



February 2020

I. ASSOCIATION/CORPORATE/SMERF COMPLETED in February 2020: TTL Room nights: 1,545; TTL Rev.: \$172,376.75

WEDDINGS COMPLETED-February 2020-12 Wedding Room Blocks: TTL Room Nights: 406; TTL Rev: \$46,482.57

Neathery Estate B & B

- 4 wedding blocks
- \$2,294 room revenue

Springhill Suites

- No pick-up

Hilton Home 2

- No pick-up

Sheraton Hotel

- 9 wedding blocks
- 370 total room nights
- \$40,468 room revenue

Hampton Inn

- 2 wedding blocks
- 28 total room nights
- \$2,848.57 room revenue

Holiday Inn & Suites

- 1 wedding block
- 8 room nights
- \$872 room revenue

Holiday Inn Express

- No pick-up

Comfort Suites

- No pick-up

ASSOCIATION/CORPORATE/SMERF COMPLETED in February 2019: TTL Room nights: 1,139; TTL Rev.: \$125,894.18

ASSOCIATION: TTL Room nights: 0 ; TTL Rev.: \$ 0

CORPORATE: TTL Room nights: 953; TTL Rev.: \$103,216

- Globe Life: 2/2-5/20: Sheraton-TTL room nights: 59; TTYL Rev.: \$6,136
- Nat'l Interscholastic Athletic & Afterschool Safety & Security Summit 2/4-6/20: Sheraton-TTL room nights:175; TTYL Rev.: \$20,475
- Globe Life: 2/9-12/20: Sheraton-TTL room nights:158 ; TTYL Rev.: \$16,432
- Globe Life:2/16-20/20: Sheraton-TTL room nights: 395; TTYL Rev.: \$41,080
- Globe Life: 2/19-21/20: Sheraton-TTL room nights: 32; TTYL Rev.: \$3,328
- Emerson: 2/19-21/20: Sheraton-TTL room nights: 57; TTYL Rev. \$7,467
- Globe Life: 2/23-25/20: Sheraton-TTL room nights: 47; TTYL Rev.: \$4,888
- Pogue: Grand- 2/24/20- TTL room nights: 5; TTYL Rev. \$595
- Tempest-Grand-2/27-28/20-TTL room nights: 10; TTYL Rev.: \$1,090
- ClaytonHomes-Grand-TTL room nights: 9; TTYL Rev.: \$981
- Haven Hill-Grand-TTL room nights: 6; TTYL Rev.: \$744



SMERF: TTL Room nights: 184; TTL Rev.: \$20,384.50

- Church 121-Sheraton- TTL room nights: 78; TTYL Rev.: \$8,170.50
 - F&B: \$18,900
- Significant Church Group-Grand-TTL room nights: 106; TTYL Rev.: \$12,214

SPORTS: TTL Room nights: 2; TTL Rev.: \$2,293.68

- Texas Best Gymnastics- Spring Hill Suites-TTL room nights: 16; TTYL Rev.: \$1,699.68
- Wrestling Tournament- Holiday Inn & Suites- TTL room nights: 6; TTYL Rev.: \$594.00

II. Visitors: FYTD Total (Oct. '19– Sept. '20): 2,322

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

- Out of State: 8
- Out of Country: 6
- Texas Residents: 0
- McKinney Residents: 0
- Register Total: 0
- Ticker Counter: 432

III. RFP's: 17 (0-Association, 7-Corporate, 9-Weddings, 1 -Social, 0-Religious, 0-Sports)

Association: 0

Corporate: 7

1. Pogue Construction: Grand Hotel 2/24/20 - 5 attendees.
2. Tempest/iDSS Training-Grand Hotel 2/27-28/20; 5 attendees.
3. Clayton Homes – Feb 13, 2020. Small Meeting, Host Hotel: Grand, 11 room nights.
4. AVM Industries – Paul Miller. April 13-16, 2020, 20 attendees, 20 room block at the Grand Hotel.
5. Jack Henry Group – Christi Dawson. August 20-21, 2020, host hotel: Grand- 12 room block.
6. ARDAGH Group – John Shaddox. Host Hotel: Grand, 18 room nights, April 6-8. 2020.
7. Texas Workforce Commission– Kimberly Bradford-Brown. Timeframe: July-Sept, dates are open at this time. W-F Pattern, 10 rooms/20 room nights. Two-day classroom style conference, attendance: approximately 750. Sent RFP to the Sheraton.

SMERF:

Social: 1

1. Girls Weekend Getaway – Janice Peacock. Host Hotel: Grand, April 14-16, 2020, 14 room nights.

Sports: 0

Weddings: 9

1. Marisa O'Barten – September 26, 2020. La Cour
2. Tyler DeLoach – October 17, 2020. River Rd Chateau
3. Chesle Blair – August 1, 2020. Springs
4. Quinn Wedding – March 2, 2020. Grand Ivory
5. King Wedding – July 25, 2020. Magnolia Grace
6. Beth Walker – October 10, 2020
7. Gibert/Curry Wedding – November 7, 2020. Magnolia Grace
8. Ashley Gaspard – April 4, 2020. First United Methodist Church
9. McElyea Wedding – June 13, 2020. Davis & Gray Farms



Site Visits: 2

1. Site Visit- SWCFO Football Officials 7/17/20 at MISD Stadium-Looking to use city Soccer Fields for 200 attendees. Hotels: Springhill Suites & Sheraton
2. Amber Shelton – Solar Soccer Club, meet at Sheraton

Ongoing Prospects: SMERF (Social, Military, Education, Religious, & Fraternal): 28 (28-Weddings, 0-Social, 0 - Sports, 0-Day Trips)

Weddings:

1. Jason John – March 2020, Gather
2. Nijesh Dangol – March 2020, Springs
3. Angela Plikas – March 2020, Rustic Grace
4. Bartles/Williams – March 2020, FUMC
5. Morgan Berigan – March 2020, Rosemary Barn
6. Quinn Wedding – March 2020, Grand Ivory
7. Jason Jones – March 2020, Gather
8. Christie Astle – April 2020, Springs
9. Lindi Blake – April 2020, Rosemary Barn
10. Michael Herring, May 1, 2020 - Springs
11. Lindsey Coates, May 8, 2020 – Stone Crest
12. Hallie Storie, May 30, 2020 - Stone Crest
13. Megan White – May 2020, Stone Crest
14. Cindy Miller Wedding – May 2020
15. Denterl Wedding – May 2020, Grand Ivory
16. Janet Fiefer (MOB-Clohe), June 20, 2020 – Rock Creek Ranch
17. Pamela Luther, Mother of the groom. June 26, 2020
18. Joanne Cross (MOG) – June 2020, Springs
19. Haley Case – June 2020, Magnolia Grace
20. Lindsey Slapa – July 2020, Rosemary Barn
21. Erin Horomanski – August 2020, Stone Crest
22. Madison Sweet, September 5, 2020 – Rosemary Barn
23. Sharon Rush (MOB), October 10, 2020 – Avalon Legacy
24. Marquine Malone, December 17, 2020 – Springs
25. Bethany Mawman, date not secured at the time of discussion –Springs
26. Darcy Thompson (MOB), January 17, 2021 – Magnolia Grace
27. Marc Cholak, February 27, 2021 – Springs
28. Sara Redfearn, February 2021 – Springs

Social: 0

IV. Advertising: Ads/materials created and submitted: Created/submitted materials (photo and text)

Advertising/Marketing/Media

Blogs (Top 5) for FEBRUARY 2020:

Top Stores in McKinney– 83

NTTA - 74

Benji House – 72



Blog Main Page – 26

Breakfast in McKinney - 11

| BLOG VISITS - FY 19-20 | |
|------------------------|--------------|
| MONTH | Sessions |
| Oct. 2018 | 234 |
| Nov.2019 | 618 |
| Dec. 2019 | 379 |
| Jan.2020 | 447 |
| Feb. 2020 | 432 |
| FY 19-20 | 2,110 |

FEBRUARY 2020 Homepage News Flash buttons (Top 5):

Weekend Update – 82

DCI - 20

Then & Now Exhibit - 19

MPAC events – 6

Take a Tour - 6

FEBRUARY 2020 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Finalized set-up of new Media Hub via CrowdRiff
- Uploaded videos and reformatted our YouTube channel to be more user-friendly
- Submitted Summer events to Texas Events Calendar
- Submitted McKinney photos to Livability.com

FEBRUARY 2020 Advertising- Landing Pages/Publication ROI Tracking:

- Meeting Planners Guide pages (combined) – 440
- MEDIA HUB (including SATW directory ad)- 57
- NCS4 – 16
- KPIs – 9
- Society of American Travel Writers – 7
- IAEE – 5
- TCC/TML – 3
- TSAE – 2
- North Texas Yarn Crawl – 2
- Small Market Meetings – 2
- Texas Meetings+Events – 1
- McKinney High program – 1
- Tennis – SDM – 1
- Louisiana Life – 1
- Welcome map - 1
- TAAF Gymnastics – 1



| FACEBOOK STATS | | | | | |
|----------------|------------|----------------|----------------|------------------|-------------------|
| FY 19-20 | New Likes | Lifetime Likes | Engaged Users | Total Reach | Impressions |
| OCT. 2019 | 100 | 9,383 | 117,733 | 614,329 | 4,583,190 |
| NOV. 2019 | 160 | 9,543 | 121,629 | 1,127,541 | 4,041,914 |
| DEC. 2019 | 110 | 9,653 | 157,730 | 1,565,106 | 4,678,448 |
| JAN. 2020 | 57 | 9,710 | 99,598 | 622,458 | 3,748,449 |
| FEB. 2020 | 45 | 9,755 | 113,637 | 506,945 | 3,879,106 |
| TOTALS | 472 | N/A | 610,327 | 4,436,379 | 20,931,107 |

| TWITTER - FEB 2020 | |
|--------------------|--------|
| NEW Feb Followers | 17 |
| Tweets in Feb. | 19 |
| Tweet Impressions | 17,000 |
| Profile Visits | 87 |
| Mentions | 66 |

| INSTAGRAM | Followers |
|--------------|--------------|
| From 2018-19 | 2,341 |
| Oct. 2019 | 109 |
| Nov. 2019 | 53 |
| Dec. 2019 | 64 |
| Jan. 2020 | 89 |
| FEB. 2020 | 93 |
| TOTAL | 2,749 |

| FEBRUARY YOUTUBE | | |
|----------------------|---------------|-------------|
| YOUTUBE | Views | Subscribers |
| <i>Historical #s</i> | 9,242 | 49 |
| Oct. 2019 | 208 | 1 |
| Nov. 2019 | 172 | 0 |
| Dec. 2019 | 370 | 2 |
| Jan. 2020 | 377 | 1 |
| Feb. 2020 | 315 | 0 |
| TOTAL | 10,684 | 53 |



FEBRUARY 2020 Google Business Page

| Google Bus. Pg. | Page Views | Web visits |
|-----------------|---------------|------------|
| Oct. 2019 | 2,540 | 25 |
| Nov.2019 | 4,820 | 31 |
| Dec.2019 | 3,360 | 22 |
| Jan. 2020 | 4005 | 36 |
| Feb. 2020 | 3950 | 33 |
| TOTAL | 18,675 | 147 |

WEBSITE – FEBRUARY 2020

| Month | Sessions | Pageviews | Users |
|-----------------|---------------|---------------|---------------|
| 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 |
| FY 19-20 | 23,897 | 50,034 | 20,281 |

| FEB 2020 Traffic | Users |
|------------------|--------------|
| Mobile | 1,915 |
| Desktop | 1,613 |
| Tablet | 236 |
| TOTAL | 3,764 |

FEBRUARY 2020 - TOP WEB PAGES

| Page | Pageviews | Unique Page Views |
|--------------------------|-----------|-------------------|
| Calendar (general) | 1822 | 1494 |
| Home page | 1246 | 1045 |
| Visitors Guide | 208 | 160 |
| Events main page | 181 | 144 |
| Shopping Centers | 141 | 132 |
| Explore | 130 | 99 |
| About McKinney | 126 | 100 |
| McK Monthly Events | 124 | 117 |
| DCI Coming to McKinney | 114 | 105 |
| Event Planning Main Page | 112 | 100 |
| Parks/Trails/Maps | 107 | 95 |
| Calendar | 106 | 93 |
| Accommodations | 94 | 79 |
| Shopping | 90 | 80 |
| Dining | 89 | 62 |



| | | |
|---------------------------------|----|----|
| March Calendar | 85 | 59 |
| Top Stores Blog | 83 | 69 |
| Weekend Update home page button | 82 | 60 |
| Blog: NTTA | 71 | 69 |
| Historic District Tours | 73 | 63 |
| B&B listings | 72 | 61 |
| Blog: Benji House | 72 | 70 |
| Ask a Local | 67 | 57 |
| Expired calendar listing | 62 | 44 |
| Hotel listings | 58 | 50 |

Top Countries – FEBRUARY 2020

| Country Breakdown | Users | New Users | Sessions |
|-------------------|-------|-----------|----------|
| United States | 3607 | 3477 | 4475 |
| Canada | 56 | 54 | 63 |
| India | 21 | 21 | 22 |
| Philippines | 9 | 9 | 11 |
| Germany | 7 | 7 | 7 |
| United Kingdom | 6 | 6 | 6 |
| Australia | 5 | 5 | 5 |
| Denmark | 5 | 5 | 5 |
| Mexico | 5 | 5 | 5 |
| (not set) | 5 | 5 | 5 |

Top States – FEBRUARY 2020

| State Breakdown | Users | New Users | Sessions |
|-----------------|-------|-----------|----------|
| Texas | 2683 | 2562 | 3288 |
| California | 137 | 136 | 146 |
| Florida | 85 | 84 | 95 |
| Virginia | 64 | 62 | 64 |
| Oklahoma | 59 | 58 | 64 |
| Illinois | 44 | 43 | 46 |
| New York | 44 | 43 | 46 |
| North Carolina | 28 | 26 | 31 |
| Georgia | 27 | 24 | 30 |
| Missouri | 27 | 26 | 32 |

Top Cities – FEBRUARY 2020

| City Breakdown | Users | New Users | Sessions |
|----------------|-------|-----------|----------|
| McKinney | 798 | 723 | 1044 |
| Dallas | 755 | 702 | 861 |
| Plano | 126 | 119 | 145 |
| Allen | 99 | 95 | 109 |
| Frisco | 93 | 85 | 103 |
| Prosper | 53 | 51 | 63 |



| | | | |
|------------|----|----|----|
| Austin | 51 | 48 | 59 |
| Houston | 43 | 41 | 53 |
| Irvine, CA | 41 | 41 | 41 |
| Fort Worth | 38 | 35 | 43 |

| VISIT WIDGET - FEBRUARY 2019 | | | | |
|------------------------------|------------|------------|------------|---------------|
| | Users | Sessions | Page Views | New Downloads |
| Widget | 56 | 58 | 242 | |
| <i>Desktop</i> | 37 | 38 | 190 | |
| <i>Mobile</i> | 19 | 20 | 52 | |
| Mobile APP | 115 | 115 | 701 | |
| <i>App-iOS</i> | 88 | 85 | 591 | 19 |
| <i>App-Android</i> | 27 | 30 | 110 | 9 |
| TOTAL | 171 | 173 | 943 | 28 |

| CROWDRIFT GALLERIES - FEBRUARY 2019 | | |
|-------------------------------------|--------------|------------|
| Gallery | Interactions | Views |
| Dining | 11 | 93 |
| History (Downtown) | 50 | 79 |
| Home Gallery | 18 | 517 |
| Explore McKinney | 15 | 73 |
| Being Social | 2 | 21 |
| Events | 4 | 164 |
| TOTAL | 100 | 947 |



FREE PUBLICITY:

| FY 19-20 | Budgeted Amount |
|------------------|-----------------|
| Adv. & Promo TTL | \$ 186,167 |

| FEBRUARY 2020 - Free Media Coverage for Visit McKinney | | | | | |
|--|---|-----------------|-----------------|------------------|--------------------|
| Publication | Article/Topic/Writer | Print Value | Web Value | PR Value | Impressions /Reach |
| N. Texas Enews | DCI article | 0 | \$300 | \$900 | 20,000 |
| Community Impact | Wedding article (Noah closing) | \$0 | \$3,000 | \$9,000 | 420,000 |
| ConventionSouth | Winner's List article online | \$0 | \$565 | \$1,695 | 18,000 |
| LuxLife Website | MCVB won Best Tourism Promotion Organization 2020 | \$0 | \$804 | \$2,412 | 238,000 |
| Bubble Life | Shared Blog/web updates (2 times) | \$0 | \$1,000 | \$3,000 | 200,000 |
| TOTALS | | \$0 | \$5,669 | \$17,007 | 896,000 |
| FY 19-20 Totals | | \$20,548 | \$30,038 | \$154,008 | 4,059,400 |

V. LOST BUSINESS: 0