

March 15, 2022

TO: McKinney Economic Development Corporation  
 McKinney Community Development Corporation

FROM: F. Marie Woodard

**Visit McKinney February 2022**

**ASSOCIATION/CORPORATE/SMERF/GOVERNMENT COMPLETED in February 2022: TTL Group Room nights 92; TTL Group Rev.: \$8,881**

**ASSOCIATION : TTL Rom nights: 0 ; TTL Rev.: \$0**

**CORPORATE: 77 Total Room nights; \$7546 Total Revenue**

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Feb 3-5	Baylor Scott & White	Fairfield Inn	77	\$98	\$7546

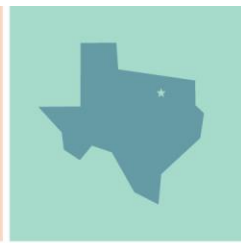
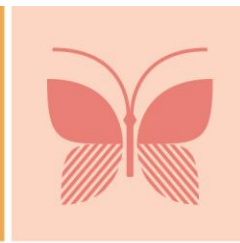
**SMERF: 15 Total Room Nights; \$1335 Total Revenue**

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Feb 25	Frisco Home is School	Holiday Inn Express	15	\$89	\$1335
Feb 26	MillHouse Foundation	Sheraton, Best Western, Hampton Inn	0	0	0

**Sports: 1**

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Feb 18-19	Tracy Beard Classic	SpringHill Suites, Home2, Holiday Inn Express, TownePlace Suites, Best Western	Unknown	Unk	Unk





## II. VISITORS: FYTD Total (January 2022): 1,858

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

- Out of State: 18
- Out of Country: 6
- Texas Residents: 4
- McKinney Residents: 3
- Register Total: 31
- Ticker Counter: 159

### Top Five States requesting information:

- Texas
- Arizona
- California
- Oklahoma
- Illinois

## III. RFP's: 9 (0-Association, 1-Corporate, 2-Weddings, 3-Social, 0- Military, 0-Gov't, 0-Education, 0-Religious, 3-Sports, 0-Fraternal)

### Corporate: 1

1. Baylor Scott & White – February 3-5, 2022 – Fairfield Inn – 70 room nights

### Association: 0

### SMERF: 8

#### Social: 3

1. MillHouse Foundation, 2022 Winter ArtFest – February 26-27, 2022 - Sheraton, Best Western, Hampton Inn – Est 15 Room Nights
2. Salinas/Velez Engagement Party – March 3-4, 2022 – Hotel TBD – Est 5 Room Nights
3. MillHouse Foundation, 2022 MuralFest – June 18-19, 2022 – Hotels TBD – Est 25 Room Nights

#### Military/Government: 0

#### Education: 0

#### Religious: 0

#### Fraternal: 0

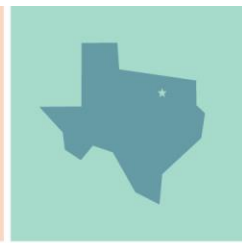
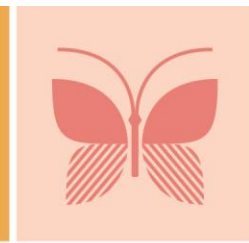
#### Weddings: 2

1. Gilroy/Rouse Wedding – April 16, 2022 – Fairfield Inn – Est 15 Room Nights
2. Gambetty/Bastin Wedding – May 1, 2022 – Hotel TBD – Est 15 Room Nights

#### Sports: 3

1. AEYL, June 2022 Tournament – June 24-26, 2022 – Hotels TBD – Est 100 Room Nights
2. Women's All Pro Tour – June 21-24, 2022 – La Quinta – Est 30 Room Nights
3. AEYL, July 2022 Tournament – July 15-17, 2022 – Hotels TBD – Est 100 Room Nights





**Services – Event Management: Associations/Corporate/SMERF/Sports: 35**

*Ongoing event management for upcoming definite leads*

Association (0) & Corporate: (0) for MW

SMERF: (35) for RT

Social: 12

Military/Government: 2

Education: 0

Religious: 0

Fraternal: 0

Weddings: 10

Sports: 11

**Day Trips: 0**

**Site Visit: 0**

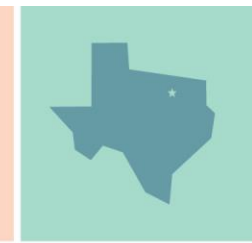
**IV. ADVERTISING/MARKETING/MEDIA**

FEBRUARY 2022 -ROBLY Email Stats	
Average Open Rate	46.70%
Average Click-thru Rate	11.20%
Total Audience	5,690

**February 2022 SUBMITTED: Photos, Text Written, Marketing Materials and Ads**

- Ad for Ride Texas Magazine (Spring issue)
- Meet Texas Magazine (Annual issue)
- Photos to Prevue Magazine (meeting planners) for an article that includes McKinney
- Photos of downtown McKinney submitted to Travel Texas (state travel office) for inclusion in media pitch
- Phone call to provide information on MPAC to writer from Small Market Meetings Magazine; sent photos
- Texas Highways (May issue ad)
- Small Market Meetings Magazine (Spring ad)
- Texas Town and City Magazine (TML) (April ad)
- Submitted June-August events to Texas Highways for Texas Events Calendar/TourTexas.com





### SOCIAL MEDIA STATS

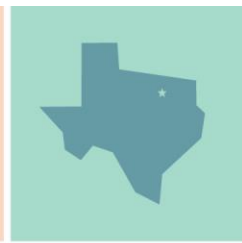
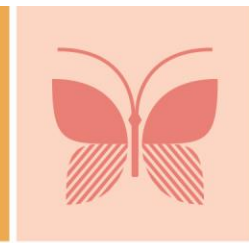
FACEBOOK FY 21-22	Lifetime Likes	Post Reach	Post Engagement
OCT. 2021	13,383	22,044	
NOV. 2021	13,463	22,601	
DEC. 2021	13,520	17,668	
JAN. 2022	13,549	18,086	
FEB. 2022	13,642	23,397	6,801
<b>TOTALS</b>	<b>N/A</b>	<b>103,796</b>	<b>6,801</b>

INSTAGRAM 2021-22	
From 2019-20	<b>5,633</b>
Oct. 2021	<b>94</b>
Nov. 2021	<b>89</b>
Dec. 2021	<b>102</b>
Jan. 2021	<b>27</b>
Feb. 2022	<b>235</b>
<b>TOTAL</b>	<b>6,180</b>

YOUTUBE 2021-22	
Month	Views
<b>Historical #s</b>	<b>17,160</b>
OCT. 2021	148
NOV. 2021	176
DEC. 2021	116
JAN. 2022	209
FEB. 2022	716
<b>TOTAL</b>	<b>18,525</b>

TIKTOK FY 21-22	New Followers
OCT. 2021	17
NOV. 2021	18
DEC. 2021	85
JAN. 2022	81
FEB. 2022	20
<b>TOTALS</b>	<b>221</b>



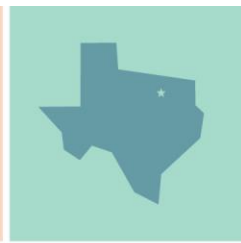


Website - 2021-22			
Month	Sessions	Pageviews	Users
OCT. 2021	11,700	22,702	9,550
NOV. 2021	10,815	20,574	9,089
DEC. 2021	13,268	23,954	11,197
JAN. 2022	8,129	16,395	6,725
FEB. 2022	10041	19041	8375
<b>TOTAL</b>	<b>53,953</b>	<b>102,666</b>	<b>44,936</b>

FEBRUARY 2021 – MPG Page Views	
Main Page	62
Venues by Capacity	71
Request Info/RFP	6
Venues/Videos	6
Helpful resources	38
Vendors/services	16
Tour Options/Itineraries	296
<b>TOTAL:</b>	<b>495</b>

VISIT WIDGET - FEBRUARY 2022				
	Users	Sessions	Page Views	New Downloads
<b>Widget</b>	<b>83</b>	<b>113</b>	<b>989</b>	
<b>Mobile APP</b>	<b>269</b>	<b>292</b>	<b>1,726</b>	
<b>Downloads</b>				
<i>iOS</i>				<b>71</b>
<i>Android</i>				<b>9</b>
<b>TOTAL</b>	<b>352</b>	<b>405</b>	<b>2,715</b>	<b>80</b>





FEBRUARY 2022 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
Courier-Gazette	MillHouse - artfests bringing visitors to McKinney	\$4,500	\$450	\$14,850	290,000
PBS - Nationwide 155 markets in 47 states	The Daytripper - rerun of McKinney episode (\$13,769.72 per market; impressions/30,693 reach per market)	\$0	\$2,134,307	\$6,402,920	47,574,170
<b>TOTALS</b>		\$4,500	\$2,134,757	\$6,417,770	47,864,170
<b>FY 21-22 Running Totals</b>		<b>\$14,600</b>	<b>\$2,169,158</b>	<b>\$6,553,073</b>	<b>53,169,726</b>

**LOST BUSINESS:**

- None to Report

