



To: Visit McKinney Board
From: F. Marie Woodard – Interim Executive Director
Date: January 25, 2021
RE: Visit McKinney December 2021-Staff Report

Goal 1 Operational Excellence

Strategies:

1. Education/Webinars:

- **Beth: 0**
 1. None to report (Holidays, FMLA, Vacation)
- **Dee-dee: 0**
 1. None to report (Holidays, Vacation)
- **Marie: Ongoing**
 1. Daily training with D. Guerra
- **Rachel: 3**
 1. ABA Sightseeing Tours
 2. Simpleview – Template Builder Training
 3. Simpleview – Custom Reports Training
- **Sabine: 0**
 1. None to report (Holidays, Vacation)

2. Events/Services:

- **Beth**
 1. Watch *McKinney Made* on Facebook
- **Dee-dee**
 1. None to report
- **Marie**
 1. None to report
- **Rachel**
 1. Rea/Macmullen Wedding – Welcome Bags
 2. Robson Ranch – Welcome Bags
 3. NCAA Division II Championship – Welcome Bags, Registration
 4. Temple Shalom – AV at Sheraton
 5. The Learning Experience – AV at Sheraton
 6. City of McKinney – AV at Sheraton
 7. McKinney Chamber – AV at Sheraton
 8. Watch *McKinney Made* on Facebook

- **Sabine**
 1. Watch *McKinney Made* on Facebook
 2. Attend McKinney *Lights of Christmas Parade*, photos for social media use
 3. Library: read to children in German (volunteer basis)

3. Venue: 4

- | | |
|------------------|-----------------|
| 1. The Augustus | 3. TUPPS |
| 2. Stix Icehouse | 4. Heard Museum |

4. Hotel Calls: 11

- | | |
|----------------------|-------------------------|
| 1. Hampton Inn | 7. Fairfield Inn |
| 2. SpringHill Suites | 8. Best Western |
| 3. Home2 | 9. Comfort Inn |
| 4. Holiday Inn | 10. La Quinta |
| 5. Sheraton | 11. Holiday Inn Express |
| 6. TownePlace | |

Goal 2 Financially Sound Government

Strategies:

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

HOT Tax Collection reported by City: 2021-2022

- **MOM 2021 vs. 2022 (17-Hotels &. 6-B&B/VRBO reporting)**
 - December 2021: \$177,359
 - December 2020: \$99,022
 - **79.11%**
- **YOY 2021 vs. 2022 (17-Hotels &. 6-B&B/VRBO reporting)**
 - December 2021: \$519,588
 - December 2020: \$353,765
 - **46.87 %**

ASSOCIATION/CORPORATE/SMERF/GOVERNMENT COMPLETED in December 2021: TTL Room nights 350; TTL Rev.: \$44,030

Association: 0
Corporate: 0
SMERF: 0
Social: 0
Military/Government: 0
Education: 0
Religious: 0
Fraternal: 0

Weddings: 0 Total Room Nights; \$0 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Dec 10	Rea/Macmullen Wedding	Sheraton	0	0	0
Dec 10	Rea/Macmullen Wedding	La Quinta	0	0	0

Sports: TTL Room nights 350; TTL Rev.: \$44,030

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Dec 5	Solar Soccer	Holiday Inn Express	0	0	0
Dec 11	Solar Soccer	Holiday Inn Express	0	0	0
Dec 15-18	NCAA Division II Championship	Sheraton	315	\$125	\$39,375
Dec 15-18	NCAA Division II Championship	SpringHill Suites	35	\$133	\$4655
Dec 15-18	NCAA Division II Championship	Marriott Allen	315	\$129	\$40,635

Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls: 602

- Association: Available Upon Request: 404
- Corporate: Available Upon Request: 123
- SMERF: Available Upon Request: 75
- McKinney Corporate: 0

VISIT MCKINNEY Calendar of Events 2020-2025: 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.

2022

Month	Group	Venue	Room Nights	Attendance
January				
1/24-26/22	Target Corporation	Sheraton	195	65
February				
2/3/22 or 2/10/22	James Pogue Enterprises	Sheraton	0	150
2/15-17/22	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
3/25-26/22	Order of the Eastern Star	McKinney Masonic Lodge	15	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
3/6-7/22	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
4/28 – 5/1	USA Pickleball Mid-South Regional Championships	Citywide	600	400
4/29-30/22	Toastmasters District 50 – 2021 event canceled due to pandemic. October 11, 2021, reached out to planner to see when McKinney might be able to host again. Alice advised she signed a contract today with the Sheraton! Meeting Space for 2-days / 1 Breakfast, 2 Lunches. 1 General session for 100 / 2-3 breakout rooms.	Sheraton- WON	120	85
May				
5/2022	Byron Nelson	City Wide	Unknown	Unknown
June				
06/2022	Texas Division Sons of Confederate Veterans	Sheraton	440	250-300
July				
7/11-16/22	Auvoria Prime	Sheraton	321	100
August				
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				
10/22	Manufacturers Alliance for Productivity & Innovation, Inc.	The Grand Hotel	20-25	40-45
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				
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

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

June				
6/2025	2025 Texas Police Games	Citywide	140	1,500

Events the VISIT MCKINNEY assists with: We help to advertise & promote these events (No Hotel Rooms or Venues):

- Main Street
 - Home for the Holidays
 - 4th of July Parade
 - Krewe of Barkus
 - Arts in Bloom
 - Oktoberfest
 - Santa's Helpers Toy Drive
- MPAC Events (all concerts/plays/art exhibits/public events)
- Chestnut Square
 - Ghost Walk (Chestnut Square/Collin County Historical Museum)
 - Holiday Home Tour
 - Farmers Market
 - Farm to Table Dinners
 - Prairie Camp
 - Ice Cream Crank-Off
 - Trolley Tours
- Collin County Historical Society Museum (all exhibits)
- Heard Craig Center for the Arts
 - Teas
 - Weddings
 - Art Series
 - Art-o-Mat
- Heard Natural Science Museum & Wildlife Sanctuary
 - Dinosaurs Live!
 - Holiday Trail of Lights
 - Butterfly Gardens & House
 - Halloween at the Heard
 - Spring & Fall Native Plant Sales
 - Ziplines, Rope Course & Canoe Experience
- Third Monday Trade Days
- Myers Park Events (Dogs Show, Horse Show, Life Stock Shows & Master Gardener Events, Vintage Market Days)
- State of the City - McKinney
- Volunteer McKinney
- Chamber (Community Awards/Leadership)
- Adriatica Events (at Sanctuary, Love Life & Smiles Concert)
- Franconia Brewery Tour
- TUPPS Brewery Tour
- Live music at local restaurants/pubs/wine bars
- Stonebridge Spooktacular
- Walking Tours w/ Paula Nasta & Tonya Fallis
- Food Tours
- Steak 101 Class
- The Cove
- Comedy Arena
- Arcade 92
- The Escape Room
- North Texas Wineries

The McKinney Market:

- December 2021 Gross Sales \$2,459.00
 - Rent check: 355.00
 - Visit McKinney T-shirts \$16.00
 - 10%: \$95.90
- Total: \$466.90**

Visitors: FYTD Total (November '21): 1,619

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

- Out of State: 52
- Out of Country: 7
- Texas Residents: 5
- McKinney Residents: 0
- Register Total: 64
- Ticker Counter: 440

Day Trips: 0**Site Visit: 1**

Association: 0

Corporate: 0

SMERF: 1

1. ABA Tour – Jan 8, 2022 – Heard Nature Museum

RFP's: 11

DUE TO COVID19, a lot of Planners are sending out RFPs and holding selections until Fall.

Corporate: 1

1. Self Opportunity, Restaurant Recruiting & Acquisitions Meeting & Workshop – Event planner contacted D. Guerra directly on Wednesday, December 1, 2021. Dates of Event: August or September 2022 / 200 attendees using approximately 20-30 sleep rooms for 1 night / Meeting Space for 2-days / 1 general session room for 200 / 3-4 breakout rooms for 30 people each. Based on request for 'unique venues' D. Guerra suggested MPAC as venue and The Grand for room block.

Association: 0**SMERF: 10****Social: 2**

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

Military/Government: 0**Education: 1**

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

Religious: 0**Fraternal: 0****Weddings: 5**

1. Mehra Wedding – April 16, 2022 – Hotel TBD – Est 15 room nights
2. Schoening/Parker Wedding- September 24, 2022 – Hotel TBD – Est 5 room nights
3. Findley/Stillwell – May 1, 2022 – Sheraton & Hampton Inn – Est 20 room nights
4. Kensell Wedding – May 14, 2022 – Sheraton – Est 10 room nights
5. Hoover/Weger Wedding – July 2, 2022 – Hotel TBD – Est 40 room nights

Sports: 2

1. Tracy Beard Classic – February 18-20, 2022 – City Wide – Est 75 room nights
2. AEYL Basketball Tournament – June 24-26, 2022 – City Wide – Est 30 room nights

Ongoing Leads: 24**Corporate: 0****Association: 0****SMERF: 27****Social: 0****Military/Government: 0****Education: 0****Religious: 0****Fraternal: 0****Weddings: 19**

1. Fulmer/Mullins – January 2, 2022 – Rosemary Barn – The Grand Hotel – 10 room nights
2. Hayes/Allday Wedding – January 8, 2022 – D’Vine Grace – Grand Hotel & Fairfield Inn – 150 attendees – 10 room nights
3. Chase Wedding – January 21, 2022 – Rustic Grace – Fairfield Inn – Est 10 Rooms
4. Jackson/Gonzales Wedding – January 25, 2022 – The Station – Holiday Inn Express – Est 10 rooms
5. Ahlgrimm Wedding – January 29, 2022 – Magnolia Grace
6. Johnson/Harland Wedding – March 4, 2022 – The Sanctuary – Home2 – Est 10 rooms
7. Bryant/Keeton Wedding – March 6, 2022 – Rustic Grace – Hampton Inn – 100 attendees – 20 room nights
8. Ashley Torres – March 22, 2022 – Magnolia Grace
9. Peltier/Duran Wedding – April 2, 2022 – Rustic Grace – Fairfield Inn – 10 room nights
10. Miller/Dooley Wedding – April 23, 2022 – River Road Chateau – Hampton Inn – Est 20 rooms
11. Sosa/Horsley Wedding – May 5, 2022 - D’Vine Grace – The Grand – Est 10 rooms
12. Hermosillo/Arias Wedding – May 7, 2022 – The Sanctuary – Sheraton – 95 attendees – 10 room nights
13. Lauren Walsh – June 18, 2022 – Magnolia Grace
14. Edel/Bouillion Wedding – June 24, 2022 – Stone Crest
15. Elizabeth Cantu – July 11, 2022 – Stone Crest
16. Renteria Wedding – July 23, 2022 – Rosemay Barn
17. Anderson/Diaz Wedding – August 6, 2022 – Rustic Grace
18. Pruitt Wedding – October 1, 2022 – The Springs – The Grand – Est 10 rooms
19. Melissa Eason (MOB) – November 5, 2022 – The Springs in Aubrey – The Neathery

Sports: 5

1. Solar Soccer – December 5, 2021 – Holiday Inn Express – attendees unknown – 5 room nights
2. Solar Soccer – December 11-12, 2021 – Holiday Inn Express – attendees unknown – 5 room nights
3. Solar Soccer – March 26, 2022 – Holiday Inn Express – attendees unknown – 5 room nights
4. Solar Soccer – April 24, 2022 – Holiday Inn Express – attendees unknown – 5 room nights
5. Solar Soccer – April 20-May 1, 2022 – Holiday Inn Express – attendees unknown – 5 room nights

Goal 3 Enhance the Quality of Life in Downtown:**Strategies:**

- Continue to highlight Downtown McKinney as a unique destination.
- Continue efforts to expand entertainment, dining, & shopping options
- Continue efforts to bring convention groups into Downtown McKinney

Bags Serviced: 270**Mailing Leads Processed:**

- Tour Texas: 58

Top Five States requesting information:

- Texas
- Illinois
- New York
- Florida
- California

Advertising/Marketing/Media

DECEMBER 2021 -ROBLY Email Stats	
Average Open Rate	61.10%
Average Click-thru Rate	9.80%
Total Audience	3,530

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

- Spring events submitted to Texas Events Calendar (March-May 2022)

SOCIAL MEDIA STATS

FACEBOOK FY 21-22	New Likes	Lifetime Likes	Post Reach
OCT. 2021	139	13,383	22,044
NOV. 2021	80	13,463	22,601
DEC. 2021	57	13,520	17,668
TOTALS	276	N/A	62,313

INSTAGRAM 2021-22	
From 2019-20	5,633
Oct. 2021	94
Nov. 2021	89
Dec. 2021	67
TOTAL	5,883

TIKTOK FY 21-22	Followers	Video Likes	Profile Views	Video Views	Shares
OCT. 2021	17	88	65	1,682	5
NOV. 2021	18	73	38	5,020	21
DEC. 2021	85	1,293	38	7,152	9
TOTALS		1,454	141	13,854	35

YOUTUBE 2021-22		
Month	Views	Subscribers
Historical #s	17,160	81
OCT. 2021	148	1
NOV. 2021	176	-1
DEC. 2021	116	0
TOTAL	17,600	81

Google Business Page – 2021-22		
Month	Page Views	Web visits
Historical #	69,114	828
OCT. 2021	2,777	34
NOV. 2021	3,480	51
DEC. 2021	5,210	30
TOTAL	80,581	943

Website - 2021-22			
Month	Sessions	Pageviews	Users
OCTOBER 2021	11,700	22,702	9,550
NOVEMBER 2021	10,815	20,574	9,089
DECEMBER 2021	13,268	23,954	11,197
TOTAL	35,783	67,230	29,836

DECEMBER.2021	Users
Mobile	7,741
Desktop	3,199
Tablet	301
TOTAL	11,241

This total doesn't add up. The Analytics page shows the three numbers and has the wrong total – 11,197. I don't know what Google did with the other 44 users. See screen shot below:

Device Category ?	Acquisition
	Users ? ↓
	11,197 % of Total: 100.00% (11,197)
1. mobile	7,741 (68.86%)
2. desktop	3,199 (28.46%)
3. tablet	301 (2.68%)

Top Countries - DECEMBER 2021			
Country Breakdown	Users	New Users	Sessions
United States	10,893	10,693	12,929
India	35	33	36
Ireland	32	32	32
Canada	30	30	31

China	23	22	23
United Kingdom	20	20	22
Germany	15	15	18
Mexico	15	15	15
Philippines	10	9	12
Sweden	9	9	10

Top States – DECEMBER 2021			
State Breakdown	Users	New Users	Sessions
Texas	7,578	7,340	9,088
Michigan	583	580	666
California	269	261	309
Georgia	239	232	259
Florida	187	185	223
Oklahoma	155	143	171
Illinois	135	128	147
Kansas	134	134	141
Virginia	129	127	132
Colorado	107	103	120

Top Cities – DECEMBER 2021			
City Breakdown	Users	New Users	Sessions
McKinney	2,546	2,375	3,082
Dallas	2,295	2,105	2,589
Allen	328	310	370
Plano	300	282	329
Frisco	237	228	277
Houston	194	175	217
Prosper	147	135	158
Sherman	134	127	140
Fort Worth	130	120	153
Austin	100	90	119

BLOG VISITS - FY 21-22	
Month	Sessions
OCT. 2021	1,055
NOV. 2021	3,355
DEC. 2021	4,207
TOTAL	8,617

Blogs (Top 5) for DECEMBER 2021: 2,528

- NYE 2021 – 1,097
- Christmas Dining Options – 532
- December events in McKinney - 399
- Shop Dogs – 344
- Kid-Friendly Dining – 156

DECEMBER 2021 - TOP 10 WEB PAGES		
Page	Pageviews	Unique Pg Views
Home page	3,538	2,859
D2 Football	1,919	1,734
NYE blog	1,097	1,734
Downtown Shopping	1,075	865
Events	919	781
Things to Do	668	540
Christmas dining blog	532	506
Visitors Guide	482	417
Restaurants	409	359
December Events blog	399	347

DECEMBER 2021: TOP REFERRAL PG	
m.Facebook.com	507
newsbreakapp.com	290
ferrisstate.prestosports.com	163
McKinneyTexas.org	132
l.instagram.com	126
Ferrisstatebulldogs.com	108
lm.facebook.com	96
Ferris.edu	94
l.facebook.com	55
pickleballtournaments.com	20
TOTAL	1591

DECEMBER-KPIs & Groups	
KPIs	1
THC Historic Workshop	1
Byron Nelson	10
Holidays Ideas Groups	2
TOTAL:	14

DECEMBER 2021 – Landing Pgs/QR CODES	
Texas Meet+Event – page	21
TM+E QR Code	8
Byron Nelson QR code	1
Sports Sales Sheet	1
Certified Map	17
Bus Tours Mag. QR code	6
TSAE Membership Dir.	5
D2 Fan Fest	8
Rachel_wedding handout	8
Rack Cards	5
TOTAL	80

DECEMBER 2021 – MPG Page Views	
Main Page	73
Venues by Capacity	103
Request Info/RFP	6
Venues/Videos	7
Helpful resources	1947
Vendors/services	10
Tour Options/Itineraries	253
TOTAL:	2399

OTHER STATS

CROWDRIFF – DECEMBER 2021		
Gallery	Interactions	Views
Being Social	0	2
History/Dwntn	523	772
Home Gallery	14	805
McK Dining	33	408
McK Events	24	78
Explore	101	295
Weddings	3	69
Shopping	29	187
Chestnut Square	29	18
McK Music	0	19
Murals	8	12
Dogs in McKinney	1	42
Filming in McK	0	15
Erwin	20	9

Christmas	0	0
Adriatica	190	214
Art in McKinney	0	19
Byron Nelson	1	2
Small Bus.Sat.	16	35
Cadence Blog	4	4
TOTAL	996	3,005

VISIT WIDGET - DECEMBER.2021				
	Users	Sessions	Page Views	New Downloads
Widget	34	37	64	
<i>Desktop</i>	22	24	44	
<i>Mobile</i>	12	13	20	
Mobile APP	318	521	1,924	
<i>App-iOS</i>	289	492	1,737	62
<i>App-Android</i>	29	29	187	10
TOTAL	352	558	1,988	72

TOP LOCATIONS USING VISIT WIDGET

McKinney, TX
Dallas, TX
Grand Prairie, TX
Chicago, IL
Little Elm, TX
Austin, TX
Midland, TX
Nashville, TN
Prosper, TX

TourTexas.com 2021-22					
Month	McKinney Page	Things to Do	Events	Attractions	Native Texan
OCT. 2021	398	345	269	3,343	375
NOV. 2021	274	181	231	4,779	314
DEC. 2021	261	406	222	1,557	216
TOTAL	933	932	722	9,679	905

FREE PUBLICITY:

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

DECEMBER 2021 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
StatePoint Media	holiday feature	\$0	\$10,907	\$32,721	1,987,307
CW-TV	YOLO TX - The Celt (replay)	\$0	\$5,050	\$15,150	100,000
<i>TOTALS</i>		\$0	\$15,957	\$47,871	2,087,307
<i>FY 21-22 Running Totals</i>		\$8,960	\$34,315	\$131,625	5,259,668

Top 5 McKinney Hotels 2020-2021 Occupancy Rates: %

OCCUPANCY RATES:

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

Sheraton Occupancy Rates:

Month	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19	FY 19-20	FY 20-21	FY 21-22
October	N/A	67.28%	75.19%	96.77%	85.79%	79.61%	48.99%	79.63%
November	N/A	61.35%	75.20%	N/A	77.95%	76.43%	30.37%	67.61%
December	N/A	69.24%	57.74%	N/A	66.66%	67.16%	22.94%	
January	N/A	61.62%	69.54%	72.13%	69.83%	70.19%	28.01%	
February	N/A	71.58%	79.77%	79.03%	83.67%	75.03%	39.63%	
March	24.60 %+	63.53%	77.04%	75.54%	78.16%	31.5%	52.03%	
April	39.29%	82.34%	84.81%	78.06%	77.79%	2.05%	53.89%	
May	50.47%	64.60%	81.11%	78.87%	75.28%	8.35%	61.24%	
June	69.70%	75.03%	88.88%	81.25%	78.70%	33.16%	60.36%	
July	75.60%	72.61%	N/A	77.76%	73.50%	38.42%	66.84%	
August	56.22%	63.86%	76.00%	72.64%	70.90%	36.97%	56.22%	
September	56.43%	72.50%	N/A	78.98%	75.40%	85.45%	54.40%	

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

CORPORATE:

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

SMERF & SPORTS: (Social/Weddings, Military/Gov't, Education, Religious, Fraternal)

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
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				SMERF Lost:	\$11,159

ASSOCIATION:

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

These numbers are approximate and based on average usage/rates for the past 3 years of meeting history
 These numbers may change considerably due to COVID19. There is no guarantee this business would be awarded to McKinney. This report only reflects business McKinney cannot currently bid on due to lack of space and/or lack of attractions.