

Visit McKinney GOALS FY 20-21



CITY COUNCIL GOAL 1: DIRECTION FOR STRATEGIC AND ECONOMIC GROWTH

Council Strategies: B. Continue to develop a retail development strategy for key areas of the community to further diversify revenue sources and expand entertainment, dining and shopping options and tourism

Visit McKinney Objective 1:

Leverage partnerships with MEDC, MDCDC, Library, Parks and Rec, and Main Street to entice visitors, when appropriate with their programming and efforts, to develop economic growth of full service hotels, restaurants, venues, and attractions from outside Texas, to entice both families and adults to choose McKinney as a destination

Visit McKinney KPI:

Visit McKinney will create and implement, by fourth quarter, a three-to five-year strategic plan

Visit McKinney Steps:

Meet regularly with our internal/city partners to evaluate and update on development of tourism destination components including hotels, restaurants, and attractions

Staff:

DG, Board

*Highlighted items in red - denotes these are for public consumption

Visit McKinney GOALS FY 20-21



CITY COUNCIL GOAL 2: OPERATIONAL EXCELLENCE

Council Strategies: A. Implement performance management practices that include developing and training staff and Board/Commission members

Visit McKinney Objective 1:

Ensure 100 percent of Board Members have been trained on Visit McKinney policies and procedures by December 2021

Visit McKinney KPI:

100 percent of the new Board Members trained by December 2021

Visit McKinney Steps:

1. Executive Director will set up a meeting with new appointees to go over the policies/procedure manuals
2. Board Member will read a book provided by the Visit McKinney E.D., "Destination Leadership for Boards," by: Bill Geist to read by December
3. A quiz will be given to each new Board member after his/her completion of the book to see if they understand their role as a Board member for a destination. A score of 80 or better is required to show that the Board member understands his/her role
4. Executive Director will keep up with the "Policies and Procedures Manual" and look for other items to help new Board members have the proper training to be a Visit McKinney Board member

Staff:

DG and SS

*Highlighted items in red - denotes these are for public consumption

Visit McKinney GOALS FY 20-21



CITY COUNCIL GOAL 2: OPERATIONAL EXCELLENCE

Council Strategies: A. Implement performance management practices that include developing and training staff and Board/Commission Members

Visit McKinney Objective 2:

Staff will be responsible to track, maintain, and certify for their specific job description by September 2021

Visit McKinney KPI:

- V. Rhodes- 2 webinars per quarter and 2 Good to Great Training Classes per year. TTIA Travel College 2021. (Year 2 to complete in 2021)
- B. Shumate- 2 webinars per quarter and 2 Good to Great Training Classes per year. TTIA Travel College 2021. (Year 3 to complete in 2021)
- D. Guerra- 2 webinars per quarter and 2 Good to Great Training Classes per year
- S. Smith TDM by 2023
- Full time employees certified by CTA maintain CTA Certification by December of 2020

Visit McKinney Steps:

Staff will attend their respective annual classes through TACVB to maintain or achieve their certifications

Staff:

All Staff

*Highlighted items in red - denotes these are for public consumption

Visit McKinney GOALS FY 20-21



CITY COUNCIL GOAL 2: OPERATIONAL EXCELLENCE

Council Strategies: C. Identify opportunities for internal efficiencies and continuous improvement to affect a high performing organizational culture

Visit McKinney Objective 1:

Meet with each hotel and Bed & Breakfast at least once a quarter, in person or virtually.

Visit McKinney KPI:

Meet quarterly with 100 percent of the Hotels and B&B's in McKinney by September 2021

Visit McKinney Steps:

Develop and maintain strong relationships with hoteliers and venues:

- a. Quarterly visits in person or virtually - Visit quarterly with hotels and venues that partner closely with Visit McKinney and semiannually with those that do not
- b. Support all McKinney hotels and venues by providing visitors guides, maps, and other collateral as needed, and by promoting them on Visit McKinney social media, website, and meeting planner publications/websites

Staff:

a: DG and VR

b: DG, VR, MW, BS, SS and SD

*Highlighted items in red - denotes these are for public consumption

Visit McKinney GOALS FY 20-21



CITY COUNCIL GOAL 2: OPERATIONAL EXCELLENCE

Council Strategies: C. Identify opportunities for internal efficiencies and continuous improvement to affect a high performing organizational culture

Visit McKinney Objective 2

Annual Page Views of the Meeting Planners Hub section

Visit McKinney KPI:

Maintain the target of 2046 hits of the annual visits to the Meeting Planners Hub section of the website by September 2021

Visit McKinney Steps:

Maintain Digital Meeting Planners Hub

- a. Update Digital Meeting Planners Hub pages of the website regularly, as needed, and promote this section with posts on the Visit McKinney website and social media.

Staff:

BS

*Highlighted items in red - denotes these are for public consumption

Visit McKinney GOALS FY 20-21



CITY COUNCIL GOAL 2: OPERATIONAL EXCELLENCE

Council Strategies: C. Identify opportunities for internal efficiencies and continuous improvement to affect a high performing organizational culture

Visit McKinney Objective 3:

Stay on budget by the closeout of the fiscal year

Visit McKinney KPI:

Maintain average line item variances to less than five percent by September 2021

Visit McKinney Steps:

Meet monthly with Finance Committee to review expenses and verify there is no overspending of the budget in each line item

Staff:

DG and Finance Committee

*Highlighted items in red - denotes these are for public consumption

Visit McKinney GOALS FY 20-21



CITY COUNCIL GOAL 2: OPERATIONAL EXCELLENCE

Council Strategies: C. Identify opportunities for internal efficiencies and continuous improvement to affect a high performing organizational culture

Visit McKinney Objective 4:

The expenditures in Advertising and Promotion need to come within a five percent variance of the allocated dollars by September 2021

Visit McKinney KPI:

Ensure the annual Marketing Plan is updated by March 2021 and finalized by September 2021

Visit McKinney Steps:

The Visit McKinney Board and Staff will meet in April for their Annual Strategic Planning Session to update the Visit McKinney Goals and Objectives as well as updating the Visit McKinney Marketing Plan as needed

Staff:

DG, BS, SS, Marketing Committee (with Board Approval)

*Highlighted items in red - denotes these are for public consumption

Visit McKinney GOALS FY 20-21



CITY COUNCIL GOAL 4: FINANCIALLY SOUND GOVERNMENT

Council Strategies: B. Balance resources generated by property taxes, sales taxes, hotel occupancy tax and fees

Visit McKinney Objective 1:

Generate 2200 hotel room nights and conference bookings within the Corporate, Association and SMERF (Social, Military, Education, Religious and Fraternal) markets by September 2021

Visit McKinney KPI:

1. KPI – Obtain 2200 room nights and meetings in Hotels and Conference Center by September 2021
2. KPI – Obtain McKinney hotel occupancy of 60 percent by September 2021

Visit McKinney Steps:

1. Attend and/or send collateral to the following Trade Shows/Conferences:
 - Association: TSAE, DFWAE, Small Market Meetings, Connect Association, TACVB Blitz and Rendezvous Convention
 - Corporate: Sales Calls, MPI Sales Blitz, and McKinney corporate calls
 - SMERF: Team Texas: (ABQ Balloon Festival ABA, NTA), Bridal Shows - MPAC, Grand, and Heritage Springs, Select Traveler, Religious Meetings and Events
2. Partner with MEDC and Chamber on outreach efforts for Business Retention/Expansion Program

Staff:

- 1., 1.a.: All Staff
- 2.: DG

*Key for Acronyms:

- TSAE: Texas Society and Association Executives
- DFWAE: Dallas Forth Worth Association Executives

*Highlighted items in red - denotes these are for public consumption

Visit McKinney GOALS FY 20-21

- Conn TX: Connect Texas
- SMM: Small Market Meetings
- ABA: American Bus Association
- NTA: National Tourism Association
- Team Texas: DMOs/CVBs that belong to Texas Association of Convention and Visitors Bureau (TACVB) are able to join and pay a fee to attend shows by sending collateral items instead of having a physical presence at the show
- MPI = Meeting Professional International
- BREP = Business Retention/Expansion Program
- TTA = Texas Travel Alliance
- TACVB = Texas Association of Convention and Visitor Bureaus

*Highlighted items in red - denotes these are for public consumption

Visit McKinney GOALS FY 20-21



CITY COUNCIL GOAL 4: FINANCIALLY SOUND GOVERNMENT

Council Strategies: B. Balance resources generated by property taxes, sales taxes, hotel occupancy tax and fees

Visit McKinney Objective 2:

Increase number of RFPs collected (Association, SMERF, Corporate)

Visit McKinney KPI:

1. Obtain 150 RFPs (Request For Proposal) which are generated for events in McKinney percent by September 2021

Visit McKinney Steps:

1. Maintain marketing and promotion of the Hotel/Conference Center and entertainment districts
 - a. Disseminate Marketing Plan for conference center and entertainment districts to Visit McKinney staff, assigning responsibility to each outlined task

Staff:

- 1.: DG, BS (with Board Approval)
- 1.a.: All Staff

*Highlighted items in red - denotes these are for public consumption

Visit McKinney GOALS FY 20-21



CITY COUNCIL GOAL 5: ENHANCE THE QUALITY OF LIFE IN MCKINNEY

Council Strategies: C. Continue to market and highlight McKinney as a unique destination for residents and visitors alike

Visit McKinney Objective 1:

Increase website traffic and social media pages for Q3 and Q4 by 2 percent by September 2020 and increase traffic to Visitors Center and “The McKinney Market” by 2 percent by September 2020

Visit McKinney KPI:

1. KPI – Number of webpage views
2. KPI – Number of web sessions
3. KPI – Number of web users
4. KPI – Number of Visitors to Visitors Center
5. Sales calls- 40 calls per month (Corporate/Association/SMERF) and two calls per month - McKinney Corporate
6. Number of annual blog views
7. Number of annual Facebook likes
8. Number of annual Facebook engaged users
9. Increase in annual Facebook total impressions
10. Number of Twitter Followers
11. Number of Tweet Impressions
12. Number of YouTube Viewers
13. Number of Writers/Influencers
14. CrowdRiff Views
15. Visit Widget User
16. Visit Widget Sessions
17. Visit Widget Page Views

*Highlighted items in red - denotes these are for public consumption

Visit McKinney GOALS FY 20-21

18. Visit Widget Downloads
19. Increase Number of annual Instagram followers
20. Increase awareness of the “The McKinney Market” through advertising and promotion

Visit McKinney Steps:

1. Maintain Visit McKinney Media Hub
2. Develop and maintain Social Media outlets for Visit McKinney
 - a. Update Blog, Twitter, Facebook, Instagram, YouTube, LinkedIn, and Pinterest on a regular basis
3. Promote McKinney as a destination to meeting planners in key markets (DFW Area, Austin, Houston, Arkansas, San Antonio, and Oklahoma)
 - a. Create targeted meeting planner newsletter and distribute as needed to announce new developments
4. Promote tourism/entertainment districts via appropriate avenues.
 - a. Weekly updates, daily FB posts, sharing one partner event/update per day on social media outlets.
 - b. Feature new and seasonal merchandise in “The McKinney Market” via social media.

Staff:

- 1, 2, 2a, 3a, 4, 4a, and 4b: BS
3: BS, DG, VR and MW

*Highlighted items in red - denotes these are for public consumption