



May 2020

I. ASSOCIATION/CORPORATE/SMERF COMPLETED in May 2020: TTL Room nights: 89 ; TTL Rev.: \$14,705

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

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

II. 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

Top Five States requesting information:

- Texas
- Florida
- Oklahoma
- Tennessee
- Virginia

III. 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

IV. Advertising/Marketing/Media

Blogs (Top 5) for MAY 2020:

NTTA - 46

Benji House (archived) - 39

Main Page – 33

Virtual Tourist – 31

Benji House - 30

BLOG VISITS - FY 19-20	
MONTH	Sessions
Oct. 2018	234
Nov.2019	618

Dec. 2019	379
Jan.2020	447
Feb. 2020	432
March.2020	158
APRIL.2020	444
MAY.2020	329
FY 19-20	3,041

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

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	113,637	506,945	3,879,106
MAR. 2020	88	9,843	184,711	458,589	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
TOTALS	677	N/A	973,880	5,646,963	29,916,012

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

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
TOTAL	3,025

YOUTUBE - MAY 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
TOTAL	12,051	58

MAY 2020 - Google Business Page		
Google Bus. Pg	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
TOTAL	22,650	205

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
FY 19-20	33,765	69,546	28,532

MAY.2020	Users
Mobile	1,293
Desktop	1,142
Tablet	117
TOTAL	2,552

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

City Breakdown	Users	New Users	Sessions
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

Gallery	Interactions	Views
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
TOTAL	204	860

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

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
TOTALS		\$12,720	\$165,987	\$536,121	2,602,617
FY 19-20 TOTALS		\$33,268	\$207,325	\$724,029	7,878,517

VI. 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
Total			45,960	25,620	\$9,635,500

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.

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

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

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

Dates	Group	Hotel/Venue Notes	Total Room nights	Attendance	Lost Business Revenue \$
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
Total			8,850	6,500	\$1,017,750