



June 2020

I. ASSOCIATION/CORPORATE/SMERF COMPLETED in June 2020: TTL Room nights: 244; TTL Rev.: \$25,237

WEDDINGS COMPLETED-June 2020- Total rooms picked up: 21, Total revenue: \$2,163

Cross Wedding – June 27, 2020 – Springs

Sheraton Hotel Total room night: 21; Total revenue: \$2,163

- Haley Case – June 13, 2020 – Magnolia Grace – postponed wedding, date TBD
- Chloe Fifer Wedding – June 20, 2020 – Rock Creek Ranch

Spring Hill Suites – no pickup

Jace Smitham/Wamble Wedding – June 25, 2020 - Cancelled

- **Total room night loss for June: 12, Total revenue loss for June: \$1,942**
- **Grand Hotel.** Total room night loss: 12; Total revenue loss: \$1,942

ASSOCIATION/CORPORATE/SMERF COMPLETED in May 2020: TTL Room nights 68; TTL Rev.: \$8,042

- **Assoc./Corp. HOTEL ROOMS- TTL Room nights: 68, TTL Revenue: \$8,042**
 - KVPVET-Sheraton- 6/11-14/20, TTL Room nights 18; TTL Rev. \$1,602
 - KVPVET-Grand Hotel- 6/25-28/20, TTL Room nights 17; TTL Rev. \$1,853
 - KVPVET-Grand Hotel- 6/25-28/20, TTL Room nights 33; TTL Rev. \$4,587
- **SMERF HOTEL ROOMS- TTL Room nights: ; TTL Revenue: \$**
- **Sports HOTEL ROOMS- TTL Room nights: ; TTL Revenue: \$**

SPORTS in June 2020: TTL Room nights 155 ; TTL Rev.: \$15,032

SPORTS: 2

- Pudge Rodriguez Tournament – Melissa Ball Fields
 - Sheraton Hotel – Total room nights: 122, Total revenue \$12,078 (they also had rooms from Expedia, however, they were not able to say these rooms were for the tournament)
 - Holiday Inn Express – Total room nights: no pick-up
 - Spring Hill Suites had rooms booked via Expedia for this weekend, not able to provide pick up
 - Grand Hotel – Total room nights: 2, Total revenue: \$195
- Women's All-Pro Golf Tournament – Hurricane Creek, Anna
 - Sheraton Hotel – Total room nights: 31; Total revenue: \$2,759

II. Visitors: FYTD Total (Oct.'19– Sept. '20): 2,552

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: 65

Top Five States requesting information:

- Texas
- Oregon
- Pennsylvania
- Arkansas
- California

Day Trips- 0

- N/A

RFP's: 15 (0-Association, 3-Corporate, 4-Weddings, 2-Social, 0-Religious, 6-Sports)

Association: 0

Corporate: 3

1. KVPVET-Sheraton- 6/11-14/20, TTL Room nights: 18
2. KVPVET-Grand Hotel- 6/25-28/20, TTL Room nights: 17
3. KVPVET-Grand Hotel- 6/25-28/20, TTL Room nights; 33

SMERF:

Social: 0

Sports: 0

Religious: 0

Weddings: 4

1. Alena Horvath – August 2020, The Springs
2. Brittany Stout – October 2020, The Springs
3. Jennifer Szostak – July 2020, Bella Donna
4. Madison Steinsultz – November 2020, Rustic Grace

Sports: 6 (all Sports RFP's are lost business – McKinney does not have venues/hotels large enough to accommodate)

1. NAIA – 2022 Swimming & Diving National Championships. March 2-5, 2020, Four-day events that included over 400 student-athletes and approximately 1,000 fans. Approximately 600 room nights per event for coaches and athletes.
2. NAIA 2024 Swimming & Diving National Championships; March 6-9, 2024. Four-day events that included over 400 student-athletes and approximately 1,000 fans. Approximately 600 room nights per event for coaches and athletes.
3. NAIA – 2022 Women's Lacrosse National Championship. May 4-7, 2022. The four-day event that includes 200 student-athletes and approximately 1,000 fans. Approximately 2,100 room nights for both events.
4. NAIA –2023 Women's Lacrosse National Championship. May 3-6, 2023. The four-day event that includes 200 student-athletes and approximately 1,000 fans. Approximately 2,100 room nights for both events.
5. NAIA –2022 Men's Lacrosse National Invitational. May 11-14, 2022, Athletes: 250, Spectators: 1,000. The average length of stay 5-6 nights. Room Block needed per night: 250 rooms. Room rate: \$115

6. NAIA –2023 Men’s Lacrosse National Invitational. May 10-13, 2023. Athletes: 250, Spectators: 1,000. The average length of stay 5-6 nights. Room Block needed per night: 250 rooms. Room rate: \$115

SMERF: 2

1. Texas State University – 2022 Texas School Safety Conference. June 19-23, 2022. Approximate Attendees: 1,300. Staffroom nights: 90, Participant room nights: 2,200. General Session: 1,200 -theatre or classroom style. Breakouts: 6, classroom style for seating up to 200. LOST Business – too large for McKinney
2. Relief Help Training – February 21-23, 2021. Attendees: 100. Total room nights; 205. Gave RFP to the Sheraton.

Site Visits: 2

1. LA from LG Motor Sports – Westminster TX
2. Raquel Rangel – Quinceañera, MPAC and The Station

Ongoing Prospects: 24 (3-Social, Military, Education, Religious, & Fraternal); 2 -Sports; 19-Weddings; 0-Day Trips

SMERF: 3

1. Cottonwood Creek Women’s Conference – September 19, 2020
2. Library Conference, KOHA – September 21-27, 2020 (The Grand & MPAC)
3. The 99’s – October 16-19, 2020 (The Sheraton)

Sports: 2

1. Solar Soccer Club – Premier Club Tournament, August 7-9, 2020 at Craig Ranch. Secured blocks at Holiday Inn Express & Springhill Suites
2. Turlaxin Lacrosse – October 17-Nov 1, 2020

Weddings: 19

1. Lindsey Slapa – July 2020, Rosemary Barn
2. Carmen Maloney – July 2020, The Springs
3. Fachman/Lomen – July 2020, Avalon Legacy
4. Szostak Wedding – July 2020, Bella Donna
5. Sanderson/Dawsey – July 2020, The Springs
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. Jordan Roach – November 2020, - Magnolia Grace
11. Michael Herring, November 2020 – Springs (this was a May wedding that was postponed)
12. Jessica Seay – December 2020 – Rustic Grace
13. Marquine Malone, December 17, 2020 – Springs
14. Bethany Mawman, date not secured at the time of discussion – Springs
15. Darcy Thompson (MOB), January 17, 2021 – Magnolia Grace
16. Alyssa Wasilewski, April 2021 – Reception only
17. Marc Cholak, February 27, 2021 – Springs
18. Sara Redfearn, February 2021 – Springs
19. Maren Holyoak, May 2021 – Magnolia Grace

IV. Advertising/Marketing/Media

Blogs (Top 5) for JUNE 2020: 179

NTTA - 46

Benji House (archived) - 39

Main Page – 33

Virtual Tourist – 31

Benji House – 30

BLOG VISITS - FY 19-20	
MONTH	Sessions
Oct. 2019	234
Nov.2019	618
Dec. 2019	379
Jan.2020	447
Feb. 2020	432
March.2020	158
APRIL.2020	444
MAY.2020	329
JUNE.2020	258
FY 19-20	3,299

JUNE 2020 Homepage News Flash buttons (Top 5): 219

Daytripper – 79

Weekend Update – 74

Music Friendly - 30

Grants – 30

MPAC - 6

JUNE 2020 Advertising Landing Pages for ROI Tracking:

- Stonebridge Ranch – 1
- Fort Hood Sentinel – 2

Additional pages created for groups and tracking for KPIs

- WAPT Tourney – 23
- MEDIA HUB for access to photos - 13
- North Texas Yarn Crawl – 3
- Turlaxin - 3
- KPIs – 1

FACEBOOK STATS					
FY 19-20	New Likes	Lifetime Likes	Engaged Users	Total Reach	Impressions
OCT. 2019	100	9,383	117,733	614,329	4,583,190
NOV.2019	160	9,543	121,629	1,127,541	4,041,914
DEC.2019	110	9,653	157,730	1,565,106	4,678,448
JAN. 2020	57	9,710	99,598	622,458	3,748,449
FEB. 2020	45	9,755	113637	506,945	3,879,106

MAR.2020	88	9,843	184,711	458589	3,671,450
APRIL.2020	54	9,897	85,574	323,121	2,704,379
MAY.2020	63	9,960	93,268	428,874	2,609,076
JUNE.2020	117	10,077	59,163	387,015	1,857,391
TOTALS	794	N/A	1,033,043	6,033,978	31,773,403

TWITTER - JUNE 2020	
Total Followers	5,565
NEW Followers	17
Tweets	28
Tweet Impressions	18.1K
Profile Visits	113
Mentions	57

INSTAGRAM	Followers
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
JUNE.2020	139
TOTAL	3,164

YOUTUBE - JUNE 2020		
YOUTUBE	Views	Subscribers
Historical #s	9,242	49
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
JUNE.2020	479	-1
TOTAL	12,530	57

Google Bus. Pg. - JUNE 2020		
Month	Page Views	Web visits
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
JUNE.2020	1,805	27
TOTAL	24,455	232

WEBSITE ANALYTICS – JUNE 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
JUNE.2020	3,075	6,796	2,578
FY 19-20	36,840	76,342	31,110

JUNE.2020	Users
Mobile	1,262
Desktop	1,197
Tablet	119
TOTAL	2,578

JUNE 2020 - TOP WEB PAGES

Page	Pageviews	Unique Page Views
Home page	1600	1350
Calendar main page - June	280	219
Shopping Centers	164	147
Visitors Guide	158	126
Dining in McKinney	139	103
Daytrippin' in McKinney	135	103
Towne Lake Recreation Center/Park	106	82
Calendar main page - July	100	81
Events	95	75
Monthly/Annual Events	80	74
Explore	95	75
Weekend Update home button	74	63
Daytripper home button	71	59
Shopping	70	63
NTTA blog	69	57
About McKinney	67	57
Staff Directory	64	38
Calendar – expired event from June	59	52
Bed & Breakfast page	61	53
Parks Trail Map	56	54
Dining Specials	55	47
July listing of events	55	46
Dining/Nightlife	44	31
History of McKinney	44	43
Accommodations	42	39

Top Countries – JUNE 2020

Country Breakdown	Users	New Users	Sessions
United States	2429	2322	2913
Canada	29	27	31
India	13	12	14
Philippines	12	12	16
United Arab Emirates	11	11	11
France	11	11	11
Germany	10	10	10
(Not set)	9	9	9
Australia	4	4	4
S. Korea	4	4	4

Top States – JUNE 2020

State Breakdown	Users	New Users	Sessions
Texas	1808	1717	2225
California	96	91	108
Virginia	56	56	56
Florida	35	34	45
Oklahoma	27	26	28
Washington	27	27	29
(not set)	26	26	31
New York	23	23	25
Georgia	20	20	24
New Jersey	19	19	22

Top Cities – JUNE 2020

City Breakdown	Users	New Users	Sessions
McKinney	603	544	811
Dallas	327	309	360
Haltom City	76	67	87
Allen	64	63	71
Plano	59	57	63
Frisco	55	51	63
Fort Worth	42	40	47
Houston	40	37	44
Grapevine	27	22	29
Prosper	27	25	29

CROWDRIFF – JUNE 2020		
Gallery	Interactions	Views
Dining	7	95
History (Downtown)	2	60
Home Gallery	49	644
Explore McKinney	2	65
Being Social	0	7
Events	2	105
Weddings in Mck	23	33
Shopping in Mck	19	52
TOTAL	104	1061

MEDIA HUB		
Month	Downloads	Requests
JUNE.2020	73	44
FY 19-20	73	44

VISIT WIDGET - JUNE 2020				
	Users	Sessions	Page Views	New Downloads
Widget	39	43	150	
<i>Desktop</i>	31	35	108	
<i>Mobile</i>	8	8	42	
Mobile APP	97	86	446	
<i>App-iOS</i>	67	52	310	12
<i>App-Android</i>	30	34	136	7
TOTAL	136	129	596	19

FREE PUBLICITY:

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

JUNE 2020 - Free Media Coverage for Visit McKinney					
Publication/station	Article/Topic/Writer	Print	Web &/or Broadcast Value	PR Value	Impressions /Reach
KERA June 20	Daytripper McKinney episode	\$0	\$13,770	\$41,309	337,617
TTA Newsletter	Music Friendly Community	\$0	\$580	\$1,740	35,000
TTA Newsletter	Alcohol ordinance	\$0	\$580	\$1,740	35,000
Daytripper	Newsletter about Mck episode	\$0	\$400	\$1,200	30,000
Bubble Life	Shared postings/articles 4 times	\$0	\$5,000	\$15,000	400,000
TOTALS		\$0	\$20,330	\$60,989	837,617
FY 19-20 Totals		\$33,268	\$227,655	\$785,018	8,716,134

V. LOST BUSINESS: 33 Groups; Lost Revenue: \$\$86,017,960

Association /Corporate Lost Business: 23 Groups; Lost Revenue: \$\$85,111,070

Dates	Group	Hotel/Venue	Room nights	Attendance	Lost Business Revenue \$
April/May 2021	Texas Cemeteries & Crematories Assn	Sheraton Use 50,000sf Exhibit Hall	1,000	500	\$255,000
September 2021	National Independent Automobile Dealers Assn	Sheraton Too Large	190,000	38,000	\$34,200,000

June/July 2021	National Athletic Trainers Assn	Sheraton Too Large	60,000	15,000	\$10,200,000
Sept/Oct 2021	American Fire Sprinkler Assn	Sheraton Too Large	32,000	8,000	\$5,768,000
July 2022	American Assn for Respiratory Care	Sheraton 1-Roof/Too Large	3,600	1,200	\$744,000
Oct/Nov/Dec 2023	American Assn for Respiratory Care	Sheraton 1-Roof/Too Large	2,000	1,000	\$550,000
March 2022	Restaurant Facility Management Assn	Sheraton Too Large	4,500	1,500	\$857,500
Feb/Mar 2022	Texas Veterinary Medical Assn	Sheraton Need 35,000sf meeting space, 1-roof	1,200	600	\$242,000
August 2022	ALOA Security Professionals Assn (former Locksmith Assn)	Sheraton Need 100,000sf exhibit hall	28,000	4,000	\$5,130,000
Feb and May 2022	Texas Food & Fuel Assn	Sheraton Both too large	6,000	2,000	\$1,220,000
November 2022	Texas Assn of Student Councils, Middle Level State Annual Conf	Sheraton Too large	2,400	1,200	\$356,000
April/May 2022	Texas Assn of Student Councils, Vision Conference	Sheraton Too large	8,000	4,000	\$1,140,000
June 2023	American Assn of Nurse Practitioners	Sheraton Too large	15,000	3,000	\$2,440,000
April 2023	Institute for Supply Management	Sheraton Too large	10,000	2,500	\$1,970,000
October 2023	Nat'l Allice for Medicaid Education	Sheraton Too Large, 1-roof	5,200	1,300	\$1,068,000
May/June 2021	NetVU	Sheraton Too large, 1-roof	1,200	600	\$240,000
July 2022	Texas Future Farmers of America Assn (FFA)	Sheraton Too large	52,000	13,000	\$7,328,000
June/July 2022	Texas Girls Coaches Assn	Sheraton Too Large, Sports Facilities	4,500	900	\$615,000
Sep/Oct/Nov 2022	Texas Health Care Assn	Sheraton Too Large, Not enough exhibit space	2,850	950	\$607,250

July 2021	Texas High School Coaches Assn	Sheraton Too Large, Not enough exhibit space	39,000	13,000	\$6,720,000
August 2023	Texas Assn of Broadcasters	Sheraton Too Large, Huge Exhibit Space needed	3,360	1,680	\$906,000
August 2024	Texas Assn of Builders	Sheraton Too Large, Huge Exhibit Hall needed	10,000	2,500	\$1,940,000
March 2023	Texas Ann of Healthcare Facilities Management	Sheraton Too Large, Large Exhibiter Area	2,880	720	\$614,320
Totals	23		484,690	117,150	\$85,111,070

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: 3 Groups; Lost Revenue: \$11,040

Dates	Group	Hotel/Venue Notes	Total Room Nights	Attendance	Lost Business Revenue \$
6/2-4/20	Emerson IV 1100	Holiday Inn- Pandemic- Canceled until 7/20	15	30	\$1,635
6/9-11/20	Emerson IV 1006	Holiday Inn- Pandemic- Canceled until 7/20	15	30	\$1,485
7/2020	SWTOA	Springhill Suites- Pandemic-Doing a Zoom Meeting	80	250	\$7,920
Totals	3		110	310	\$11,040

SMERF: Total: 7 Groups; Lost Revenue: \$895,850

Dates	Group	Hotel/Venue	Total Room nights	Attendance	Lost Business Revenue \$
March 2-5, 2022 and March 6-9, 2024	NAIA – Swimming & Diving National Championship	We do not have a venue or hotel/s to accommodate this RFP	2000	400	\$172,500
June 19-23, 2022	Texas Statue University – Texas School Safety Conference	We do not have a venue/hotel large enough to accommodate group	2,290	1,300	\$263,350
May 4-7, 2022 and May 3-6, 2023	NAIA-Women’s Lacrosse Nat’l Championship	We do not have fields or hotel/s that can accommodate RFP	2000	200	\$172,500
May 11-14, 2022 And May 10-13, 2023	NAIA – Men’s Lacrosse National Invitational	We do not have a venue or hotel t accommodate this RFP	2000	250	\$287,500
Total	7		8,290	2,150	\$895,850