



To: Visit McKinney Board
From: Dee-dee Guerra – Executive Director
Date: September 28, 2021
RE: Visit McKinney August 2021-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Education/Webinars:**
 - **Beth: 0**
 - **Dee-dee: 4**
 1. Destination Analyst: 8/5,9,19 & 21/21
 - **Marie: 0**
 - **Rachel: 2**
 1. HPO Seminar: Building High-Performance Local Governments
 2. TACVB Annual Conference
 - **Sabine: 2**
 1. Fiscal Year End Training with Finance and Purchasing Department
 2. TACVB Annual Conference
 - **Sue: 0**
- **Events/Services:**
 1. **2** Historic Walking Tours
 - 8-10-21: (Guy): 8 adults, 1 child
 - 8-28-21: (Paula): 3 adults, 2 children
- **Venue: 6**
 1. Bethel Rock
 2. La Cour
 3. The Sanctuary
 4. River Valley Place
 5. Hidden Jewel
 6. Oak & Ivy
- **Hotel Calls: 17**
 1. Fairfield Inn
 2. Hampton Inn
 3. Holiday Inn
 4. La Quinta
 5. Holiday Inn Express

6. Neathery Estate
7. TownPlace Suites
8. Sheraton
9. Best Western
10. Red Roof Inn
11. Comfort Suites
12. The Grand
13. Southern Chic Retreat
14. Memory Lane
15. Home 2
16. Springhill
17. Tru

Goal 2 Financially Sound Government

Strategies:

- **Balance resources generated by Hot tax**
- **Develop and utilize performance measures to ensure successful and efficient operations**
 - **Sales/Advertising:**

HOT Tax Collection reported by City: 2020-2021

- **MOM 2021 vs. 2020 (19-Hotels & 4-B&B/VRBO reporting)**
 - August 2021: \$199,097
 - August 2020: \$112,676
 - **76.70 %**
- **YOY 2021 vs. 2020**
 - Oct. '20 – Aug. '21: \$1,579,182
 - Oct. '19 – Aug. '20: \$1,303,874
 - **21.11%**

ASSOCIATION/CORPORATE/SMERF COMPLETED in July 2021: TTL Room nights: 224 TTL Revenue: \$21,039

- **Assoc./Corp. HOTEL ROOMS- TTL Room nights: 0; TTL Revenue:\$0**
 - Association: TTL Room nights: 0; TTL Rev.: \$ 0
 - Corporate: TTL Room nights: 0; TTL Rev.: \$0
- **SMERF HOTEL ROOMS- TTL Room nights: 224;TTL Revenue: \$21.039**
 - **Social: TTL Room nights: 8; TTYL Rev. \$752**
Texas Cello School – TTL Room Nights: 8; TTL Rev: \$ 752
 - **Sports: TTL Room nights:173 ; TTYL Rev. \$15,580**
 - McKinney Classic- SpringhillSuites: TTL Room nights: 19; TTL Rev.: \$ 2,261
 - UC90-Holiday Inn Express: TTL Room nights: 70 ; TTYL Rev. \$5,171
 - Southwest College Football Officials – SpringHill – TTL Room Nights: 84; TTYL Rev \$8,148
 - **Weddings: TTL Room nights: 43; TTL Rev. \$4,707**
-Hampton Inn: Hart Wedding TTL Room Nights: 41; TTL Rev. \$4,469
-SpringHill Suites: Gainous/Brown Wedding TTL Room Nights: 2; TTL Rev. \$238
-TownPlace Suites: Robbins Wedding TTL Room Nights: 0 ; TTL Rev. \$0

Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls: 726

- **Association: Available Upon Request: 492**
- **Corporate: Available Upon Request: 90**
- **SMERF: Available Upon Request: 141**

- **McKinney Corporate: 3**

- Emailed Globelife to see if they are traveling. Followed up with a call and it went to a general voice mailbox. Planner emailed back, she stated that they started back up in July, but they began canceling meetings due to the Delta variant. They are making travel changes right up to the week of travel dates.
- Emailed Lone Star Reel to see if they are traveling. Followed up with a phone call. Left a voice mail.
- Emailed Winstron Green Tech to see if they are traveling. The email bounced back. I tried calling and the phone line was disconnected.

VISIT MCKINNEY Calendar of Events 2020-2025: 9

Yellow highlight-New business & Red type=indicates Lost Business*Note: BOOKING LINK- We have provided a Link on our Website to these partners for Hotel Room nights-Unsure if the parents will book, but we are working with our partners to drive traffic to our local hotels for these Events.

2021				
Month	Group	Venue	Room Nights	Attendance
<i>August</i>				
8/2-7/21	Texas Cello School	MPAC & Cotton Mill Holiday Inn Express	3	3
8/20-22/21	U90C Sports Summer Smash	City Wide	270	130
8/27-29/21	MISD Classic 240 room nights, 500 attendees.	Sheraton, Home 2, Springhill, Holiday Inn, &b Holiday Inn Express	240	500
<i>September</i>				
9/3-6/21	U90C Sports Labor Day Open	City Wide	450	300
9/10-12/21	Annual Train show	Comfort & Hampton *using Colin College Event Sapce	100	20
9/18-19/21	2 nd Annual McKinney Classic – James Blanton with Chain Bombers – Disc Golf Tournament	Towneplace /Holiday Inn Express	25	100
9/18-24/21	International Junior Tournament	La Quinta	240	60
9/28-30/21	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
9/2021	TX Assoc. Of Education for Young Children Annual Conf.	Sheraton	300	150
9/21-24/21	Koha-US	Sheraton	240	60

9/2021	Synergy Meeting	Sheraton & Holiday Inn	565	230
October				
Boys 10/15-17/21 Girls: 10/22-24/21 HS Boys 10/29-31/21	McKinney Lacrosse Club	Sheraton, Comfort, SpringHill, Home2, and Holiday Inn	500	2,000
10/14-17/21	Embrace your Ambition	Cty Wide	500	250
10/12-14/21	Emerson-1106-Gas Reg Troubleshooting	Holiday Inn & Suites	40	40
November				
11/2-4/21	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
11/6-10/21	American Freight	Lost to Irving	305	60
11/5-7/21	Toastmasters D50 – Conclave Conference	Sheraton	75	25
10/2021	T.E.A.C.H	Sheraton	180	90
December				
12/2021	Lone Star Justice Alliance	Sheraton	150	75
2021	Libertarian Party of Texas	Sheraton	220	110
12/2021	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000

2022

Month	Group	Venue	Room Nights	Attendance
January				
1/17-20/22 or 1/27-30/22	Health Experts Alliance	RFP Canceled by Planner	150	70
1/24-26/22	Target Corporation	Sheraton	195	65
February				
2/3/22 or 2/10/22	James Pogue Enterprises	Sheraton	0	150
2/6-10/22	Pandora Jewelry's Annual Sales Leadership Meeting –	LOST	502	165
2/15-17/22	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
2/2022	Texas Parks & Wildlife Department –TPWD	Sheraton and will find overflow as needed.	1300 Need 12,000 sf. Meeting Space	260
2/2022	Council of Administration of	Sheraton	N/A	124

	Special Education-Hybrid Conference			
2/2022	National African American Education Association	Sheraton	285	120
March				
3/1-3/22	Emerson-1106-Gas Reg Troubleshooting	Holiday Inn & Suites	40	40
3/6-7/21	STEP (Society of Talent & Entertainment Professionals)	Undecided	20	50
April				
4/2022	CBD Expo	Sheraton	150	600
4/3, 17, 24/2022	Dallas Fort Worth Association Executives	Sheraton	60	300
4/21-23/22	NAIA Women's Beach Volleyball National InvitationalAttendees:	Sheraton	150	120
May				
5/2022	Byron Nelson	City Wide	Unknown	Unknown
June				
06/2022	Texas Division Sons of Confederate Veterans	Sheraton	440	250-300
July				
7/11-14/22	Paylocity Corporation	McKinney is unable to host an event of this size and has no 4 or 5-star properties. LOST	1,127	350
7/11-16/22	Auvoria Prime	Sheraton	321	100
August				
September				
9/22	CEMRF Tax Institute	Sheraton & Holiday Inn	135	63
9/27-29/22	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
October				
10/11-13/22	Emerson-1106-Gas Reg Troubleshooting	Holiday Inn & Suites	40	40
10/2022	Council of Administration of Special Education-Annual Conf.	Sheraton	N/A	400
10/2022	Floor Covering Installation	Sheraton	200	75

	Contractors Association (FCICA)			
November				
11/7-11/22	Wings Unlimited	McKinney is unable to host an event of this size and has no 4 or 5-star properties. LOST	1,192	450-500
11/15-17/22	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
11/29-12/1/21	Emerson-1106-Gas Reg Troubleshooting	Holiday Inn & Suites	40	40
December				
12/2022	Lone Star Justice Alliance	Sheraton	150	75
12/2022	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000

2023

Month	Group	Venue	Room Nights	Attendance
March				
3/20-24/23	Texas Police Chief Leadership	Sheraton	200	1000
April				
4/20-23/23	NAIA Women's Beach Volleyball National Invitational	Sheraton	120	150
May				
5/2023	Byron Nelson	City Wide	Unknown	Unknown
September				
December				
12/2023	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000

2024

Month	Group	Venue	Room Nights	Attendance
December				
11/2024	NCAA D2 Football Championship	MISD Stadium/City Wide	500	500
April				
May				
5/6-10/24	Lamb Westin Sales	McKinney is unable to host an event of this size at this time. LOST	1,615	450-500
5/2024	Byron Nelson	City Wide	Unknown	Unknown

2025

Month	Group	Venue	Room Nights	Attendance
<i>December</i>				
12/2025	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000
<i>May</i>				
5/2025	Byron Nelson	City Wide	Unknown	Unknown

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!
 - Halloween at the Heard
 - Holiday Trail of Lights
 - Butterfly Gardens & House
 - Spring and 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)
- 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
- Walking Tours w/ Paula Nasta & Tonya Fallis
- Food Tours
- Steak 101 Class
- The Cove
- Comedy Arena
- Arcade 92
- The Escape Room
- North Texas Wineries

The McKinney Market:

- August 2021 Gross Sales \$1,415
 - Rent check: 300.00
 - 10% :\$41.50

Total: \$341.50

Visitors: FYTD Total (August '21): 3,698

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

- Out of State: 21
- Out of Country: 0
- Texas Residents: 13
- McKinney Residents: 1
- Register Total: 35
- Ticker Counter: 559

Day Trips-0

Site Visit: 1

Corporate: 0

Association: 1

1. National Association of Watch & Clock Collectors – October 2021 & January 2022 Meetings – Annual Conference in 2025 – Visited MPAC, Hall Library, and Sheraton

SMERF: 0

RFP's: 20 (0-Association, 8-Corporate, 10 -Weddings, 1 -Social, 0- Military, 0-Gov't, -Education, 0-Religious, 1 -Sports, 0-Fraternal)

DUE TO COVID19, a lot of Planners are sending out RFPs and holding selections until Fall.

Corporate: 8

1. American Freight – Cvent RFP received on Tuesday, August 3, 2021. Dates of Event: November 1-6, 2021 / 60 attendees for a total of 305 sleep rooms / Room Block of 57/57/57/57/57 / Meeting Space for 5-days / Some meals. Based on meeting space requirements, shared RFP with the Sheraton. They are requesting a free shuttle. Update: August 24th planner advised McKinney didn't win the bid; believe they went to Irving. LOST
2. Pandora Jewelry's Annual Sales Leadership Meeting – Cvent RFP received on Thursday, August 5, 2021. Dates of Event: February 6-10, 2022 / 165 attendees for a total of 502 sleep rooms / Room Block of 2/10/160/160/160/10 / Meeting Space for 5-days with General Session + 6 breakout rooms + board room / Some meals. Based on meeting space requirements, McKinney is unable to bid at this time. LOST
3. Health Experts Alliance – Cvent RFP received on Thursday, August 12, 2021. Dates of Event: January 27-30 OR January 17-20, 2022 / 70 attendees for a total of 150 sleep rooms / Room Block of 50/50/50 / Meeting

space, 3 lunches, and 1 dinner. Based on meeting space requirements, shared RFP with Sheraton. Update: RFP CANCELLED by planner due to pandemic

4. Auvoria Prime – Cvent RFP received on Thursday, August 19, 2021. Dates of Event: July 11-16, 2022 / 100 attendees for a total of 321 sleep rooms / Room Block of 5/8/8/100/100/100 / Meeting space for 300 for 3-days / No meeting space breakdown specified. Based on sleep rooms required under 1-roof, RFP sent to Sheraton only.
5. Wings Unlimited – Cvent RFP received on Monday, August 23, 2021. Dates of Event: November 7-11, 2022 / 450-500 attendees for a total of 1,192 sleep rooms under 1-roof/ Room Block of 5/35/100/400/400/75 / Meeting space requires a minimum of 6 breakout rooms for 100 people each, a general session for 500 and exhibit area for 20+ booths all under 1-roof. McKinney is unable to host an event of this size. LOST
6. Paylocity Corporation – Cvent RFP received on Wednesday, August 25, 2021. Dates of Event: July 11-14, 2022 / 350 in-person & 300 virtual attendees for a total of 1,127 sleep rooms for hybrid Sales Summit / Room Block of 50/350/350 / Meeting space requires 1 15,000 sf general session and 11 breakout rooms / Must be a 4 or 5-star property. McKinney is unable to host an event of this size and has no 4 or 5-star properties. LOST
7. Lamb Westin Sales - Cvent RFP received on Wednesday, August 25, 2021. Dates of Event: May 6-10, 2024 / 450-500 attendees for a total of 1,615 sleep rooms under 1-roof / Room Block of 10/80/432/432/432/110/10 / Meeting space of 50,000 sf for all meetings and breakouts under 1-roof. McKinney is unable to host an event of this size at this time. LOST
8. James Pogue Enterprises – Cvent RFP received on Friday, August 27, 2021. Date of Event: February 3 or 10, 2022 / 1-day event, no sleep rooms / 150 attendees / 1 meeting room, 2 food-drink breaks. Based on meeting space and food/beverage needs, sent RFP to Sheraton.

Association: 0

SMERF: 12

Social: 1

1. Sammons Reunion – November 18-20, 2021 – The Grand

Military/Government: 0

Education: 0

Religious: 0

Fraternal: 0

Weddings: 10

1. Terezz Varner (Bride) – September 3, 2021 – Rustic Grace – TownePlace Suites & Holiday Inn Express
2. Cami Willis (Bride) – October 3, 2021 – Rustic Grace – Hampton Inn & Suites & Holiday Inn Express
3. Madison Krell – October 15, 2021 – Magnolia Grace
4. Brittney Larocca – October 16, 2021 – Magnolia Grace
5. Ashleigh Johnston – November 6, 2021 – Hidden Jewel
6. Chris Adams (FOB) – November 6, 2021 – Stone Crest – The Grand
7. Brooke Scalf (Bride) – November 7, 2021 – Avalon Legacy Ranch – Hampton Inn & Suites & Holiday Inn Express
8. Rose Bustamante (MOB) – November 12, 2021 – The Springs
9. Michelle Richardson – November 21, 2021 – Magnolia Grace
10. Nancy Castillo – November 26, 2021 – Hidden Jewel

Sports: 1

1. 2nd Annual McKinney Classic – James Blanton with Chain Bombers – Disc Golf Tournament at each of the McKinney Disc Golf Parks – September 18 & 19, 2021

Ongoing Leads: 16

Corporate:

Association:

SMERF: 16

Social: 1

1. The 99s – Laurie Peake – October 16, 2021 - Sheraton

Military/Government: 0

Education: 0

Religious: 0

Fraternal: 0

Weddings: 15

1. Robin Correa (Groom) – September 16, 2021 – Gather in Downtown McKinney – Sheraton
2. Angie Byrd (MOB) – October 1, 2021 - Magnolia Grace – Hampton Inn & Suites
3. Kenadee Thompson – October 8, 2021 – Magnolia Grace – Sheraton & Hampton Inn & Suites
4. Madison Krell – October 10, 2021 – Magnolia Grace
5. Victoria Rodriguez – October 15, 2021 – Magnolia Grace – Hampton Inn & Suites
6. Brittney Larocca – October 16, 2021 – Magnolia Grace
7. Destiny Tambouris (Bride) – October 24, 2021– Magnolia Grace
8. Michelle Brown (MOB) – November 4, 2021 – Magnolia Grace
9. Richardson/Webster Wedding – November 27, 2021 – Magnolia Grace
10. Kimberly Fulmer (Bride) – January 2, 2022 – Rosemary Barn – The Grand Hotel
11. Ashley Torres – March 22, 2022 – Magnolia Grace
12. Blas Duran (Groom) – April 2, 2022 – Rustic Grace
13. Lauren Walsh – June 18, 2022 – Magnolia Grace
14. Elizabeth Cantu – July 11, 2022 – Stone Crest
15. Melissa Eason (MOB) – November 5, 2022 – The Springs in Aubrey – The Neathery

Sports: 0

Goal 3 Enhance the Quality of Life in Downtown:

Strategies:

- Continue to highlight Downtown McKinney as a unique destination.
- Continue efforts to expand entertainment, dining, & shopping options

Bags Serviced: 160

Mailing Leads Processed: 49

- Tour Texas: 49

Top Five States requesting information:

- Texas
- Colorado
- Kansas
- Oklahoma
- Arkansas

Advertising/Marketing/Media

AUGUST.2021 -ROBLY Email Stats	
Average Open Rate	30.60%
Average Click-thru Rate	10.10%
Total Audience	3.26K

Advertising/Marketing/Media

AUGUST 2021 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Finalized new Visit McKinney Style Guide
- Wrote sidebar/submitted Cadence Cyclery Article for Sports Destination Management magazine
- Expanded Cadence piece into blog post for website
- Created/submitted ads for TSAE website
- Created coupon page for website
- Created/submitted ad for MPI Directory
- Created/submitted Tour Texas ad
- Created/submitted ad and 350 word directory piece for Bus Tours Magazine
- Revised/rebranded Year-End PowerPoint for Dee-dee
- Created/Submitted full pg. ad for Craig Ranch Fitness
- Submitted photos to Texas Music Office for website/presentation at conference
- Created landing page/social media pieces for McKinney to Munich
- Created/submitted McKinney to Munich ads for County Line Magazine website
- Created Animoto videos for monitor

SOCIAL MEDIA STATS

FACEBOOK FY 20-21	New Likes	Lifetime Likes	Engaged Users	Total Reach	Impressions
OCTOBER 2020	84	10,313	38,955	209,565	1,079,909
NOVEMBER 2020	48	10,361	30,843	197,215	1,047,241
DECEMBER 2020	80	10,441	32,452	221,793	1,191,049
JANUARY 2021	100	10,541	32,752	214,596	997,075
FEBRUARY 2021	62	10,603	31,798	259,072	1,268,515
MARCH.2021	107	10,710	44,849	356,581	1,532,678
APRIL.2021	90	10,800	50,069	316,802	1,438,732
MAY.2021	65	10,865	37,275	373,757	1,396,683
JUNE.2021	85	10,950	41,645	687,622	1,966,826
JULY.2021	98	11,048	45,201	370,247	1,993,683
AUGUST.2021	32	11,080	52,858	464,348	2,188,801
TOTALS	851	N/A	438,697	3,671,598	16,101,192

INSTAGRAM 2020-21	
From 2019-20	3,526
OCTOBER 2020	247
NOVEMBER 2020	88
DECEMBER 2020	103
JANUARY 2021	167
FEBRUARY 2021	224
MARCH.2021	188
APRIL.2021	106
MAY 2021	121
JUNE 2021	186
JULY 2021	71
AUGUST.2021	58
TOTAL	5,085

TWITTER - AUGUST 2021	
Total Followers	5,637
New Followers	15
Tweets	16
Tweet Impressions	7,971
Profile Visits	409
Mentions	7

YOUTUBE 2020-21		
<i>Month</i>	Views	Subscribers
<i>Historical #s</i>	14,352	63
OCTOBER 2020	548	4
NOVEMBR 2020	259	2
DECEMBER 2020	174	0
JANUARY 2021	231	0
FEBRIUARY 2021	187	2
MARCH.2021	214	2
APRIL.21	252	3
MAY.2021	227	3
JUNE.2021	144	2
JULY.2021	134	-2
AUGUST.2021	206	1
TOTAL	16,928	80

Google Business Page – 2020-21		
Month	Page Views	Web visits
Historical #	30,725	325
OCT. 2020	2,080	45
NOV. 2020	1,920	33
DEC. 2020	1,690	24
JAN. 2021	1,800	37
FEB. 2021	1,980	21
MARCH.2021	3,470	48
APRIL.2021	4,060	61
MAY.2021	4,620	41
JUNE.2021	3,260	56
JULY.2021	4,180	41
AUGUST.2021	4,219	49
TOTAL	64,004	781

WEBSITE DATA – AUGUST 2021

Website - 2020-21			
Month	Sessions	Pageviews	Users
OCT. 2020	4,650	9,578	3,976
NOV. 2020	3,643	7,261	3,154
DEC. 2020	3,641	7,567	3,074
JAN. 2021	3,352	6,948	2,950
FEB. 2021	3,100	6,736	2,706
MARCH.2021	5,636	10,873	4,987
APRIL.2021	6,546	12,377	5,735
MAY.2021	6,293	12,067	5,502
JUNE.2021	6,124	15,219	4,843
JULY.2021	6,919	15,904	5,542
AUGUST.2021	5,185	11,923	4,252
TOTAL	55,089	116,453	46,721

AUGUST.2021	Users
Mobile	2,362
Desktop	1,767
Tablet	125
TOTAL	4,254

AUGUST 2021 - TOP 10 WEB PAGES		
Page	Pageviews	Unique Pg Views
Home page	2,118	1,714
events	635	505
Things to do	374	293
Shopping/downtown	310	264
Sips of Summer event	283	247
Visitors Guide	274	210
Restaurants	256	202
Events main page	218	170
Places to Stay	206	168
Blog home page	143	110

Top Countries - AUGUST 2021			
Country Breakdown	Users	New Users	Sessions
United States	4,045	3,914	4,947
Canada	34	32	38
China	23	23	23
Ireland	17	17	17
India	17	17	19
Not set	12	12	12
Germany	11	11	11
Sweden	11	11	11
Spain	8	8	8
United Kingdom	8	7	8

Top States – AUGUST 2021			
State Breakdown	Users	New Users	Sessions
Texas	3,006	2,892	3,792
California	160	157	168
Kansas	72	72	73
New York	57	55	63
Oklahoma	54	53	59
Florida	49	48	59
Virginia	47	47	50
(not set)	46	45	46
Illinois	46	44	52
Washington	43	41	51

Top Cities – AUGUST 2021			
City Breakdown	Users	New Users	Sessions
McKinney	970	897	1420
Dallas	666	618	729
Allen	132	123	156
Houston	132	127	152
Plano	122	119	136
Frisco	114	108	134
Prosper	57	55	65
Coffeyville, KS	56	56	57
Fort Worth	40	39	43
New York City, NY	36	35	41

BLOG VISITS - FY 20-21	
Month	Sessions
OCT. 2020	537
Nov. 2020	680
Dec. 2020	770
JAN. 2021	465
FEB. 2021	355
MARCH.2021	392
APRIL.2021	460
MAY.2021	1,118
JUNE.2021	1,075
JULY.2021	1,555
AUGUST.2021	592
TOTAL	7,999

Blogs (Top 5) for AUGUST 2021:

- Cadence Cyclery 10 Yr. anniversary - 54
- Patio Dining in McKinney – 44
- Outdoor Fun in McKinney – 40
- Plan Your Visit (Visit Widget) – 32
- Real Kika Guest blog – 21

AUGUST 2021: TOP REFERRAL PG	
Facebook	296
McKinneyTexas.org	40
flytki.com	33
simpleview.com	17
Robly.com	16
baidu	13
imasdk.googleapis.com	13

t.co	13
McKinneyPhilharmonic.org	11
Instagram	10
TOTAL	462

AUGUST 2021-KPIs & Groups	
KPIs	0
Turlaxin	5
Byron Nelson	7
koha USA	20
Chainbombers Disc Golf	14
TOTAL:	46

AUGUST 2021 - Ad Land. Pgs/QR CODES	
Authentic Texas	2
Boyd High School	2
Bus Tours Magazine	4
Certified Dallas Map	3
Craig Ranch Fitness ad	8
Downtown Parking Map	1
Get Lost Houston	2
MHS Lions	4
MNHS Bulldogs	2
MPI Annual Director	1
Polka News	7
Rachel _ wedding handout	6
Rack Cards	7
Sales One-Sheetter - Marie	5
Small Market Meetings	5
Texas Meetings & Events	1
TSAE brief	3

AUGUST 2021 – MPG Page Views	
Main Page	44
Venues by Capacity	23
Request Info/RFP	0
Venues/Videos	9
Helpful resources	22
Vendors	16
Site visits	0
Tour Options/Itineraries	230
TOTAL:	344

OTHER STATS

CROWDRIFF – AUGUST 2021		
Gallery	Interactions	Views
Being Social	0	1
History/Dwntn	153	261
Home Gallery	26	497
McK Dining	51	372
McK Events	0	57
Explore	54	150
Weddings	13	87
Shopping	17	72
Chestnut Square	0	10
McK Music	9	38
TOTAL	323	1,545

VISIT WIDGET - AUGUST 2021				
	Users	Sessions	Page Views	New Downloads
Widget	28	30	70	
<i>Desktop</i>	21	21	52	
<i>Mobile</i>	7	9	18	
Mobile APP	159	398	753	
<i>App-iOS</i>	128	363	625	40
<i>App-Android</i>	31	35	128	10
TOTAL	187	428	823	50

TOP LOCATIONS USING VISIT WIDGET

McKinney, TX
Dallas, TX
Little Elm, TX
Walla Walla, WA
San Antonio, TX
Oklahoma
United States
Anna, TX
Laredo, TX
Russellville, AR

TourTexas.com 2020-21					
Month	McKinney Page	Things to Do	Events	Attractions	Native Texan
OCT. 2020	469	1,197	112	4,659	305
NOV. 2020	449	165	69	2,997	338
DEC. 2020	387	161	67	1,788	202
JAN. 2021	374	173	100	2,221	334
FEB. 2021	328	163	116	2,103	299
MAR.2021	567	269	100	4,573	370
APRIL.2021	347	221	124	2,798	348
MAY.2021	608	189	189	1,995	353
JUNE.2021	829	124	207	3,299	383
JULY.2021	966	362	209	3,442	325
AUGUST.2021	318	513	222	2,279	325
TOTAL	5,642	3,537	1,515	32,154	3,582

FREE PUBLICITY:

FY 20-21	Budgeted Amount
Adv. & Promo TTL	\$194,767

AUGUST 2021 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
Courier-Gazette	Jason Lim Article - 1/2 pg	\$1,140	\$86	\$3,678	45,888
Community Impact	Mural Project - 1-3/4 pg	\$7,953	\$450	\$25,209	290,000
TOTALS		\$9,093	\$536	\$28,887	335,888
FY 20-21 Running Totals		\$44,516	\$212,353	\$496,507	93,507,565

Top 5 McKinney Hotels 2020-2021 Occupancy Rates: %
OCCUPANCY RATES:

Hotel	Oct. '20	Nov. '20	Dec. '20	Jan. '21	Feb. '21	Mar. '21	Apr. '21	May '21	Jun. '21	Jul. '21	Aug. '21	Sept. '21
Comfort	54.02	0	53.56	57.40	70.18	80.59	72.17	73.43	75.13	78.75		
Hampton	93.79	91.46	86.05	90.89	93.75	99.44	99.44	98.75	100.00	100.00		
Holiday Inn	39.07	43.80	49.84	49.84	64.82	80.81	69.75	75.85	82.42	78.39		
Holiday Inn Exp. (CR)	44.31	45.38	36.98	42.62	51.80	63.28	52.09	56.57	49.23	52.79		
Home 2	51.52	48.16	48.27	61.62	68.59	88.57	85.95	91.23	79.60	79.59		
La Quinta	41.40	37.47	56.59	68.97	73.73	80.44	80.76	80.40	75.95	77.50		
Sheraton	48.99	30.37	22.94	28.01	39.63	52.03	53.89	61.24	60.36	66.84		
Springhill	54.45	45.76	39.87	47.02	51.89	73.29	66.03	77.03	73.52	77.63		

Sheraton Occupancy Rates:

Month	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19	FY 19-20	FY 20-21
October	N/A	67.28%	75.19%	96.77%	85.79%	79.61%	48.99%
November	N/A	61.35%	75.20%	N/A	77.95%	76.43%	30.37%
December	N/A	69.24%	57.74%	N/A	66.66%	67.16%	22.94%
January	N/A	61.62%	69.54%	72.13%	69.83%	70.19%	28.01%
February	N/A	71.58%	79.77%	79.03%	83.67%	75.03%	39.63%
March	24.60 %	63.53%	77.04%	75.54%	78.16%	31.5%	52.03%
April	39.29%	82.34%	84.81%	78.06%	77.79%	2.05%	53.89%
May	50.47%	64.60%	81.11%	78.87%	75.28%	8.35%	61.24%
June	69.70%	75.03%	88.88%	81.25%	78.70%	33.16%	60.36%
July	75.60%	72.61%	N/A	77.76%	73.50%	38.42%	66.84%
August	56.22%	63.86%	76.00%	72.64%	70.90%	36.97%	
September	56.43%	72.50%	N/A	78.98%	75.40%	85.45%	

LOST BUSINESS: 3 Corporate and 16 Association Groups; Lost Revenue: \$9,002,046

CORPORATE:

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
February 2022	Pandora Jewelry, Annual Sales Leadership Meeting	Sheraton, Too Large	502	165	\$94,758
July 2022	Paylocity Corporation, Sales Summit	Sheraton, Too Large, Not a 5-Star Property	1,127	350	\$275,300
May 2024	Lamb Weston Sales, Business Meeting	Sheraton, Too Large	1,615	435	\$388,000
Totals			3,244	950	\$758,058

SMERF: (Social, Military/Gov't, Education, Religious, Fraternal)

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
Totals			0	0	\$0

ASSOCIATION:

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
June 2024	American Association of Teachers of Spanish & Portuguese, Annual Conference	Sheraton, Too Large	6,000	1,500	\$1,190,000
June 2024	American College of Veterinary Internal	Sheraton, Too Large	3,000	1,100	\$635,000

	Medicine, Annual Conference				
March 2025	Association for Applied Psychophysiology & Biofeedback, Annual Scientific Meeting	Sheraton, Too Large	1,800	900	\$408,200
October 2024	Association for Applied Sport Psychology, Annual Conference	Sheraton, Too Large	3,400	1,700	\$791,000
March 2024	Association of Writers & Writing Programs, Annual AWP Conference	Sheraton, Too Large	2,400	800	\$519,000
October 2025	Catholic Writers Guild, Annual Conference & Trade Show	Sheraton, Too Large	2,100	700	\$458,500
September 2024	National Association of Independent Writers & Editors, Annual Conference	Sheraton, Too Large	1,300	650	\$284,000
April 2025	Society of Editing, Annual Conference	Sheraton, Too Large	1,800	900	\$432,000
October 2024	American Psychoanalytic Association, Annual Conference	Sheraton, Too Large	3,600	1,800	\$759,000
May 2024	Association for the Advancement of Philosophy & Psychiatry, Annual Meeting	Sheraton, Too Large	1,800	900	\$425,000
October 2026	Association for University & College Counseling Center Directors, Annual Conference	Sheraton, Too Large	2,400	800	\$600,000
March 2025	American Group Psychotherapy Association, Annual Conference	Sheraton, Too Large	1,800	900	\$520,000
November 2022	Wings Unlimited, Corporate Planning Meeting	Sheraton, Too Large	1,192	450	\$290,288
November 2024	American Medical Writers Association, Annual Conference	Sheraton, Too Large	1,600	800	\$369,000
November 2023	National Association of Black Journalists, Region 3 Conference	Sheraton, Too Large	1,300	650	\$294,000
March 2024	Association of Physician Assistants in	Sheraton, Too Large	1,100	550	\$269,000

	Cardiovascular Surgery, Annual Meeting				
Totals			36,592	15,100	\$8,243,988

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.