

visit mckinney

Monthly Report

July - 2022



Prepared For : MEDC & MDCDC
Prepared By : Aaron Werner - Executive Director

www.visitmckinney.com



Operations:

- VM Staff is reevaluating our annual KPIs to make sure we are tracking appropriate data.
- VM is working to finalize a 10-year lease renewal at 200 West Virginia St.
- VM staff attended the June 7th City Council/Worksession Meeting for the Juneteenth proclamation reading.
- Sabine Smith represented Visit McKinney as a member of the Juneteenth Committee, which met five times in June, and then she worked a 4-hour shift at the event. VM Staff is discussing how we might increase participation at the 2023 event.
- First United Bank Juneteenth Celebration - Aaron Werner and Sabine Smith attended
- Executive Director Meetings - Serve McKinney, Main Street Business Monthly Meeting, Main Street Board Meeting, Executive Leadership Team Meeting, City Directors Meeting, and City Council.

Sales Team:

- 14 in-person site visits to McKinney Hotel Partner - Aaron Werner and Rachel Tamez
- Attended the MEDC Tech and Trucks event at Common Desk - Aaron Werner and Rachel Tamez

Marketing & Communications:

- Submitted sports info for Sports Destination Management Magazine possible article
- Updated McKinney info on Texas Highways/State Travel Guide website
- Wrote/distributed a press release about the new Visit McKinney Executive Director
- Submitted website for TACVB awards consideration
- Story ideas about Farmers Market vendors sent to CheckOutDFW.com
- Submitted Authentic Texas ad for the summer issue

Education & Webinars:

- Aaron Werner
 - New Employee Orientation
 - Texas Travel Industry Recovery Program Informational Webinar
- Beth Shumate:
 - Travel & Tourism College - attended 3rd year.
 - Organizational Development Training – Imposter Syndrome with Kimberly West
 - Webinar with U.S. Travel Association – Creating a More Inclusive Travel Experience
- Sabine Smith:
 - Organizational Development Training - The Generational Divide with Kimberly West
- Marie Woodard:
 - Travel & Tourism College - attended 2nd year

Upcoming Sales Events, Trade Shows, and Conferences:

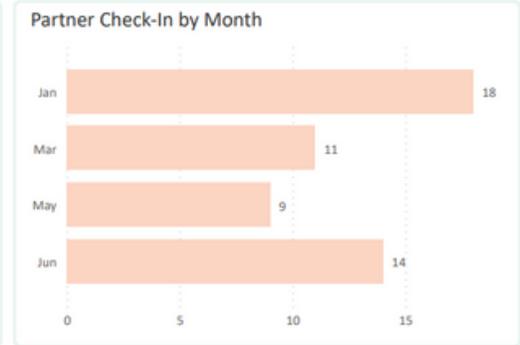
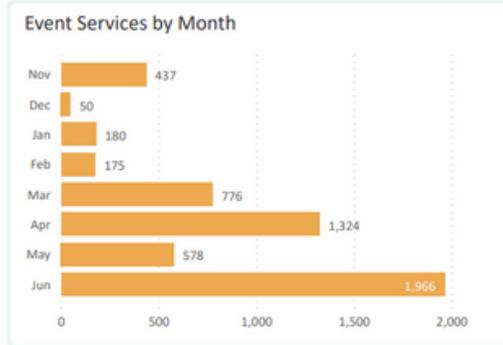
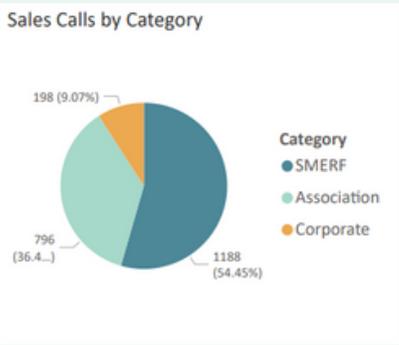
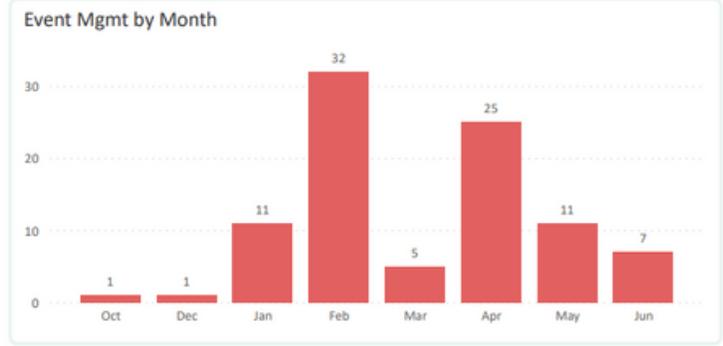
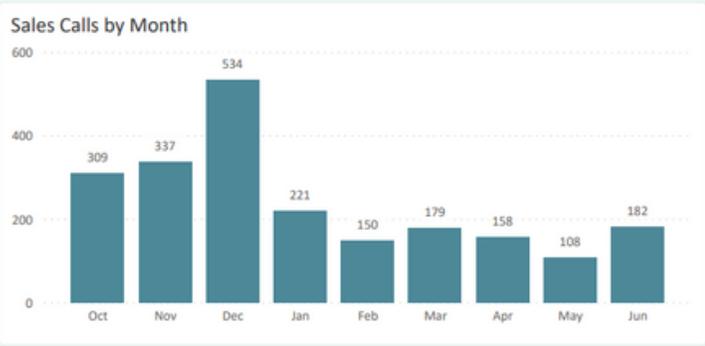
- August 29 - September 2 - 2022 TACVB Annual Conference, South Padre Island, Aaron Werner & Sabine Smith to attend
- September 19 - 21 - 2022 Texas Travel Summit, Galveston Island, Aaron Werner to attend

Upcoming Events:

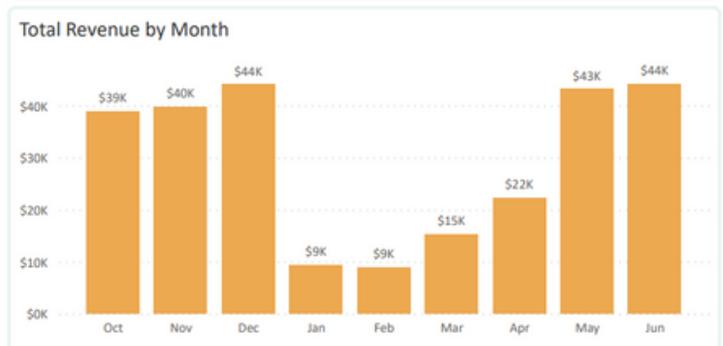
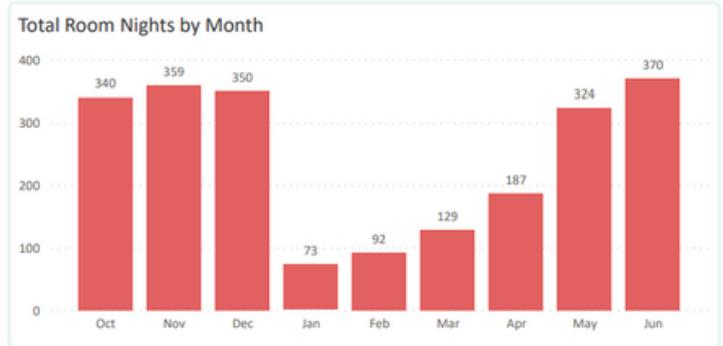
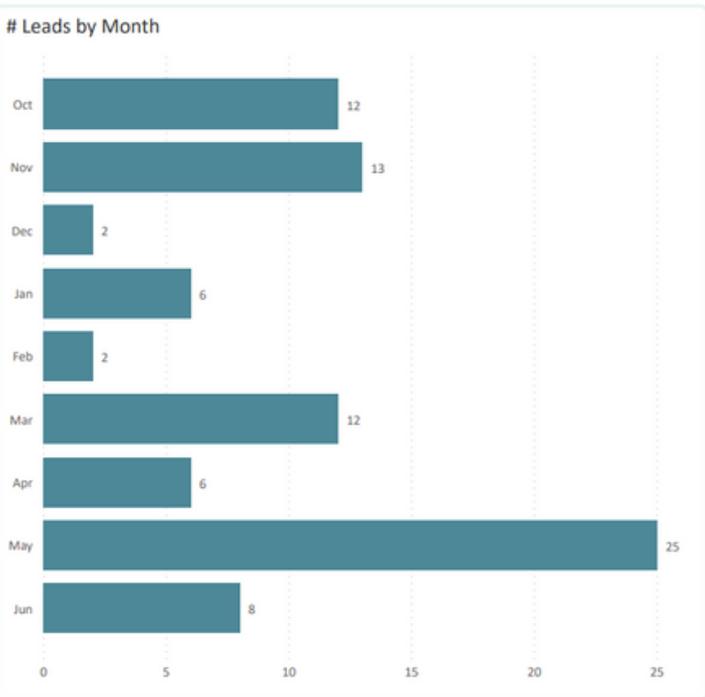
- July 26 - 50th Annual Drum Corps International (DCI) Tour, MISD Stadium
- September 23-25 - McKinney Oktoberfest, Downtown McKinney
- November 25-27 - Home for the Holidays, Downtown McKinney

Committee Meetings:

- Finance Committee - meets the Friday before the Visit McKinney board meeting.
- HR Committee - meet on an as-needed basis
- Marketing Committee - meet on an as-needed basis



- The significant increase in December is from moving to our new CRM database
- In June, we provided 1,966 welcome bags for events like Serve McKinney, South Central Hispanic District of the Assemblies of God, Juneteenth, AEYL, and more!
- Rachel Tamez included Aaron Werner on her 14-partner check-in visit with the McKinney hotel partners as an opportunity to introduce him to management and inside sales team members.
- With Marie's transition back to her full-time sales manager position, we see our sales calls back in the normal range with some exciting prospects.



Pickup Report Continued

| End Date | Account Name | Lead Name | Category | Market Segment | Total Rooms | Total Revenue | Hotel |
|-----------------------|--|---|----------|--------------------------------|-------------|-----------------|---|
| Sunday, June 5, 2022 | Texas Division, Sons of Confederate Veterans | Texas Division Reunion 2022 | SMERF | Fraternal | 121 | \$14,399 | Sheraton McKinney Hotel & Conference Center |
| Sunday, June 12, 2022 | South Central Hispanic District of the Assemblies of God | South Central Hispanic District Council | SMERF | Religious | 226 | \$26,894 | Sheraton McKinney Hotel & Conference Center |
| Sunday, June 12, 2022 | South Central Hispanic District of the Assemblies of God | South Central Hispanic District Council | SMERF | Religious | 19 | \$2,261 | Towneplace Suites by Marriott |
| Sunday, June 19, 2022 | MillHouse Foundation | 2022 MuralFest | SMERF | Cultural, Fine Arts, Libraries | 0 | \$0 | Best Western Plus McKinney Inn & Suites |
| Sunday, June 19, 2022 | MillHouse Foundation | 2022 MuralFest | SMERF | Cultural, Fine Arts, Libraries | 0 | \$0 | Home2 Suites by Hilton |
| Sunday, June 19, 2022 | MillHouse Foundation | 2022 MuralFest | SMERF | Cultural, Fine Arts, Libraries | 0 | \$0 | SpringHill Suites by Marriott |
| Sunday, June 19, 2022 | MillHouse Foundation | 2022 MuralFest | SMERF | Cultural, Fine Arts, Libraries | 0 | \$0 | Towneplace Suites by Marriott |
| Sunday, June 19, 2022 | Social 2022 | Pence Birthday | SMERF | Social | 4 | \$620 | Grand Hotel & Ballroom |
| Total | | | | | 370 | \$44,174 | |

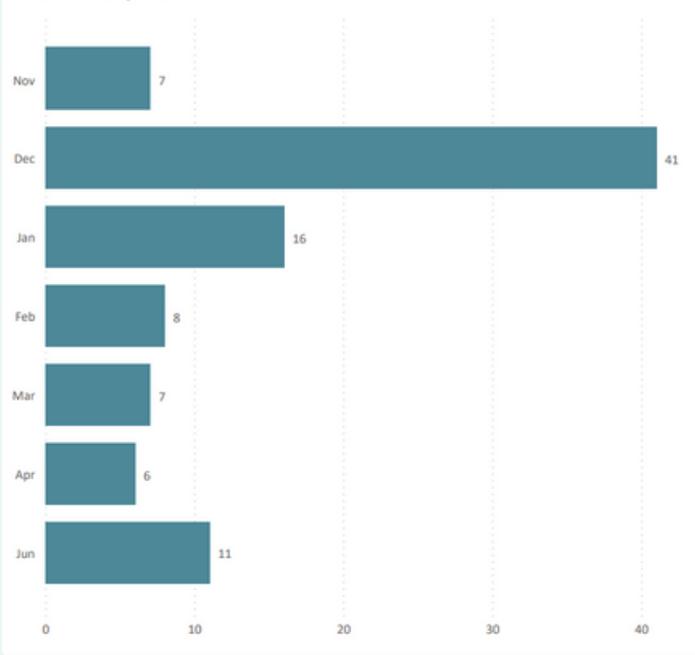


RFPs
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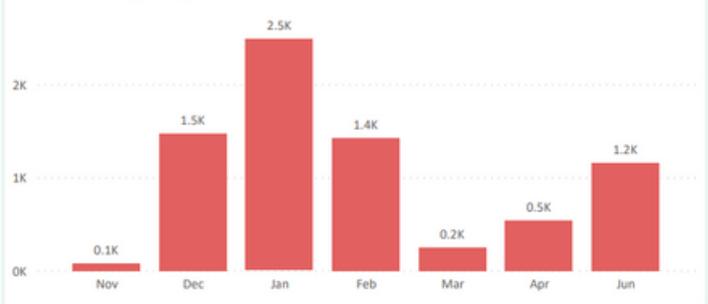
96
New RFPs YTD

7,389
Estimated Rooms

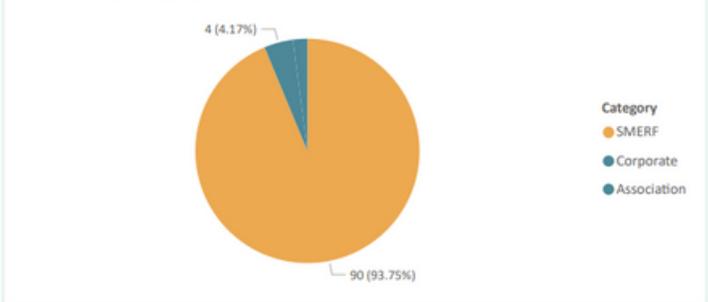
New RFPs by Month



Total Room Nights by Month

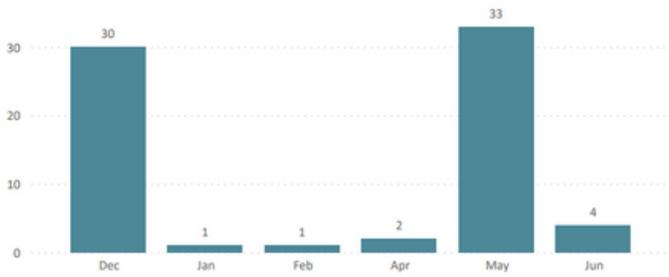


New RFPs by Category

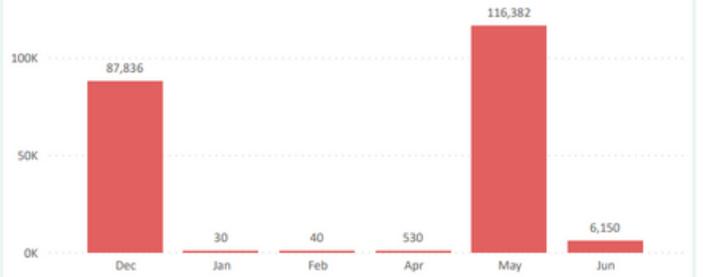


| Lead Created Date | Account Name | Lead Name | Event Start Date | Event End Date | Estimated Rooms | Category | Market Segment | Event Facility |
|-------------------------|--|--|-----------------------------|------------------------------|-----------------|-----------|------------------------------|----------------|
| Monday, June 20, 2022 | The Indoor Track | Run Rite Revolution - September 2022 | Sunday, September 25, 2022 | Sunday, September 25, 2022 | 90 | SMERF | Athletic & Sports/Recreation | Meyers Park |
| Monday, June 20, 2022 | The Indoor Track | Run Rite Revolution - October 2022 | Friday, October 28, 2022 | Friday, October 28, 2022 | 125 | SMERF | Athletic & Sports/Recreation | Meyers Park |
| Monday, June 20, 2022 | The Indoor Track | Run Rite Revolution - November 2022 | Saturday, November 5, 2022 | Saturday, November 5, 2022 | 90 | SMERF | Athletic & Sports/Recreation | Meyers Park |
| Monday, June 13, 2022 | AT&T Byron Nelson | 2023 AT&T Byron Nelson | Monday, May 8, 2023 | Sunday, May 14, 2023 | 0 | SMERF | Athletic & Sports/Recreation | |
| Thursday, June 23, 2022 | 5th Infantry Regiment Association | 2024 5th Infantry Regiment Assoc. Annual Reunion | Tuesday, August 27, 2024 | Saturday, August 31, 2024 | 285 | SMERF | Military & Veterans | |
| Friday, June 3, 2022 | South Central Hispanic District of the Assemblies of God | South Central Hispanic District Council | Wednesday, June 8, 2022 | Saturday, June 11, 2022 | 230 | SMERF | Religious | Sheraton |
| Monday, June 6, 2022 | South Central Hispanic District of the Assemblies of God | SCHD Minister's School 2023 | Wednesday, June 7, 2023 | Saturday, June 10, 2023 | 0 | SMERF | Religious | |
| Friday, June 10, 2022 | Social 2022 | McKinney HS - Class of 72 50th Reunion | Friday, September 9, 2022 | Saturday, September 10, 2022 | 35 | SMERF | Social | Mill at East M |
| Monday, June 20, 2022 | Western Swing Music Society of the Southwest | Winter Showcase Dance & Jam 2022 | Wednesday, November 2, 2022 | Saturday, November 5, 2022 | 280 | SMERF | Social | |
| Friday, June 3, 2022 | Strategic Solution Partners | SSP Advisory Board Meeting | Sunday, September 11, 2022 | Tuesday, September 13, 2022 | 24 | Corporate | Travel | |
| Friday, June 24, 2022 | Weddings 2022 | Wagnon/Collum Wedding | Friday, July 1, 2022 | Friday, July 1, 2022 | 0 | SMERF | Wedding | Grand Ivory |
| Total | | | | | 1,159 | | | |

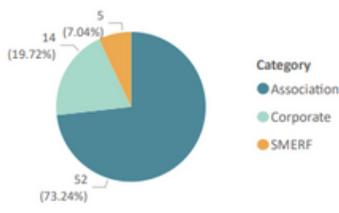
Lost Business by Month



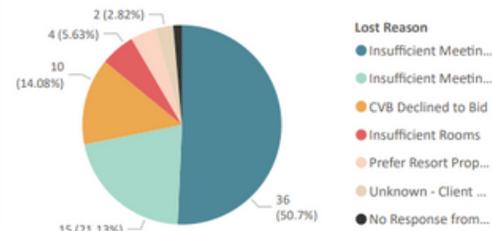
Lost Room Nights by Month



Lost by Category



Lost by Reason

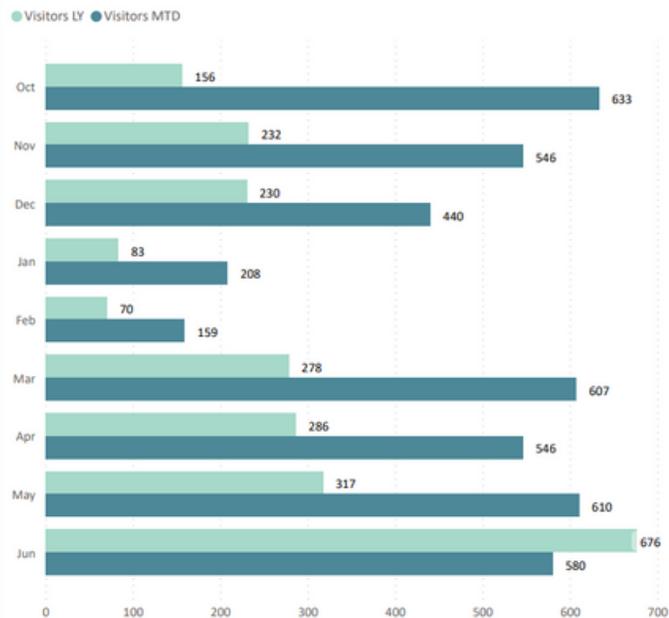


Lost Revenue by Month

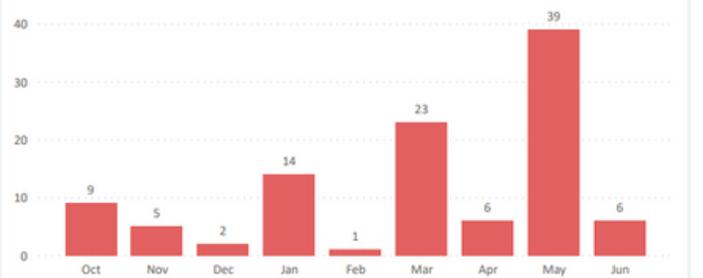


| Lost Business Date | Account Name | Lead Name | Requested Rooms | Total Lost Revenue | Lost Reason | Lost Comments |
|--------------------------|--|---|-----------------|--------------------|----------------------------|---|
| Tuesday, June 7, 2022 | Most Worshipful Prince Hall Grand Lodge of Texas | 2022 MWPGDL Conference | 1,110 | \$144,300 | CVB Declined to Bid | insufficient rooms & meeting space - 300 max meeting space |
| Wednesday, June 29, 2022 | McVeigh Global Meetings & Events | UnboundEd Fall 2023 Standards Institute | 3,975 | \$795,000 | Insufficient Meeting Space | General session for 1800; 30-40 breakout room comp internet for entire space; all meals in general session for 1800-2000 people |
| Wednesday, June 29, 2022 | Reach Meetings & Events | Uline Holiday Party | 50 | \$7,450 | Insufficient Meeting Space | Holiday party for 1,000 w/dance floor, tables & gifts, 4 bars inside room |
| Wednesday, June 29, 2022 | Specialized Carriers & Rigging Association | 2024 Symposium | 1,015 | \$201,985 | Insufficient Meeting Space | General session & meals for 400; 360 sleep room portion being @ government rate |
| Total | | | 6,150 | \$1,148,735 | | |

Total Visitors by Month



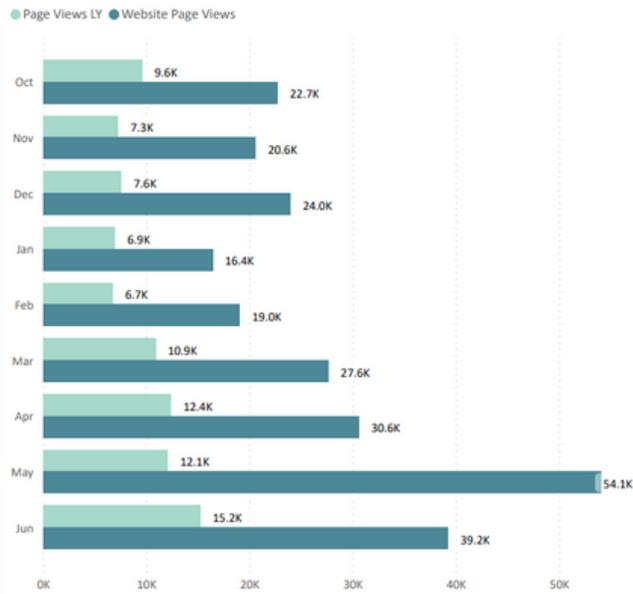
Tour Attendees by Month



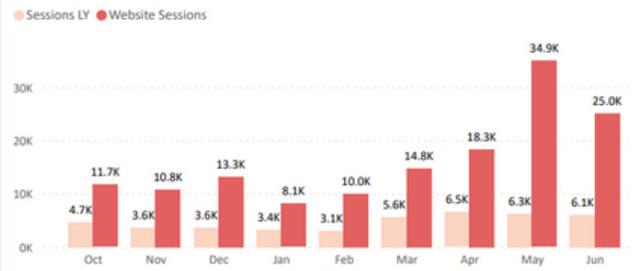
McKinney Market Payments by Month



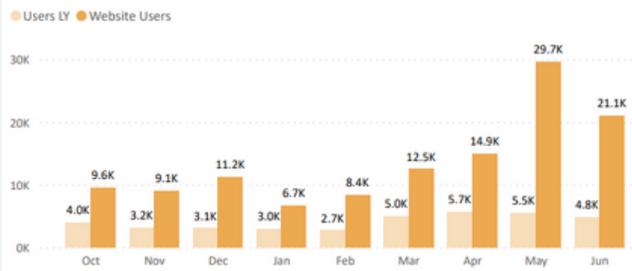
Page Views by Month



Sessions by Month



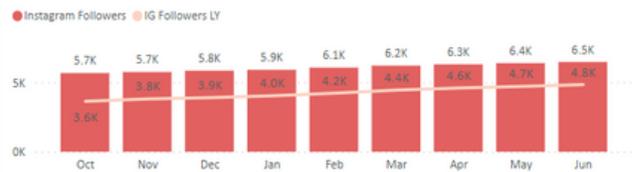
Users by Month



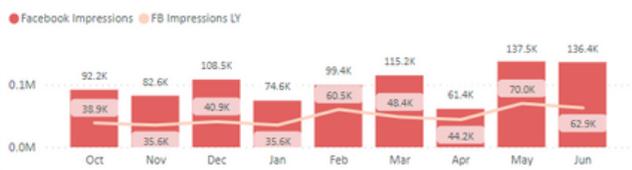
Facebook Fans by Month



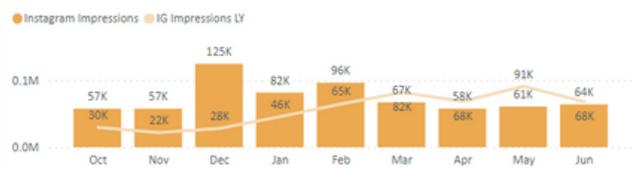
Instagram Followers by Month



Facebook Impressions by Month



Instagram Impressions by Month



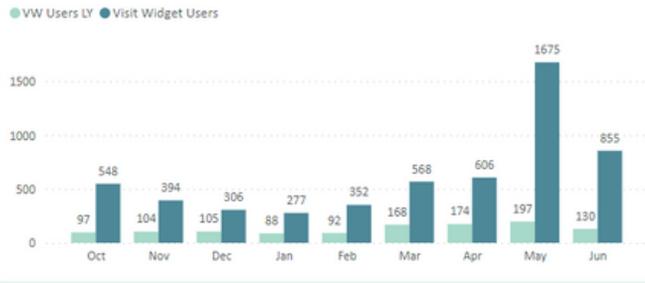
Facebook Engagement Rate per Impression



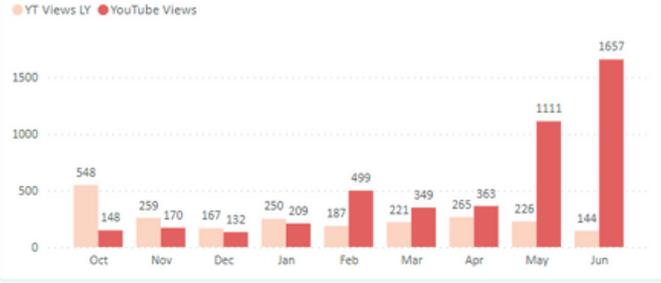
Instagram Engagement Rate per Impression



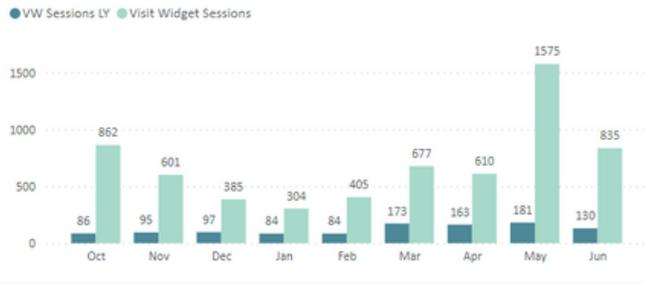
Visit Widget Users by Month



YouTube Views by Month



Visit Widget Sessions by Month



YouTube Impressions by Month

