



November 11, 2021

TO: McKinney Economic Development Corporation
 McKinney Community Development Corporation

FROM: Dee-dee Guerra

Visit McKinney November 2021

I. ASSOCIATION/CORPORATE/SMERF COMPLETED in November 2021: TTL Room nights: 2,859; TTL Revenue: \$262,289

ASSOCIATION: 0 Total Room nights; \$0 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
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CORPORATE: 2,500 Total Room nightd; \$222,500 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Nov 1-30*	Krucial Staffing	Sheraton	2,500	\$89	\$222,500

*Rooms from 10/22-30 to 11/30/2021

SMERF: 0 Total Room nights; \$0 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
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Social: 158 Total Room Nights; \$17,222 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Nov 6-7	Troubadour Festival	SpringHill Suites	90	\$109	\$9810
Nov 6-7	Troubadour Festival	Home2	68	\$109	\$7412
Nov 18	Sandy Sammons – Sammons Reunion	Grand Hotel	0	0	0

Military/Government: 6 Total Room Nights; \$576 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Nov 30	Texas Historical Commission	Hampton Inn	6	\$96	\$576

Education: 0**Religious: 0****Fraternal: 0****Weddings:** 168 Total Room Nights; \$19,648 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Nov 6	Adams/Williams Wedding	Grand Hotel	34	\$159	\$5406
Nov 7	Scalf/Salgado Wedding	Hampton Inn	0	0	0
Nov 7	Scalf/Salgado Wedding	Holiday Inn Express	0	0	0
Nov 12	Wilson/Edwards Wedding	Holiday Inn	1	\$90	\$90
Nov 12	Wilson/Edwards Wedding	TownePlace Suites	0	0	0
Nov 12	Wilson/Edwards Wedding	Sheraton	1	\$104	\$104
Nov 13	Melnick/Kronewitter Wedding	Sheraton	25	\$104	\$2600
Nov 20	Rogers/Lewendowski Wedding	Hampton Inn	8	\$99	\$792
Nov 20	Rogers/Lewendowski Wedding	Sheraton	75	\$104	\$7800
Nov 27	Richardson/Webster Wedding	Grand Hotel	8	\$159	\$1272
Nov 27	Richardson/Webster Wedding	Hampton Inn	16	\$99	\$1584

Sports: 27 Total Room Nights; \$2,343 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Nov 6-7	Solar Soccer	Holiday Inn Express	0	0	0
Nov 12-14	McKinney Fall Classic – McKinney Soccer Association	Home2	0	0	0
Nov 12-14	McKinney Fall Classic – McKinney Soccer Association	Holiday Inn	7	\$109	\$763
Nov 12-14	McKinney Fall Classic – McKinney Soccer Association	LaQuinta	20	\$79	\$1580

Nov 12-14	McKinney Fall Classic – McKinney Soccer Association	Holiday Inn Express	0	0	0
Nov 20-21	Solar Soccer	Holiday Inn Express	0	0	0

II. VISITORS: FYTD Total (November 2021): 546

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

- Out of State: 11
- Out of Country: 0
- Texas Residents: 2
- McKinney Residents: 6
- Register Total: 19
- Ticker Counter: 546

Top Five States requesting information:

- Texas
- California
- Minnesota
- Florida
- Colorado

III. RFP's: 11 (0-Association, 4-Corporate, 2-Weddings, 0-Social, 0-Military, 0-Gov't, 1-Education, 0-Religious, 4-Sports, 0-Fraternal)

DUE TO COVID19, a lot of Planners are sending out RFPs and holding selections until Fall.

Corporate: 4

1. A2E Communications Group, National Sales Meeting – Cvent RFP received on Monday, November 1, 2021. Dates of Event: February 5-9, 2022 / 180 attendees for total of 577 sleep rooms / Room Block of 5-5-189-189-189-189 under 1-roof / Meeting Space for 3-days / 4 Breakfast, 3 Lunches, 1 Dinner / 1 general session room for 200 / 3-4 breakout rooms for 30 people each. Based on meeting space requirements, RFP sent to Sheraton only.
2. Stat Medical Systems, Annual Meeting & Awards – Cvent RFP received on Tuesday, November 2, 2021. Dates of Event: March 23-26, 2022 / 300 attendees for total of 580 sleep rooms / Room Block of 145-145-145-145 under 1-roof / Meeting Space for 4-days / 3 Breakfast, 3 Dinners / 1 general session room for 300. Based on meeting and sleep room requirements, RFP sent to Sheraton only.
3. Progressive Dental Marketing, The Institute Bootcamp – Cvent RFP received on Thursday, November 4, 2021. Dates of Event: June 23-25, 2022 / 150 attendees for total of 138 sleep rooms / Room Block of 69-69-0 under 1-roof / Meeting Space for 2-days / 1 Lunch, 2 Dinners / 1 general session for 150, 2 breakout rooms and space for 9-10 exhibitors as well as cocktail reception space. Based on event needs, RFP sent to Sheraton only.
4. Lawyers With Purpose, Legal Conference – Cvent RFP received on Tuesday, November 23, 2021. Dates of Event: October 17-21, 2022 / 125-150 attendees for total of 230 sleep rooms / Room Block of 15-25-40-75-75 under 1-roof / Meeting space for 5-days / 1 general session room for 125-150 and secured office space for staff / No meals or breaks requested. Based on meeting space requirements, sent to Sheraton for bid consideration. **UPDATE:** November 29, 2021 - Sheraton submitted proposal and event planner is interested. Working out meeting logistics and rates.

Association: 0

SMERF: 7

Social: 0

Military/Government: 0

Education: 1

1. Texas A&M, Summer CFO Meeting – Cvent RFP received on Tuesday, November 2, 2021. Dates of Event: June 8-11 or 9-12, 2022 / 50 attendees for total of 41 sleep rooms / Room Block of 1-1-40 / Meeting Space for 1-day (staff there for 2 days prior to event) / 1 Breakfast, 1 Lunch / 1 general session for 50, no breakouts. Require 4 or 5 star property which McKinney doesn't have at this time. LOST

Religious: 0

Fraternal: 0

Weddings: 2

1. Ashley Caitlyn (Bride) Wedding – March 12, 2022 - Magnolia Grace – Hotel TBD
2. Schoening/Parker Wedding – September 24, 2022 – Stone Crest – Hotel TBD

Sports: 4

1. AYES – Soccer Tournament – January, 14-16, 2022 – Fairview Soccer Complex & Craig Ranch – Hotels TBD
2. Five Tool Youth Melissa Classic – March 19, 2022 – Melissa – Hotel TBD
3. Five Tool Youth Elite Invitational – April 16, 2022 – Melissa – Hotel TBD
4. Five Tool Youth May Showdown – May 14, 2022 – Melissa – Hotel TBD

Ongoing Leads:

Corporate: 2

1. Globelife: Emailed Planner. No response. I believe they are still working from home.
2. Baylor Scott & White: Emailed planner. She responded that they are doing great. She will reach out if they need anything.

SMERF: 29

Social:

Military/Government: 1

1. 2025 Texas Police Games – Citywide – June 2025 – Est. Attendance: 1100-1500, Room Nights: 140

Education: 0

Religious: 0

Fraternal: 1

1. Order of the Eastern Star – Nancy Hardy – March 25-26, 2022 – McKinney Masonic Lodge – Attendance: 40, Room Nights: 15

Weddings: 20

1. Rae/Macmullen Wedding – December 10, 2021 – Bingham House – Sheraton & LaQuinta – 100 attendees – 15 room nights
2. Kimberly Fulmer (Bride) – January 2, 2022 – Rosemary Barn – The Grand Hotel – 10 room nights
3. Hayes/Allday Wedding – January 8, 2022 – D'Vine Grace – Grand Hotel & Fairfield Inn – 150 attendees – 10 room nights
4. Chase Wedding – January 21, 2022 – Rustic Grace – Fairfield Inn – Est 10 Rooms
5. Jackson/Gonzales Wedding – January 25, 2022 – The Station – Holiday Inn Express – Est 10 rooms
6. Ahlgrimm Wedding – January 29, 2022 – Magnolia Grace
7. Johnson/Harland Wedding – March 4, 2022 – The Sanctuary – Home2 – Est 10 rooms
8. Bryant/Keeton Wedding – March 6, 2022 – Rustic Grace – Hampton Inn – 100 attendees – 20 room nights
9. Ashley Torres – March 22, 2022 – Magnolia Grace
10. Blas Duran (Groom) – April 2, 2022 – Rustic Grace – Fairfield Inn – 10 room nights
11. Miller/Dooley Wedding – April 23, 2022 – River Road Chateau – Hampton Inn – Est 20 rooms

12. Sosa/Horsley Wedding – May 5, 2022 - D'Vine Grace – The Grand – Est 10 rooms
13. Hermosillo/Arias Wedding – May 7, 2022 – The Sanctuary – Sheraton – 95 attendees – 10 room nights
14. Lauren Walsh – June 18, 2022 – Magnolia Grace
15. Edel/Bouillion Wedding – June 24, 2022 – Stone Crest
16. Elizabeth Cantu – July 11, 2022 – Stone Crest
17. Renteria Wedding – July 23, 2022 – Rosemay Barn
18. Anderson/Diaz Wedding – August 6, 2022 – Rustic Grace
19. Pruitt Wedding – October 1, 2022 – The Springs – The Grand – Est 10 rooms
20. Melissa Eason (MOB) – November 5, 2022 – The Springs in Aubrey – The Neathery

Sports: 5

1. Solar Soccer – December 5, 2021 – Holiday Inn Express – attendees unknown – 5 room nights
2. Solar Soccer – December 11-12, 2021 – Holiday Inn Express – attendees unknown – 5 room nights
3. Solar Soccer – March 26, 2022 – Holiday Inn Express – attendees unknown – 5 room nights
4. Solar Soccer – April 24, 2022 – Holiday Inn Express – attendees unknown – 5 room nights
5. Solar Soccer – April 20-May 1, 2022 – Holiday Inn Express – attendees unknown – 5 room nights

Day Trips-0

Site Visit: 1

Association: 0

Corporate: 0

SMERF: 1

1. AT&T Byron Nelson – May 9-15, 2022 – Checking out hotels for Players, Caddies & Families – TownePlace Suites, Sheraton, Holiday Inn, SpringHill Suites, Home2, Holiday Inn Express, La Quinta, Hampton Inn, Fairfield Inn – Est 250 rooms

IV. ADVERTISING/MARKETING/MEDIA

November 2021 Events/Services/Meetings:

NOVEMBER 2021 -ROBLY Email Stats	
Average Open Rate	48.80%
Average Click-thru Rate	14.50%
Total Audience	3,530

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

- Texas State Travel Guide annual web banner ad – free/value added
- Texas Meetings + Events leaderboard ad
- Blog entries on Small Business Saturday, Thanksgiving dining options, shop dogs, November events
- Our Community Dallas (LGBTQ) ad
- Submitted materials for ConventionSouth free editorial coverage
- NCAA posts on D2 Facebook page
- Fort Worth Weekly – submitted NCAA ads
- Created landing page for Texas Historical Commission meeting on Nov. 30
- Texas Events Calendar spring ad
- Lakes Trail map
- Tourism Partner of the Year staff recommendations
- Entered influencers/media people into the CRM

- Contacted list of photographers about helping with images
- Requested changes to McKinney video from Paul Reynolds. He will do it at no cost

SOCIAL MEDIA STATS

FACEBOOK FY 21-22	New Likes	Lifetime Likes	Post Reach
OCT. 2021	139	13,383	22,044
NOV. 2021	80	13,463	22,601
TOTALS	219	N/A	44,645

INSTAGRAM 2021-22	
From 2019-20	5,633
Oct. 2021	94
Nov. 2021	89
TOTAL	5,816

TIKTOK FY 21-22	Followers	Video Likes	Profile Views	Video Views	Shares
OCT. 2021	17	88	65	1,682	5
NOV. 2021	18	73	38	5,020	21
TOTALS	35	161	103	6,702	26

YOUTUBE 2021-22		
Month	Views	Subscribers
<i>Historical #s</i>	17,160	81
OCT. 2021	148	1
NOV. 2021	176	-1
TOTAL	17,484	81

Google Business Page – 2021-22		
Month	Page Views	Web visits
Historical #	69,114	828
OCT. 2021	2,777	34
NOV. 2021	3,480	51
TOTAL	75,371	913

Website - 2021-22			
Month	Sessions	Pageviews	Users
OCTOBER 2021	11,700	22,702	9,550
NOVEMBER 2021	10,815	20,574	9,089
TOTAL	22,515	43,276	18,639

NOVEMBER 2021	Users
Mobile	6,066
Desktop	2,761
Tablet	262
TOTAL	9,089

Top Countries - NOVEMBER 2021			
Country Breakdown	Users	New Users	Sessions
United States	8,782	8,639	10,499
India	49	49	52
Ireland	42	42	42
Canada	27	27	28
Philippines	18	17	20
China	17	17	17
Germany	14	14	14
Mexico	12	12	12
Sweden	11	11	11
(not set)	11	11	11

Top States – NOVEMBER 2021			
State Breakdown	Users	New Users	Sessions
Texas	6,815	6,655	8,279
Virginia	257	256	258
California	237	232	270
Kansas	128	128	129
Oklahoma	104	96	109
New York	90	89	104
Florida	84	84	93
North Carolina	75	74	82
Illinois	73	71	81
Georgia	57	56	59

Top Cities – NOVEMBER 2021			
City Breakdown	Users	New Users	Sessions
McKinney	2,307	2,148	2,928
Dallas	1,804	1,697	1,977
Plano	353	337	403
Allen	284	271	318

Frisco	236	221	276
Houston	222	203	252
Ashburn, VA	210	210	210
Prosper	98	93	106
Austin	94	89	99
Melissa	87	83	91

BLOG VISITS - FY 21-22	
Month	Sessions
OCT. 2021	1,055
NOV. 2021	3,355
TOTAL	4,410

Blogs (Top 5) for NOVEMBER 2021: 2,241

- Open for Thanksgiving - 903
- Thanksgiving Meal Options - 685
- Shop Dogs - 427
- November events - 160
- Patio Dining – 66

NOVEMBER 2021 - TOP 10 WEB PAGES		
Page	Pageviews	Unique Pg Views
Home page	2,913	2,384
Events main page	1,013	845
Thanks. Open blog post	903	849
Downtown Mck shopping	728	626
Thanks. Meal Op. blog post	685	625
Vintage Market days	643	571
Things to Do	559	449
Events - date rate drilldown	465	376
Visitors Guide	434	367
Shop Dogs Blog post	427	409

NOVEMBER 2021: TOP REFERRAL PG	
newsbreakapp.com	718
m.Facebook.com	511
lm.facebook.com	121
Robly	70
l.facebook.com	57
l.instagram.com	44
McKinneyTexas.org	33
flytki.com	23
facebook.com	20

siterecipe.com	18
TOTAL	1615

NOVEMBER-KPIs & Groups	
KPIs	3
Turlaxin	2
Byron Nelson	9
koha USA	1
Holidays Ideas Groups	1
TOTAL:	16

NOVEMBER 2021 - Landing/QR CODES	
Certified Dallas Map	2
Fall Tx Events Calendar	1
Authentic Texas Mag	4
Bus Tours Magazine	2
Walking Tour Sign	3
El Paso Holiday Co-Op Ad	2
Our Community Dallas	1
Lakes Trail Map	9
Rack Cards	7
TOTAL	31

NOVEMBER 2021 – MPG Page Views	
Main Page	50
Venues by Capacity	27
Request Info/RFP	6
Venues/Videos	7
Helpful resources	354
Vendors	5
Site visits	19
Tour Options/Itineraries	301
TOTAL:	769

OTHER STATS

CROWDRIFF – NOVEMBER 2021		
Gallery	Interactions	Views
Being Social	0	2
History/Dwntn	224	562
Home Gallery	26	612
McK Dining	28	275
McK Events	1	70

Explore	93	200	
Weddings	12	60	
Shopping	46	171	
Chestnut Square	0	9	
McK Music	1	20	
Murals	14	13	
Dogs in McKinney	0	14	
Filming in McK	9	14	
Erwin	21	10	
Christmas	6	7	
Adriatica	64	184	NEW
Art in McKinney	0	23	
Byron Nelson	1	4	NEW
Small Bus.Sat.	20	61	NEW
Cadence Blog	3	4	
TOTAL	569	2,315	

VISIT WIDGET - NOVEMBER.2021				
	Users	Sessions	Page Views	New Downloads
Widget	61	67	208	
<i>Desktop</i>	<i>51</i>	<i>55</i>	<i>187</i>	
<i>Mobile</i>	<i>10</i>	<i>12</i>	<i>21</i>	
Mobile APP	333	534	1,941	
<i>App-iOS</i>	<i>289</i>	<i>492</i>	<i>1737</i>	68
<i>App-Android</i>	<i>44</i>	<i>42</i>	<i>204</i>	8
TOTAL	394	601	2,149	76

TOP LOCATIONS USING VISIT WIDGET

McKinney, TX
Dallas, TX
Prosper, TX
Houston, TX
Plano, TX
Melissa, TX
Ashburn, VA
Roseville, CA
Bhopal, Madhya Pradesh
San Antonio, TX
Austin, TX

TourTexas.com 2021-22					
	McKinney Page	Things to Do	Events	Attractions	Native Texan
October	398	345	269	3,343	375
November	274	181	231	4,779	314
	672	526	500	8,122	689

FREE PUBLICITY:

FY 21-22	Budgeted Amount
Adv. & Promo TTL	\$195,023

November 2021 - Free/Earned Media Coverage for Visit McKinney					
Publication/Station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
StatePoint Media	Holiday Feature	\$0	\$16,358	\$49,074	2,979,861
<i>TOTALS</i>		\$0	\$16,358	\$49,074	2,979,861
<i>FY 21-22 Running Totals</i>		\$8,960	\$18,958	\$83,754	3,172,361

LOST BUSINESS: 0 Corporate Group, 0 Association Groups and 1 SMERF Group; Lost Revenue: \$11,159

CORPORATE:

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

SMERF & SPORTS: (Social/Weddings, Military/Gov't, Education, Religious, Fraternal)

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
July 2022	Texas A&M, Summer CFO Meeting	Sheraton, Not a 4 or 5-star Property	41	50	\$11,159
				SMERF Lost:	\$11,159

ASSOCIATION:

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

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.