

McKinney Bier Walk Photos

Thanks to all who came out to hang out with us at the McKinney Historic Square!
Enjoy and download your images from the day! See you at the Wine Walk on October 17!



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Info Search

events



Location	Type	360
2604-2698 Clublake Trail	Christmas Lights	
2700-2798 Carriage Trail	Christmas Lights	
310-398 Bradley St	Christmas Lights	
7100 - 7198 Regal Rd	Christmas Lights	
Alma Road	Christmas Lights	
Benge St	Tour of Homes	
Bristlewood Dr	Christmas Lights	
Bristlewood Dr	Christmas Lights	
Carousel	Event	
Celina Lights	Christmas Lights	
Chancellor Ln & Hardin Blvd	Christmas Lights	
Chestnut Square	Event	
Chestnut Square	Tour of Homes	
Chestnut Village	Historic Venue	

HOME FOR THE

Holidays

at home



Home for the Holidays/Dickens of a Christmas

- Memories
- Family and Friends
- Sense of Community
- Support
- Fun
- Rewards



Problem

- Canceled Events
- Can't come
- Social Distancing
- Businesses hurting
- = Less community



Solution • Paired Virtual Events

- **Virtual Teaser Experiences**
- **Venue Gamification Marketing**
- 1 min videos
 - Venue welcome/story
 - Business welcome/story
 - Community memories
- Events Social Media Campaign
- MCDC Welcome Video
- Ads - Videos
- AR Experiences



Example - Downtown & Business

- **Home for the Holidays *at home*** - Virtual downtown experience
- **Hotel Event Code** for booking guests to track hotel guests
- Not just for this one event, but for all future events
- **Social media - Marketing, connecting, etc**
- **Advertising**, postcards in hotels for check-in, video advert, social to be shared throughout city social marketing (shared by all city entities)
- **Video** - Stories for event marketing - before, during and after
 - Community memories
 - Business memories
- Virtual history of McKinney
- Virtual gamification that mixes all of the above
- Invite to come see and **stay**

Our Platform

- **Experience advertising**
 - Story
 - Event Code
 - Printed QR Code
- **Geofence - advertising, social media**
- **In-person Incentives** - Unlock mobile experiences through geolocation
- **QR Code** - 10 spots downtown with link to site
- **@ each Location** - ~10 locations/event
 - History
 - Owner's story
 - Online store
- **Virtual gamification** - rotating all above
- **Invite to come back and see**



Virtual Town Tours Future

- Invite to come see and stay
- All of McKinney not just Downtown - Adriatica
- Infrastructure
 - Future Events
 - Increase tourism
 - Adriatica & more
 - Business Tours
 - Town Tours
 - VR & AR - Virtual and Augmented Reality Experiences

See it in action

Map Website:

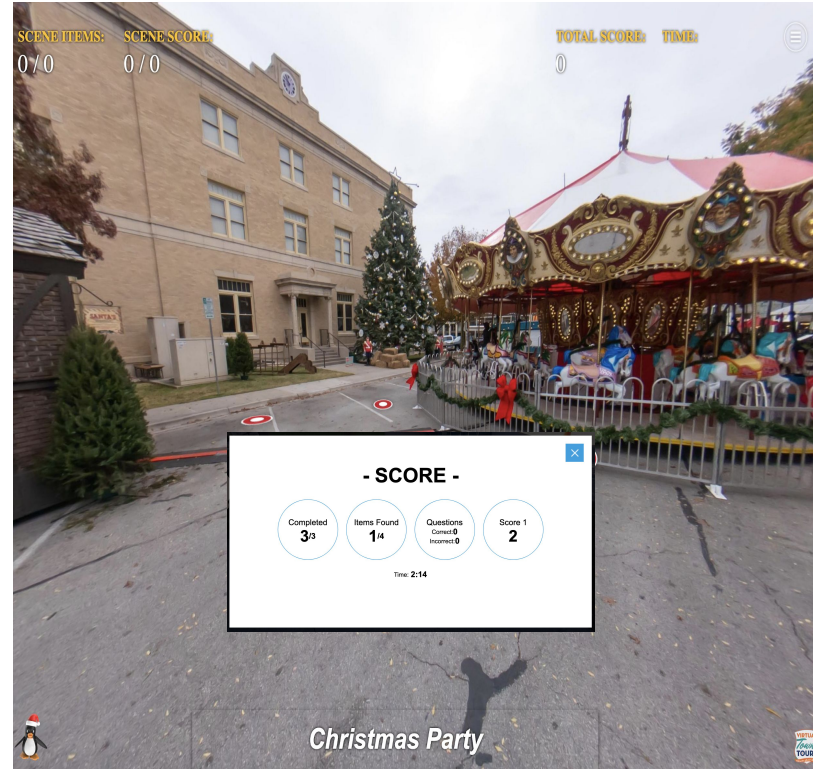
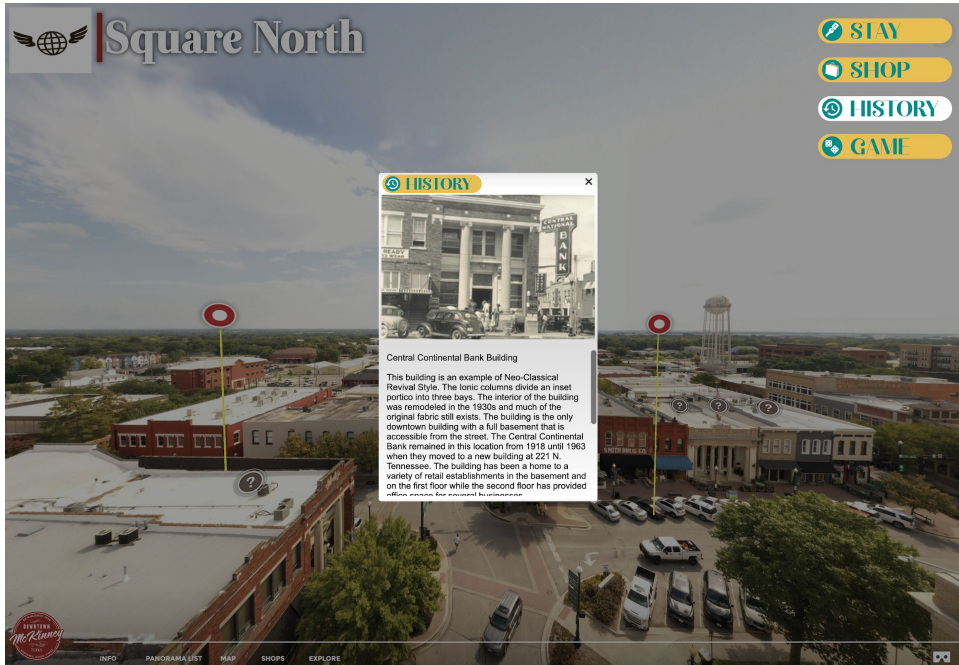
<https://mckinney.virtualtowntours.com/>

HOME FOR THE
Holidays
- at home -



Q & A

What questions do you have?



User Experience – Here is how it works

1. The user sees or clicks on link via social media, or websites.
2. Through the platform the user may find codes for upcoming events that may be used for event codes at local hotels.
3. During the time of the event, the user would pull up the platform when physically at the event (ie downtown McKinney for Home for the Holidays) to view a virtual map of the area.
 - a. This virtual map would be interactive and allow the user to get additional information of the locale via videos and short written descriptions
4. Because they are physically in the event area they would have access to certain coupons/discounts from the local businesses
 - a. For example, if in downtown McKinney the user would be prompted to start a virtual tour or scavenger hunt by scanning a QR code at a designated spot. As they follow along the tour through their app while physically walking the square, they may be able to access digital coupons from local stores that they may redeem during a specific time period.
5. Because this is all digital, we have visibility into the actions of the users. We are able to track and identify certain metrics that the City and the local businesses may find useful:
 - a. How many people used our code for a hotel stay
 - b. How many people took the tour
 - c. Which businesses were visited
 - d. Which coupons were redeemed
 - e. Etc



User Experience Highlights – Virtual

- User sees stories, advertisements, on social media
- Click on or view virtual downtown
- Click @ each virtual Location – ~50 locations
 - History
 - Owner story
 - Online store
- Virtual – Hotels/B&B advertising
 - Story
 - Accommodations and Event Code
- Play game – scavenger hunt with mix of history, downtown, in-store interactions
- Get Rewards – downtown \$, prizes, gift cards, etc
- Invite to come and see and stay



User Experience Highlights – McKinney

- **Hotels/B&B advertising**
 - Check in
 - See Printed QR Code
 - See Virtual Home for Holidays map and locations
 - Invite to downtown
- **Downtown**
 - User goes downtown
 - Sees QR code banners, signs, scans & enters Virtual Home for the Holidays
 - Portion of virtual is unlocked/available based on geolocation
 - @ each virtual location, check to see if in-person incentives exist
 - Store owners give discount, prizes, downtown \$ based on user check-in
 - Capture video of downtown visitors and include in marketing
- **Virtual gamification – rotating all above**
- **Invite to come and see**



Presentation verbiage

As residents of McKinney for 19 years, Carol for 7, we are very excited for this opportunity to present a holistic approach for supporting local hotels AND businesses, not only for a one-time event, but for many events in our community.

Our solution is called VirtualTownTours. It is a virtual online and mobile platform aimed to increase hotel stays and enhance the visitor's experience of the City in a fun and interactive way. Through partnerships with the City and local business owners, users would take virtual tours or gamified experiences through downtown McKinney, while learning about the rich history of this wonderful City. For instance, QR codes would be set up at specific locations for users to scan in their mobile devices to trigger these activities. Participation prizes would be awarded, via Downtown dollars or other forms of coupon or discount promotions that would be redeemable at participating stores.

Hotels and business would also have the ability to advertise and promote their brands within the platform. To promote visitors staying in local hotels, event codes - akin to corporate discount codes - would be provided within the platform during times specified by the hotel. Within this virtual environment, a visitor may also interact with local businesses and their brands by way of videos, an online store, 3D content, or an interactive map.

Presentation (cont'd)

This platform will be especially powerful during specific local events, such as the upcoming Home for the Holidays. Once in downtown McKinney for the event, the visitor may log in to the VirtualTownTour platform and interact on the square virtually as well as physically. In the virtual environment they would receive discounts at local stores during the events timeframe and would only be redeemable after participating in an activity. Examples of activities such as:

- Riding the carousel
- Visiting a certain # of stores
- Viewing the history of 5 buildings
- Looking for hidden animated reindeer
- Taking a town tour
-

Presentation (cont'd)

Because our platform is virtual, we can also measure the success of each component of our solution.

We can:

- Identify how many people booked a hotel during a specific event.
- See how many people participated in a virtual tour, scavenger hunt, and so forth
- See how many people redeemed an event code and where
- View Which stores were visited via coupon redemptions or QR code scans and how often
- See which events saw the most traffic on our platform

Presentation (cont'd)

Additionally, VirtualTownTours has the ability to scale and be customizable for any event or experience. Things like:

- Gaming for children
- augmented reality
- Event scavenger hunts
- Position-aware messaging or information
- Sharing personal stories
- Partner with other events across McKinney to add virtual components
- and so forth

Above are just a few examples of how we can get residents out and visiting the Square, its local businesses, and making McKinney a frequent destination

We hope you consider VirtualTownTours as your choice for this grant. We look forward to a meaningful partnership with you. Thank you.