



**To:** Visit McKinney Board  
**From:** F. Marie Woodard – Interim Executive Director  
**Date:** April 26, 2022  
**RE:** Visit McKinney March 2022 - Staff Report

**Operational Excellence**

**1. Education/Webinars:**

- **Beth:**
  1. City “All Hands” meeting
  2. Webinar - Free Co-op Advertising for Destination Organizations
  3. McKinney University Presents "Creative Problem Solving"
- **Marie:**
  1. City “All Hands” meeting
- **Rachel:**
  1. City “All Hands” meeting
  2. Organizational Development Training – Creative Problem Solving – 3.15.22
- **Sabine:**
  1. City “All Hands” meeting
  2. Silo Mural Project Launch Party
  3. Marketing Committee Meeting
  4. ERP Ambassador Meeting
  5. Idea Lab Meeting
  6. Organizational Development Training - Introducing...Generation Z

**2. Events/Services/Special Projects:**

- **Beth**
  1. Monthly Main Street Business Meeting
  2. McKinney Music Friendly Advisory Board meeting
  3. DCI Meeting to discuss changes, website, and more
  4. Met with Sabine & Magda about art walking tours
  5. Met with Donna at Jelly Queens for a blog post
  6. Phone meeting with Naylor re: TSAE ads for the new year
- **Marie**
  1. Directors Meeting
  2. MEDC Meeting
  3. Finance Committee Meeting
  4. MCDC Meeting
  5. Staff Meetings
  6. East McKinney Community Conversation Event

- **Rachel**
  1. AT&T Byron Nelson Vendor Education Breakfast – 3.2.22
  2. AT&T Byron Nelson Contracted Vendor Lunch – (75) Welcome Bags – 3.2.22
  3. Sellers Birthday – (10) Welcome Bags – 3.4.22
  4. Metcalfe/ Wedding – (40) Welcome Bags – 3.9.22
  5. Order of the Eastern Star – (40) Welcome Bags – 3.21.22
  6. Neighborhood Service Conference – Rachel Breakout Presenter – 3.26.22
  7. Peltier/Duran Wedding – (25) Welcome Bags – 3.31.22
  8. Dolan/Brooks Wedding – (20) Welcome Bags – 3.31.22
- **Sabine**
  1. Get Art Walking Tours off the ground
  2. Rental contract, lease renewal with Thad H.
  3. Review Strategic City Council Goals/KPIs
  4. Front Desk Manual review and additions
  5. Budget assistance
  6. Secured USPS refund check to be put back into the operating budget (\$2,949.99)
  7. Review and rewrite Job Descriptions
  8. Trained two new PT Staff Assistants
  9. National Travel and Tourism Week plan, logistics, and schedule
  10. Destination Dashboard and Simpleview pricing/invoicing
  11. Check into GIS topical photography
  12. New FedEx Label procedure with Staff Assistants
  13. Ready/Set/Grow Contract
  14. Main Street Business Meeting Facebook Recording, Council, MEDC, MCDC Meetings
  15. Volunteered 1 Wednesday at Library for German Story time
  16. East McKinney Community Conversation
  17. HUB 121 Outdoor Concert

**3. Venue Calls: 0**

**4. Hotel Calls: 11**

- |                        |                       |
|------------------------|-----------------------|
| 1. Best Western        | 7. Home2              |
| 2. Fairfield Inn       | 8. LaQuinta           |
| 3. Grand Hotel         | 9. Sheraton           |
| 4. Hampton Inn         | 10. Springhill        |
| 5. Holiday Inn Express | 11. TownePlace Suites |
| 6. Holiday Inn         |                       |

**HOT Tax Collection reported by City: 2021-2022**

- **MOM 2021 vs. 2022 (20-Hotels & 6-B&B/VRBO reporting)**
  - March 2022: \$169,977
  - March 2021: \$121,367
    - **40.05%**
- **YOY 2021 vs. 2022 (20-Hotels & 6-B&B/VRBO reporting)**
  - March 2022: \$1,019,545
  - March 2021: \$678,433
    - **50.28 %**

**ASSOCIATION/CORPORATE/SMERF/GOVERNMENT COMPLETED in March 2022: TTL Group Room nights 107; TTL Group Rev.: \$12,373**

**ASSOCIATION : 0 Total Room nights; \$0 Total Rev**

**CORPORATE: 0 Total Room nights; \$0 Total Revenue**

**SMERF: 107 Total Room Nights; \$12,373 Total Revenue**

**Social: 70 Total Room Nights; \$7,790 Total Revenue**

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
March 1-4	ComedySportz	Grand Hotel	39	\$129	\$5,031
March 5	Sellers Surprise Birthday	La Quinta	5	\$89	\$445
March 25-26	Order of the Eastern Star	Holiday Inn Express	26	\$89	\$2,314

**Military/Government: 0**

**Education: 0**

**Religious: 0**

**Fraternal: 0**

**Weddings: 37 Total Room Nights; \$4,583 Total Revenue**

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
March 6	Bryant/Keeton Wedding	Hampton Inn	10	\$110	\$1,100
March 12	Metcalfe/Terry Wedding	Sheraton	27	\$129	\$3,483

**Sports: 0**

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
March 19	Five Tool Youth	SpringHill Suites, Home2, Holiday Inn Express, TownePlace Suites, Best Western	0	0	0
March 26	Solar Soccer	Holiday Inn Express	0	0	0

**Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls: 191**

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

**SMERF: (191) for RT**

**Social: 156**

**Military/Government: 0**

**Education: 6**

**Religious: 0**

**Fraternal: 7**

**Weddings: 16**

**Sports: 6**

**Services – Event Management: ASSOCIATIONS/CORPORATE/SMERF: 20**

*Ongoing event management for upcoming definite leads*

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

**SMERF: (20) for RT**

**Social: 2**

**Military/Government: 1**  
**Education: 0**  
**Religious: 0**  
**Fraternal: 0**  
**Weddings: 10**  
**Sports: 7**

**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)
- ArtFest by MillHouse
- MuralFest by MillHouse
- 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
- Historic Walking Tours w/ Paula Nasta & Tonya Fallis
- Art Walking Tours w/ Magda Dia
- Food Tours
- Steak 101 Class
- The Cove
- Comedy Arena
- Arcade 92
- The Escape Room
- North Texas Wineries

- Juneteenth City Celebration
- Dia de los Muertos

**The McKinney Market:**

- March 2022 Gross Sales \$1,410.45
    - Rent check: \$355.00
- Total: \$355.00**

**Visitors: FYTD Total (March 2022): 2,593**

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

- Out of State: 66
- Out of Country: 3
- Texas Residents: 4
- McKinney Residents: 5
- Register Total: 78
- Ticker Counter: 607

**Historic Walking Tours: 2**

- 3-8-22: (Guy): 3 adults, 2 kids
- 3-26-22: (Paula): 13 adults, 5 kids

**Day Trips: 0**

**Site Visit: 0**

Association: 0  
 Corporate: 0  
 SMERF: 0

**RFP's: 6**

**Corporate: 0**

**Association: 0**

**SMERF: 0**

**Social: 0**

**Military/Government: 0**

**Education: 0**

**Religious: 0**

**Fraternal: 0**

**Weddings: 2**

1. Metcalfe/Terry Wedding – March 12, 2022 – Sheraton – 20 Room Nights
2. Cantu Wedding – July 11, 2022 – Hotel TBD – Est 10 Room Nights

**Sports: 4**

1. ATBN – MEDC – May 11-15 – Hotel TBD – Est 20 Room Nights
2. McKinney Lacrosse Club – Oct 22-23, 2022 – Hotels TBD – Est 10 Room Nights
3. McKinney Lacrosse Club – Oct 28-29, 2022 – Hotels TBD – Est 10 Room Nights
4. McKinney Lacrosse Club – Nov 4-5, 2022 – Hotels TBD – Est 10 Room Nights

**Bags Serviced: 210**

**March – Leads Processed/Open Rates**

<b>MARCH 2022 - Emails sent to leads for Sales &amp; Leisure</b>				
	Sales	Sales Open Rate	Leisure (TourTexas)	Leisure Open Rate
MARCH.2022	0	0.00%	81	38.20%
<b>TOTALS</b>	<b>0</b>		<b>81</b>	

**Advertising/Marketing/Media**

**MARCH 2022 WEEKEND UPDATE STATS**

<b>March 2022 - ROBLY Email Stats</b>	
Average Open Rate	44.60%
Average Click-thru Rate	8.00%
Total Audience	5,780

**March 2022 Submitted: Photos, Text Written, Marketing Materials and Ads**

- Submitted free article/photo for Bus Tours Magazine – spring/summer issue
- Submitted sponsored article & photos to Small Market Meetings Magazine
- Submitted content for Daytripper newsletter (April)
- Approved ad for Spring Authentic Texas issue (It was previously submitted, but the magazine pulled an incorrect one that ran in its place. It was created for their issue focusing on cocktails, liquor, saloons, etc. which is now the Spring 2022 issue)
- Submitted free social media assets for grant-paid placements through Travel Texas
- Submitted blurb, logo, and photo for Meet Texas Magazine
- Submitted materials for TourTexas road trips newsletter

**SOCIAL MEDIA STATS**

<b>FACEBOOK FY 21-22</b>	<b>Lifetime Likes</b>	<b>Post Reach</b>	<b>Post Engagement</b>
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
MAR. 2022	13,729	14,182	4,900
<b>TOTALS</b>	<b>N/A</b>	<b>117,978</b>	<b>11,701</b>

<b>INSTAGRAM 2021-22</b>	
From 2019-20	<b>5,633</b>
Oct. 2021	<b>94</b>
Nov. 2021	<b>89</b>
Dec. 2021	<b>102</b>
Jan. 2022	<b>27</b>
Feb. 2022	<b>235</b>
Mar. 2022	<b>92</b>
<b>TOTAL</b>	<b>6,272</b>

<b>TIKTOK FY 21-22</b>	<b>New Followers</b>
OCT. 2021	17
NOV. 2021	18
DEC. 2021	85
JAN. 2022	81
FEB. 2022	20
MAR. 2022	57
<b>TOTALS</b>	<b>278</b>

<b>YOUTUBE 2021-22</b>	
<b>Month</b>	<b>Views</b>
<b>Historical #s</b>	<b>17,160</b>
OCT. 2021	148
NOV. 2021	176
DEC. 2021	116
JAN. 2022	209
FEB. 2022	716
MARCH. 2022	368
<b>TOTAL</b>	<b>18,893</b>

<b>Website - 2021-22</b>			
<b>Month</b>	<b>Sessions</b>	<b>Pageviews</b>	<b>Users</b>
OCTOBER 2021	11,700	22,702	9,550
NOVEMBER 2021	10,815	20,574	9,089
DECEMBER 2021	13,268	23,954	11,197
JANUARY 2022	8,129	16,395	6,725
FEBRUARY 2022	10,041	19,041	8,375
MARCH 2022	14,806	27,626	12,504
<b>TOTAL</b>	<b>68,759</b>	<b>130,292</b>	<b>57,440</b>

<b>MARCH 2021 – MPG Page Views</b>	
Main Page	61
Venues by Capacity	71
Request Info/RFP	8
Venues/Videos	91
Helpful resources	19
Vendors/services	18
Tour Options/Itineraries	298
<b>TOTAL:</b>	<b>566</b>

VISIT WIDGET - MARCH 2022				
	Users	Sessions	Page Views	New Downloads
Widget	134	157	817	
Mobile APP	434	520	4,785	
Downloads				
iOS				103
Android				17
<b>TOTAL</b>	<b>568</b>	<b>677</b>	<b>5,602</b>	<b>120</b>

**EARNED MEDIA:**  
None to Report

MARCH 2022 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
None to Report	---	0	0	0	0
<i>TOTALS</i>		\$0	\$0	\$0	0
<i>FY 21-22 Running Totals</i>		\$14,600	\$2,169,758	\$6,553,073	53,169,726

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

**CORPORATE:**

Dates	Group	Lost Reason	Total Room Nights	Attendance	Lost Business Revenue \$
				Corporate Lost:	\$0

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

Dates	Group	Lost Reason	Total Room Nights	Attendance	Lost Business Revenue \$
				SMERF Lost:	\$0

**ASSOCIATION:**

Dates	Group	Lost Reason	Total Room Nights	Attendance	Lost Business Revenue \$
				Association Lost:	\$0

These numbers are approximate and based on average usage/rates for the past 3 years of meeting history. 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.