



January 2020

**I. ASSOCIATION/CORPORATE/SMERF COMPLETED in January 2020: TTL Room nights: 818; TTL Revenue: \$92,504**

**WEDDINGS COMPLETED-January 2020 – Wedding Room Blocks: 7; TTL Room Nights: 180; TTL Rev: \$23,239**

**Neathery Estate B & B**

- \$2,830, Wedding party revenue

**La Quinta Inn**

- 1 wedding block
- 8 room nights
- \$712 total revenue

**Sheraton Hotel**

- 4 wedding blocks
- 142 total room nights
- \$16,942 total revenue

**Hampton Inn**

- 1 wedding block
- 29 total room nights
- \$2,755 total revenue

**Grand Hotel**

- No pick-up

**Springhill Suites**

- No pick-up

**Hilton Home 2**

- No pick-up

**Holiday Inn & Suites**

- No pick-up

**Holiday Inn Express**

- No pick-up

**Comfort Suites**

- No pick-up

**ASSOCIATION/CORPORATE/SMERF COMPLETED in January 2020: TTL Room nights: 638; TTL Revenue: \$69,265**

**ASSOCIATION: TTL Room nights: 10; TTL Revenue: \$1,190**

- Texas Downtown Association: Grand Hotel-TTL room nights: 10; TTYL Rev. \$1,190

**CORPORATE: TTL Room nights: 521; TTL Revenue: \$54,929**

- PPC Flexible Pacaging (Popular ink): Sheraton-TTL room nights: 20; TTYL Rev. \$2,580
- Globe Life: 1/19-22/19: Sheraton-TTL room nights: 302; TTYL Rev. \$31,408
- Globe Life: 1/26-29/20: Sheraton-TTL room nights: 104 ; TTYL Rev. \$10,816
- Emerson:1/6-9/20-Holiday Inn-TTL room nights: 13; TTYL Rev. \$1,287
- Emerson : 1/26-30/20-Holiday Inn-TTL room nights: 20; TTYL Rev. \$1,960
- Encore Wire:1/27/20-Grand-TTL room nights: 5; TTYL Rev. \$545
- Haven Hill: Grand Hotel-TTL room nights: 6; TTYL Rev. \$774
- KD Johnson: Grand Hotel-TTL room nights: 51; TTYL Rev. \$5,559



**SMERF: TTL Room nights: 107; TTL Rev.: \$13,146**

- Significant Church: Grand Hotel- TTL room nights: 106; TTYL Rev. \$12,214
- Neathery Estate B&B TTYL Rev. \$932

**SPORTS: TTL Room nights: 0; TTL Rev.: \$0**

**II. Visitors: FYTD Total (Oct.'19– Sept. '20): 1,890**

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

- Out of State: 56
- Out of Country: 19
- Texas Residents: 25
- McKinney Residents: 1
- Register Total: 101
- Ticker Counter: 471

**Top Five States requesting information:**

1. Texas
2. Oklahoma
3. New York
4. Florida
5. Illinois

**III. RFP's: 24 (0-Association, 3-Corporate, 16-Weddings, 1-Social, 1-Religious, 3-Sports)**

**Association: 0**

**Corporate: 3**

- Encore Wire: 1/27/20: Grand TTL attendees: 5; TTL room nights:5
- Emerson: February 19-21, 2020, TTL attendees: 30; TTL room nights: 90
- Emerson: April 26-29, 2020, TTL attendees: 20; TTL room nights: 60

**SMERF: 21**

**Social: 2**

1. Quikrete Dallas – February 13, 2020. Attendees: approximately 20, Room block: 15 at the Grand hotel.
2. Cottonwood Creek Church – Elizabeth Mahusay. April 24-25, 2020. RFP sent to Sheraton and Holiday Inn Express. Seeking a discounted room rate for attendees. No room block.

**Sports: 3**

1. Pro Pickleball Association Tournament – April 2-5, 2020. At the McKinney Courts. Sent RFP to Spring Hill Suites, Hilton Home 2, and the Sheraton. They are looking for a room block of 10-20 rooms at each hotel.
2. Texas Best Gymnastics – Feb 8-9, 2020, Attendees: 80 athletes plus family members
3. Vasquez Taekwondo Academy – Julian Vasquez, Sr. North American Hanmadang Tournament – May 2-3, 2020: 300 competitors plus family in attendance.

**Weddings: 16**

1. Brook Barnett/Jacob Tol Wedding. Working with the mother of the bride, Lori Barnett. February 9, 2020, at Magnolia Grace
2. Pamela Luther, Mother of the groom. June 26, 2020
3. Hallie Storie, May 30, 2020 - Stone Crest
4. Lauren Williams, Undecided
5. Domanic Griffin, date not secured at the time of discussion-Springs/Tuscany Hill



6. Michael Herring, May 1, 2020 – Springs
7. Marquine Malone, December 17, 2020 – Springs
8. Marc Cholak, February 27, 2021 – Springs
9. Sara Redfearn, February 2021 – Springs
10. Bethany Mawman, date not secured at the time of discussion – Springs
11. Spoke with 27 couples at the Springs Bridal Show and followed up with an email to each one individually.
12. Darcy Thompson (MOB), January 17, 2021 – Magnolia Grace
13. Sharon Rush (MOB), October 10, 2020 – Avalon Legacy
14. Janet Fiefer (MOB-Clohe), June 20, 2020 – Rock Creek Ranch
15. Lindsey Coates, May 8, 2020 – Stone Crest
16. Madison Sweet, September 5, 2020 – Rosemary Barn

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

**Blogs (Top 5) for JANUARY 2020: 264**

- NTTA – 81
- Music Friendly Workshop - 64
- East Virginia Night Life – 51
- Benji House – 39
- DCI - 29

BLOG VISITS - FY 19-20	
MONTH	Sessions
Oct. 2018	234
Nov.2019	618
Dec. 2019	379
Jan.2020	447
<b>FY 19-20</b>	<b>1,678</b>

**JANUARY 2020 Homepage News Flash buttons (Top 5): 155**

- Weekend Update – 80
- Tourism Grants - 25
- Music Friendly Workshop - 19
- Then & Now Exhibit - 18
- Ask a Local - 13

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

- Wrote grant press release and distributed it
- Wrote 2019 wrap-up/we're open for business press release for board/distributed
- Wrote & distributed press release about Music Friendly workshop
- Created coupon pages for six incoming groups
- Created/submitted ad for Society for American Travel Writers directory
- Submitted ad for Oxford American

**JANUARY Landing Pages**

- TAAF Gymnastics – 1
- NCS4 – 22
- Meeting Planners Guide pages (combined) - 220



**JANUARY 2020 Advertising- Website & Publication ROI Tracking:**

- Texas Meetings+Events – 1
- Small Market Meetings – 2
- Society of American Travel Writers – 7
- McKinney North program – 3
- KPIs – 5

**V. DECEMBER 2020 Advertising- Website & Publication ROI Tracking:**

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
<b>TOTALS</b>	<b>427</b>	<b>N/A</b>	<b>496,690</b>	<b>3,929,434</b>	<b>17,052,001</b>

TWITTER - JAN 2020	
Followers	5,406 (+35)
Tweets	7,043 (+38)
Tweet Impressions	79,000
Profile Visits	163
Mentions	83

INSTAGRAM	Followers
From 2018-19	2,341
Oct. 2019	109
Nov.2019	53
Dec. 2019	64
Jan. 2020	89
<b>TOTAL</b>	<b>2,656</b>

**JANUARY 2020 YOUTUBE**

YOUTUBE	Views	Subscribers
<i>Historical #s</i>	<b>9,242</b>	<b>49</b>
Oct. 2019	208	1
Nov.2019	172	0
Dec. 2019	370	2
Jan. 2020	377	1
<b>TOTAL</b>	<b>10,369</b>	<b>53</b>



**JANUARY 2020 Google Business Pg.**

<i>Google Bus. P.</i>	<i>Page Views</i>	<i>Web visits</i>
Oct. 2019	2,540	25
Nov. 2019	4,820	31
Dec. 2019	3,360	22
Jan. 2020	4005	36
<b>TOTAL</b>	<b>14,725</b>	<b>114</b>

**WEBSITE – JANUARY 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
<b>FY 19-20</b>	<b>19,422</b>	<b>40,232</b>	<b>16,517</b>

Jan 2020 Traffic	Users
Mobile	2,013
Desktop	1,709
Tablet	264
<b>TOTAL</b>	<b>3,986</b>



**JANUARY 2020 - TOP WEB PAGES**

Page	Pageviews	Unique Page Views
Calendar (general)	1706	1405
Home page	1621	1314
Expired calendar entry	288	235
Visitors Guide	203	154
Events	178	143
Shopping Centers	166	146
Explore	162	123
Dining	147	101
Accommodations	121	86
Business Directory for B&Bs	113	93
Calendar – 1 <sup>st</sup> week of Feb.	103	67
Event Planning main page	99	87
Monthly & Annual events	97	90
Weekend Update sign up	94	84
About McKinney	94	75
Tourism Grants	92	74
Historic District Tours	82	65
Blog – NTTA	81	73
Hotel/motel directory	71	69
Weekend update home page button	80	63
Shopping	75	71
Dining & Nightlife	74	62
Parks/Trails/Map	68	64
D2 Football	68	68
Ask a Local	65	50

**Top Countries – JANUARY 2020**

Country Breakdown	Users	New Users	Sessions
United States	3,819	3,705	4,480
Canada	72	72	80
Germany	15	14	17
India	15	15	18
Denmark	8	8	8
Philippines	8	8	14
(undefined)	8	8	7
Mexico	4	4	4
Spain	3	3	5
S. Korea	3	3	3



**Top States – JANUARY 2020**

State Breakdown	Users	New Users	Sessions
Texas	2,671	2,565	3,225
California	140	138	152
Florida	131	128	151
Virginia	106	106	111
Illinois	67	63	75
Oklahoma	48	48	50
Pennsylvania	38	38	41
Georgia	37	37	41
Missouri	33	32	36
New York	33	33	39

**Top Cities – JANUARY 2020**

City Breakdown	Users	New Users	Sessions
McKinney	787	724	1,062
Dallas	707	677	786
Plano	125	121	149
Frisco	106	99	125
Allen	85	80	90
Austin	77	74	93
Houston	60	57	68
Prosper	57	52	62
Fort Worth	41	39	43
Richardson	33	32	42

<b>CROWDRIFF GALLERIES - JANUARY 2020</b>		
Gallery	Interactions	Views
Dining	16	105
History (Downtown)	24	73
Home Gallery	31	592
Explore McKinney	39	99
Being Social	10	12
Events	24	73
<b>TOTAL</b>	<b>144</b>	<b>954</b>



VISIT WIDGET - JANUARY 2020				
	Users	Sessions	Page Views	New Downloads
<b>Widget</b>	<b>66</b>	<b>68</b>	<b>404</b>	
<i>Desktop</i>	40	41	301	
<i>Mobile</i>	26	27	103	
<b>Mobile APP</b>	<b>143</b>	<b>141</b>	<b>732</b>	
<i>App-iOS</i>	111	110	616	40
<i>App-Android</i>	32	31	116	6
<b>TOTAL</b>	<b>209</b>	<b>209</b>	<b>1,136</b>	<b>46</b>

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

JANUARY 2020 - Free Media Coverage for Visit McKinney					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
N. Texas Enews	Article about Music Friendly Workshop	0	\$300	\$900	20,000
N. Texas Enews	Online article about Visitors in Mck	\$0	\$300	\$900	20,000
WBAP/KLIF	Online article about Visitors in Mck	\$0	\$1,600	\$4,800	300,000
Bus Tours Magazine	Cover photo (Jan.-Feb), web article	\$5,118	\$700	\$17,453	45,000
TTIA	Picked up press release for industry newsletter	\$0	\$269	\$808	3,400
Bubble Life	Shared Blog/web updates (4 times)	\$0	\$2,000	\$6,000	275,000
<b>TOTALS</b>		<b>\$5,118</b>	<b>\$5,169</b>	<b>\$30,861</b>	<b>663,400</b>
<b>FY 19-20 Totals</b>		<b>\$20,548</b>	<b>\$24,369</b>	<b>\$137,001</b>	<b>3,163,400</b>

**VI. LOST BUSINESS: 7**

1. Junior League of Collin County – The Sheraton advised that the organization chose another location for their event.
2. Craig Family Reunion - I've reached out to them several times and have not gotten a response.





3. Our Little e Miss 7 Day Event, July – The Sheraton advised that the event is too large for the conference center.
4. Out Little Miss Model/Entertainer of the Year Event – The Sheraton advised the event was too large.
5. Navy Reunions – the organizer wanted to bring in outside alcohol, they were not flexible on this so the Sheraton had to turn it down.
6. TACVB-Winter Education Conf. Sheraton: 1/19-21/21, Room nights: 235; Attendees: 120-150
7. TACVB-Annual Conf. Sheraton 8/16-20/21, Room nights: 485; Attendees: 300-400