



To: Visit McKinney Board
From: Dee-dee Guerra – Executive Director
Date: October 29, 2019
RE: Visit McKinney September 2019-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Board:**
 - Approved FY 19-20 KPIs & Strategic Plan at the September 24, 2019 Board meeting.

- **Advertising/Marketing:**
 - **47th Annual Texas Country Reporter Festival in Waxahachie**-Visit McKinney is taking part in an advertising opportunity with Bob Phillips (Texas Country Reporter) at the annual Texas Country Reporter Festival in Waxahachie in October. For \$1500, we will have three videos promoting Home for the Holidays (created by Paul Reynolds a couple of years ago) playing in rotation over 10 hours on a large screen at the festival. This is a wonderful opportunity to reach around 65,000 Texans during this one-day festival, the majority of whom love traveling within their state! They will provide us analytics about how often and at what times the video aired.
 - **McKinney to Munich Update**-With 5 days left until we draw the winning name, we have just under 38,000 entries! (It will be over 38K by end of business Tuesday, 9/24.)
 - **Grants**-The deadline for our first round of 2019-20 grants is Oct. 1. So far, we have received one application and have heard from another non-profit about possibly applying. Details can be found on our website.
 - **Special landing pages for community partners to drive web traffic**-We create special landing pages for any groups bringing people into town, providing them with links to special hotel rates as well as links to dining, things to do, and more. Our latest two pages – North Texas Yarn Crawl (now complete – ended Sept. 22) and the McKinney Lacrosse Turlaxin Tournament (ending first weekend in November) have received some solid traffic to our website and have served as a great way to partner with both our hotels and the community partners to whom we provide services.
 - **Texas Music Friendly Certification**-We have been in communication with both the Texas Music Office (a branch of the Texas Governor’s Office) and our partners at The Guitar Sanctuary/Love Life Foundation to complete the steps to officially establish McKinney as a “Texas Music Friendly City.” We are in the beginning stages, but we hope to have all the steps completed by the end of 2019 or early in 2020.
 - **Community Impact article on hotel taxes/Air BnB/VRBO**-We have been working with Emily Davis at Community Impact on an article about hotel taxes, how they are used, and how Airbnb and others are affecting hotel tax collection. The article will be in an upcoming issue.
 - **Weekend Update newsletter**-We have just revised our format of this weekly newsletter and encourage all who do not currently receive it to sign up on our website or email the Visit McKinney offices.

- **Education/Webinar:**
 - D. Guerra: 1
 - TTIA SUMMIT-Fort Worth 9/23-25/19
 - B. Shumate: 2
 - Webinar - Cision: Metrics That Matter: Earned Medias Impact on the Bottom Line
 - Webinar: Big Changes coming to Facebook & Instagram for business pages
 - S. Smith: 5

- Remote Follow Up discussion regarding IDSS with Mark
 - Naviline Training with Sheryl & Ian
 - New Fiscal Year Purchase Order Training with Tonya
 - Vendor Fair Purchasing
 - City Secretary Forum Lunch and Learn, HB2840: Public comments at open meetings, minutes referral update
 - V. Rhodes: 1
 - Train The Trainer: Effective Techniques for Dynamic Training
- **Events/Services:**
 - Events:
 - Staff attended:
 - Night of Artists and Chefs screening at MPAC
 - Blueprint of a Cultural District - Leveraging the Creative Co-Op session
 - Interview with Emily Davis – Community Impact – about hotel tax/Airbnb
 - HUB 121 Development Update - McKinney Chamber Breakfast
 - Raytheon-Employee Environmental Health Care-event (staff set up a booth).
 - Leadership Alumni 9-11 Ceremony
 - McKinney Chamber Leadership
 - Anna Chamber NetworkMcKinney Chamber – Links
 - Oktoberfest Booth- McKinney 2 Munich Promotion
- **Sales:**
 - **Small Market Meetings Conference**
 - **NCAA D2 Football game** will be on 12/21/19 at MISD Stadium Kick-off is at 2:00 pm and will be televised on ESPN-U. Fan Fest will be at Tupps Brewery on 12/20/19 from 6:00-8:00 pm. Tacos, Tequila, & Cerveza 12/20-22/19. Early Bird tickets \$15 General Admission, \$20 Reserved until 12/14/19. Visit www.d2mckinney.com for more information.
 - 9/20/19-**Submitted NCAA D2 Football Event Support Contract** to the Office of the Governor for reimbursement of approved expenses.
 - Staff worked with the Grand hotel to host a group from **TI at the Grand**, approximately 30 attendees, 33 room nights Sept 17-18
 - Staff met with Karen Bourg, planner for group **“National Association of Christian Women Entrepreneurs**. They utilized the Grand Hotel for meeting space, there were some that stayed at the hotel, however, there was no room block.
 - **Clayton Homes** came back to the Grand Hotel this past week for another small conference. Approx. 34 attendees, 106 room nights
 - Staff met with Kevin Shelton to help in planning for **NCAA D1 and D2 Fastpitch tournament**, taking place on February 2021.
 - Staff continued to reach out to various venues to foster the relationship between Visit McKinney and their venue.
 - Sales Manager V, Rhodes is working with Communications Manager B. Shumate to create “mock tour itineraries” as a selling tool to leave to meeting planners that V. Rhodes meets at Connect.
 - 9/27/19-**BREP Sales call with Manner Plastics.**
- **Hotel Visits: 6**
 - Holiday Inn Express
 - Hampton Inn
 - Days Inn
 - Best western-No Show
 - Hilton Home2
 - Springhill Suites

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 Collections: 2018-2019

HOT TAX collection reported by City:

- MOM 2019 vs. 2018 (18-Hotels & 8-B&B/VRBO reporting) Preliminary
 - September 2019: \$141,005
 - September 2018: \$132,008
 - 6.82%
- YTD: 2019 vs 2018
 - FY 18-19: \$1,686,817
 - FY 17-18: \$1,709,265
 - -1.31%

ASSOCIATION/CORPORATE/SMERF COMPLETED in September 2019: TTL Room nights: 1,611 ; TTL Revenue: \$167,709

WEDDINGS COMPLETED- September 2019 - TTL Room Nights: 509, TTL Rev: \$58,414

- Davis/Edwards Wedding: Springhill Suites – TTL room nights: 9; TTL rev: \$1,075
- Proctor/Fuller Wedding: Hampton Inn - TTL room nights: 11; TTL rev: \$1,314
- Engelskirchen/Whitaker Wedding: Hampton Inn – TTL room nights: 2; TTL rev: \$ 268
- Kacey Wedding: Hampton Inn – TTL room nights: 5; TTL rev: \$613
- Bell/Horton Wedding: Hampton Inn- TTL room nights: 5; TTL rev: \$595
- Miller/DeSouza Wedding: Hampton Inn – TTL room nights: 3; TTL rev: \$285
- Thompson/Dowling Wedding: Hampton Inn – TTL room nights: 5; TTL rev: \$595
- Freeman/Zeisler Wedding: Hampton Inn – TTL room nights: 29; TTL rev: \$3,076
- Rennie/Ramirez Wedding: Hampton Inn- TTL room nights: 11; TTL rev: \$1,050
- Jarzombek/Dawson Wedding: Hampton Inn – TTL room nights: 13; TTL rev: \$1,285
- Fox/Board Wedding: Hampton Inn – TTL room nights: 27; TTL rev: \$3,213
- Prater/Points Wedding: Hampton Inn – TTL room nights: 7; TTL rev: \$805
- Grassley/McDonald Wedding: Hampton Inn – TTL room nights: 14; TTL rev: \$1,521
- Goodman/Endo Wedding: Grand Hotel - TTL room nights: 17; TTL rev: \$2743
- Donaldson Wedding: Grand Hotel – TTL room nights: 17; TTL rev: \$2,863
- Harvey/Warzusa Wedding: Sheraton Hotel – TTL room nights: 11; TTL rev: \$1,232
- Killingsworth/Wilmoth Wedding: Sheraton Hotel – TTL room nights: 17; TTL rev: \$1,938
- Mata/Mei Wedding: Sheraton Hotel – TTL room nights: 40; TTL rev: \$4,720
- Mesecher/Lowery Wedding: Sheraton Hotel – TTL room nights:15; TTL rev: \$1,680
- Nielsen Wedding: Sheraton Hotel – TTL room nights:12; TTL rev: \$1,380
- Peoples/Ritter Wedding: Sheraton Hotel – TTL room nights: 23; TTL rev: \$3,174
- Ploof/Davenport Wedding: Sheraton Hotel – TTL room nights: 39; TTL rev: \$4,134
- Richardson/Boyd Wedding: Sheraton Hotel – TTL room nights: 23; TTL rev: \$ 2,852
- Rosenkrance/Clawson Wedding: Sheraton Hotel – TTL room nights: 28; TTL rev: \$3,220
- Tallchief/Peterson Wedding: Sheraton Hotel – TTL room nights: 41; TTL rev: \$ 5,084
- Thomas/Hutchens Wedding: Sheraton Hotel – TTL room nights:11; TTL rev: \$1,199
- Tomlinson/Biermann Wedding: Sheraton Hotel, TTL room nights: 25; TTL rev: \$2,800
- Comfort Inn Wedding Link - TTL room nights: 49; TTL rev: \$3,700

ASSOCIATION/CORPORATE/SMERF COMPLETED in September 2019: TTL Room nights: 1,102; TTL Revenue: \$109,295

ASSOCIATION – TTL Room Nights: 0; TTL Rev.: \$ 0

CORPORATE – TTL Room Nights: 1,014; TTL Rev.: \$96,737

- Torchmark-LNL 101- 9/15-19/19 Sheraton: TTL room nights: 359; TTL Rev. \$34,823
- UPS-Sheraton: TTL room nights: 478; TTL Rev. \$43,976
- Torchmark-All-301- 9/23-25/19, Sheraton: TTL room nights: 42; TTL Rev. \$4,074
- Texas Instruments – Grand Hotel: TTL room nights: 29, TTL rev: \$3,791
- Clayton Homes – Grand Hotel: TTL room nights: 106, TTL rev: \$10,073

SMERF: TTL Room nights: 88 TTL Rev: \$12,558

- Yarn Crawl – Grand Hotel: TTL room nights: 2; TTL rev; \$195,
- Johnson Family Reunion – Sheraton Hotel: TTL room nights: 75; TTL rev: \$8,400
- Christian Women’s Group/Karen Bourg – Grand Hotel: TTL room nights: 8; TTL rev: \$1,112
- Ladies/Girls Night Out Trip – Neathery Estates: 3 room nights, TTL rev: \$2,851

SPORTS: TTL Room nights: 0; TTL Rev.: \$ 0

Sales Calls: ASSOCIATIONS-/CORPORATE/SMERF Sales Calls: 56

Association: 2

1. National Association of Christian Women Entrepreneurs – Contact: Karen Bourg. Left a message and followed up with email. She has a group retreat for writers planned in East Texas, seeking to see if she would bring them to McKinney next year. Also working with her for a group utilizing the Grand Ballroom. There are 30 attendees; no room block however, some attendees will be staying at the Grand Hotel.
2. American Institute of Building Design – Contact: Steve Mickley

Corporate: 13

1. Texas Instruments – Contact: Denine Chron. Working with the Grand on a small group coming to the Grand September 17-18, 2019. Attendees: 30.
2. Clayton Homes – Contact: Evelyn Radford/Gary Garza. Repeat business to the Grand Hotel. September 23-27, 2019. Attendees: 34, approximately 107 room nights.
3. Eli Lilly & Company – Contact: Mike Woodruff. Sent an email to Mike to discuss potential group coming to McKinney in late October. Will follow up again if I do not hear back from him. This is a joint effort with the Grand Hotel.
4. Ace Hardware – Contact: Matt Canton. Currently, Matt does not have a meeting to plan in the works. He stated he would keep my information on file so he would have it the need arises. Followed up with an email.
5. Meeting Professional Expectations – Contact: Glen Tomlinson. Independent planner plans meetings for associations, corporate, and SMERF markets.
6. American Meetings & Events – Contact: Danny Treece. Independent planner. Plans mainly corporate meetings/training.
7. Seevents Group – Contact: Patricia Stinson. Independent planner. Mainly plans for SMERF market.
8. Virtuoso – Contact: Jackie Wilson. Independent planner. Covers all areas.
9. Andrea Cannistraci – Independent Planner
10. Helms Briscoe – Contact: Jackie Brewer.
11. Helms Briscoe – Contact: Jane Schmidt
12. Ethos Meetings and Events – Contact: Mark Harvey. Independent planner
13. Alliance Benefits – Contact: Robert Cohen

SMERF: 24

1. VLife Church – Contact: Mike Connaway. Pastors Conference scheduled for January 2020. Collaborating with the Grand hotel. We will provide welcome bags for the group as well I am helping with ideas for “free time” itineraries for the group.
2. Texas Glory Fastpitch – Contact: Kevin Shelton. I am working with Kevin to secure NCAA D1 & D2 Fastpitch tournament that will take place in February 2021 at the Melissa Ball Fields.
3. Alpha Kappa Alpha Sorority – Contact: Cherise Wright. Assisting group with “all things McKinney”. The actual meeting will be held in Dallas, with no room nights for McKinney.
4. Our Little Miss – Contact: Teri Chandler
5. Clowns of America International – Contact: Patricia Roeser
6. USS Colonial LSD-18 – Contact: Rhonda Mayner
7. Civil Air Patrol – Contact: Missie Harris
8. Morehouse School of Medicine – Contact: Zena Young
9. NSA DaNang Reunion – Contact: Bill Neal

10. YoungHearts Event Planners LLC – Contact: Rodney Young
11. EMC2 Travel Planners – Contact: Alice Stewart
12. Society Of Municipal Arborist – Contact: Jerri LaHaie
13. SER-Tuskegee National Alumni – Contact: Richard Mathis
14. A Place to Remember Travel & Tours – Contact: Jeris Smith
15. ASR-ASR (Navy Veterans Reunion) – Contact: Mary Neal
16. 5th Infantry Regiment – Contact: Randall Kethcart
17. Red Arrow – Contact: Ralph Turney. Tour Bus Operator
18. Wisconsin Council of Administration of Special Services – Contact: Gary Myrah
19. A Place to Remember Travel & Tours – Contact: Jeris Smith. Independent planner
20. Newton-Thoth, International Meeting Planner & Sebayit Tours – Contact: Patricia Newton.
21. North American Fast Pitch Association – Contact: Benjie Hedgecock
22. Hugg Inc. – Contact: Janice Vickery. Independent planner. Military/Air Force
23. Meeting Professionals Expectations – Contact: Donald Duszynski, Independent planner.
24. Rendezvous South 2021 – Contact: Ashley Strickland. Attendees: 150-200, Conference Pattern: 3 day/2night – Total room nights: 400. Bidding for 2021

Weddings: 13

1. Kelley Bramer (MOG) Bramer/Cavendar Wedding– December 2019, Springs
2. Shannon Ellis (MOG) – September 2019, Magnolia Grace Ranch
3. Regie O Spearmon Wedding – October 2019, Gather
4. Skertahly/Spangler Wedding – October 2019, Stone Crest
5. Basket/McCarty Wedding – October 2019, Stone Crest
6. Drouillard/McKee Wedding – October 2019, Avalon Legacy
7. Haddock/Want Wedding – November 2019, Magnolia Grace
8. Demarco/Nix Wedding – November 2019, Avalon Legacy
9. Emmons/Tompkins Wedding – November 2019, Stone Crest
10. Whitmire/Krister Wedding – November 2019, Stone Crest
11. Sandra Squires (MOG) – January 2020, Rustic Grace
12. Kaysie Guillory – April 2020, Magnolia Grace Ranch
13. Gleason Wedding – November 2019, Avalon Legacy

McKinney Top 25: McKinney Corporate: 4

1. BRE Joint Sales call with **Manner Polymers**-Met w/HR, toured the plant and gave them welcome bags. I explained what Visit McKinney can do for them.
2. **Torchmark**-Assisted Kristi Nixon to acquire items for Silent Auction- Torchmark/Global Life. See thank you note.
3. **Mitas Group**-Assisted Sherrie in acquiring a food venue and transportation for their annual April training.
4. **Simpson Strong-Tie**- Connected Sheraton sales staff with meeting planner from Simpson Strong-Tie.

VISIT MCKINNEY Calendar of Events 2019-2022: 19

Yellow highlight=New business & Red type=indicates Lost Business

Month	Group	Venue	Room Nights	Attendance
<i>September</i>				
09/15 – 09/19/2019	Torchmark LNL 101	Sheraton	100	100
9/17-18/19	Texas Instruments	Grand		30
9/13-22/19	McKinney Knittery Yarn Crawl	Grand Hotel, Towne Place Suites, and the Best Western	10	500-600

09/23 – 09/25/2019	Torchmark AIL 301	Sheraton	50	50
9/23-27/19	Clayton Homes	Grand	107	34
October				
10/20 – 10/23/2019	Torchmark LNL 201	Sheraton	30	30
10/22 – 10/23/2019	Torchmark FHL 101	Sheraton	22	44
10/27 – 10/29/2019	Torchmark FHL 201	Sheraton	15	30
10/27 – 10/30/2019	Torchmark AIL 101	Sheraton	100	100
November				
11/03 – 11/07/2019	Torchmark LNL 101	Sheraton	100	100
11/5-7/19	Emerson FC1605/1100	Holiday Inn	15	30
11/12-14/19	Emerson IV 1006	Holiday Inn	15	30
11/19-21-19	Emerson IV 1100	Holiday Inn	15	30
December				
12/3-5/19	Emerson IV 1006	Holiday Inn	15	30
12/18-21/19	NCAA D2 Football Championship	Sheraton/Delta	320	80

2020

Month	Group	Venue	Room Nights	Attendance
January				
1/7-9/20	Emerson IV 1100	Holiday Inn	15	30
1/14-16/20	Emerson IV 1106	Holiday Inn	15	30
February				
2/4-6/20	National Interscholastic Athletic & Afterschool Safety & Security Summit	Sheraton	100	125
April				
4/5-8/19	Mitas Group	Grand Hotel	120	40
4/2020	Civil Air Patrol	Sheraton	70-80	30-50
4/17/20	Texas Academy of General Dentistry – TAGD Strategic Retreat & Board Meeting.	Sent RFP to the Grand Hotel and The Sheraton.	25	30
4/2020	Naval Support Activity (NSA) DaNang Reunion	Sheraton	150-200	450
June				
6/2-4/20	Emerson IV 1100	Holiday Inn	15	30
6/9-11/20	Emerson IV 1006	Holiday inn	15	30

June 2020	Craig Family Reunion.	Working with planners to secure meeting/event location.	N/A	50-75
July				
7/2020	Council on Occupational Education	Sheraton	125	350
7/2020	Our Little Miss July 7-day event.	?	150	600-100
7/2020	Our Little Miss: Model/Entertainer of the Year. 2-day competition	?	N/A	400
September				
9/2020	Navy Reunions	Sheraton	125	40-70
9/2020	Morehouse School of Medicine	Sheraton	300	150-200
October				
10/16-23/20 or 10/23-30/20	Destinations International 2020 Fall Summit & Learning Week	Sheraton	1310	Attendees for Membership Summit: 125-150, TTL attendees for The Technology, Finance & Operations Summit: 80-140, TTL attendees for the Visitor Services Summit: 75-140, TTL attendees for Fall Learning Week: 30-50
November				
11/10-12/20	Emerson IV 1000	Holiday Inn	15	30
11/17-19/20	Emerson IV 1006	Holiday Inn	15	30

2021

Month	Group	Venue	Room Nights	Attendance
November				
2021	Rendezvous South 2021 : 3 day/2night		400	150-200
11/2021	International Textile & Apparel Association (3.5 day meeting.)	Sheraton	650-800	450-575
February				

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
April				
4/2021	Clown Education Promotions	Sheraton	310	150
May				
5/2021	HMM/VMM-265 Squadron's Reunion	Sheraton	N/A	50-100
5/15-18/21	American Society of Parasitologists_3-5 day event. Preferred meeting dates: May 15-August 15	Sheraton	400-600	180-300

2022

Month	Group	Venue	Room Nights	Attendance
October				
10/2022	Floor Covering Installation Contractors Association (FCICA)	Sheraton	200	75
February				
2/2022	Council of Administration of Special Education-Hybrid Conference	Sheraton	N/A	125
October				
10/2022	Council of Administration of Special Education-Annual Conf.	Sheraton	N/A	400

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
 - Second Saturday
 - Krewe of Barkus
 - Arts in Bloom
- 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
- o Collin County Historical Society Museum (all exhibits)
- o 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
 - Texas Heritage Day
- o Third Monday Trade Days
- o Myers Park Events (Dogs Show, Horse Show, & Master Gardener Events)
- o State of the City - McKinney
- o Volunteer McKinney
- o Chamber (Community Awards/Leadership)
- o Pumpkinville at Tucker Hill
- o Adriatica Events (at Sanctuary, Love Life & Smiles Concert)
- o Franconia Brewery Tour
- o Tupps Brewery Tour
- o Wales Manor Music Under the Stars
- o Live music at local restaurants/pubs/wine bars
- o Stonebridge Spooktacular
- o Walking Tours w/ Guy Giersch

The McKinney Shop:

- **September 2019 Gross Sales \$708.95**
 - o **Rent check \$355.00**

Visitors: FYTD Total (Oct.'18– Sept. '19): 6,044

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

- Out of State: 53
- Out of Country: 14
- Texas Residents: 6
- McKinney Residents: 7
- Register Total: 80
- Ticker Counter: 378 + 940 (Oktoberfest)=1318

Day Trips: 0

RFP's: 33 (2-Association, 3-Corporate, 13 -Weddings, 13-Social, 0-Religious, 2-Sports, 0-Day Trips)

Association: 2

1. International Textile & Apparel Association – Contact: Donald Duszynski. Attendees: 450-575, Room nights: 650-800, Preferred dates: October – November (except Halloween weekend and the week before Thanksgiving); No exact day pattern is given, however, the event is 3.5-5 days. Booking for 2021. Gave RFP to Sheraton
2. American Society of Parasitologists – Attendees: 180-300, Room nights: 400-600, 3-5 day event. Preferred meeting dates: May 15-August 15. Booking for 2021. Gave RFP to Sheraton

Corporate: 3

1. Mitas Group-Grand Hotel April 5-8, 2019. Using Rick's and Harvest for lunch/dinner. Assisting Sherrie with transportation and ideas for the April 7th dinner.
2. Clayton Homes – Contact: Evelyn Radford/Gary Garza. Grand Hotel. September 23-27, 2019. Attendees: 34, approximately 107 room nights.
3. Texas Instruments – Contact: Denine Chron. Working with the Grand on a small group coming to the Grand September 17-18, 2019. Attendees: 30.

SMERF: 28 (13-Weddings, 13-Social, 2-Sport, 0-Religious)

1. Destinations International 2020 Fall Summit & Learning Week. This RFP combines three different fall summits and a learning week program. Proposed dates: October 16-23, 2020 or October 23-30, 2020. TTL room nights: 1310, TTL Attendees for Membership Summit: 125-150, TTL attendees for The Technology, Finance & Operations Summit: 80-140, TTL attendees for the Visitor Services Summit: 75-140, TTL attendees for Fall Learning Week: 30-50. Gave **2 RFPs** to the Sheraton.
2. NCAA D2 College Classic - Fastpitch Tournament – Henderson State is the anchor school. Dates: February 12-14, 2021. Venue: Melissa Ball Fields. Approximately 10-12 teams competing. Sent RFP to hotels as requested by contact Kevin Shelton. (Sheraton, Hampton Inn, Comfort Suites, Holiday Inn, Holiday Inn Express, La Quinta, Springhill Suites, and Hilton Home 2)
3. NCAA D1 College Classic – Tracy Beard College Classic, University of N. Texas is the anchor school. Dates: February 18-21, 2021. Venue: Melissa Ball Fields. Approximately 10-12 teams competing. (Sheraton, Hampton Inn, Comfort Suites, Holiday Inn, Holiday Inn Express, La Quinta, Springhill Suites, and Hilton Home 2).
4. HMM/VMM-265 Squadron's Reunion – Attendees: 50-100, room nights total unknown. Meeting pattern – 5 days. Preferred meeting dates: May-November, no strong preference. Booking for 2021. Gave RFP to Sheraton
5. Naval Support Activity (NSA) DaNang Reunion – Contact: Bill Neal. Attendees: 150-200, room nights: approximately 450. Meeting day pattern – Sunday –Saturday. Preferred meeting dates: Any week in April or early May, excluding Easter weekend. Booking for 2020 and beyond. Gave RFP to Sheraton.
6. Navy Reunions – Contact: Mary Neal. Attendees: 40-70, Meeting day pattern: Sunday-Saturday. Total room nights: 125+. Preferred meeting dates: September – October. Booking for 2020 and beyond. Gave RFP to Sheraton
7. Civil Air Patrol – Contact: Missie Harris. Attendees: 30-50, room nights: 70-80. Meeting pattern: Monday-Wednesday. Preferred meeting dates: April and December. Booking for April 2020 and December 2020. Gave RFP to Sheraton.
8. Morehouse School of Medicine – Contact: Zena Young. Attendees: 150-200. Total room nights: 300. Preferred meeting date: September 2020. Booking for 2020. Gave RFP to Sheraton
9. Clown Education Promotions – Contact: Patricia Roeser. Attendees: 150, Total room nights: 310. Meeting Pattern: Tuesday-Sunday. Preferred meeting dates: April-May 2021. Booking for 2021. Gave RFP to Sheraton.
10. *Council of Administration of Special Education – Contact: Gary Myrah. (***2 RFP's**) Attendees: *125-for Hybrid Conference, 400 for the Fall Annual Conference*. Total room nights: unknown at this time. Preferred meeting dates: Late February-early March for the Hybrid Conference, mid to late October for Fall Annual Conference. Bidding for 2022. Gave RFP to Sheraton.
11. *Our Little Miss – Contact: Teri Chandler. (2 RFP's) Our Little Miss July Event -Attendees: 600-1000, 7-day event. Total room nights: 150. Preferred meeting date: First or second week in July. Model/Entertainer of the Year. The two-day competition, 400 Attendees. Total room nights unknown at this time, this is a new event. Preferred meeting dates: TBD/flexible. (*** 2 RFP's**)
12. Rendezvous South 2021 – Contact: Ashley Strickland. Attendees: 150-200, Conference Pattern: 3 day/2night – Total room nights: 400. Bidding for 2021
13. Kelley Bramer (MOG) Bramer/Cavendar Wedding– December 2019, Springs
14. Shannon Ellis (MOG) – September 2019, Magnolia Grace Ranch
15. Regie O Spearmon Wedding – October 2019, Gather
16. Skertahly/Spangler Wedding – October 2019, Stone Crest
17. Basket/McCarty Wedding – October 2019, Stone Crest
18. Drouillard/McKee Wedding – October 2019, Avalon Legacy
19. Haddock/Want Wedding – November 2019, Magnolia Grace
20. Demarco/Nix Wedding – November 2019, Avalon Legacy
21. Emmons/Tompkins Wedding – November 2019, Stone Crest
22. Whitmire/Krister Wedding – November 2019, Stone Crest
23. Sandra Squires (MOG) – January 2020, Rustic Grace
24. Kaysie Guillory – April 2020, Magnolia Grace Ranch
25. Gleason Wedding – November 2019, Avalon Legacy

Site Visits: 3

1. Heard Craig Center for the Arts Site Tour of New Art Machine
2. Tech Culture
3. Kaycie Gillroy-Bride

Ongoing Prospects: SMERF (Social, Military, Education, Religious, & Fraternal): 18 (18-Weddings, 0-Social, 0 -Sports, 0-Day Trips)

Weddings: 18

1. Terry Bracken – October 2019, River Rd. Chateau
2. Yesenia Gallegos Wedding – October 2019, Magnolia Grace
3. Christy Skertchly – October 2019, Stone Crest
4. Stutzman Wedding – October 2019, Stone Crest
5. Gloria Martinez - November 2019, Springs
6. Vonderschmidt Wedding - November 2019
7. Lamberson Wedding – November 2019, Stone Crest
8. Morrison/Alvarado Wedding – December 2019, Rustic Grace
9. Kelsha Mayers - December 2019, Springs
10. Kerarra Comer - December 2019, Springs
11. Erin Fanatico Wedding - December 2019
12. Morrison Wedding – December 2019, Rustic Grace
13. Brooke Barnes – February 2020, Magnolia Grace Ranch
14. Symm Wedding – February 2020, Springs
15. Lindi Blake – April 2020, Rosemary Barn
16. Megan White – May 2020, Stone Crest
17. Cindy Miller Wedding – May 2020
18. Erin Horomanski – August 2020, Stone Crest

Social: 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.

Newsletter Email Database (Robly) TTL: 32.5 % average open rate (December)

Bags Serviced: 441

Mailing Leads Processed: 78

- Tour Texas: 78

Top Five States requesting information:

1. Texas
2. California
3. Florida
4. Georgia
5. Michigan

Advertising/Marketing/Media

Blogs (Top 5) for SEPTEMBER 2019:

Blog Home Page - 84

NTTA – 63

Plan Your Trip (Visit Widget) – 43

Art-o-Mat -34

Benji House (archived) – 19

BLOG VISITS - FY 18-19	
MONTH	Sessions
Oct. 2018	384
Nov. 2018	250
Dec. 2018	232
Jan. 2019	380
Feb. 2019	294
Mar. 2019	298
April.2019	367
May.2019	467
June.2019	379
July.2019	500
August.2019	495
Sept.2019	425
FY 18-19	4,471

SEPTEMBER 2019 Visits on Homepage News Flash buttons & landing pages:

McKinney to Munich – 193 (button)
 Weekend Update – 130 (button)
 Ask a Local – 22 (button)
 Grants – 40
 Getaway Itineraries – 38
 NCS4 – 15
 NCAA D2 - 19
 KPIs – 8
 Meeting Planners Guide (pages combined) – 275
 Yarn Crawl – 85
 THSLL – 5
 TSAE – 7
 Polka News – 3
 Dallas Map (Certified) – 4
 Daytripper - 3

SEPTEMBER 2019 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Photos at Oktoberfest
- Redesigned Weekend Update
- Phone interview for Native Texan content for AJR; revised outline writer provided.
- Created updated Tacos and Tequila letter/send out to participants
- Wrote a blog about Art-o-Mat
- Submitted TSAE digital banners
- Created QR code sheets/mock-up of the card for McKinney to Munich booth
- Took photos at Springhill Suites/shared on social media
- Updated the online itineraries and created an Itinerary page on the website

Advertising- Website & Publication ROI Tracking:

- Business 360 – 3
- Texas Meetings+Events – 1
- Tour Texas – 1
- Small Market Meetings – 1
- Boyd Broncos – 15
- MHS Lions – 5
- MHNS Bulldogs - 3
- Polka News – 2
- Texas State Travel Guide – 1
- Stonebridge Ranch News – 12
- Texas Highways – 10
- Meet Texas – 1
- Historic Calendar - 3

SEPTEMBER 2019 SOCIAL MEDIA

FACEBOOK STATS					
FY 18-19	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct. 18	97	7,491	92,814	378,097	2,678,708
Nov. 18	65	7,556	88,311	449,685	2,860,148
Dec. 18	63	7,619	159,866	1,042,216	4,343,739
Jan.19	76	7,695	135,200	1,022,782	4,626,660
Feb. 19	146	7,845	129,516	831,301	4,108,790
March.19	106	7,951	194,190	1,322,497	5,951,768
April.19	144	8,095	135,964	812,985	5,175,251
May.19	144	8,239	108,763	901,480	4,185,610
June.19	110	8,349	94,367	511,199	3,682,075
July.19	110	8,459	119,343	490,099	4,686,919
August.19	304	8,763	104,625	438,578	4,586,953
September.19	518	9,281	135,376	609,997	5,226,395
TOTALS	1,883	N/A	1,498,335	8,810,916	52,113,016

INSTAGRAM: SEPTEMBER 2019

INSTAGRAM	New Followers
Historical	761
Oct. 2018	126
Nov. 2018	164
Dec. 2018	94
Jan. 2019	56
Feb. 2019	59
March-19	75
April-19	77
May-19	61
June.19	71
July.19	79
August.19	88
September.19	630
TOTAL	2341

TWITTER - SEPTEMBER 2019	
Followers	5,287 (+50)
Tweets	6874 (+56)
Tweet Impressions	173,000
Profile Visits	126
Mentions	14

SEPTEMBER 2019 YOUTUBE

YOUTUBE	Views	Subscribers
Historical numbers	6,699	30
Oct. 2018	217	0
Nov. 2018	222	4
Dec. 2018	232	3
Jan. 2019	124	1
Feb. 2019	155	1
March.2019	142	3
April.2019	141	0
May.2019	135	0
June.2019	166	3
July.2019	203	1
August.2019	445	2
September.2019	243	1
TOTAL	9,124	49

SEPTEMBER 2019 GOOGLE BUSINESS PAGE

Google Bus. Pg	Page Views	Web visits
Oct. 2018	1,960	27
Nov. 2018	1,970	30
Dec. 2018	1,195	40
Jan. 2019	1,850	34
Feb. 2019	1,970	29
March.2019	2,240	31
April.2019	2150	56
May.2019	2,060	45
June.2019	2,144	29
July.2019	1,860	35
August.2019	1,490	34
September.2019	2,580	34
TOTAL	23,469	424

SEPTEMBER 2019 Website Numbers

Month	Sessions	Pageviews	Users
Oct. 2018	3,061	7,459	2,496
Nov. 2018	3,565	7,585	3,140
Dec. 2018	3,043	6,689	2,640
Jan. 2019	2,880	7,381	2,383
Feb. 2019	2,632	6,433	2,200
Mar. 2019	2,900	6,705	2,440
April.2019	3,591	8,387	2,937
May.2019	9,272	17,251	7,837
June.2019	6,503	13,314	5,598
July.2019	6,596	13,422	5,670
August.2019	8,046	15,664	6,933
September.2019	6,791	12,969	5,891
FY 18-19	58,880	123,259	50,165

SEPT 2019 USERS by FORMAT	
Mobile	2,996
Desktop	2,484
Tablet	411
TOTAL	5,891

SEPTEMBER 2019 - TOP WEB PAGES

Page	Pageviews	Unique Page Views
Home Page	2,019	1,717
McKinney to Munich/Okt	3,025	2,569
Calendar	1,122	915
Events	222	185
Explore	200	151
M2M front page button	193	172
Visitors Guide	171	137
Shopping Centers	159	140
Explore	152	129
About McKinney	150	125
Dining	135	90
Monthly/Annual Events	135	124
Weekend update button	130	111
Accommodations	127	113
Turlaxin landing page	123	93
Event planning	115	101
Calendar item/expired	93	51
NTX Yarn Crawl landing pg.	91	82
Blog main page	84	75
Staff directory	83	55
Calendar item/expired	94	78
Weekend update sign-up	72	60
McKinney Foodie Scene	71	62
Hotel/Motel directory	68	61
Blog – NTTA/tollway	63	53

Top Countries – SEPTEMBER 2019

Country Breakdown	Users	New Users	Sessions
United States	5,675	5,469	6,562
Canada	76	76	78
Argentina	25	25	25
India	21	21	23
Germany	14	14	14
France	14	14	14
Denmark	8	8	8
South Korea	8	8	8
United Kingdom	7	7	7
China	4	4	4

Top States

State Breakdown	Users	New Users	Sessions
Texas	5,675	5,469	6,562
Virginia	286	284	286
California	114	113	124
Oklahoma	57	55	68
Florida	45	42	48
Illinois	45	42	48
New York	44	43	46
Arkansas	27	26	29
Tennessee	27	26	29
Washington	25	25	27

Top Cities

City Breakdown	Users	New Users	Sessions
Dallas	1,427	1,360	1,564
McKinney	1,109	978	1,464
Plano	296	285	326
Allen	194	174	214
Frisco	127	122	139
Prosper	102	99	109
Austin	86	83	91
Wylie	79	78	82
Fort Worth	68	65	81
Garland	62	61	65

VISIT WIDGET - SEPTEMBER 2019				
	Users	Sessions	Page Views	New Downloads
Widget	60	62	283	
<i>Desktop</i>	38	38	206	
<i>Mobile</i>	22	24	77	
Mobile APP	200	203	1,077	
<i>App-iOS</i>	170	173	986	51
<i>App-Android</i>	30	30	91	11
TOTAL	260	265	1,360	62

CROWDRIFF GALLERIES - SEPTEMBER 2019		
Gallery	Interactions	Views
Being Social	33	34
Explore	48	112
Dining	10	124

History (Downtown)	32	73
Events	1	198
Home Gallery	40	675
TOTAL	164	1,216

Publicity: Does not include \$30,000 for Grants

FY 18-19	Budgeted Amount
Adv. & Promo TTL	\$ 141,470

SEPTEMBER 2019 FREE MEDIA						
Publication	Article/Topic/Writer		Print Value	Web Value	PR Value	Impressions /Reach
Bubble Life	Shared Blog/web updates (3 times)		\$0	\$3,000	\$9,000	90,000
TOTALS			\$0	\$3,000	\$9,000	90,000
FY 18-19			54,467	\$258,515	\$942,926	17,468,601

OCCUPANCY RATES:

Top 5 McKinney Hotels 2018-2019 Occupancy Rates: %

Hotel	Oct. '18	Nov. '18	Dec. '18	Jan. '19	Feb. '19	Mar. '19	Apr. '19	MAY '19	Jun. '19	Jul. '19	Aug. '19	Sep. '19
Comfort	64.57	66.03	56.17	50.79	55.73	76.24	70.42	68.36	74.50	69.84	65.28	
Hampton	73.87	62.03	87.46	93.30	98.19	98.41	96.37	90.69	100.0	98.00	52.35	
Holiday Inn	63.70	72.00	67.48	57.93	66.23	73.77	79.83	73.51	82.56	75.99	68.10	
Holiday Inn CR	65.16	72.96	52.30	51.73	57.63	66.85	77.71	68.27	74.04	74.48	63.55	
La Quinta	58.96	77.17	73.79	63.90	67.36	72.85	68.44	82.40	95.61	95.02	91.87	
Sheraton	85.79	77.95	66.66	69.83	83.67	78.16	77.79	75.28	58.62	58.62	58.62	
Townplace	59.48	65.54	54.19	51.65	59.95	75.32	77.34	69.26	67.38	70.79	61.69	

Sheraton Occupancy Rates:

Month	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19
October	N/A	67.28%	75.19%	96.77%	85.79%
November	N/A	61.35%	75.20%	N/A%	77.95%
December	N/A	69.24%	57.74%	N/A%	66.66%
January	N/A	61.62%	69.54%	72.13%	69.83%
February	N/A	71.58%	79.77%	79.03%	83.67%
March	24.60 %	63.53%	77.04%	75.54%	78.16%
April	39.29%	82.34%	84.81%	78.06%	77.79%
May	50.47%	64.60%	81.11%	78.87%	7528%
June	69.70%	75.03%	88.88%	81.25%	58.62%
July	75.60%	72.61%	N/A	77.76%	58.62%
August	56.22%	63.86%	76.00%	72.64%	58.62%
September	56.43%	72.50%	N/A	78.98%	

LOST BUSINESS: 1

1. Rendezvous South 2021 – Contact: Ashley Strickland. Attendees: 150-200, Conference Pattern: 3 day/2night – Total room nights: 400. Bidding for 2021