



**August 2020**

**I. ASSOCIATION/CORPORATE/SMERF COMPLETED in August 2020: TTL Room nights: 184; TTL Rev.: \$23,100**

**WEDDINGS COMPLETED-August 2020- Total Room nights: 165; Total Rev.: \$ 21,102  
Weddings 8 (4-No Pickup)**

1. Brittany Kirwin Wedding – August 26, 2020; Venue: Magnolia Grace
  - a. Sheraton – Total room nights: 16, Total revenue: \$1,680
2. Horvath/Chambliss Wedding – August 1, 2020; Venue: The Springs
  - a. Sheraton – Total room nights: 37, Total revenue: \$3,774
3. Kaysie Gillory Wedding – August 13, 2020; Venue: Magnolia Grace
  - a. Sheraton – Total room nights: 43, Total revenue: \$4,343
  - b. Hampton Inn – No Pickup
4. Osterman/Byer Wedding – August 2020 Venue: Rosemary Bar
  - a. Grand Hotel – Total room nights: 69, Total revenue: \$11,305
5. Chesle (Lauren) Blair Wedding – August 1, 2020; Venue: Waterstone – no pickup reported
6. Kim Cunningham Wedding – August 8, 2020
  - a. Hampton Inn – No Pickup
7. Baxter/Cislo Wedding – August 1, 2020; Venue: Stonecrest – no pickup reported
8. Erin Horomanski Wedding – Venue; Stonecrest – no pickup reported

**ASSOCIATION/CORPORATE/SMERF COMPLETED in August 2020: TTL Room nights: 19; TTL Rev. \$ 1,998**

- **Assoc./Corp. HOTEL ROOMS- TTL Room nights: 0, TTL Revenue: \$0**
- **SMERF HOTEL ROOMS- TTL Room nights: 0; TTL Revenue: \$ 0**
- **Sports HOTEL ROOMS- TTL Room nights: 19; TTL Rev.: \$ 1998**  
**Solar Soccer Club – Premier Club Tournament**, August 7-9, 2020 at Craig Ranch. Secured blocks at Holiday Inn Express: 60 room nights, Revenue Potential: \$ & Springhill Suites: 60 room nights, Revenue Potential: \$8,040.

**II. Visitors: FYTD Total (Oct.'19– Sept. '20): 2862**

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

- Out of State: (not trackable)
- Out of Country: (not trackable)
- Texas Residents: (not trackable)
- McKinney Residents: (not trackable)
- Register Total: (not trackable)
- Ticker Counter: 151

**Top Five States requesting information:**

- Texas
- California
- New York
- Missouri
- South Carolina

**Day Trips- 0**

- N/A

**III. RFP's: 15 (1-Association, 1-Corporate, 7-Weddings, 1-Social, 0-Religious, 5-Sports)**

**Association: 1**

1. 2023 Texas Firefighters Summer Games – July 2023

**Corporate: 1**

1. Cirrus Aircraft- 1 attendee, 4 days @ Grand Hotel September 9/3-7/20.

**SMERF: 13**

**Social: 1**

1. Spirit of Prophecy Church – September 18-20,2020. Attendees: 500, Meeting space only

**Religious: 0**

**Weddings: 7**

1. Hannah Schumann - December 2020, Rustic Grace
2. Danielle Baxter - May 8, 2021, The Gather
3. Marissa Malazzo - November 7, 2020, The Springs
4. Erica Mills - November 20, 2020, River Road Chateau
5. Ben Rishforth - November 2, 2020, The Springs
6. Angelica Garcia - December 20, 2020, The Springs
7. Lauren Cook - December 21, 2020, The Springs

**Sports: 5**

1. NAIA – Men’s Volleyball National Championship. April 11-16, 2022. Approximately 250 student-athletes & coaches, and 2, 000 fans
2. NAIA – Men’s Volleyball National Championship. April 10-15, 2023. Approximately 250 student-athletes & coaches, and 2, 000 fans
3. NAIA – Women’s Flag Football Finals. April 29-May 3, 2021. Approximately 250-300 student-athletes
4. NAIA – Men’s Wrestling National Championship. March 4-5, 2022. Approximately 500 student-athletes, and 3,000-5,000 Fans
5. NAIA – Men’s Wrestling National Championship. March 3-4, 2023. Approximately 500 student-athletes, and 3,000-5,000 Fans

**Association: 0**

**Corporate: 0**

**SMERF: 0**

**Religious: 0**

**Weddings:**

**Site Visits: 0**

**Ongoing Prospects: 38 (SMERF: 1-Social, Military, 1-Education, 1-Religious, & Fraternal); 33-Weddings; 2-Sports; 0-Day Trips)**

**SMERF: 3**

1. Cottonwood Creek Women's Conference – September 19, 2020
2. Library Conference, KOHA – September 21-27, 2020 (The Grand & MPAC) – Postponed UFN/TBD
3. The 99's – October 15-17, 2021 (The Sheraton)

**Sports: 2**

1. Pickle Ball Tournament – Sept 30-October 5, 2020 (this is a reschedule, originally schedule to take place in April)
2. Turlaxin Lacrosse – October 17-Nov 1, 2020

**Weddings: 38**

1. Christie Astle, September 2020, The Springs
2. Madison Sweet, September 5, 2020 – Rosemary Barn
3. Natalie Bvendventura – October 30, 2020, or 2021 – Magnolia Grace
4. Beth Walker – October 10, 2020 – Cotton Mill
5. Sharon Rush (MOB), October 10, 2020 – Avalon Legacy
6. Lindsay Rylan – October 23, 2020 – Magnolia Grace
7. Stasia Milam – November 24, 2020 – Magnolia Grace
8. Ashley Lester Wedding, November 21, 2020 – Magnolia Grace
9. Jordan Roach – November 2020 - Magnolia Grace
10. Michael Herring, November 2020 – Springs (this was a May wedding that was postponed)
11. Ivy Alexander – December 2020 – Magnolia Grace
12. Sequoia Grant – December 2020 – Stone Crest
13. Jessica Seay – December 2020 – Rustic Grace
14. Marquine Malone, December 17, 2020 – Springs
15. Bethany Mawman, date not secured at the time of discussion – Springs
16. Darcy Thompson (MOB), January 17, 2021 – Magnolia Grace
17. Molly Hightower Wedding, January 2, 2021- Magnolia Grace
18. Cathy Trinh Wedding, February 29, 2021 – Magnolia Grace
19. Danielle Faulkner – March 27, 2021 – Magnolia Grace
20. Ashley Sackinger – April 17, 2021 – Magnolia Grace
21. Andrew Brown Wedding, April 17, 2021 – Magnolia Grace
22. Kathryn Vela, April 25, 2021 – Magnolia Grace
23. Alyssa Wasilewski, April 2021 – Reception only
24. Marc Cholak, February 27, 2021 – Springs
25. Sara Redfearn, February 2021 – Springs
26. Maren Holyoak, May 2021 – Magnolia Grace
27. Megan Jordon, June 12, 2021 – Rustic Grace
28. Randi Cole Wedding, June 19, 2021- Magnolia Grace

- 29. Victoria Nicholson – October 2021 – Magnolia Grace
- 30. Madison Krell – October 10, 2021 – Magnolia Grace
- 31. Brittney Larocca – October 16, 2021 – Magnolia Grace
- 32. Hannah Wilson – Date TBD – Magnolia Grace
- 33. Brelayshia Hodges – Date TBD – Magnolia Grace

**IV. Advertising/Marketing/Media**

**NEW - Special note: Top Referrals from other websites –Included just as a note last time, so I built it out.**

- Facebook: 50
- Airport: 24
- City: 11
- RediscoverAmerica.com: 4
- TravelTexas.com: 4
- Wedding couple (Jordan and Matt Ribiero): 4

**Blogs (Top 5) for AUGUST 2020:**

- YOLO TX - 179
- NTTA - 132
- Romantic Getaway (Our Sweet Adventures) – 98
- Blog Home page - 52
- What to Expect when traveling to McKinney during COVID - 24

BLOG VISITS - FY 19-20	
Month	Sessions
Oct. 2019	234
Nov. 2019	618
Dec. 2019	379
Jan. 2020	447
Feb. 2020	432
Mar. 2020	158
Apr. 2020	444
May 2020	329
Jun. 2020	258
Jul. 2020	658
Aug. 2020	370
<b>FY 19-20</b>	<b>4,327</b>

**AUGUST 2020 Homepage News Flash buttons (Top 5): 249**

- NTTA - 127
- Planning a McKinney Trip/COVID – 43
- Romantic Getaway – 30
- Benji House – 25

- YOLO - 24

**AUGUST 2020 SUBMITTED: Photos, Text Written, Marketing Materials and Ads**

- Ad submitted to Authentic Texas
- Ad submitted to Small Market Meetings
- Submitted text & photo for a free editorial in Sports Destination Marketing (The Courts)
- Submitted text & photo for a free editorial in Bus Tours Magazine
- Wrote & distributed a press release about two TACVB Idea Fair awards

<b>AUGUST 2020 -Ad Landing Pages</b>	
Daytripper Dino	46
Daytripper Marg	4
McKinney High Lions	1
Boyd Broncos	1
Visitors Guide	1
TourTexas.com	1
Tennis (SDM ad)	2
<b>TOTAL</b>	<b>56</b>

**Additional pages created for groups and tracking for KPIs**

- MEDIA HUB for access to photos – 7
- KPIs – 8

<b>AUGUST 2020: MPG Page Views</b>	
Main Page	10
RFP	2
Venues/Videos	14
Sports Planning	1
Group Services	7
Tour Options/Itineraries	125
<b>TOTAL:</b>	<b>159</b>

<b>AUGUST Pgs. Created for groups</b>	
DCI	3
Yarn Crawl	17
Turlaxin	7
<b>TOTAL:</b>	<b>27</b>

<b>FACEBOOK STATS</b>					
<b>FY 19-20</b>	<b>New Likes</b>	<b>Lifetime Likes</b>	<b>Engaged Users</b>	<b>Total Reach</b>	<b>Impressions</b>
<b>OCT. 2019</b>	100	9,383	117,733	614,329	4,583,190
<b>NOV. 2019</b>	160	9,543	121,629	1,127,541	4,041,914

<b>DEC. 2019</b>	110	9,653	157,730	1,565,106	4,678,448
<b>JAN. 2020</b>	57	9,710	99,598	622,458	3,748,449
<b>FEB. 2020</b>	45	9,755	113,637	506,945	3,879,106
<b>MAR. 2020</b>	88	9,843	184,711	458,589	3,671,450
<b>APR. 2020</b>	54	9,897	85,574	323,121	2,704,379
<b>MAY 2020</b>	63	9,960	93,268	428,874	2,609,076
<b>JUN. 2020</b>	117	10,077	59,163	387,015	1,857,391
<b>JUL. 2020</b>	56	10,133	58,470	310,240	2,094,821
<b>AUG. 2020</b>	31	10,164	41,215	239,292	1,744,220
<b>TOTALS</b>	<b>881</b>	<b>N/A</b>	<b>1,132,728</b>	<b>6,583,510</b>	<b>35,612,444</b>

<b>TWITTER - AUGUST 2020</b>	
<b>Total Followers</b>	5,625
NEW Followers	26
Tweets	17
Tweet Impressions	13K
Profile Visits	38
Mentions	42

<b>INSTAGRAM - AUGUST 2020</b>	
From 2018-19	2,341
Oct. 2019	109
Nov.2019	53
Dec. 2019	64
Jan. 2020	89
Feb. 2020	93
Mar. 2020	75
Apr. 2020	92
May 2020	109
Jun. 2020	139
Jul. 2020	129
Aug. 2020	98
<b>TOTAL</b>	<b>3,391</b>

<b>YOUTUBE - 2019 2020</b>		
<b>YOUTUBE</b>	<b>Views</b>	<b>Subscribers</b>
<b>Historical #s</b>	<b>9,242</b>	<b>49</b>
Oct. 2019	208	1
Nov.2019	172	0

Dec. 2019	370	2
Jan. 2020	377	1
Feb. 2020	315	0
Mar. 2020	328	0
Apr. 2020	604	2
May 2020	435	3
Jun. 2020	479	-1
Jul. 2020	454	3
Aug.2020	647	0
<b>TOTAL</b>	<b>13,631</b>	<b>60</b>

<b>Google Business Page - 2019-2020</b>		
<b>Month</b>	<b>Page Views</b>	<b>Web visits</b>
Oct. 2019	2,540	25
Nov. 2019	4,820	31
Dec. 2019	3,360	22
Jan. 2020	4005	36
Feb. 2020	3950	33
Mar. 2020	1,610	26
Apr. 2020	1,160	10
May 2020	1,205	22
Jun. 2020	1,805	27
Jul. 2020	2,090	22
Aug.2020	2,000	32
<b>TOTAL</b>	<b>28,545</b>	<b>286</b>

**WEBSITE NUMBERS - AUGUST 2020**

<b>Month</b>	<b>Sessions</b>	<b>Pageviews</b>	<b>Users</b>
Oct. 2019	4,633	10,186	3,866
Nov.2019	5,202	10,499	4,428
Dec. 2019	4,909	9,338	4,237
Jan. 2020	4,678	10,209	3,986
Feb. 2020	4,475	9,802	3,764
Mar. 2020	4,469	8,645	3,795
Apr. 2020	2,431	5,043	1,904
May 2020	2,968	5,824	2,552
Jun. 2020	3,075	6,796	2,578
Jul. 2020	3,102	6,247	2,651
Aug.2020	2,609	5,156	2,282
<b>FY 19-20</b>	<b>42,551</b>	<b>87,745</b>	<b>36,043</b>

<b>AUGUST.2020</b>	<b>Users</b>
Mobile	1,156
Desktop	1,050
Tablet	76
<b>TOTAL</b>	<b>2,282</b>

**AUGUST 2020 - TOP WEB PAGES**

<b>Page</b>	<b>Pageviews</b>	<b>Unique Page Views</b>
Home page	1283	1082
Calendar- - main pg.	232	178
Shopping Centers	172	154
Dining in McKinney	145	110
NTTA Blog	127	105
Visitors Guide	122	103
Events Page	94	78
Monthly/annual events	90	82
Explore	89	78
Calendar - Aug.	86	67
Specialty Inn Directory	83	75
About McKinney	65	62
About Visit McKinney	54	42
Wknd Upd. Home pg.	52	47
Dining/Nightlife	51	43
Shopping	49	43
Parks/trail Map	46	42
Accommodations	45	40
Dining Special Offers	45	41
Daytripper/Dinos	45	37
Daytripping McKinney	43	36
Travel to Mck in COVID	43	35
Resource Directory	41	36
Fresh Foods	38	43
Towne Lake	38	35



**Top Countries – AUGUST 2020**

Country Breakdown	Users	New Users	Sessions
United States	2116	2058	2438
Canada	43	43	43
(not set)	23	23	23
Germany	19	19	19
Philippines	11	11	12
United Kingdom	9	9	11
Israel	6	6	6
S. Korea	6	6	6
Denmark	5	5	5
India	5	5	5

**Top States – AUGUST 2020**

State Breakdown	Users	New Users	Sessions
Texas	1,557	1,508	1,807
California	113	112	121
Virginia	33	32	35
Florida	29	29	31
New York	28	28	32
(not set)	27	26	30
Oklahoma	27	26	30
Arizona	26	23	51
Illinois	23	22	25
Washington	23	22	25

**Top Cities – AUGUST 2020**

City Breakdown	Users	New Users	Sessions
McKinney	483	448	610
Dallas	376	360	412
Plano	55	54	60
Allen	54	54	54
Frisco	49	49	51
Fort Worth	36	34	39
Houston	34	33	37
Prosper	29	26	32
San Antonio	19	18	20
Austin	18	17	18

<b>CROWDRIFF – AUGUST 2020</b>		
<b>Gallery</b>	<b>Interactions</b>	<b>Views</b>
Dining	5	103
History/Dwntn	15	51
Home Gallery	117	565
Explore Mck	10	57
Being Social	20	9
Events	3	123
Weddings	2	25
Shopping	0	33
<b>TOTAL</b>	<b>172</b>	<b>966</b>

<b>MEDIA HUB</b>		
<b>Month</b>	<b>Downloads</b>	<b>Requests</b>
Jun. 2020	73	44
Jul. 2020	8	8
Aug.2020	7	2
<b>FY 19-20</b>	<b>88</b>	<b>54</b>

<b>VISIT WIDGET - AUGUST 2020</b>				
	<b>Users</b>	<b>Sessions</b>	<b>Page Views</b>	<b>New Downloads</b>
<b>Widget</b>	<b>20</b>	<b>20</b>	<b>49</b>	
<i>Desktop</i>	<i>15</i>	<i>15</i>	<i>30</i>	
<i>Mobile</i>	<i>5</i>	<i>5</i>	<i>19</i>	
<b>Mobile APP</b>	<b>100</b>	<b>82</b>	<b>381</b>	
<i>App-iOS</i>	<i>79</i>	<i>65</i>	<i>334</i>	<b>10</b>
<i>App-Android</i>	<i>21</i>	<i>17</i>	<i>47</i>	<b>3</b>
<b>TOTAL</b>	<b>120</b>	<b>102</b>	<b>430</b>	<b>13</b>

**FREE PUBLICITY:**

<b>FY 19-20</b>	<b>Budgeted Amount</b>
<b>Adv. &amp; Promo TTL</b>	<b>\$ 186,167</b>

<b>AUGUST 2020 - Free Media Coverage for Visit McKinney</b>				
<b>Article/Topic</b>	<b>Print</b>	<b>Web/ Broadcast Value</b>	<b>PR Value</b>	<b>Impressions /Reach</b>
YOLO TX - Goodies Texas segment	\$0	\$5,050	\$15,150	100,000
McKinney article (free)	\$0	\$0	\$0	40,000
My Curly Adventures	\$500	\$0	\$1,500	10,000
Music Festival article	\$0	\$240	\$720	60,000
Shared postings/articles 2 times	\$0	\$2,000	\$6,000	200,000
<b>TOTALS</b>	<b>\$500</b>	<b>\$7,290</b>	<b>\$23,370</b>	<b>410,000</b>
<b>FY 19-20 Totals</b>	<b>\$35,196</b>	<b>\$408,982</b>	<b>\$1,334,783</b>	<b>9,996,134</b>

**V. TOTAL LOST BUSINESS: 26; Lost Revenue: \$27,683,710**

**Association /Corporate Lost Business: 18; Lost Revenue: \$27,041,100**

<b>Dates</b>	<b>Group</b>	<b>Venue/Notes</b>	<b>Room nights</b>	<b>Attendance</b>	<b>Lost Business Revenue \$</b>
July 2022	Associated Locksmiths of America	Sheraton Use 100,000sf Exhibit Hall	16,200	2700	\$3,016,000
July 2022	National Black Police Assn	Sheraton Need b/out & sleep rooms under 1-roof	1,200	600	\$260,000
July 2022	Texas Restaurant Assn	Sheraton 500 Exhibitors	15,200	6,700	\$2,912,000
June 2022	Texas Lathing & Plastering Contractors Assn	Sheraton 200 booths	4,000	2,000	\$880,000

May 2022	Out of Home Advertising Assn of America (Billboards)	Sheraton Too Large	2,400	1,200	\$580,000
April 2022	American Conference for the Treatment of HIV	Sheraton Too Large	2,400	1,200	\$620,000
November 2022	Int'l Risk Management Institute: Construction Risk Conference	Sheraton Too Large	6,000	2,000	\$1,660,000
February 2022	Int'l Risk Management Institute: Energy Risk Conference	Sheraton Too Large	2,000	1,000	\$460,000
April/May 2022	Int'l Risk Management Institute: Agricon Conference	Sheraton Too Large	2,400	1,200	\$509,600
Feb 2023	Texas Assn for Literacy & Adult Education	Sheraton Too Large	1,000	500	\$245,000
August 2024	American Numismatic Assn – World Fair of Money	Sheraton Too large	26,000	8,623	\$4,880,000
March 2024	American Numismatic Assn – National Money Show	Sheraton Too large	5,500	2,750	\$1,090,000
Jul or Aug 2023	Texas Central Bleeding Disorders Assn	Sheraton Too large	900	600	\$194,000
Jan 2025	Assn for Concrete Renovation Professionals	Sheraton Too large	9,000	4,500	\$1,910,000
July & Nov 2023	American Speech-Language-Hearing Assn	Sheraton Too large	10,000 4,600	5,000 2,300	\$1,800,000 \$964,000
Feb 2023	National Roofing Contractors Assn	Sheraton Too Large	24,000	6,000	\$4,320,000
June 2022	Assn of Classical & Christian Schools	Sheraton Too Large	2,400	1,200	\$502,000
July 2023	Fire Fighters Assoc.	Sheraton Too Large/ Cost to host (comps): \$32,703 (HOT is \$14,310, loss of \$18,393)	1,500	300	\$238,500
<b>Totals</b>			<b>\$136,700</b>	<b>\$50,373</b>	<b>\$26,802,600</b>

**McKinney Corporate: Groups: 2; Lost Revenue: \$35,360**

Month	Group	Venue/Notes	Room Nights	Attendance	Revenue Lost
8/2-5/20	Globelife AIL LA 101	Sheraton	300	100	\$31,200
8/16-20/20	Globelife LNL 101	Sheraton	40	20	\$4,160
<b>Totals</b>			<b>340</b>	<b>120</b>	<b>\$35,360</b>

**SMERF: Total: Groups: 6; Lost Revenue: \$607,250**

Dates	Group	Venue/Notes	Total Room nights	Attendance	Lost Business Revenue \$
September 18-20, 2020	Spirit of Prophecy Church	Sheraton-Space Only	0	500	\$3,500
April 11-16, 2022	NAIA – Men’s Volleyball Championship	Sheraton	1,500	2,250	\$172,500
April 10-15, 2023	NAIA – Men’s Volleyball Championship	Sheraton	1,500	2,250	\$172,500
April 29-May 3, 2021	NAIA – Women’s Flag Football Finals	Sheraton	1,250	500	\$143,750
March 4-5, 2022	NAIA-Men’s Wrestling National Championship	Sheraton	500	5,000	\$57,500
March 3-4, 2023	NAIA – Men’s Wrestling National Championship	Sheraton	500	5,000	\$57,500
<b>Totals</b>			<b>5,250</b>	<b>15,500</b>	<b>\$607,250</b>

**Potential Loss of Business:**

Library Conference, KOHA – September 21-27, 2020 (The Grand & MPAC) Total room nights: 90, Potential Revenue: \$11,610 – **Postponed UFN/TBD.**

**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.**