



To: Visit McKinney Board
From: F. Marie Woodard – Interim Executive Director
Date: February 22, 2022
RE: Visit McKinney January 2022 - Staff Report

Goal 1 Operational Excellence

Strategies:

1. Education/Webinars:

- **Beth:**
 1. None to report
- **Marie:**
 1. Training with Nicole on budget process
 2. DEI Committee – Training, TSAE
- **Rachel:**
 1. Simpleview – Top CRM Reports
- **Sabine:**
 1. CSO Petition Training
 2. Training with Nicole on budget process

2. Events/Services/Special Projects:

- **Beth**
 1. Monthly Main Street Business Meeting (online)
 2. American Bus Association FAM tour – guide
 3. Music Friendly Monthly Call with Texas Music Office
 4. Hosted Influencer/secured comp meals/lodging (Olivia Ebrotie aka Atomoli)
 5. Quarterly Communications Meeting with Michelle plus Rachel & Visit Widget
 6. Interviews with part-time candidates
 7. Byron marketing meeting with Rachel, Andrew, & Linda
- **Marie**
 1. Directors Meeting
 2. TSAE Board Meeting
 3. MEDC Meeting
 4. TTA DEI Meeting
 5. Finance Committee Meeting
 6. Managers Meeting
 7. MCDC Meeting

- **Rachel**
 1. Texas Rural Water Association – AV at Sheraton
 2. Lovejoy ISD – AV at Sheraton
 3. McKinney Bridal Show – Welcome Bags & Info Booth
 4. Alaa & Osama – AV at Sheraton
 5. American Bus Association – Welcome Bags, Sightseeing Tours
 6. Hays/Allday Wedding – Welcome Bags
- **Sabine**
 1. Auction/Surplus items, removal of office decoration and deep clean
 2. Executive session protocol w/ Empress
 3. Interior doors office keys procured/distributed
 4. Fairfield Inn: add to monthly HOT Tax and STR report
 5. Economic Impact TT&C NCAA
 6. Applications/Interview part time front position
 7. Ordered Chamber Award
 8. CSO Petition Verification: 6.5 hours
 9. Ready Set Grow, outside plants – meet, discuss and implement plan for plants at office entrance
 10. Heard – Craig Center for the Arts: Germany: Land of Laptops and Lederhosen
 11. Main Street Business Meeting Facebook Recording, Council Meetings, MEDC, MCDC Meetings

3. Venue: 0

4. Hotel Calls: 18

- | | |
|----------------------|-------------------------|
| 1. Hampton Inn | 10. Fairfield Inn |
| 2. SpringHill Suites | 11. Best Western |
| 3. Home2 | 12. Comfort Inn |
| 4. Sheraton | 13. La Quinta |
| 5. TownePlace | 14. Holiday Inn Express |
| 6. American Inn | 15. McKinney Inn |
| 7. Days Inn | 16. Motel 6 |
| 8. Econo Lodge | 17. Red Roof Inn |
| 9. Grand Hotel | 18. Super 8 |

Goal 2 Financially Sound Government

Strategies:

- **Balance resources generated by Hot tax**
- **Develop and utilize performance measures to ensure successful and efficient operations**

HOT Tax Collection reported by City: 2021-2022

- **MOM 2021 vs. 2022 (20-Hotels &. 6-B&B/VRBO reporting)**
 - January 2022: \$170,465
 - January 2021: \$95,014
 - **79.41%**
- **YOY 2021 vs. 2022 (20-Hotels &. 6-B&B/VRBO reporting)**
 - January 2022: \$690,054
 - January 2021: \$448,779
 - **53.76 %**

ASSOCIATION/CORPORATE/SMERF/GOVERNMENT COMPLETED in January 2022: TTL Room nights 74; TTL Rev.: \$9,454

Association : TTL Rom nights: 7; TTL Rev.: \$903

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Jan 6-8	Texas Rural Water Association (Board)	Sheraton	7	\$129	\$903

CORPORATE: 0 Total Room nightd; \$0 Total Revenue

SMERF: TTL Rom nights: 67; TTL Rev.: \$8,551

Social: 0

Military/Government: 0

Education: 0

Religious: 0

Fraternal: 0

Weddings: TTL Rom nights: 67; TTL Rev.: \$8,551

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Jan 8	Hayes/Allday Wedding	Grand Hotel	30	\$159	\$4770
Jan 21	Reiter/Chase Wedding	Fairfield Inn	25	\$109	\$2725
Jan 25	Jackson/Gonzales Wedding	Holiday Inn Express	12	\$88	\$1056

Sports: 0

Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls: 222

Association: 0

Corporate: 0

SMERF: (222) for RT (see attached report)

Social: 42

Military/Government: 16

Education: 49

Religious: 9

Fraternal: 8

Weddings: 83

Sports: 15

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!
 - Holiday Trail of Lights
 - Butterfly Gardens & House
 - Halloween at the Heard
 - Spring & 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:

- January 2022 Gross Sales \$618.90
 - Rent check: 355.00
 - Visit McKinney T-shirts \$104

Total: \$483.00

Visitors: FYTD Total (January 2022): 1,827

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

- Out of State: 36
- Out of Country: 9
- Texas Residents: 5
- McKinney Residents: 4
- Register Total: 54
- Ticker Counter: 208

2 Historic Walking Tours

- 1-11-22: (Guy): 3 adults, no kids
- 1-22-22: (Paula): 10 adults, 1 baby, 2 dogs

Day Trips: 0

Site Visit: 0

Association: 0

Corporate: 0

SMERF: 0

RFP's: 13

Corporate: 0

Association: 1

1. Toastmasters International, Dist. 50 – April 29-30, 2022 – Sheraton – Est 60 Rooms Nights

SMERF: 12

Social: 2

1. Drum Corps International – July 24-26, 2022 – City Wide – Est 100 Room Nights
2. Coe Family Reunion – July 4, 2022 – Hotel TBD – Est 64 Room Nights

Military/Government: 1

1. Texas Historical Foundation – April 21-23, 2022 – Sheraton – Est 50 Room Nights

Education: 0

Religious: 0

Fraternal: 0

Weddings: 7

1. Dolan/Brooks Wedding – April 14, 2022 – The Sanctuary – Fairfield Inn – Est 50 Room Nights
2. Delmast Robinson Wedding – July 2, 2022 – The Sanctuary – Holiday Inn Express – Est 60 Room Nights
3. Weichel/Logan Wedding – August 20, 2022 – Cotton Mill – Hotel TBD – Est 20 Room Nights
4. Scogna/Saenz Wedding – October 1, 2022 – River Road Chateau – Hotel TBD – Est 60 Room Nights
5. Lara/Hackman Wedding – October 15, 2022 – The Sanctuary – Fairfield Inn – Est 30 Room Nights
6. Hare/Belcher Wedding – October 22, 2022 – Rustic Grace – Sheraton – Est 100 Room Nights
7. Hawthorne/Grossman Wedding – December 3, 2022 – Gather in Downtown McKinney – Hotel TBD – Est 10 Room Nights

Sports: 2

1. USA Pickleball Mid-South Regional – April 28-May 1, 2022 – City Wide – Est 800 Room Nights
2. McKinney Soccer Association – May 20-22, 2022 – Hotels TBD – Est 60 Room Nights

Ongoing Leads (Booked/Definite): 30

Corporate: 0

Association: 0

SMERF: 30

Social: 2

1. 2022 ComedySportz – March 1-4, 2022 – Grand Hotel – Est 30 room nights
2. Sellers Surprise 50th Birthday – March 5, 2022 – La Quinta – Est 10 room nights

Military/Government: 0

Education: 1

1. Frisco Home is School Retreat – February 25-26, 2022 – Holiday Inn Express – Est 15 room nights

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: 19

1. Johnson/Harland Wedding – March 4, 2022 – The Sanctuary – Home2 – Est 10 rooms
2. Bryant/Keeton Wedding – March 6, 2022 – Rustic Grace – Hampton Inn – 100 attendees – 20 room nights
3. Ashley Torres – March 22, 2022 – Magnolia Grace
4. Peltier/Duran Wedding – April 2, 2022 – Rustic Grace – Fairfield Inn – 10 room nights
5. Mehra Wedding – April 16, 2022 – Hotel TBD – Est 15 room nights
6. Miller/Dooley Wedding – April 23, 2022 – River Road Chateau – Hampton Inn – Est 20 rooms
7. Findley/Stillwell – May 1, 2022 – Sheraton & Hampton Inn – Est 20 room nights
8. Sosa/Horsley Wedding – May 5, 2022 - D'Vine Grace – The Grand – Est 10 rooms
9. Hermosillo/Arias Wedding – May 7, 2022 – The Sanctuary – Sheraton – 95 attendees – 10 room nights
10. Kensell Wedding – May 14, 2022 – Sheraton – Est 10 room nights
11. Lauren Walsh – June 18, 2022 – Magnolia Grace
12. Edel/Bouillion Wedding – June 24, 2022 – Stone Crest
13. Hoover/Weger Wedding – July 2, 2022 – Hotel TBD – Est 40 room nights
14. Elizabeth Cantu – July 11, 2022 – Stone Crest
15. Renteria Wedding – July 23, 2022 – Rosemay Barn
16. Anderson/Diaz Wedding – August 6, 2022 – Rustic Grace
17. Schoening/Parker Wedding- September 24, 2022 – Hotel TBD – Est 5 room nights
18. Pruitt Wedding – October 1, 2022 – The Springs – The Grand – Est 10 rooms
19. Melissa Eason (MOB) – November 5, 2022 – The Springs in Aubrey – The Neathery

Sports: 7

1. Tracy Beard Classic – February 18-20, 2022 – City Wide – Est 75 room nights
2. Solar Soccer – March 26, 2022 – Holiday Inn Express – attendees unknown – 5 room nights
3. Solar Soccer – April 24, 2022 – Holiday Inn Express – attendees unknown – 5 room nights
4. Solar Soccer – April 20-May 1, 2022 – Holiday Inn Express – attendees unknown – 5 room nights
5. AT&T Byron Nelson – May – 2022-2025
6. AEYL Basketball Tournament – June 24-26, 2022 – City Wide – Est 30 room nights
7. NCAA Division II – December - 2021-2025

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
- Continue efforts to bring convention groups into Downtown McKinney

Bags Serviced: 380

Mailing Leads Processed:

- Tour Texas: 109

Top Five States requesting information:

- Texas
- Oklahoma
- Arizona
- Minnesota
- Ohio

Advertising/Marketing/Media

JANUARY 2022 -ROBLY Email Stats	
Average Open Rate	38.20%
Average Click-thru Rate	11.20%
Total Audience	5,630

JANUARY 2022 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Newsletters – winter planner, weekly, and monthly TourTexas
- County Line ads for this quarter
- Itinerary for influencer
- Submitted downtown photos to Travel Texas (state travel office) for media pitch

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
DEC. 2021	57	13,520	17,668
JAN. 2022	29	13,549	18,086
TOTALS	305	N/A	80,399

INSTAGRAM 2021-22	
From 2019-20	5,633
Oct. 2021	94
Nov. 2021	89
Dec. 2021	102
Jan. 2022	27
TOTAL	5,945

TIKTOK FY 21-22	New Followers	Video Likes	Profile Views	Video Views	Shares
OCT. 2021	17	88	65	1,682	5
NOV. 2021	18	73	38	5,020	21
DEC. 2021	85	1,293	38	7,152	9
JAN.2022	81	170	36	5,183	7
TOTALS	201	1,624	177	19,037	42

YOUTUBE 2021-22		
Month	Views	Subscribers
Historical #s	17,160	81
OCT. 2021	148	1
NOV. 2021	176	-1
DEC. 2021	116	0
JAN. 2022	209	-1
TOTAL	17,809	80

Google Business Page – 2021-22		
Month	Page Views	Web visits
Historical #	69,114	828
OCT. 2021	2,777	34
NOV. 2021	3,480	51
DEC. 2021	5,210	30
JAN. 2022	4,570	36
TOTAL	85,151	979

Website - 2021-22			
Month	Sessions	Pageviews	Users
OCTOBER.2021	11,700	22,702	9,550
NOVEMBER.2021	10,815	20,574	9,089
DECEMBER.2021	13,268	23,954	11,197
JANUARY.2022	8,129	16,395	6,725
TOTAL	43,912	83,625	36,561

JANUARY.2022	Users
Mobile	4,047
Desktop	2,552
Tablet	131
TOTAL	6730

Top Countries - JANUARY 2022			
Country Breakdown	Users	New Users	Sessions
United States	6,418	6,205	7,783
India	42	42	45
Ireland	28	28	28
Canada	24	24	25
China	22	22	22
Philippines	19	18	20
Germany	18	18	18
(not set)	18	18	18
Switzerland	17	17	22
United Kingdom	15	15	18

Top States – JANUARY 2022			
State Breakdown	Users	New Users	Sessions
Texas	4,508	4,326	5,630
California	271	263	307
Kansas	125	124	131
New York	123	121	136
Virginia	108	108	109
Florida	100	99	110
Oklahoma	96	89	109
Illinois	94	91	108
North Carolina	76	74	88
Colorado	52	51	58

Top Cities – JANUARY 2022			
City Breakdown	Users	New Users	Sessions
McKinney	1,419	1,291	1,898
Dallas	1,202	1,115	1,350
Frisco	222	217	250
Allen	168	157	239
Plano	145	139	155
Houston	106	97	119
Coffeyville, Kansas	92	92	92
Fort Worth	90	87	99
NYC, New York	73	70	80
Sherman	71	67	76
Austin	69	62	88
Garland	59	55	69

BLOG VISITS - FY 21-22	
Month	Sessions
OCT. 2021	1,055
NOV. 2021	3,355
DEC. 2021	4,207
JAN. 2022	1,279
TOTAL	9,896

JANUARY 2022 - TOP 10 WEB PAGES	
Page	Pageviews
Home page	2,950
Events (main pg.)	714
Downtown Shopping	688
Things to Do	608
Adriatica	434
Visitors Guide	430
Restaurants	324

Places to Stay	301
Events - 1st week Feb	184
McKinney Murals blog	170

JANUARY 2022 - Landing Pgs/QR CODES	
TM+E QR Code	1
Sports Sales Sheet	1
Restaurants	1
Texas State Travel Guide	1
Get Lost Houston social	1
Dia de los Muertos Events	3
Daytrips	2
Wedding LinkTree	5
Downtown Parking Map	1
Walking Tour sign	1
Historic Building Tour	3
Things to Do	2
Rachel_wedding handout	1
Rack Cards	5
TOTAL	28

JANUARY 2022 – MPG Page Views	
Main Page	167
Venues by Capacity	84
Request Info/RFP	4
Venues/Videos	7
Helpful resources	142
Vendors/services	26
Tour Options/Itineraries	263
TOTAL:	693

OTHER STATS

CROWDRIF – JANUARY 2022		
Gallery	Interactions	Views
Being Social	0	30
History/Dwntrn	432	569
Home Gallery	51	705
McK Dining	45	366
McK Events	10	52
Explore	148	345
Weddings	23	90
Shopping	48	133
Chestnut Square	11	14
McK Music	10	32
Murals	21	37

Dogs in McKinney	0	17
Filming in McK	2	13
Erwin	43	30
Christmas	0	0
Adriatica	174	340
Art in McKinney	0	18
Byron Nelson	6	78
Small Bus.Sat.	0	4
Cadence Blog	13	6
TOTAL	1,037	2,879

FREE PUBLICITY:

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

JANUARY 2022 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
Courier-Gazette	Feature - Beth Shumate	\$1,140	\$86	\$3,678	45,888
<i>TOTALS</i>		\$1,140	\$86	\$3,678	45,888
<i>FY 21-22 Running Totals</i>		\$10,100	\$34,401	\$135,303	5,305,556

Top McKinney Hotels 2021-2022 Occupancy Rates: %

OCCUPANCY RATES:

Hotel	Oct. '21	Nov. '21	Dec. '21	Jan. '22	Feb. '22	Mar. '22	Apr. '22	May '22	Jun. '22	Jul. '22	Aug. '22	Sept. '22
Comfort	58.53	65.66	70.35									
Hampton	100.0	100.0	100.0									
Holiday Inn	78.51	65.56	57.67									
Holiday Inn Exp. (CR)	80.16	49.50	41.81									
Home 2	77.03	71.84	69.52									
La Quinta	64.39	73.24	**									
Sheraton	79.63	67.61	54.11									
Springhill	86.86	74.19	58.79									

**New ownership; data update available next month

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	FY 21-22
October	N/A	67.28%	75.19%	96.77%	85.79%	79.61%	48.99%	79.63%
November	N/A	61.35%	75.20%	N/A	77.95%	76.43%	30.37%	67.61%
December	N/A	69.24%	57.74%	N/A	66.66%	67.16%	22.94%	54.11%
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%	61.24%	
June	69.70%	75.03%	88.88%	81.25%	78.70%	33.16%	60.36%	
July	75.60%	72.61%	N/A	77.76%	73.50%	38.42%	66.84%	
August	56.22%	63.86%	76.00%	72.64%	70.90%	36.97%	56.22%	
September	56.43%	72.50%	N/A	78.98%	75.40%	85.45%	54.40%	

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

CORPORATE:

Dates	Group	Lost Reason	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	Lost Reason	Total Room Nights	Attendance	Lost Business Revenue \$
				SMERF Lost:	\$0

ASSOCIATION:

Dates	Group	Lost Reason	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.