



To: Visit McKinney Board
From: Dee-dee Guerra – Executive Director
Date: July 27, 2021
RE: Visit McKinney June 2021-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Education/Webinars:**
 - **Beth: 5**
 1. City Book Club Sessions – Find the Good
 2. TTA Travel & Tourism College – 5 days of classes; completed the 2nd-year curriculum and received a certificate
 3. Simpleview: Day 1 - CMS Training
 4. Simpleview: Day 2 - CMS Training
 5. Simpleview: Day 3 - CMS Training
 - **Dee-dee: 3**
 1. Destination Analyst (Travel Sentiments)-6/7,21, &28/21
 - **Marie: 4**
 1. Asian American Chamber of Commerce Conference via Zoom – June 10th
 2. MPI THCC Chapter Education/Celebration – June 10th
 3. TTA Travel & Tourism College –5 days of classes; completed the 2nd-year
 4. MPI THCC Townhall Meeting – June 24th
 - **Sabine: 6**
 1. Simpleview: Day 1 - CMS Training
 2. Simpleview: Day 2 - CMS Training
 3. Simpleview: Day 3 - CMS Training
 4. TDM Credit, Virtual Tour: Lake Whitney State Park
 5. InDesign Mini Training videos
 6. Organizational Development Training - City Secretary's Office Presents: Boards & Commissions
- **Events/Services: 3**
 1. Texas Music Revolution
 2. Juneteenth Celebration
 3. Attended blogger/influencer event via invitation from Roll On In/Buzzed Bull Creamery
- **Venue: 0**
- **Hotel Calls: 20**

1. The Grand
2. The Southern Chic Retreat - FOR SALE -
3. Best Western - Check if they are open
4. Super 8
5. Motel 6
6. Comfort Suites
7. Hampton Inn
8. Home 2 Suites
9. SpringHill Suites
10. The Neathery
11. The Red Gate Inn
12. La Quinta
13. Holiday Inn Express
14. Quality Inn
15. Holiday Inn & Suites
16. TownePlace
17. Days Inn
18. Fairfield Inn
19. Sheraton
20. Creative Cottage

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 Collection reported by City: 2020-2021

- **MOM 2021 vs. 2020 (-Hotels & -B&B/VRBO reporting)**
 - June 2021: \$
 - June 2020: \$
 - %
- **YOY 2021 vs. 2020**
 - Oct. '20 – Jun. '21: \$
 - Oct. '19 – Jun. '20: \$
 - -%

ASSOCIATION/CORPORATE/SMERF COMPLETED in June 2021: TTL Room nights: 676; TTL Revenue: \$79,201

- **Assoc./Corp. HOTEL ROOMS- TTL Room nights: 0; TTL Revenue:0**
 - Association: TTL Room nights: 0; TTL Rev.: \$ 0
 - Corporate: TTL Room nights: 0; TTL Rev.: \$0
- **SMERF HOTEL ROOMS- TTL Room nights: 676; TTL Revenue: \$79,201**
 - **Social: TTL Room nights: 505 ; TTYL Rev. \$61,610**
 - GSS Council:
 - Sheraton: TTL Room nights: 0; TTYL Rev. \$ NO PICKUP
 - Association of Texas Small Bands:
 - Sheraton: TTL Room nights: 465; TTYL Rev. \$56,730
 - Home2: TTL Room nights: 40 ; TTL Rev. \$4,880

- **Sports: TTL Room nights: 34; TTYL Rev. \$2,618**
 - UC90:
 - Holiday Inn Express: TTL Room nights: 34; TTYL Rev. \$2,618
- **Weddings: TTL Room nights: 137; TTL Rev. \$14,973**
 - *Grand: TTL Room nights: 0; TTYL Rev. \$ 0*
 - D-Span/Ellerman: TTL Room nights: 0; TTL Rev. \$ No Answer from Hotel
 - *Hampton Inn: TTL Room nights: 0; TTL Rev. \$ 0*
 - Mullen Wedding TTL Room nights: 0; TTL Rev. \$ NO PICKUP
 - Randy Cole Wedding: TTL Room nights: 0 ; TTL Rev. \$ NO PICKUP
 - *Holiday Inn & Suites: TTL Room nights: 5; TTYL Rev. \$575*
 - Waldman Wedding: TTL Room nights: 5; TTL Rev. \$575
 - Mullen Wedding: TTL Room nights: 0; TTL Rev. \$ NO PICKUP
 - Williams Wedding: TTL Room nights:0 ; TTL Rev. \$ NO PICKUP
 - *Sheraton: TTL Room nights: 124; TTL Rev. \$13,586*
 - Hodges Wedding: TTL Room nights: 54; TTL Rev. \$5,886
 - Leven Wedding: TTL Room nights: 70; TTL Rev. \$7,700
 - Mullen Wedding: TTL Room nights: 0 ; TTL Rev. \$ NO PICKUP
 - *SpringHill: TTL Room nights: 8; TTYL Rev. \$812*
 - Hodges Wedding: TTL Room nights: 2; TTL Rev. \$218
 - Megan Jordan Wedding TTL Room nights: 6; TTL Rev. \$594
 - *Towneplace & Suites: TTL Room nights: 0 ; TTYL Rev. \$ 0*
 - Leven Wedding: TTL Room nights: 0; TTL Rev. \$ NO PICKUP

Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls: 594

- **Association: Available Upon Request: 391**
- **Corporate: Available Upon Request: 92**
- **SMERF: Available Upon Request: 109**
- **McKinney Corporate: 2**
 - Emerson is traveling again. The meeting planner will be using Holiday Inn.
 - MISD-NCAA D2 Football meetings are underway.
 - Fanfest: 12/17/21 6-9 pm at Tupps Brewery
 - Gameday: 12/18/21

VISIT MCKINNEY Calendar of Events 2020-2024:

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.

| 2021 | | | | |
|------------------|---|---|--------------------|-------------------|
| Month | Group | Venue | Room Nights | Attendance |
| June | | | | |
| 6/2021 | GSS Council | Grand and Sheraton 4 and 5-star properties only | 10 | 10 |
| 6/11-13/21 | U90C Sports Premier Copa | City Wide | 250 | 125 |
| 6/9-12/21 | Association of Texas Small School Bands – All state band clinic | Sheraton & Home 2 | 320 | 500 |
| 6/2021 | Sigma Phi Omega | Sheaton | 0 | 1000 |
| 6/2021 | Cooper High School Reunion | N/A | N/A | N/A |
| 6/24/21 | McKinney Library- Adventures on the Farm | N/A | 0 | 150 |
| 6/26/21 | Blockbuster reunion | Sheraton & Tups | 10 | 40 |
| July | | | | |
| 7/14-16/21 | Texas Justice Courts Training Center-The Court Personnel Seminar | Sheraton | 380 | 165 |
| 7/18-21/21 | Texas Justice Courts Training Center, The Civil Process Seminar | Sheraton | 495 | 165 |
| August | | | | |
| 8/20-22/21 | U90C Sports Summer Smash | City Wide | 270 | 130 |
| September | | | | |
| 9/3-6/21 | U90C Sports Labor Day Open | City Wide | 450 | 300 |
| 9/2021 | TX Assoc. Of Education for Young Children Annual Conf. | Sheraton | 300 | 150 |

| | | | | |
|---|--|---|-----|-------|
| October | | | | |
| Boys 10/15-17/21 Girls: 10/22-24/21 HS Boys 10/29-31/21 | McKinney Lacrosse Club | Sheraton, Comfort, SpringHill, Home2, and Holiday Inn | 500 | 2,000 |
| November | | | | |
| 11/ 5-7/21 | Toastmasters D50 – Conclave Conference | Sheraton | 75 | 25 |
| 10/2021 | T.E.A.C.H | Sheraton | 180 | 90 |
| December | | | | |
| 12/2021 | Lone Star Justice Alliance | Sheraton | 150 | 75 |
| 2021 | Libertarian Party of Texas | Sheraton | 220 | 110 |
| 12/2021 | NCAA D2 Football Championship | MISD Stadium/City Wide | 500 | 6,000 |
| September | | | | |
| 9/18-24/21 | International Junior Tournament | La Quinta | 240 | 60 |
| 9/21-24/21 | Koha-US | Sheraton | 240 | 60 |
| 9/2021 | Synergy Meeting | Sheraton & Holiday Inn | 565 | 230 |

2022

| Month | Group | Venue | Room Nights | Attendance |
|-----------------|--|--|---------------------------------------|-------------------|
| January | | | | |
| February | | | | |
| 2/2021 | Texas Parks & Wildlife Department –TPWD | Sheraton and will find overflow as needed. | 1300 Need 12,000 sf. Meeting Space | 260 |
| 2/2022 | Council of Administration of Special Education-Hybrid Conference | Sheraton | N/A | 124 |
| 2/2022 | National African American Education Association | Sheraton | 285 | 120 |
| March | | | | |
| April | | | | |
| 4/21-23/22 | NAIA Women’s Beach Volleyball National InvitationalAttendees: | Sheraton | 150 | 120 |

| | | | | |
|------------------|---|------------------------|---------|---------|
| May | | | | |
| 5/2022 | Byron Nelson | City Wide | Unknown | Unknown |
| June | | | | |
| 06/2022 | Texas Division Sons of Confederate Veterans | Sheraton | 440 | 250-300 |
| September | | | | |
| 9/22 | CEMRF Tax Institute | Sheraton & Holiday Inn | 135 | 63 |
| November | | | | |
| 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 |
| December | | | | |
| 12/2022 | Lone Star Justice Alliance | Sheraton | 150 | 75 |
| 12/2022 | NCAA D2 Football Championship | MISD Stadium/City Wide | 500 | 6,000 |

2023

| Month | Group | Venue | Room Nights | Attendance |
|-----------------|---|------------------------|--------------------|-------------------|
| March | | | | |
| 3/20-24/23 | Texas Police Chief Leadership | Sheraton | 200 | 1000 |
| April | | | | |
| 4/20-23/23 | NAIA Women's Beach Volleyball National Invitational | Sheraton | 120 | 150 |
| May | | | | |
| 5/2023 | Byron Nelson | City Wide | Unknown | Unknown |
| December | | | | |
| 12/2023 | NCAA D2 Football Championship | MISD Stadium/City Wide | 500 | 6,000 |

2024

| Month | Group | Venue | Room Nights | Attendance |
|-----------------|-------------------------------|------------------------|--------------------|-------------------|
| December | | | | |
| 11/2024 | NCAA D2 Football Championship | MISD Stadium/City Wide | 500 | 500 |
| April | | | | |
| May | | | | |
| 5/2024 | Byron Nelson | City Wide | Unknown | Unknown |

2025

| Month | Group | Venue | Room Nights | Attendance |
|------------------------|-------------------------------|------------------------|--------------------|-------------------|
| <i>December</i> | | | | |
| 12/2025 | NCAA D2 Football Championship | MISD Stadium/City Wide | 500 | 6,000 |
| <i>May</i> | | | | |
| 5/2025 | Byron Nelson | City Wide | Unknown | Unknown |

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
 - 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
 - Trolley Tours
- Collin County Historical Society Museum (all exhibits)
- Heard Craig Center for the Arts
 - Teas
 - Weddings
 - Art Series
 - Art-o-Mat
- 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
 - Ziplines, Rope Course, & Canoe Experience
- Third Monday Trade Days
- Myers Park Events (Dogs Show, Horse Show, Life Stock Shows & Master Gardener Events, Vintage Market Days)
- State of the City - McKinney
- Volunteer McKinney
- Chamber (Community Awards/Leadership)
- Adriatica Events (at Sanctuary, Love Life & Smiles Concert)
- Franconia Brewery Tour
- Tupps Brewery Tour
- Live music at local restaurants/pubs/wine bars

- Stonebridge Spooktacular
- Walking Tours w/ Paula Nasta & Tonya Fallis
- Food Tours
- Steak 101 Class
- The Cove
- Comedy Arena
- Arcade 92
- The Escape Room
- North Texas Wineries

The McKinney Market:

- June 2021 Gross Sales \$1,565
 - Rent check \$300.00
 - 10%: 70.00
 - Total: \$370.00

Visitors: FYTD Total (June '21): 2,328

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

- Out of State: 44
- Out of Country: 3
- Texas Residents: 18
- McKinney Residents: 1
- Register Total: 66
- Ticker Counter: 676

Day Trips-0

RFP's: 6 (0-Association, 0-Corporate, 2-Weddings, 3 -Social, 0- Military, 0-Gov't, 0-Education, 0-Religious, 1 - Sports, 0-Fraternal)

Association: 0

Corporate: 0

SMERF: 6

Social: 3

1. Embrace your Ambition: 500 attendees, 250 room nights; 10/14-17/21.
2. Annual Train Club Show: 100 attendees, Venue: Collin College Event Center, Rooms Comfort & Hampton, dates:9/10-12/21.
3. Kenadee Mullher-Rehersal Dinner-No room nights

Sports: 1

1. Lone Star Football Media Day: Sheraton, 150 attendees, 30 room nights; 7/23-26/21

Government: 0

Weddings: 2

1. Debi Meuret (MOB), -Rustic Grace ; 7/25/21
2. Angie Byrd (MOB), Magnolia Grace; 10/1/21

Site Visits: 0

Association: 0

Corporate: 0

SMERF: 0

ONGOING PROSPECTS/LEADS: 10 -SMERF (0-Social, Military, Education, Religious, & Fraternal): 10-Weddings, 0-Sports, 0-Day Trips)

SMERF:

WEDDINGS:

1. Shelby Hill; July 10, 2021-Magnolia Grace
2. Kris Sudberry; July 16, 2021-Springs
3. Victoria Nicholson; October 2021 – Magnolia Grace
4. Madison Krell; October 10, 2021 – Magnolia Grace
5. Brittney Larocca; October 16, 2021 – Magnolia Grace
6. MOB: Lauren Walsh; June 18, 2022-Magnolia Grace Ranch
7. Kenadee Muller-Thompson; October 8, 2021-Magnolia Grace
8. Victoria Rodriguez; October 15, 2021-Magnolia Grace
9. Richardson/Webster Wedding; November 27, 2021-Magnolia Grace
10. Ashley Torres; March 22, 2022-Magnolia Grace

DAY TRIPS: 0

SPORTS: 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

Bags Serviced: 519

Mailing Leads Processed: 803

- Tour Texas: 104
- 2022 ABA Marketplace Sponsor Leads: 699

Top Five States requesting information:

- Texas
- Kentucky
- Pennsylvania
- California
- Florida

Advertising/Marketing/Media

| JUNE.2021 -ROBLY Email Stats | |
|------------------------------|--------|
| Average Open Rate | 30.74% |
| Average Click-thru Rate | 12.70% |
| Total Audience | 4.4K |

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

- Website Launch
- Texas Highways Sept. 2021 ad

- TSAE – supplied photo, text, and logo to set up 6-month email inclusion contract
- Historic Calendar ad
- Certified Map ad
- IAEE – set up our page in their vendor hub
- Bus Tours summer 2021 ad
- Convention South – verified continuation of listing on their website/updates
- Created pages for Turlaxin and koha-USA
- Submitted TACVB Idea Fair entries
- 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 |
| TOTALS | 721 | N/A | 340,638 | 2,837,003 | 11,918,708 |

| 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 |
| TOTAL | 4,956 |

| TWITTER - JUNE 2021 | |
|------------------------|-------|
| Total Followers | 5,605 |
| New Followers | 1 |
| Tweets | 22 |
| Tweet Impressions | 6.5K |
| Profile Visits | 588 |
| Mentions | 28 |

| YOUTUBE 2020-21 | | |
|------------------------|---------------|--------------------|
| <i>Month</i> | Views | Subscribers |
| <i>Historical #s</i> | 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 |
| TOTAL | 16,588 | 81 |

| 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 |
| TOTAL | 55,605 | 691 |

WEBSITE DATA – JUNE 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 |
| TOTAL | 42,985 | 88,626 | 36,927 |

| JUNE.2021 | Users |
|--------------|--------------|
| Mobile | 2,721 |
| Desktop | 1,981 |
| Tablet | 141 |
| TOTAL | 4,843 |

| JUNE 2021 - TOP 10 WEB PAGES | | |
|------------------------------|-----------|-----------------|
| Page | Pageviews | Unique Pg Views |
| Home page | 2,573 | 2,027 |
| events | 600 | 495 |
| Calendar | 342 | 253 |
| Things to do | 326 | 268 |
| Craft Beer Walk | 305 | 272 |
| Restaurants | 303 | 215 |
| Juneteenth | 269 | 218 |
| Blog home page | 234 | 173 |
| Visitors Guide | 223 | 184 |
| Places to stay | 178 | 105 |

| Top Countries - JUNE 2021 | | | |
|---------------------------|-------|-----------|----------|
| Country Breakdown | Users | New Users | Sessions |
| United States | 4,605 | 4,493 | 5,850 |
| Canada | 53 | 53 | 60 |
| China | 28 | 28 | 28 |
| Ireland | 19 | 19 | 19 |
| India | 15 | 15 | 17 |
| Germany | 13 | 13 | 14 |
| Philippines | 13 | 13 | 18 |
| U.K. | 11 | 11 | 13 |
| Mexico | 11 | 11 | 13 |
| Pakistan | 10 | 10 | 17 |

| Top States – JUNE 2021 | | | |
|------------------------|-------|-----------|----------|
| State Breakdown | Users | New Users | Sessions |
| Texas | 3,328 | 3,228 | 4,325 |
| California | 166 | 159 | 188 |
| Kansas | 103 | 100 | 123 |

| | | | |
|----------|----|----|-----|
| Arizona | 96 | 91 | 189 |
| Virginia | 77 | 75 | 81 |
| Florida | 61 | 59 | 65 |
| Oklahoma | 52 | 48 | 62 |
| New York | 51 | 50 | 58 |
| Oregon | 51 | 51 | 51 |
| Illinois | 48 | 47 | 56 |

| Top Cities – JUNE 2021 | | | |
|-------------------------------|--------------|------------------|-----------------|
| City Breakdown | Users | New Users | Sessions |
| McKinney | 1184 | 1104 | 1736 |
| Dallas | 781 | 730 | 904 |
| Allen | 135 | 131 | 152 |
| Frisco | 126 | 121 | 146 |
| Plano | 126 | 123 | 142 |
| Coffeyville, KS | 75 | 75 | 93 |
| Houston | 65 | 55 | 70 |
| Fort Worth | 57 | 56 | 59 |
| Ashburn, VA | 52 | 51 | 52 |
| Prosper | 57 | 55 | 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 |
| TOTAL | 5,852 |

| JUNE 2021: TOP REFERRAL PG | |
|-----------------------------------|-----|
| Facebook | 397 |
| McKinneyTexas.org | 42 |
| flytki.com | 35 |
| t.co | 29 |
| baidu.com | 22 |
| flytki.com | 35 |
| robly | 31 |

| | |
|------------------------------|------------|
| mckinneytx.simpleviewcms.com | 31 |
| Travel awaits | 27 |
| McKinneyPhilharmonic | 11 |
| TOTAL | 660 |

| JUNE 2021-KPIs & Groups | |
|------------------------------------|-----------|
| Is | 2 |
| Pickleball | 20 |
| Turlaxin | 28 |
| Byron Nelson | 28 |
| TOTAL: | 78 |

| JUNE 2021: Top 5 HOME UTTONS | |
|--------------------------------------|--|
| FORMAT NO LONGER USED ON NEW WEBSITE | |

Blogs (Top 5) for JUNE 2021:

- Blog Home page - 234
- NTTA - 136
- Film Friendly Classic Film Trail (Benji) – 65
- Summer Camps in McKinney – 56
- Fun Stuff for Dads – 31
- Patio Dining in McKinney – 31

| JUNE 2021 - Ad Landing Pages | |
|-------------------------------------|----|
| Certified Dallas Map | 5 |
| Downtown Parking Map | 6 |
| Texas Events Calendar | 4 |
| VM Rack Card | 48 |
| Virtual Town Tours | 7 |
| Small Market Meetings | 3 |

| JUNE 2021 – MPG Page Views | |
|-----------------------------------|-----|
| Main Page | 25 |
| Venues by Capacity | 17 |
| RFP | 4 |
| Venues/Videos | 10 |
| Sports Planning | 9 |
| Group Services | 2 |
| Site visits | 6 |
| Tour Options/Itineraries | 220 |

| | |
|---------------|------------|
| TOTAL: | 293 |
|---------------|------------|

OTHER STATS

| CROWDRIFT – JUNE 2021 | | |
|------------------------------|---------------------|--------------|
| Gallery | Interactions | Views |
| Being Social | 0 | 16 |
| History/Dwntrn | 70 | 135 |
| Home Gallery | 24 | 718 |
| McK Dining | 29 | 497 |
| McK Events | 52 | 149 |
| Explore | 58 | 158 |
| Weddings | 70 | 143 |
| Shopping | 14 | 90 |
| TOTAL | 317 | 1,906 |

NO MEDIA HUB REPORT AFTER MAY

| VISIT WIDGET - JUNE 2021 | | | | |
|---------------------------------|--------------|-----------------|-------------------|----------------------|
| | Users | Sessions | Page Views | New Downloads |
| Widget | 37 | 41 | 233 | |
| <i>Desktop</i> | 29 | 33 | 212 | |
| <i>Mobile</i> | 8 | 8 | 21 | |
| Mobile APP | 93 | 89 | 362 | |
| <i>App-iOS</i> | 72 | 66 | 278 | 13 |
| <i>App-Android</i> | 21 | 23 | 84 | 1 |
| TOTAL | 130 | 130 | 595 | 14 |

Please note: Visit Widget on the web was down from launch date to end of the month. But the app was still functioning and able to download.

| 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 |
| TOTAL | 4,358 | 2,662 | 1,084 | 26,433 | 2,932 |

FREE PUBLICITY:

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

| JUNE 2021 - Free/Earned Media Coverage for Visit McKinney | | | | | |
|---|---------------------------------------|-----------------|---------------------|------------------|--------------------|
| Publication/ station | Article/Topic | Print | Web/Broadcast Value | PR Value | Impressions /Reach |
| MSN/DMN | TMR25 article | \$0 | \$38,767 | \$116,299 | 61,869,511 |
| Bubble Life | Shared Texas Music Revolution article | \$0 | \$2,000 | \$6,000 | 200,000 |
| <i>TOTALS</i> | | \$0 | \$40,767 | \$122,299 | 62,069,511 |
| <i>FY 20-21 Running Totals</i> | | \$35,423 | \$210,468 | \$463,573 | 92,454,172 |

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 | | | | | |
| Hampton | 93.79 | 91.46 | 86.05 | 90.89 | 93.75 | 99.44 | 99.44 | | | | | |
| Holiday Inn | 39.07 | 43.80 | 49.84 | 49.84 | 64.82 | 80.81 | 69.75 | | | | | |
| Holiday Inn Exp. (CR) | 44.31 | 45.38 | 36.98 | 42.62 | 51.80 | 63.28 | 52.09 | | | | | |
| Home 2 | 51.52 | 48.16 | 48.27 | 61.62 | 68.59 | 88.57 | 85.95 | | | | | |
| La Quinta | 41.40 | 37.47 | 56.59 | 68.97 | 73.73 | 80.44 | 80.76 | | | | | |
| Sheraton | 48.99 | 30.37 | 22.94 | 28.01 | 39.63 | 52.03 | 53.89 | | | | | |
| Springhill | 54.45 | 45.76 | 39.87 | 47.02 | 51.89 | 73.29 | 66.03 | | | | | |

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% | |
| 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% | |

TOTAL LOST BUSINESS: 6; Lost Revenue:\$2,085,500

CORPORATE:

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

ASSOCIATION:

| Dates | Group | Venue/Notes | Total Room Nights | Attendance | Lost Business Revenue \$ |
|---------------------------|---|---------------------|--------------------------|-------------------|---------------------------------|
| September 2024 | Legal Marketing Association – Southwest Region, Regional Conference | Sheraton, Too Large | 700 | 350 | \$166,000 |
| June 2024 | National Federation of Independent Business, Annual Conference | Sheraton, Too Large | 1,200 | 600 | \$310,000 |
| June 2025 | Women’s Business Enterprise Alliance, Annual Conference | Sheraton, Too Large | 2,000 | 1,000 | \$430,000 |
| May or June 2024 | Nano Science & Technology Institute, TechConnect Conference | Sheraton, Too Large | 3,000 | 1,000 | \$640,000 |
| April 2024, 2025 and 2026 | American Legion Oratorical Competition | Sheraton, Too Large | 200 | 300 | \$57,500 |
| March 2024 | Women in Aviation International | Sheraton, Too Large | 2,400 | 1,200 | \$482,000 |
| Total Lost | | | 9,500 | 4,450 | \$2,085,500 |

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.