



To: Visit McKinney Board
From: Dee-dee Guerra – Executive Director
Date: August 31, 2021
RE: Visit McKinney July 2021-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Education/Webinars:**
 - **Beth: 0**
 - **Dee-dee: 3**
 1. Destination Analyst: 7/14/21 & 7/26/21
 2. Texas Travel Alliance: Diversity & Inclusion Committee Meeting
 - **Marie: 1**
 1. Texas Travel Alliance: Diversity & Inclusion Committee Meeting
 - **Rachel: 1**
 1. New Hire Orientation
 - **Sabine: 5**
 1. TDM Credit: Wild Wednesday: Cooper Lake State Park Virtual Tour
 2. Steven Smith: New Objectives Tracking System Review and Feedback
 3. Simpleview CRM Sales Walk Through
 4. Simpleview: Meeting to discuss the Extranet Launch Process
 5. Simpleview: iDSS Account Type Review
 - **Sue: 2**
 1. Communications Skills for Employees
 2. Basic First Aid for Medical Emergencies
- **Events/Services:**
 1. Lone Star Media Day – July 26th
- **Venue:**
 1. The Sanctuary
 2. Stonebridge Ranch Country Club
 3. MPAC
 4. Whispering Waters Ranch
 5. Magnolia Grace
 6. El Dorado Country Club
- **Hotel Calls: 12**

1. The Grand
2. Best Western
3. Comfort Suites
4. Hampton Inn
5. Home 2 Suites
6. SpringHill Suites
7. La Quinta
8. Holiday Inn Express
9. Holiday Inn & Suites
10. TownePlace
11. Fairfield Inn
12. Sheraton

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 (20-Hotels & 6-B&B/VRBO reporting)**
 - July 2021: \$185,888
 - July 2020: \$110,415
 - **68.35 %**
- **YOY 2021 vs. 2020**
 - Oct. '20 – Jul. '21: \$1,380,085
 - Oct. '19 – Jul. '20: \$1,191,198
 - **15.86 %**

ASSOCIATION/CORPORATE/SMERF COMPLETED in July 2021: TTL Room nights: 19; TTL Revenue: \$2,112

- **Assoc./Corp. HOTEL ROOMS- TTL Room nights: 4; TTL Revenue:\$396**
 - Association: TTL Room nights: 0; TTL Rev.: \$ 0
 - Corporate: TTL Room nights: 0; TTL Rev.: \$0
Lone Star Media Day -Sheraton: TTL Room nights: 4; TTL Rev.: \$396
- **SMERF HOTEL ROOMS- TTL Room nights: 15; TTL Revenue: \$1,716**
 - **Social: TTL Room nights: ; TTYL Rev. \$**
 - **Sports: TTL Room nights: ; TTYL Rev. \$**
 - UC90:
 - Holiday Inn Express: TTL Room nights: 0 ; TTYL Rev. \$0
 - **Weddings: TTL Room nights: 15; TTL Rev. \$1,716**
 - *Grand: TTL Room nights: 0; TTYL Rev. \$ 0*
 - Heidger/Pegueno Wedding TTL Room Nights: 0; TTL Rev. \$0
 - *Hampton Inn: TTL Room Nights: 6; TTL Rev. \$690*
-Hill Wedding TTL Room Nights: 0; TTL Rev. \$ NO PICKUP
-Sudberry Wedding TTL Room Nights: 0; TTL Rev. \$ NO PICKUP
-Heidger/Pegueno Wedding TTL Room Nights: 6; TTL Rev. \$690
 - *Holiday Inn & Suites: TTL Room nights: 0; TTYL Rev. \$0*

- Sheraton: TTL Room nights: 0; TTL Rev. \$0
- SpringHill Suites: TTL Room Nights: 9; TTL Rev. \$1,026
-Meuret Wedding TTL Room Nights: 9; TTL Rev. \$1,026

Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls: 784

- Association: Available Upon Request: 531
- Corporate: Available Upon Request: 122
- SMERF: Available Upon Request: 129
- McKinney Corporate: 2
 - Emerson RFP's
 - McKinney Fire Dept-Assisted with a venue for Ethics in Service Class.

VISIT MCKINNEY Calendar of Events 2020-2025: 21

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
July				
7/14-16/21	Texas Justice Courts Training Center-The Court Personnel Seminar	Sheraton-Lost to Denton, TX	380	165
7/18-21/21	Texas Justice Courts Training Center, The Civil Process Seminar	Sheraton-Lost to Denton, TX	495	165
7/23-26/21	Lone Star Conference Media Day	Sheraton	30	150
August				
8/2-7/21	Texas Cello School	MPAC & Cotton Mill Holiday Inn Express	3	3
8/20-22/21	U90C Sports Summer Smash	City Wide	270	130
8/27-29/21	MISD Classic 240 room nights, 500 attendees.	Sheraton, Home 2, Springhill, Holiday Inn, & Holiday Inn Express	240	500
September				
9/2-4/21	CMN Events	Sheraton	22	11
9/3-6/21	U90C Sports Labor Day Open	City Wide	450	300
9/10-12/21	Annual Train show	Comfort & Hampton *using Colin College Event Sapce	100	20
9/18-24/21	International Junior Tournament	La Quinta	240	60

9/28-30/21	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
9/2021	TX Assoc. Of Education for Young Children Annual Conf.	Sheraton	300	150
9/21-24/21	Koha-US	Sheraton	240	60
9/2021	Synergy Meeting	Sheraton & Holiday Inn	565	230
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
10/14-17/21	Embrace your Ambition	Cty Wide	500	250
10/12-14/21	Emerson-1106-Gas Reg Troubleshooting	Holiday Inn & Suites	40	40
November				
11/2-4/21	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
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

2022

Month	Group	Venue	Room Nights	Attendance
January				
1/10-15/22	Curatolo-Lost	City Wide	525	300
1/24-26/22	Target Corporation	Sheraton	195	65
February				
2/15-17/22	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
2/2022	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				
3/1-3/22	Emerson-1106-Gas Reg Troubleshooting	Holiday Inn & Suites	40	40
3/6-7/21	STEP (Society of Talent & Entertainment Professionals)	Undecided	20	50
April				
4/2022	CBD Expo	Sheraton	150	600
4/3, 17, 24/2022	Dallas Fort Worth Association Executives	Sheraton	60	300
4/21-23/22	NAIA Women's Beach Volleyball National Invitational Attendees:	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
July				
7/11-14/22	Education Service Center Region 10 (ESC 10) -LOST	Too Big	150	900
August				
8/23-25/22	American Association of Physicians of Indian Origin -LOST	Too Big	1,000	3,000
September				
9/22	CEMRF Tax Institute	Sheraton & Holiday Inn	135	63
9/27-29/22	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
October				
10/11-13/22	Emerson-1106-Gas Reg Troubleshooting	Holiday Inn & Suites	40	40
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
November				

11/15-17/22	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
11/29-12/1/21	Emerson-1106-Gas Reg Troubleshooting	Holiday Inn & Suites	40	40
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
September				
9/16-21/23	Health Industry Distributors Association –LOST	City Wide	1,599	750
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
7/2024	Career Education Colleges & Universities	City Wide	1500	600

2025

Month	Group	Venue	Room Nights	Attendance
December				
12/2025	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000
May				
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:

- July 2021 Gross Sales \$1353.60
 - Rent check \$300.00
 - 10% :35.36
 - Overpayment June: (-13.50)

Total: \$321.86

Visitors: FYTD Total (July '21): 3,139

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

- Out of State: 47
- Out of Country: 2
- Texas Residents: 21
- McKinney Residents: 6
- Register Total: 76
- Ticker Counter: 811

Day Trips-0

RFP's: 32 (5-Association, 14-Corporate, 10-Weddings, 1-Social, 0- Military, 0-Gov't, 1-Education, 0-Religious, 1-Sports, 0-Fraternal)

Corporate:14

- **McKinney Corporate:** 2021-Emerson- Holiday Inn- Room Nights: 120
 1. 9/28-30/21: 1100-Gas Reg Tech-40 attendees, 40 room nights
 2. 10/12-14/21: 1106-Gas Reg Troubleshooting-40 attendees, 40 room nights
 3. 11/2-4/21: 1100-Gas Reg Tech-40 attendees, 40 room nights
 4. 2022-Emerson- Holiday Inn- Room Nights: 240
 5. 2-15-17/22: 1100-Gas Reg Tech-40 attendees, 40 room nights
 6. 3/1-3/22: 1106-Gas Reg Troubleshooting-40 attendees, 40 room nights
 7. 9/27-29/22: 1100-Gas Reg Tech-40 attendees, 40 room nights
 8. 10/11-13/22: 1106-Gas Reg Troubleshooting-40 attendees, 40 room nights
 9. 11/15-17/22: 1100-Gas Reg Tech-40 attendees, 40 room night
 10. 11/29-12/1/22: 1106-Gas Reg Troubleshooting-40 attendees, 40 room nights
 11. Target Corporation – Cvent RFP received on Wednesday, July 7, 2021. Dates of Event: January 24-26, 2022 / 65-70 attendees for a total of 195 sleep rooms / Room Block of 65/65/65 / Meeting Space for 3-days / Breakfast-Lunch-Dinner all 3-days. Based on meeting space requirements, shared RFP with the Sheraton. 7/17/21 Update – Sheraton emailed planner request for additional information and has not received phone or email back yet.
 12. Curatolo – Cvent RFP received on Thursday, July 8, 2021. Dates of Event: January 10-15, 2022 / 300 attendees for a total of 525 sleep rooms / Room Block of 14/151/170/161/29 / 10-12 concurrent breakout rooms with simultaneous meetings. Based on the amount of required double bed sleep rooms and breakout rooms, unable to bid at this time. LOST
 13. CBD Expo – Cvent RFP received on Friday, July 9, 2021. Dates of Event: any Wednesday-Friday in April 2022 / 600 attendees for a total of 150 sleep rooms / Room Block of 50/100 / space for 80 8x10 booths for an expo, secure office space, 3 small breakout rooms, 1 evening reception. Based on meeting requirements, only sent RFP to Sheraton; waiting to hear if an event will fit or it's too large.

14. CMN Events – Cvent RFP received on Friday, July 16, 2021. Dates of Event: September 2-4, 2021 / 11 people for a total of 22 sleep rooms / Room block of 11/11 and no event space required. Based on the client request for 1 Presidential Suite and 1 Jr Suite and amenities, RFP was only sent to Sheraton for their consideration. NO BID (they advised they have to stay close to American Airlines Center in Dallas where they are performing) LOST

Association: 5

1. Dallas Fort Worth Association Executives – Association meeting planner sent RFP on Friday, July 17, 2021. Dates of Event: Options of April 3 or 17 or 24, 2022 / 250-300 attendees for a total of 60 sleep rooms / Room Block of 15/15/30 / Meeting Space for 1-day to include 4 breakout rooms, a general session for 250-300 and 40 8x10 exhibit booths – all needs to be under 1-roof. Based on the amount of required meeting space under 1-roof, RFP was sent only to the Sheraton. Waiting to hear if the event fits, dates available, and if they will bid.
2. American Association of Physicians of Indian Origin – Cvent RFP received on Sunday, July 18, 2021. Dates of Event: August 23-25, 2022/ 1,000 attendees for total of 3,000 sleep rooms / Room block of 1,000/1,000/1,000 / Meeting space requires 1,500 sq ballroom plus 5 large breakout rooms all under 1-roof. Too large, can't bid at this time. LOST
3. Education Service Center Region 10 (ESC 10) – Cvent RFP received on Tuesday, July 20, 2021. Dates of Event: July 11-14, 2022 / 900 attendees for a total of 150 sleep rooms (hybrid meeting) / Room block of 50/50/50 / Meeting space requirements are 6 breakout rooms holding 150 each room and general session for 800 under 1-roof. Event is too large, unable to bid at this time. LOST
4. Health Industry Distributors Association – Cvent RFP received on Friday, July 23, 2021. Dates of Event: September 16-21, 2023 / 750 attendees for a total of 1,599 sleep rooms / Room block of 18/253/589/589/30 and 30,000 sf meeting and exhibit space + breakout rooms for 150 each, a general session for 750-800 under 1-roof. Event is too large, unable to bid at this time. LOST
5. STEP (Society of Talent & Entertainment Professionals) – Annual Conference March 6-7, 2022 – Est 50 attendees – 15-20 rooms for one night – RFP due by August 13th – Decision to be made by end of August

SMERF: 13

Social: 1

1. Texas Cello School – Joseph Kuipers – August 2-7, 2021 at MPAC & Cotton Mill – 2-3 Rooms at Holiday Inn Express

Military/Government: 0

Education: 1

1. Career Education Colleges & Universities – Cvent RFP received on Wednesday, July 14, 2021. Dates of Event: July 2-7, 2024 / 600 attendees for a total of 150 sleep rooms / Room Block of 25/90/380/480/280/150 / Meeting Space for 3-days to include 6 breakout rooms + 2 committee rooms / General session for 600 – all needs to be under 1-roof. Based on the number of required sleep rooms and meeting space under 1-roof, unable to bid at this time. LOST

Military/Government: 0

Religious: 0

Fraternal: 0

Weddings: 10

1. Dianne Abington (Mother of the Groom) – Rehearsal Dinner, Thursday, August 5, 2021
2. Tiffany Gainous (Bride) – August 8, 2021 – The Sanctuary – SpringHill Inn & Suites
3. Shawna Hart (MOB) – August 21, 2021 – Grand Ivory – Hampton Inn & Suites
4. Robin Correa (Groom) – September 16, 2021 – Gather in Downtown McKinney – Sheraton

5. Destiny Tambouris (Bride) – October 24, 2021– Magnolia Grace
6. Michelle Brown (MOB) – November 4, 2021 – Magnolia Grace
7. Kimberly Fulmer (Bride) – January 2, 2022 – Rosemary Barn – The Grand Hotel
8. Blas Duran (Groom) – April 2, 2022 – Rustic Grace
9. Elizabeth Cantu – July 11, 2022 – Stone Crest
10. Melissa Eason (MOB) – November 5, 2022 – The Springs in Aubrey – The Neathery

Sports: 1

1. MISD Classic August

Government: 0

Site Visits: 2

Association: 0

Corporate: 1

1. Chief Kistner- Simpson Strongtie Meeting Space for his class. No room nights

SMERF: 1 (Wedding)

1. Tiffany Gainous – settled on the SpringHill Suites

ONGOING PROSPECTS/LEADS: 8 -SMERF (0-Social, Military, Education, Religious, & Fraternal): 8-Weddings, 0-Sports, 0-Day Trips)

SMERF:

WEDDINGS: 8

1. Angie Byrd (MOB) – October 1, 2021 - Magnolia Grace
2. Kenadee Muller-Thompson – October 8, 2021 – Magnolia Grace
3. Madison Krell – October 10, 2021 – Magnolia Grace
4. Victoria Rodriguez – October 15, 2021 – Magnolia Grace – Hampton Inn & Suites
5. Brittney Larocca – October 16, 2021 – Magnolia Grace
6. Richardson/Webster Wedding – November 27, 2021 – Magnolia Grace
7. Ashley Torres – March 22, 2022 – Magnolia Grace
8. Lauren Walsh – June 18, 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: 731

Mailing Leads Processed: 86

- Tour Texas: 86

Top Five States requesting information:

- Texas
- California
- Louisiana
- Nevada
- New York

Advertising/Marketing/Media

- N/A

JULY 2021 Events/Services/Meetings:

- Main Street Monthly Business Meeting
- Monthly call with Texas Music Office
- Met with McKinney Music Friendly advisory board members
- Attended city wayfinding signage meeting
- Met with Bill Littlefield about possible advertising/commercial opportunity for Visit McKinney

Goal 3 Enhance the Quality of Life in Downtown

JULY.2021 -ROBLY Email Stats	
Average Open Rate	34.80%
Average Click-thru Rate	11.90%
Total Audience	3.3K

Advertising/Marketing/Media

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

- Wrote/distributed press release about Rachel Tamez
- Published/distributed planner newsletters (2) for Summer 2021
- Updated TourTexas info – submitted new logo/photos
- Completed first draft/working version of new Visit McKinney Style Guide
- Completed/submitted ads for Houston House & Home (now Get Lost Houston)
- Completed/submitted ads for the three high school sports programs
- Completed/submitted ad for Authentic Texas Magazine
- Completed/submitted ad for Small Market Meetings Magazine
- Completed/submitted TSAE Bulletin info
- Completed/submitted ad for Texas Meetings + Events
- Revised/rebranded on-boarding PowerPoint for Dee-dee
- Rebranded sales one-sheeters for both salespeople
- 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

JULY.2021	98	11,048	45,201	370,247	1,993,683
TOTALS	819	N/A	385,839	3,207,250	13,912,391

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
JULY.2021	71
TOTAL	5,027

TWITTER - JULY 2021	
Total Followers	5,605
New Followers	17
Tweets	24
Tweet Impressions	7,960
Profile Visits	758
Mentions	18

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
JULY.2021	134	-2
TOTAL	16,722	79

Google Business Page – 2020-21		
Month	Page Views	Web visits
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
JULY.2021	4,180	41
TOTAL	59,785	732

WEBSITE DATA – JULY 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
JULY.2021	6,919	15,904	5,542
TOTAL	49,904	104,530	42,469

JULY.2021	Users
Mobile	3,328
Desktop	2,065
Tablet	149
TOTAL	5,542

JULY 2021 - TOP 10 WEB PAGES		
Page	Pageviews	Unique Pg Views
Home page	2,634	2,149
Events	884	698
Real Kika Blog	577	516
Things to do	439	365

Restaurants	387	295
Visitors Guide	342	251
McKinney Activities	294	245
Shopping/downtown	264	238
Blog home page	232	179
Places to stay	225	185

Top Countries - JULY 2021			
Country Breakdown	Users	New Users	Sessions
United States	5,295	5,136	6,659
Canada	46	44	47
China	41	41	42
Ireland	33	33	33
Germany	18	18	21
United Kingdom	10	9	10
India	10	10	10
Spain	8	8	8
Mexico	8	8	8
Sweden	7	7	7

Top States – JULY 2021			
State Breakdown	Users	New Users	Sessions
Texas	4,027	3,887	5,212
Virginia	176	175	176
California	146	145	157
(not set)	68	68	69
Kansas	66	64	70
Florida	63	62	71
Arizona	61	445	105
New York	61	59	67
Oklahoma	54	54	57
Oregon	44	44	44

Top Cities – JULY 2021			
City Breakdown	Users	New Users	Sessions
McKinney	1574	1463	2296
Dallas	948	877	1107
Allen	179	170	204
Plano	158	151	169
Ashburn, VA	149	149	149
Frisco	131	126	139
Houston	97	90	119

Melissa	69	67	75
Fort Worth	55	54	59
Prosper	54	51	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
JULY.2021	1,555
TOTAL	7,407

Blogs (Top 5) for JULY 2021:

- The Real Kika Blog - 577
- Plan Your Visit (Visit Widget) – 137
- Outdoor Fun in McKinney – 55
- Crape Myrtle Park – 43
- Patio Dining in McKinney - 38

Top 5 HOME BUTTONS	
FORMAT NO LONGER USED	

JULY 2021: TOP REFERRAL PG	
Newsbreakapp.com	454
Facebook	503
McKinneytexas.org	53
baidu.com	28
t.com	27
flytki.com	26
onlyinyourstate	18
linkedin.com	13
McKinneyPhilharmonic.org	13
Simpleview	13
TOTAL	1148

JULY 2021-KPIs & Groups	
KPIs	1
Turlaxin	3
Byron Nelson	7
koha USA	46
TOTAL:	57

JULY 2021 - Ad Landing Pages/QR CODES	
Certified Dallas Map	6
Downtown Parking Map	3
Texas Events Calendar	4
VM Rack Card	9
Get Lost Houston	11
Small Market Meetings	16
Texas Meetings & Events	1
TSAE brief	15
Texas Highways	14

JULY 2021 – MPG Page Views	
Main Page	82
Venues by Capacity	52
Request Info/RFP	16
Venues/Videos	19
Helpful resources	18
Vendors	7
Site visits	6
Tour Options/Itineraries	220
TOTAL:	420

OTHER STATS

CROWDRIFT – JULY 2021		
Gallery	Interactions	Views
Being Social	0	4
History/Dwntn	0	8
Home Gallery	18	624
McK Dining	78	406
McK Events	15	63
Explore	81	172
Weddings	23	115
Shopping	15	80
Chestnut Square	11	17
McK Music	0	56

TOTAL	241	1,545
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VISIT WIDGET - JULY 2021				
	Users	Sessions	Page Views	New Downloads
Widget	49	61	250	
<i>Desktop</i>	46	58	241	
<i>Mobile</i>	3	3	9	
Mobile APP	263	490	1439	
<i>App-iOS</i>	212	432	1207	64
<i>App-Android</i>	51	58	232	17
TOTAL	312	551	1689	81

TOP LOCATIONS USING VISIT WIDGET

McKinney, TX
San Francisco, CA
Austin, TX
Dallas, TX
Houston, TX
Prosper, TX
Boston, MA
Los Angeles, CA
Allen, TX
Moses Lake, WA

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
JULY.2021	966	362	209	3,442	325
TOTAL	5,324	3,024	1,293	29,875	3,257

FREE PUBLICITY:

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

JULY 2021 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
Trip101.com	19 Fun Things In McKinney	\$0	\$903	\$2,709	480,531
Community Impact	Visit McKinney New Website	\$0	\$446	\$1,338	237,019
<i>TOTALS</i>		\$0	\$1,349	\$4,047	717,550
<i>FY 20-21 Running Totals</i>		\$35,423	\$211,817	\$467,620	93,171,722

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	73.43	75.13			
Hampton	93.79	91.46	86.05	90.89	93.75	99.44	99.44	98.75	100.00			
Holiday Inn	39.07	43.80	49.84	49.84	64.82	80.81	69.75	75.85	82.42			
Holiday Inn Exp. (CR)	44.31	45.38	36.98	42.62	51.80	63.28	52.09	56.57	49.23			
Home 2	51.52	48.16	48.27	61.62	68.59	88.57	85.95	91.23	79.60			
La Quinta	41.40	37.47	56.59	68.97	73.73	80.44	80.76	80.40	75.95			
Sheraton	48.99	30.37	22.94	28.01	39.63	52.03	53.89	61.24	60.36			
Springhill	54.45	45.76	39.87	47.02	51.89	73.29	66.03	77.03	73.52			

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%	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%	
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%	

LOST BUSINESS: 0 Corporate; 1 SMERF; 0 Government; 15 Association Groups = Lost Revenue: \$9,570,825

CORPORATE:

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

SMERF:

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
June 2024	Career Education Colleges & Universities, Annual Convention	Sheraton, Too Large	500	480	\$125,000
TOTAL			500	480	\$125,000

GOVERNMENT:

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

ASSOCIATION:

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
September 2024	National Association of Latino Arts & Culture, National Latinx Summit	Sheraton, Too Large	1,400	700	\$312,000
October 2024	Latino Hotel & Restaurant Association, Annual Conference	Sheraton, Too Large	1,600	900	\$306,000
June 2024	Agricultural Teachers Association of Texas, Annual Conference	Sheraton, Too Large	6,300	2,100	\$1,088,000
September 2024	GPA Midstream Association, Annual Convention	Sheraton, Too Large	2,400	800	\$480,000
June 2025	International Christian Accrediting Association, International Educators Conference	Sheraton, Too Large	800	400	\$1475,000

October 2025	International Association for Computer Information Systems, Annual Conference	Sheraton, Too Large	3,600	900	\$759,000
October 2024	Computer Professionals for Social Responsibility, Annual Conference	Sheraton, Too Large	800	400	\$194,000
June 2024	Computer Professionals for Social Responsibility, Directions & Implications in Advanced Computing Conference	Sheraton, Too Large	1,100	550	\$238,000
July 2025	Petroleum Equipment Institute, Purchasing & Inventory Managers Conference	Sheraton, Too Large	2,400	1,200	\$485,000
August 2022	American Association of Physicians of Indian Origin	Sheraton, Too Large	3,000	1,000	\$640,000
July 2022	Education Service Center Region 10, Now 4 Ever Conference	Sheraton, Too Large	2,400	800	\$424,000
September 2023	Health Industry Distributors Association, Expo & Business Exchange	Sheraton, Too Large	1,599	750	\$334,825
September 2025	Association of Surgical Technologists, Surgical Technology Conference	Sheraton, Too Large	1,400	700	\$326,000
March 2024	International Association for Computer Methods & Advances in Geomechanics, Symposium	Sheraton, Too Large	6,300	2,100	\$1,199,000
June 2023	International Association for Computerized Adaptive Testing, IACAT Conference	Sheraton, Too Large	6,000	2,000	\$1,185,000
TOTAL			41,099	15,300	\$9,445,825

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.