempest Webinar: Preparing for Recovery - Recorded Webinar
  - **Vanesa: 1**
    - TIA Webinar – Essential Strategies to Drive Success in a Hyper-Local Recovery
- **Events/Services:**
  - Links – McKinney Chamber
  - First responder Luncheon
  - Chamber Parade
  - McKinney Medical Parade
- **Venue Calls: 5**
  1. Myers Park
  2. La Cour
  3. Avalon Legacy
  4. The Gather
  5. Cotton Mill
- 2 phone calls have been made to the following **Hotels** each. Also, each Sales Manager and the Executive Director reached out individually to several hotels:
  1. America's Best Value Inn
  2. Best Western
  3. Comfort Suites
  4. Days Inn
  5. Econolodge
  6. Grand Hotel
  7. Hampton Inn & Suites
  8. Hilton Home2Suites McKinney
  9. Holiday Inn Hotel & Suites
  10. Holiday Inn Express McKinney/Frisco East (Craig Ranch)
  11. La Quinta Inn & Suites
  12. McKinney Inn
  13. Motel 6
  14. Quality Inn
  15. Sheraton
  16. SpringHill Suites
  17. Super 8
  18. Towneplace Suites
  19. Woodsprings Suites
- 2 phone calls have been made to the following **B&B's** each.
  1. Bingham House
  2. Cottages at Stonebridge Ranch
  3. Red Gate Inn
  4. Memory Lane Inn
  5. The Neathery Estate Bed & Breakfast
  6. The Southern Chic Retreat

## **Goal 2 Financially Sound Government**

### **Strategies:**

- **Balance resources generated by Hot tax**
- **Develop and utilize performance measures to ensure successful and efficient operations**
  - **Sales/Advertising:**

### **HOT Tax Collections: 2019-2020**

#### **HOT TAX collection reported by City:**

- **MOM 2020 vs. 2019 (19-Hotels & 2-B&B/VRBO reporting)**
  - May 2020: \$42,666
  - May 2019: \$150,440
    - **-71.64%**
- **FY YOY**
  - Oct.- May. 2020: \$1,011,934
  - Oct.- May. 2019: \$1,077,642
    - **-6.10%**

### **ASSOCIATION/CORPORATE/SMERF COMPLETED in May 2020: TTL Room nights: 0 ; TTL Rev.: \$0**

### **SMERF: WEDDINGS COMPLETED-May 2020- Total room night loss for May: 89, Total revenue loss for May: \$14,705**

#### **FYI:**

**(Sheraton Hotel:** Total of 17 wedding groups canceled. Total room nights loss: 576; Total revenue loss: \$61,489

**Grand Hotel:** Total of 11 wedding groups canceled. Total room nights Loss: 458; Total revenue loss: \$84,099)

- **Lindsey Coates Wedding – Cancelled**
  - **Grand Hotel Loss:** Total room night loss: 69; Total revenue loss: \$12,465
- **Hallie Storrie, May 30, 2020 – Stone Crest**
  - **Sheraton Hotel:** Total room night loss: 20; Total revenue loss: \$2,240
- **Michael Herring, May 1, 2020 – Springs -postponed to November 2020**
- **Megan White – May 2020, Stone Crest – unknown if canceled or postponed, no response from Bride**
- **Cindy Miller Wedding – May 2020 - unknown if canceled or postponed, no response from Bride**
- **Denterl Wedding – May 2020, Grand Ivory - unknown if canceled or postponed, no response from wedding party.**

### **ASSOCIATION/CORPORATE/SMERF COMPLETED in May 2020: TTL Room nights 0; TTL Rev.: \$0**

**SMERF:** N/A – no groups or pick-up

**SPORTS:** N/A – no groups or pick-up

**Loss: Rooms: 0, Revenue: \$ 0 (unable to confirm if any rooms were picked up from those blocks)**

#### **Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls:**

**Sales Calls: 704**

- **Association/Corproate: 393**

- Available Upon Request
- **SMERF: 307**
  - Available Upon Request
- **McKinney Top 25: McKinney Corporate: 4**
  1. Byron Nelson-Jon Drago & Team –Zoom Call 5/4/20 & Connected Aristide with Byron Nelson GM
  2. Event Professional / Venue Zoom Meeting w/Visit McKinney & Chamber regarding Governor’s order. Facilitating a Zoom call with Venues, Chamber & City of McKinney Code enforcement.
  3. BRE: Meeting with Chamber, Visit McKinney, & MEDC looking at making a relocation page we can distribute as well as a website landing page with information for corporate relocation.
  4. Southwest Officials 7/2020 or 8/2020 250 attendees, SpringHill Suites, 80 room nights.

**VISIT MCKINNEY Calendar of Events 2019-2022:**

**Yellow highlight-New business & Red type=indicates Lost Business**

**\*Note: BOOKING LINK- We have provided a Link on our Website to these partners for Hotel Room nights-Unsure if the parents will book, but we are working with our partners to drive traffic to our local hotels for these Events.**

**\*Note: GlobeLife-formerly Torchmark**

**2020**

Month	Group	Venue	Room Nights	Attendance
<b>May</b>				
5/2-3/20	Vasquez Taekwondo Academy-Hangamadang Tourney	BOOKING LINK	N/A	N/A
5/10-14/20	Globelife LNL LA 101	Sheraton	400	100
<b>June</b>				
6/2-4/20	Emerson IV 1100	Holiday Inn	15	30
6/8-12/20	Women’s All-Pro Golf Tournament (WAPT)	Sheraton	180	<b>100</b>
6/9-11/20	Emerson IV 1006	Holiday Inn	15	30
<b>July</b>				
7/2020 or 9.20220	Texas Workforce Commission	Sheraton	10-20	750
7/12-14/20	Globelife FHL 201	Sheraton	60	20
7/14-17/20	Globelife FHL 101	Sheraton	105	35
7/19-22/20	Globelife LNL LA 101	Sheraton	120	40
July-Sept W-F Pattern, 10 rooms/20 room nights. Two day	Texas Workforce Commission	Sheraton	40	750
<b>August</b>				
8/2-5/20	Globelife AIL LA 101	Sheraton	300	100

8/16-20/20	Globelife LNL 101	Sheraton	40	20
<b>September</b>				
8/31/20-9/3/20	Globelife AIL LA 201	Sheraton	120	40
9/10-12/20	Simpson Stongtie	Springhill Suites	160	80
9/13-16/20	Globelife LNL 301	Sheraton	75	25
9/21-23/20	Globelife AIL LA 301	Sheraton	60	30
9/27-29/20	Globelife FHL 301	Sheraton	96	16
9/27-29/20	Globelife FHL 401	Sheraton	96	16
<b>October</b>				
9/29/20-10/2/20	Globelife FHL 101	Sheraton	105	35
10/11-14/20	Globelife AIL LA 201	Sheraton	120	40
10/14-17/20	Globelife FHL 201	Sheraton	60	20
<b>November</b>				
11/8-11/20	Globelife AIL LA 101	Sheraton	300	100
11/10-12/20	Emerson IV 1000	Holiday Inn	15	30
11/15-19/20	Globelife LNL LA 101	Sheraton	400	100
11/17-19/20	Emerson IV 1006	Holiday Inn	15	30

**2021**

Month	Group	Venue	Room Nights	Attendance
<b>January</b>				
<b>February</b>				
2/12-14/21	NCAA D2 College Classic – Fastpitch Tournament	Venue: Melissa Ball Fields-City Wide	500	10-12 Teams
2/18-21/21	NCAA D1 College Classic	Venue: Melissa Ball Fields-City Wide	500	10-12 teams competing
<b>April</b>				
4/2021	Clown Education Promotions	Sheraton	310	150
<b>September</b>				
9/2021	TX Assoc. Of Education for Young Children Annual Conf.	Sheraton	300	150
<b>October</b>				
10/2021	T.E.A.C.H	Sheraton	180	90
<b>November</b>				
11/ 19-21/21	Dallas Sports Commission (Lacrosse Tournament).	Couldn't accomadate	300	1,000
<b>December</b>				

12/2021	Lone Star Justice Alliance	Sheraton	150	75
2021	Libertarian Party of Texas	Sheraton	220	110

**2022**

Month	Group	Venue	Room Nights	Attendance
<b>February</b>				
2/2022	Council of Administration of Special Education-Hybrid Conference	Sheraton	N/A	124
<b>October</b>				
10/2022	Council of Administration of Special Education-Annual Conf.	Sheraton	N/A	400
10/2022	Floor Covering Installation Contractors Association (FCICA)	Sheraton	200	75
<b>December</b>				
12/2022	Lone Star Justice Alliance	Sheraton	150	75

**2023**

Month	Group	Venue	Room Nights	Attendance
3/ 1-4/23	NAIA – Winter Celebration of Champions	Couldn't accommodate		1500 students and 400 fans

Events the VISIT MCKINNEY assists with: We help to advertise & promote these events (No Hotel Rooms or Venues):

- Main Street
  - Home for the Holidays
  - 4th of July Parade
  - Second Saturday
  - Krewe of Barkus
  - Arts in Bloom
  - Oktoberfest
  - Santa's Helpers Toy Drive
- MPAC Events (all concerts/plays/art exhibits/public events)
- Chestnut Square
  - Ghost Walk (Chestnut Square/Collin County Historical Museum)

- Holiday Home Tour
- Farmers Market
- Farm to Table Dinners
- Prairie Camp
- Ice Cream Crank-Off
- Collin County Historical Society Museum (all exhibits)
- Heard Natural Science Museum & Wildlife Sanctuary
  - Dinosaurs Live!
  - Halloween at the Heard
  - Holiday Trail of Lights
  - Butterfly Gardens & House
  - Spring and Fall Native Plant Sales
  - Texas Heritage Day
- Third Monday Trade Days
- Myers Park Events (Dogs Show, Horse Show, & Master Gardener Events)
- State of the City - McKinney
- Volunteer McKinney
- Chamber (Community Awards/Leadership)
- Pumpkinville at Tucker Hill
- Adriatica Events (at Sanctuary, Love Life & Smiles Concert)
- Franconia Brewery Tour
- Tupps Brewery Tour
- Wales Manor Music Under the Stars
- Live music at local restaurants/pubs/wine bars
- Stonebridge Spooktacular
- Walking Tours w/ Guy Giersch & Tonya Fallis

**The McKinney Shop:**

- **May 2020 Gross Sales \$ 0**
  - **Rent check \$0 –abatement was given to Mr. Latino**

**Visitors: FYTD Total (Oct.'19– Sept. '20): 2,487**

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

- Out of State: 0
- Out of Country: 0
- Texas Residents: 0
- McKinney Residents: 0
- Register Total: 0
- Ticker Counter: 0

**Day Trips- 0**

- N/A

**RFP's: 5 (0-Association, 0-Corporate, 3-Weddings, 0-Social, 0-Religious, 2-Sports)**

**Association: 0**

**Corporate: 0**

**SMERF: 5**

**Social: 0**

**Sports: 2**

1. NAIA – Winter Celebration of Champions. Contact: Hannah Harmon. March 1-4, 2023. Three-day event of indoor track & field and swimming & diving championships. Approximately 1,500 students, and 4,000 fans.
2. Dallas Sports Commission (Lacrosse Tournament). Contact: JD Wood. November 19-21, 2021. Attendees: 1,000+ from both in/out of state. Approximately 300 room nights per night.

**Religious: 0**

**Weddings: 3**

1. Jordan Roach – November 2020, Magnolia Grace
2. Maren Holyoak – May 2021, Magnolia Grace
3. Jessica Seay – December 2020, Rustic Grace

**Site Visits: 0**

**Ongoing Prospects: SMERF (Social, Military, Education, Religious, & Fraternal): 16: SMERF (15-Weddings; 1 - Sports; 0-Day Trips**

**Sports:**

1. Women's All-Pro Golf Tournament – Katie Markham, June 8-12, 2020, Hurricane Creek

**Weddings:**

1. Janet Fiefer (MOB-Clohe), June 20, 2020 – Rock Creek Ranch
2. Pamela Luther, Mother of the groom. June 26, 2020
3. Joanne Cross (MOG) – June 2020, Springs
4. Haley Case – June 2020, Magnolia Grace
5. Lindsey Slapa – July 2020, Rosemary Barn
6. Erin Horomanski – August 2020, Stone Crest
7. Christie Astle, September 2020, The Springs
8. Madison Sweet, September 5, 2020 – Rosemary Barn
9. Sharon Rush (MOB), October 10, 2020 – Avalon Legacy
10. Marquine Malone, December 17, 2020 – Springs
11. Bethany Mawman, date not secured at the time of discussion – Springs
12. Darcy Thompson (MOB), January 17, 2021 – Magnolia Grace
13. Alyssa Wasilewski, April 2021 – Reception only
14. Marc Cholak, February 27, 2021 – Springs
15. Sara Redfearn, February 2021 – Springs

**Social: 0**

**Goal 3 Enhance the Quality of Life in Downtown:**

**Strategies:**

- **Continue to highlight Downtown McKinney as a unique destination.**



- Continue efforts to expand entertainment, dining, & shopping options.

**Newsletter Email Database (Robly) TTL: 32.5 % average open rate**

**Bags Serviced: 35**

**Mailing Leads Processed: 58**

- Texas State Travel Guide: 1
- Tour Texas: 57

**Top Five States requesting information: (only 4 leads this time)**

- Texas
- Florida
- Oklahoma
- Tennessee
- Virginia

**Advertising/Marketing/Media**

**Blogs (Top 5) for MAY 2020:**

NTTA - 46

Benji House (archived) - 39

Main Page – 33

Virtual Tourist – 31

Benji House - 30

<b>BLOG VISITS - FY 19-20</b>	
<b>MONTH</b>	<b>Sessions</b>
Oct. 2018	234
Nov.2019	618
Dec. 2019	379
Jan.2020	447
Feb. 2020	432
March.2020	158
APRIL.2020	444
MAY.2020	329
<b>FY 19-20</b>	<b>3,041</b>

**MAY 2020 Homepage News Flash buttons (Top 5):**

Daytripper - 160

Music Friendly – 46

Dining Updates - 42

Weekend Update – 40

National Tourism Week - 20

**MAY 2020 SUBMITTED: Photos, Text Written, Marketing Materials and Ads**

- Wrote press release for Texas Music Friendly designation
- Created Music Friendly landing page
- Created several Ripl videos for social media

- Created Daytrippin' in McKinney page on website
- Created ABA itinerary for potential FAM in 2022
- Updated grant paperwork and webpage
- Created page for women's golf group
- National Tourism Week social media posts, website updates, etc.
- Read "7 Habits" book for staff meetings
- Set up YOLO filming details with local businesses & YOLO crew over series of phone calls
- Submitted Fort Hood Sentinel ad
- Submitted fall calendar entries for Texas Events Calendar
- Made team revisions to KDQ document
- Wrote up sports info to send to writer for Sports Destination Marketing magazine
- Updated info/image for MPI listing
- Prepared presentation for Marketing Committee pre-board meeting
- Researched/coordinated filming location for commercial shoot with Krissy Unger
- Coordinated upcoming influencer visits
- Submitted ads to Texas Events Calendar magazine and Texas Road Trip Newsletter
- Submitted ad for Courier-Gazette, encouraging sign-ups for newsletter
- Wrote explanatory email about KDQs for Dee-dee to send to Board
- Wrote letter for Board support of amending alcohol ordinance
- Submitted info pitch to Rediscover America website

**MAY 2020 Advertising Landing Pages for ROI Tracking:**

- TSAE – 2
- Fort Hood Sentinel – 2

**Additional pages created for groups and tracking for KPIs**

- MEDIA HUB for access to photos - 13
- KPIs – 5
- North Texas Yarn Crawl – 7
- Meeting Planners Guide pages (combined) – 159
- Turlaxin (Lacrosse) – 9

<b>FACEBOOK STATS</b>					
<b>FY 19-20</b>	<b>New Likes</b>	<b>Lifetime Likes</b>	<b>Engaged Users</b>	<b>Total Reach</b>	<b>Impressions</b>
<b>OCT. 2019</b>	<b>100</b>	<b>9,383</b>	117,733	614,329	4,583,190
<b>NOV. 2019</b>	<b>160</b>	<b>9,543</b>	121,629	1,127,541	4,041,914
<b>DEC. 2019</b>	<b>110</b>	<b>9,653</b>	157,730	1,565,106	4,678,448
<b>JAN. 2020</b>	<b>57</b>	<b>9,710</b>	99,598	622,458	3,748,449
<b>FEB. 2020</b>	<b>45</b>	<b>9,755</b>	113,637	506,945	3,879,106
<b>MAR. 2020</b>	<b>88</b>	<b>9,843</b>	184,711	458,589	3,671,450
<b>APRIL. 2020</b>	<b>54</b>	<b>9,897</b>	85,574	323,121	2,704,379
<b>MAY 2020</b>	<b>63</b>	<b>9,960</b>	93,268	428,874	2,609,076
<b>TOTALS</b>	<b>677</b>	<b>N/A</b>	<b>973,880</b>	<b>5,646,963</b>	<b>29,916,012</b>

<b>TWITTER - MAY 2020</b>	
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<b>Total Followers</b>	5,548
NEW Followers	28
Tweets	33
Tweet Impressions	30.4K
Profile Visits	151
Mentions	42

<b>INSTAGRAM</b>	<b>Followers</b>
From 2018-19	2,341
Oct. 2019	109
Nov.2019	53
Dec. 2019	64
Jan. 2020	89
FEB. 2020	93
March.2020	75
APRIL.2020	92
May.2020	109
<b>TOTAL</b>	<b>3,025</b>

<b>YOUTUBE - MAY 2020</b>		
<b>YOUTUBE</b>	<b>Views</b>	<b>Subscribers</b>
<b>Historical #s</b>	<b>9,242</b>	<b>49</b>
Oct. 2019	208	1
Nov.2019	172	0
Dec. 2019	370	2
Jan. 2020	377	1
Feb. 2020	315	0
March.2020	328	0
APRIL.2020	604	2
May.2020	435	3
<b>TOTAL</b>	<b>12,051</b>	<b>58</b>

<b>MAY 2020 - Google Business Page</b>		
<b>Google Bus. Pg</b>	<b>Page Views</b>	<b>Web visits</b>

Oct. 2019	2,540	25
Nov.2019	4,820	31
Dec.2019	3,360	22
Jan. 2020	4005	36
Feb. 2020	3950	33
March.2020	1,610	26
APRIL.2020	1,160	10
MAY.2020	1,205	22
<b>TOTAL</b>	<b>22,650</b>	<b>205</b>

**WEBSITE ANALYTICS – MAY 2020**

Month	Sessions	Pageviews	Users
Oct. 2019	4,633	10,186	3,866
Nov.2019	5,202	10,499	4,428
Dec. 2019	4,909	9,338	4,237
Jan. 2020	4,678	10,209	3,986
FEB. 2020	4,475	9,802	3,764
MARCH.2020	4,469	8,645	3,795
APRIL.2020	2,431	5,043	1,904
May.2020	2,968	5,824	2,552
<b>FY 19-20</b>	<b>33,765</b>	<b>69,546</b>	<b>28,532</b>

MAY.2020	Users
Mobile	1,293
Desktop	1,142
Tablet	117
<b>TOTAL</b>	<b>2,552</b>

**MAY 2020 - TOP WEB PAGES**

Page	Pageviews	Unique Page Views
Home page	1271	1066
Dining in McKinney	296	225
Daytrippin' in McKinney	260	206
Calendar main page (May)	169	130
Daytripper home page button	140	128
Shopping Centers	123	113
Visitors Guide	116	89
Dining Special Offers (COVID)	109	96
Towne Lake Recreation Area	97	80
Parks & Trails Map	96	88

Shelter at Home Fun	77	63
Calendar (June)	77	65
Shopping	76	68
Explore	57	46
Events	56	49
About McKinney	74	62
Directory – B&Bs	68	60
COVID Alert Update (link to city page)	59	52
Directory – Hotels	52	38
Accommodations landing page	47	43
NTTA Blog	46	41
Music Friendly Home page	46	41
Dining home page button	40	39
About Visit McKinney info page	42	31
Weekend Update home page	40	38

#### Top Countries – MAY 2020

Country Breakdown	Users	New Users	Sessions
United States	2396	2289	2805
(not set)	53	53	53
India	15	15	15
Canada	9	8	12
Germany	9	9	9
Denmark	8	8	8
South Korea	7	7	7
Philippines	7	7	8
Austria	5	5	5
China	5	5	5

#### Top States – MAY 2020

State Breakdown	Users	New Users	Sessions
Texas	1856	1751	2222
California	76	74	79
Virginia	43	43	44
(not set)	41	41	41
Illinois	35	33	37
Florida	27	27	33
Missouri	23	22	24
Oklahoma	23	22	24
Oregon	23	23	25
Kansas	17	17	20

**Top Cities – MAY 2020**

<b>City Breakdown</b>	<b>Users</b>	<b>New Users</b>	<b>Sessions</b>
McKinney	863	803	1104
Dallas	233	217	248
Haltom City	72	63	87
Allen	65	61	66
Grapevine	42	38	47
Plano	42	42	43
Frisco	34	30	42
Prosper	34	33	36
Fort Worth	29	26	32
Houston	29	27	32

**CROWDRIFF – MAY 2020**

<b>Gallery</b>	<b>Interactions</b>	<b>Views</b>
Dining	43	40
History (Downtown)	15	52
Home Gallery	50	560
Explore McKinney	15	55
Being Social	43	7
Events	25	72
Weddings in Mck	0	27
Shopping in Mck	13	47
<b>TOTAL</b>	<b>204</b>	<b>860</b>

VISIT WIDGET - MAY 2020				
	Users	Sessions	Page Views	New Downloads
<b>Widget</b>	<b>24</b>	<b>26</b>	<b>85</b>	
Desktop	20	22	74	
Mobile	4	4	11	
<b>Mobile APP</b>	<b>97</b>	<b>86</b>	<b>432</b>	
App-iOS	77	62	341	11
App-Android	20	24	91	5
<b>TOTAL</b>	<b>121</b>	<b>112</b>	<b>517</b>	<b>16</b>

**FREE PUBLICITY:**

FY 19-20	Budgeted Amount
Adv. & Promo TTL	\$ 186,167

MAY 2020 - Free Media Coverage for Visit McKinney					
Publication	Article/Topic/Writer	Print Value	Web &/or Broadcast Value	PR Value	Impressions /Reach
11 PBS Stations (KERA will come in June)	The Daytripper McKinney episode	\$0	\$151,467	\$454,401	337,617
Community Impact website	Music Friendly web article	\$0	\$3,000	\$9,000	420,000
Community Impact paper	Wedding venue article	\$3,720	\$3,000	\$20,160	500,000
Bubble Life	Shared postings/articles 3 times	\$0	\$3,000	\$9,000	300,000
Dallas Morning News	Music Friendly article	\$9,000	\$3,870	\$38,610	950,000
Local Profile - Collin County	Comedy Arena Virtual Shows (from pitched story)	\$0	\$750	\$2,250	75,000
Courier-Gazette	Music Friendly article online	\$0	\$900	\$2,700	20,000
<b>TOTALS</b>		\$12,720	\$165,987	\$536,121	2,602,617
<b>FY 19-20 TOTALS</b>		\$33,268	\$207,325	\$724,029	7,878,517

**Top 5 McKinney Hotels 2019-2020 Occupancy Rates: %**

**OCCUPANCY RATES:**

Hotel	Oct. '19	Nov. '19	Dec. '19	Jan. '20	Feb. '20	Mar. '20	Apr. '20	May '20	Jun. '20	Aug. '20	Sep. '20
Comfort	64.62	64.97	67.49	59.26	63.33	27.91	31.80				
Hampton	55.00	85.99	96.86	92.77	100	49.92	21.79				
Holiday Inn	87.29	78.35	75.82	57.58	100	37.02	2.12				
Holiday Inn Exp. (CR)	63.63	55.18	53.15	55.32	59.91	39.39	20.46				
Home 2	54.45	51.06	49.80	61.53	63.97	48.66	39.44				
La Quinta	68.19	60.21	63.17	61.90	73.68	45.08	34.39				
Sheraton	79.61	76.43	67.16	70.19	75.03	31.50	2.05				
Springhill	42.40	41.71	40.49	44.54	46.81	20.72	0.29				
Towneplace	65.49	62.21	49.66	32.15	41.50	37.11	30.71				

**Sheraton Occupancy Rates:**

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

**TOTAL LOST BUSINESS: 14 Groups; Lost Room nights: 55,290, Lost Revenue: \$10,672,041**

**Association & Corporate: 10 Groups; Lost Revenue: \$9,635,500**

Dates	Group	Hotel/Venue Notes	Room nights	Attendance	Lost Business Revenue \$
October 2021	Dallas HR Management Assn	Sheraton Too Large	2,700	900	\$632,000
May 2021	Dallas Building Owners & Managers Assn	Sheraton Too Large	1,400	700	\$255,000
August, 2021	Dallas County Dental Society	Sheraton 4-Star, Full Service	2,910	970	\$525,000
April/May 2021	Dallas CPA Assn	Sheraton High end, Love Omni	2,100	1,000	\$350,000
April 2021	Texas Apartment Assn	Sheraton	1,400	700	\$310,000



		Too large, 1-roof			
September 2021	Texas Asphalt Assn	Sheraton Too large, huge breakouts	2,400	600	\$479,000
April 2021	Texas Parking & Transportation Assn	Sheraton Need 50,000-60,00 sf exhibit hall + 15 breakout rooms	3,200	800	\$692,000
Aug/Sept 2021	Texas Propane Gas Assn	Sheraton 1-roof, 10-12 breakouts	1,350	450	\$285,000
June/July 2021	San Antonio Manufacturers Assn	Sheraton Too large	6,000	2,000	\$1,145,000
November 2021	Science Teachers of Texas Assn	Sheraton Too large	20,000	5,000	\$3,065,000
July 2021	American Mensa, Ltd.	Sheraton Too large	2500	12,500	\$1,897,500
<b>Total</b>			<b>45,960</b>	<b>25,620</b>	<b>\$9,635,500</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.**

**McKinney Corporate: 2 Groups; Lost Revenue: \$18,791**

<b>Dates</b>	<b>Group</b>	<b>Hotel/Venue Notes</b>	<b>Total Room nights</b>	<b>Attendance</b>	<b>Lost Business Revenue \$</b>
5/10-14/20	Globelife LNL LA 101	Sheraton-Canceled due t COVID -19	400	100	\$10,791
7/2020 or 8/2020	Southwest Officials	Springhill Suites- Deecided on a Virtual Meeting instead	80	250	\$8,000
<b>Totals</b>			<b>480</b>	<b>350</b>	<b>\$18,791</b>

**SMERF: 2 Groups; Lost Revenue: \$1,017,750.00**

<b>Dates</b>	<b>Group</b>	<b>Hotel/Venue Notes</b>	<b>Total Room nights</b>	<b>Attendance</b>	<b>Lost Business Revenue \$</b>
Nov 19-21, 2021	Dallas Sports Commission – Lacrosse Tournament	Fields are not available	600	1,000	\$69,000
March 1-4, 2023	NAIA – Winter Celebration of Champions	We do not have a venue or hotel/s to accommodate this RFP	8,250	5,500	\$948,751
<b>Total</b>			<b>8,850</b>	<b>6,500</b>	<b>\$1,017,750</b>