



To: Visit McKinney Board
From: Dee-dee Guerra – Executive Director
Date: January 26, 2021
RE: Visit McKinney December 2020-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Staff:**
 - **Education/Webinars:**
 - **Beth: 1**
 1. You Can't Find Inner Peace By Pouncing On It - Stress Reduction for the Holidays
 - **Dee-dee: 4**
 1. Destination Analyst- 12/3/20 & 12/11/20
 2. McKinney's NaviLine Upgrade-HTML5 Purchasing & Inventory Training
 3. Leadership Dev Sessions During ELT w/ Dr. Picchioni
 - **Marie: 1**
 1. City of McKinney webinar "Remote & Telework: Navigating the New Norm" via Zoom 12/11
 - **Sabine:**
 1. McKinney's NaviLine Upgrade-HTML5 Purchasing & Inventory Training
 2. Organizational Development Training - The Dynamics of Unconscious Bias
 3. McKinney - CRM Training
 4. McKinney GMBA (HTML5) Training Overview (Partial)
 5. Organizational Development Training - WEBINAR: Remote & Telework: Navigating the New Normal
 6. Organizational Development Training - WEBINAR: You Can't Find Inner Peace By Pouncing On It - Stress Reduction for the Holidays
 7. Recorded training from City: Pivot Table Excel Class Video
 - **Vanesa: 1**
 1. Remote & Teleworking, Navigating the New Normal
 - **Events/Services:**
 1. DFW Vendor Luncheon
 2. Links
 3. Northstar Stella Awards Presentation via Zoom
 4. Meeting Planners International, Hill Country Chapter Town Hall Meeting via Zoom
 5. Dallas-Fort Worth Association Executives Holiday Luncheon/Meeting via Zoom

6. McKinney Fire Association Meeting at Sheraton McKinney

- **Venue Calls: 6**
 1. Brushy Creek Events
 2. RSVP- Farmersville, TX- A Social Space
 3. Bethel Rock Wedding
 4. Whispering Waters Ranch
 5. 1899 Farmhouse Wedding
 6. The Sanctuary

- **Hotel Calls: 11**
 1. Holiday Inn
 2. La Quinta
 3. Holiday Inn Express
 4. Best Western
 5. Comfort Suites
 6. Hampton Inn
 7. Home 2 Suites
 8. SpringHill Suites
 9. Townplace Suites
 10. Sheraton
 11. The Grand

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 (18-Hotels & 2-B&B/VRBO reporting)
 - December 2020: \$99,022
 - December 2019: \$153,777
 - **-35.61 %**

- **YOY 2021 vs. 2020**
 - Oct. '20 - Sept. '21: \$353,765
 - Oct. '19 - Sept. '20: \$464,920
 - **-23.91%**

ASSOCIATION/CORPORATE/SMERF COMPLETED in December 2020: TTL Room Nights: 110 ; TTL Rev: \$12,480

WEDDINGS COMPLETED-December 2020- Wedding Room Blocks: TTL Room Nights: 110 TTL Rev: \$12,480

1. Carter/Martin Wedding – December 11, 2020
 - Sheraton: TTL room nights: 63; TTL rev: \$6,552
2. Jessica Seay; December 18, 2020 – Rustic Grace
 - Sheraton: TTL room nights: 23, TTL rev: \$2,346
3. Hannah Schuman, December 30, 2020 – Rustic Grace

- Sheraton: TTL room nights: 1, TTL rev: \$89
- 4. Duzenack Wedding, December 4, 2020
 - Springhill Suites – TTL room nights: 10, TTL rev: \$1,043
 - Home 2 Suites – TTL room nights: 5, TTL rev: \$520
- 5. Neathery Estates Pick Up Report: Revenue: \$1,000
- 6. Emanuel/Kyle; December 5, 2020 – Magnolia Grace
 - Hampton Inn: TTL room nights: 8, TTL Rev: \$930

The Following wedding parties were either booked outside of the block or they did not have pick-ups.

1. Hudson/Lawley; December 12, 2020 – Rustic Grace
2. Ivy Alexander; December 2020 – Magnolia Grace
3. Sequoia Grant; December 4, 2020 – Stone Crest
4. Marquine Malone; December 17, 2020 – Springs
5. Angelica Garcia; December 20, 2020 – Springs

Association COMPLETED-December 2020- TTL Room Nights: 0; TTL Rev: \$0

Corporate COMPLETED-December 2020- TTL Room Nights: 0; TTL Rev: 0

SMERF COMPLETED in December 2020: TTL Room nights: 0; TTL Rev.: \$0

SPORTS COMPLETED in December 2020: TTL Room nights: 0; TTL Rev.: \$0

Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls: 707

- **Association: Available Upon Request: 237**
- **Corporate: Available Upon Request: 79**
- **SMERF: Available Upon Request: 388**
- **McKinney Top 25: McKinney Corporate: 3**
 1. Block It-Spoke to the owner. We discussed our services. He said he would reach out when they have their next team meeting. They meet once a quarter.
 2. Vomo- Called 3 times got a voice mail recording. Left messages. No response.
 3. DCI- Drum Corp International has canceled their season for 2021. They will have a smaller production in Indiana for 3-4 days in August 2021. They are looking to come to McKinney in 2022.

VISIT MCKINNEY Calendar of Events 2020-2024: 2

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.**

2020

Month	Group	Venue	Room Nights	Attendance
December				
12/5-6/20	Solar Soccer Club	Holiday Inn Express and Springhill Suites	N/A	N/A

2021

Month	Group	Venue	Room Nights	Attendance
January				
1/1/21-3/11/21	Michael Johnson Performance Center	Sheraton	3	6
February				
2/4-7/21	U90C Sports Spring Kick-off	City Wide	345	230
2/12-14/21	NCAA D2 College Classic – Fastpitch Tournament	Venue: Melissa Ball Fields-City Wide	500	10-12 Teams
2/18-21/21	NCAA D1 College Classic	Venue: Melissa Ball Fields-City Wide	500	10-12 teams competing
2/21-23/21	Emerson	Sheraton	40	20
April				
4/2021	Clown Education Promotions	Sheraton	310	150
4/19-21/21	Texas Justice Courts Training Center, Justice of the Peace Seminar.	Sheraton	300	150
May				
5/28-31/21	U90C Sports Dallas Open	City Wide	390	260
June				
6/11-13/21	U90C Sports premier Copa	City Wide	250	125
July				
7/14-16/21	Texas Justice Courts Training Center-The Court Personnel Seminar	Sheraton	380	165
7/18-21/21	Texas Justice Courts Training Center, The Civil Process Seminar	Sheraton	495	165

August				
8/20-22/21	U90C Sports Summer Smash	City Wide	270	130
September				
9/3-6/21	U90C Sports Labor Day Open	City Wide	450	300
9/2021	TX Assoc. Of Education for Young Children Annual Conf.	Sheraton	300	150
November				
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	MISD Stadium/City Wide	MISD Stadium/City Wide	500	6,000

2022

Month	Group	Venue	Room Nights	Attendance
2/2022	Council of Administration of Special Education-Hybrid Conference	Sheraton	N/A	124
March				
April				
4/21-23/22	NAIA Women's Beach Volleyball National InvitationalAttendees:	Sheraton	150	120
November				
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
December				
12/2022	Lone Star Justice Alliance	Sheraton	150	75
12/2022	MISD Stadium/City Wide	MISD Stadium/City Wide	500	6,000

2023

Month	Group	Venue	Room Nights	Attendance
<i>April</i>				
4/20-23/23	NAIA Women's Beach Volleyball National Invitational	Sheraton	120	150
<i>December</i>				
12/2023	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000

2024

Month	Group	Venue	Room Nights	Attendance
<i>December</i>				
11/2024	NCAA D2 Football Championship	MISD Stadium/City Wide	500	500

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

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/ Guy Giersch & Tonya Fallis
- Food Tours
- Steak 101 Class
- The Cove
- Comedy Arena
- Arcade 92
- The Escape Room
- North Texas Wineries

The McKinney Market:

- December 2020 Gross Sales \$1,528.07
 - Rent check \$300.00
 - 10% Sales: \$52.81
 - Total: \$352.81

Visitors: FYTD Total (Dec.'20): 618

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

- Out of State: 15
- Out of Country: 0
- Texas Residents: 6
- McKinney Residents: 6
- Register Total: 27
- Ticker Counter: 230

Day Trips-0

RFP's: 4 (0-Association, 2-Corporate, 2-Weddings, 0-Social, 0-Religious, 0-Sports, 0-Gov't)

Association: 0

Corporate: 2

1. Michael Johnson Performance Center-Sheraton: 1/1/21 to 3/21, 3 rooms per night for the combine. Welcome bags were provided.
2. Emerson-Sheraton: 2/21-23/21, attendance 20, room nights: 40.

SMERF: 2**Social: 0****Religious: 0****Government: 0****Weddings: 2**

1. Dani/Collin Wedding: October 9, 2021 – The Station
2. Laruen Avazian Wedding: November 20, 2021 – Magnolia Grace

Sports: 0**Site Visits: 1**

1. Rick & Kat Findley: Hampton Inn, Comfort Suites, SpringHill Suites, Holiday Inn, Sheraton

ONGOING PROSPECTS/LEADS:29 SMERF (3-Social, Military, Education, Religious, & Fraternal): 20-Weddings, 6 - Sports, 0-Day Trips)**SMERF: 3**

1. Journaling Retreat/Conference – February 3-7, 2021 (Creative Cottage)
2. Library Conference, KOHA – September 20-23, 2021 (The Grand & MPAC)
3. The 99's – October 15-17, 2021 (The Sheraton)

DAY TRIPS: 0**SPORTS: 6****Grand Total for U90C Soccer – 1,705 room nights; Attendees: 1,310**

1. U90C Sports – Spring Kickoff Dallas. Feb 4-7, 2021. Total Room Nights Secured: 345; 230 Attendees
 - Holiday Inn Express-120 total room nights,
 - LaQuinta-75 total room nights
 - Sheraton-150 total room nights,
2. U90C Sports – Dallas Open. May 28-31, 2021. Total Room Nights Secured: 390; Attendees: 260
 - Holiday Inn Express-150 total room nights
 - LaQuinta-90 total room nights
 - Sheraton-150 total room nights
3. U90C Sports – Premier Copa Dallas. June 11-13, 2021 Total Room Nights Secured: 250; Attendees: 250
 - Holiday Inn Express-100 total room nights
 - LaQuinta-60 total room nights
 - Sheraton-90 total room nights
4. U90C Sports – Summer Splash. August 20-22, 2021. Total Room Nights Secured: 270; Attendees: 270
 - Holiday Inn Express-80 total room nights
 - LaQuinta-60 total room nights
 - Sheraton-130 total room nights

5. U90C Spots – Labor Day Open. September 3-6, 2021. Total Room Nights Secured: 450; Attendees: 300
 - Holiday Inn Express-150 total room nights
 - LaQuinta-90 total room nights
 - Sheraton-210 total room nights
6. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites. December 5-6, 2020

WEDDINGS: 20

1. Molly Hightower; January 2, 2020 – Magnolia Grace
2. Darcy Thompson (MOB); January 17, 2021 – Magnolia Grace
3. Marc Cholak; February 27, 2021 – Springs
4. Sara Redfearn; February 2021 – Springs
5. Cathy Trinh Wedding; February 29, 2021 – Magnolia Grace
6. Jake Vinson Wedding, March 2021 – The Gather in Downtown McKinney
7. Danielle Faulkner; March 27, 2021 – Magnolia Grace
8. Ashley Sackinger; April 17, 2021 – Magnolia Grace
9. Andrew Brown; April 17, 2021 – Magnolia Grace
10. Kathryn Vela; April 25, 2021 – Magnolia Grace
11. Alyssa Wasilewski; April 2021 – Reception only
12. Katie Huntsman; May 2021 – The Grand Ivory
13. Maren Holyoak; May 2021 – Magnolia Grace
14. Brelayshia Hodges; May 2021 – Magnolia Grace
15. Megan Jordon; June 12, 2021 – Rustic Grace
16. Randi Cole; June 19, 2021 – Magnolia Grace
17. Victoria Nicholson; October 2021 – Magnolia Grace
18. Madison Krell; October 10, 2021 – Magnolia Grace
19. Brittney Larocca; October 16, 2021 – Magnolia Grace
20. Hannah Wilson; Date TBD – Magnolia Grace

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: 132

Mailing Leads Processed: 55

- Tour Texas: 55

Top Five States requesting information:

- Texas
- California
- Indiana
- North Carolina
- Ohio

Advertising/Marketing/Media

DEC. 2020 -ROBLY Email Stats	
Average Open Rate	47.20%
Average Click-thru Rate	12.70%
Total Audience	7,170

DECEMBER 2020 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Submitted Houston House & Home Winter ad
- Created staff Christmas card
- Website work – resource directory, accolades, blogs
- Wrote/mailed out grant award letters to recipients
- Submitted quote to Texas Music Office
- Submitted ad to Texas State Travel Guide
- Wrote blogs for holiday restaurant openings (Christmas/NYE), Christmas activities, and New Year's Celebrations

SOCIAL MEDIA STATS

FACEBOOK STATS					
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
TOTALS	212	N/A	102,250	628,573	3,318,199

INSTAGRAM 2020-21	
From 2019-20	3,526
OCT. 2020	247
NOV. 2020	88
DEC. 2020	103
TOTAL	3,964

TWITTER - DECEMBER 2020	
Total Followers	5,645
New Followers	2
Tweets	12
Tweet Impressions	6,483
Profile Visits	253
Mentions	16

YOUTUBE 2020-21		
<i>Month</i>	<i>Views</i>	<i>Subscribers</i>
<i>Historical #s</i>	14,352	63
OCT. 2020	548	4
NOV. 2020	259	2
DEC. 2020	174	0
TOTAL	15,333	69

Google Business Page – 2020-21		
<i>Month</i>	<i>Page Views</i>	<i>Web visits</i>
Historical #	30,725	325
OCT. 2020	2,080	45
NOV. 2020	1,920	33
DEC. 2020	1,690	24
TOTAL	36,415	427

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
TOTAL	11,934	24,406	10,204

DEC. 2020	Users
Mobile	1,513
Desktop	1,481
Tablet	80
TOTAL	3,074

Top Countries – DECEMBER 2020			
Country Breakdown	Users	New Users	Sessions
United States	2,839	2,761	3,395
Canada	64	64	64
India	23	23	27
No set	20	20	22
Germany	17	17	17
Argentina	15	14	15
China	14	14	14
Denmark	11	11	11
United Kingdom	10	10	10
Philippines	9	9	9

Top States – DECEMBER 2020			
State Breakdown	Users	New Users	Sessions
Texas	1,959	1,890	2,433
California	129	125	134
Virginia	119	119	121
Kansas	115	116	118
Oklahoma	50	47	55
(not set)	45	44	45
Illinois	33	32	34
New York	33	33	34
Florida	32	30	36
Arizona	25	22	50

Top Cities – DECEMBER 2020			
City Breakdown	Users	New Users	Sessions
McKinney	674	627	940
Dallas	444	412	509
Prosper	67	61	72
Allen	65	62	70
Plano	63	60	72
Frisco	62	58	74
Houston	41	40	42
Fort Worth	29	28	31
Richardson	29	29	34
San Jose, CA	29	29	29

DECEMBER 2020 - TOP 10 WEB PAGES		
Page	Pageviews	Unique Pg Views
Home page	1,695	1,442
Calendar - Dec. main	404	291
Dining in McKinney	243	192
Blog: DECEMBER fun	195	167
Shopping Centers	165	147
Blog: Holiday Dining Out	149	119
Visitors Guide	117	94
Events	116	103
Blog: NTTA	116	97
Shopping	112	97

DEC. 2020: TOP REFERRAL PG	
Facebook	152
Bubblelife	25
FlyTKI	24
OnlyinYourState	15
Robly	13
McKinneyTexas.org	12
AroundTownKids	9
McK.Philharmonic	9
Instagram	8
TOTAL	267

DEC. 2020-KPIs & Groups	
KPIs	11
Byron Nelson	27
TOTAL:	38

BLOG VISITS - FY 20-21	
Month	Sessions
Oct. 2020	537
Nov. 2020	680
Dec. 2020	770
TOTAL	1,987

Blogs (Top 5) for DECEMBER 2020:

- Celebrate the Holidays in McKinney - 195
- McKinney Restaurants/Christmas & New Year openings - 149
- NTTA – 116
- Celebrating NYE in McKinney -50
- Blog Home Page – 40

DEC. 2020 -Ad Landing Pages	
Daytripper Christmas	41
Boyd Broncos	1
Convention South	1
County Line Magazine	1
TM+E	2
Fort Hood Sentinel	2
Stonebridge Ranch	1
Meet Texas	1
TOTAL	50

DECEMBER 2020 – MPG Page Views	
Main Page	15
RFP	6
Venues/Videos	50
Sports Planning	11
Group Services	5
Tour Options/Itineraries	123
TOTAL:	210

OTHER STATS

CROWDRIFT – DECEMBER 2020		
Gallery	Interactions	Views
Being Social	17	12
History/Dwntrn	0	32
Home Gallery	284	573
McK Dining	25	189
McK Events	14	136
Explore	29	65
Weddings	0	27
Shopping	1	81
TOTAL	370	1,115

MEDIA HUB - 2020-21		
Month	Downloads	Requests
OCT. 2020	5	1
NOV. 2020	9	1
DEC. 2020	0	1
TOTAL	14	3

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
TOTAL	1,305	1,523	248	9,444	845

VISIT WIDGET - DECEMBER 2020				
	Users	Sessions	Page Views	New Downloads
Widget	33	36	120	
<i>Desktop</i>	25	28	92	
<i>Mobile</i>	8	8	28	
Mobile APP	72	61	260	
<i>App-iOS</i>	49	43	175	4
<i>App-Android</i>	23	18	85	4
TOTAL	105	97	380	8

FREE PUBLICITY:

FY 20-21	Budgeted Amount
Adv. & Promo TTL	\$187,267

DECEMBER 2020 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
Texas Highways	Daytripper's Top 5	\$6,174	\$900	\$21,222	475,000
Bubble Life	Shared content 4 times	\$0	\$5,000	\$12,000	300,000
TOTALS		\$6,174	\$5,900	\$33,222	775,000
FY 20-21 Totals		\$21,073	\$23,944	\$132,051	4,766,333

**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										
Hampton	93.79	91.46										
Holiday Inn	39.07	43.80										
Holiday Inn Exp. (CR)	44.31	45.38										
Home 2	51.52	48.16										
La Quinta	41.40	37.47										
Sheraton	48.99	30.37										
Springhill	54.45	45.76										

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%	
January	N/A	61.62%	69.54%	72.13%	69.83%	70.19%	
February	N/A	71.58%	79.77%	79.03%	83.67%	75.03%	
March	24.60 %	63.53%	77.04%	75.54%	78.16%	31.5%	
April	39.29%	82.34%	84.81%	78.06%	77.79%	2.05%	
May	50.47%	64.60%	81.11%	78.87%	75.28%	8.35%	
June	69.70%	75.03%	88.88%	81.25%	78.70%	33.16%	
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%	

TOTAL LOST BUSINESS: 29; Lost Revenue: \$18,215,282

Association /Corporate Lost Business: Groups: 28 Groups; Lost Revenue: \$18,213,500

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
Apr 2022	US Oncology	Sheraton Too Large	1,300	1,400	\$260,000
Apr 2022	Tyler Technologies	Sheraton Too Large	2,700	900	\$513,000
Mar 2023	Assn of Community Cancer Centers – Annual Business Mtg	Sheraton Too Large	4,200	2,100	\$1,020,000
Oct 2023	Assn of Community Cancer Centers – National Conf	Sheraton Too Large	2,200	1,100	\$494,000

Jun 2023	Assn of Nonwoven Fabrics Industries	Sheraton Too Large	4,200	1,400	\$889,000
Oct 2022	Fibre Box Assn	Sheraton Too Large	1,400	700	\$395,000
Jun 2023	Institute of Scrap Recycling Industries	Sheraton Too Large	3,600	1,800	\$750,400
Jan 2022	National Paper Trade Assn	Sheraton Too Large	1,800	900	\$436,000
Sep 2022	Assn of State Dam Safety Officials	Sheraton Too Large	7,200	1,800	\$1,450,800
Apr 2023	Assn for Early Learning Leaders	Sheraton Too Large	4,000	2,000	\$795,000
Oct 2023	International Society of Automation	Sheraton Too large	1,200	600	\$304,000
Jun 2023	National Society of Black CPA's	Sheraton Too large	1,600	800	\$341,400
Sep 2022	Central Assn of Physical Plant Administrators	Sheraton Too large	800	400	\$186,000
Aug 2023	National Assn of Postal Supervisors – Texas Branch	Sheraton Too large	750	375	\$120,000
May 2022	Christian Alliance for Orphans	Sheraton Too large	1,100	2,000	\$352,000
Oct 2023	Texas Society of Health-System Pharmacists – Neonatal & Pediatrics Conf	Sheraton Too Large	1,350	700	\$390,000
Jul 2024	National Association of Catering Executives	Sheraton Too Large	4,200	1,400	\$800,000
Nov 2023	Events Industry Council	Sheraton Too Large	2,000	1,000	\$465,000
Jul 2024	Corporate Event Marketing Assn	Sheraton Too Large	4,000	2,000	\$830,000
Mar 2025	Assn of Collegiate Conference & Event Directors	Sheraton Too Large	2,700	900	\$532,500
Feb 2024	Assn of Destination Management Executives	Sheraton Too Large	2,400	1,200	\$526,000
Jan 2024	Event Service Professionals Assn	Sheraton Too Large	800	400	\$186,000
Jan 2024	Auto Care Assn – Heavy Duty Aftermarket Expo	Sheraton Too Large	12,000	3,000	\$2,280,000
Sep 2024	Auto Care Assn – Connect Conference	Sheraton Too Large	1,000	500	\$220,000

Mar 2024	Women in Cybersecurity	Sheraton Too Large	2,600	1,300	\$530,400
Mar 2023	American Fence Assn – FenceTech Conference & Expo	Sheraton Too Large	8,000	2,000	\$1,475,000
Sept 2024	Benjamin Media	Sheraton Too Large	2,400	1,200	\$497,000
Jul 2024	National Pawnbrokers Assn	Sheraton Too Large	6,000	3,000	\$1,175,000
TOTALS:			87,500	36,875	\$18,213,500

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: Groups: 1 ; Lost Revenue: \$1,782

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
12/8-10/20	Keasler	Sheraton	16	14	\$1,782
TOTALS:			16	14	\$1,782

SMERF: Total: Groups: 0; Lost Revenue: \$ 0