



March 2020

**I. ASSOCIATION/CORPORATE/SMERF COMPLETED in February 2020: TTL Room nights: 77; TTL Rev.: \$9,545**

**WEDDINGS COMPLETED-March 2020-3 Wedding Room Blocks: TTL Room Nights: 77; TTL Rev: \$9,545**

**Comfort Suites**

- No pick-up

**Hampton Inn**

- No pick-up

**Hilton Home 2**

- 3 blocks canceled

**Holiday Inn & Suites**

- No pick-up

**Holiday Inn Express**

- No pick-up

**Grand Hotel**

- 1 Wedding Block, 1 blocked canceled, 2 blocks postponed to fall dates.
- 31 room nights
- \$4,689 total revenue

**Neathery Estate B & B**

- No pick-up

**Sheraton Hotel**

- 2 wedding blocks, 3 blocks canceled due to COVID-19
- 46 total room nights
- \$4,856 room revenue

**Springhill Suites**

- 3 blocks canceled

**ASSOCIATION/CORPORATE/SMERF COMPLETED in February 2020: TTL Room nights 0 ; TTL Rev.: \$0**

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

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

- Globe Life: 3//20: Sheraton-TTL room nights: 0; TTYL Rev.: \$0 CANCELLED-DUE TO COVID 19

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

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

## II. Visitors: FYTD Total (Oct.'19– Sept. '20): 2,487

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

- Out of State: 28
- Out of Country: 18
- Texas Residents: 30
- McKinney Residents: 5
- Register Total: 81
- Ticker Counter: 165

**Top Five States requesting information (there were only 4 leads):**

1. Michigan
2. Missouri
3. Oklahoma
4. West Virginia

## III. RFP's: 9 (2-Association, 1-Corporate, 6-Weddings, 0-Social, 0-Religious, 0-Sports)

**Association: 2**

1. Texas Workforce Commission-Kimberly Bradford-Brown. Timeframe: July-Sept. 2020, 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. ***Waiting to hear back from Sheraton to see if we have received this business***
2. 2022 DFWAE Association Day- Preferred dates: April 25, April 4, or April 10, 2022. Attendees: 300 (association professionals and exhibitors). No room nights – meeting space only

**Corporate: 1**

1. Simpson Strong Tie-Springhill Suites: Oct 10-12, 2020- 160 room nights; 80 attendees.

**SMERF: 6**

**Social: 0**

**Sports: 0**

**Weddings: 6**

1. Fachman/Lomen Wedding – July 18, 2020 – Avalon Legacy Ranch
2. Courtney Taylor Wedding – September 2020 – River Road Chateau
3. Michelle Hernandez Wedding – October 29, 2020 – The Springs
4. Kindle Wedding (Angelia Kindle –MOG) – July 24, 2020 – The Springs
5. Kellis Harrison Wedding – November 7, 2020 – Tuscan Hill
6. Hannah Pressley Wedding – October 9, 2021 – The Springs

## IV. Advertising/Marketing/Media

**Blogs (Top 5) for MARCH 2020: 104**

NTTA – 44

Benji House – 24

Blog Main Page – 20

McKinney Musician Relief Fund – 9  
Getting Around Downtown McKinney – 7

<b>BLOG VISITS - FY 19-20</b>	
<b>MONTH</b>	<b>Sessions</b>
Oct. 2018	234
Nov.2019	618
Dec. 2019	379
Jan.2020	447
Feb. 2020	432
March.2020	158
<b>FY 19-20</b>	<b>2,268</b>

**MARCH 2020 Homepage News Flash buttons (Top 5):**

COVID Alert Button (for City) -313  
Coronavirus button before the city was available to install ours on the VM website -153  
Coronavirus button landing page -80  
Weekend Update -78  
Chamber Small business -52  
Social Distancing in McKinney -45  
Couch Travel Virtual Tours -36  
DCI -15

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

- Wrote DCI Press release and made changes to the website and social media
- Wrote McKinney Musician Relief Fund press release/distributed to press
- Created webpage of virtual tours/activities
- Created webpage for McKinney fun during COVID-19
- Created webpage for McKinney restaurant specials
- Made a couple of videos for Instagram

**MARCH 2020 Advertising- Landing Pages/Publication ROI Tracking:**

- Meeting Planners Guide pages (combined) -165
- MEDIA HUB (including SATW directory ad) -13
- Texas Events Calendar-1
- NCSA - 1
- KPIs -1
- TSAE -2
- North Texas Yarn Crawl -2
- Texas Meetings+Events -1
- McKinney High program -1
- Boyd High program -1
- Welcome map -1
- TAAF Gymnastics -1

**V. MARCH 2020 Advertising – Website & Publication ROI Tracking**

<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>	<b>100</b>	<b>9,383</b>	117,733	<b>614,329</b>	4,583,190
<b>NOV. 2019</b>	<b>160</b>	<b>9,543</b>	121,629	1,127,541	4,041,914
<b>DEC. 2019</b>	<b>110</b>	<b>9,653</b>	157,730	1,565,106	4,678,448
<b>JAN. 2020</b>	<b>57</b>	<b>9,710</b>	99,598	622,458	3,748,449
<b>FEB. 2020</b>	<b>45</b>	<b>9,755</b>	113,637	506,945	3,879,106
<b>MAR. 2020</b>	<b>88</b>	9,843	184,711	458,589	3,671,450
<b>TOTALS</b>	<b>560</b>	<b>N/A</b>	<b>795,038</b>	<b>4,894,968</b>	<b>24,602,557</b>

<b>TWITTER - MARCH 2020</b>	
<b>Total Followers</b>	5484
NEW Feb Followers	57
Tweets in Feb.	38
Tweet Impressions	124,000
Profile Visits	198
Mentions	20

<b>INSTAGRAM</b>	<b>Followers</b>
From 2018-19	2,341
Oct. 2019	109
Nov. 2019	53
Dec. 2019	64
Jan. 2020	89
FEB. 2020	93
March. 2020	75
<b>TOTAL</b>	<b>2,824</b>

**MARCH YOUTUBE**

<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
March.2020	328	0
<b>TOTAL</b>	<b>11,012</b>	<b>53</b>

**MARCH 2020 Google Business Page**

<b>Google Bus. Pg</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
March.2020	1,610	26
<b>TOTAL</b>	<b>20,285</b>	<b>173</b>

**WEBSITE – MARCH 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
MARCH.2020	4,469	8,645	3,795
<b>FY 19-20</b>	<b>28,366</b>	<b>58,679</b>	<b>24,076</b>

<b>MARCH 2020 Traffic</b>	<b>Users</b>
Mobile	2,101
Desktop	1,500
Tablet	195
<b>TOTAL</b>	<b>3,796</b>

Page	Pageviews	Unique Page Views
Home page	2392	1816
Calendar (general)	1196	1035
Coronavirus Alert Center	313	246
Virtual Tour Options	217	180
Social Distancing Ideas in McKinney	159	137
Coronavirus button for home pg (before the city created theirs)	153	129
Shopping Centers	123	115
Parks trails Map	107	96
Explore	93	76
Visitors Guide	91	73
Alert Center City COVID landing page	80	69
Weekend Update landing page	78	66
Dining	73	56
Events	73	61
Event Planning	68	52
About McKinney	66	57
Shopping	62	54
Accommodations	61	57
Monthly/Annual Events	59	55
B&Bs/Specialty Inns	54	46
General calendar	52	40
Chamber's Restaurant home pg button	52	39
Towne Lake Recreation Area	49	38
Expired calendar listing	46	44
Social Distancing in McKinney Button	45	36

**Top Countries – MARCH 2020**

Country Breakdown	Users	New Users	Sessions
United States	3478	3363	4119
Spain	38	38	48
Germany	33	32	33
United Kingdom	28	28	33
France	21	22	24
Canada	20	18	22
Italy	20	20	20
unknown	13	13	13
Ukraine	12	12	12
Netherlands	10	10	10

**Top States – MARCH 2020**

State Breakdown	Users	New Users	Sessions
Texas	2771	2661	3342
California	99	95	107
Virginia	78	78	82
Florida	48	48	51
Oklahoma	42	42	45
Illinois	40	39	42
New York	44	43	46
Ohio	27	26	27
Georgia	21	21	24
Massachusetts	19	19	19

**Top Cities – MARCH 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

CROWDRIFF GALLERIES - MARCH 2019		
Gallery	Interactions	Views
Dining	6	80
History (Downtown)	38	55
Home Gallery	73	591
Explore McKinney	0	75
Being Social	1	12
Events	11	97
Weddings in Mck	2	35
Shopping in Mck	1	46
<b>TOTAL</b>	<b>132</b>	<b>991</b>

New  
New

VISIT WIDGET - MARCH 2020				
	Users	Sessions	Page Views	New Downloads
<b>Widget</b>	<b>32</b>	<b>33</b>	<b>163</b>	
<i>Desktop</i>	19	20	118	
<i>Mobile</i>	13	13	45	
<b>Mobile APP</b>	<b>149</b>	<b>140</b>	<b>880</b>	
<i>App-iOS</i>	119	115	761	23
<i>App-Android</i>	30	25	119	6
<b>TOTAL</b>	<b>181</b>	<b>173</b>	<b>1,043</b>	<b>29</b>

FREE PUBLICITY:

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

MARCH 2020 - Free Media Coverage for Visit McKinney					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
N. Texas Enews	Mck Musician Relief Fund	\$0	\$300	\$900	20,000
Bubble Life	Shared Blog/web updates (3 times)	\$0	\$1,500	\$4,500	210,000
Totals		\$0	\$1,800	\$5,400	230,000
<b>FY-19-20 Totals</b>		<b>\$20,548</b>	<b>\$31,838</b>	<b>\$159,408</b>	<b>4,289,400</b>



## VI. LOST BUSINESS: 5

1. Jack Henry Group – Christi Dawson. August 20-21, 2020, host hotel: Grand - 12 room block, business canceled
2. ARDAGH Group – John Shaddox. Host Hotel: Grand, 18 room nights, April 6-8, 2020 – They have intentions to reschedule, however nothing firm at this time.
3. Girls Weekend Getaway – Janice Peacock. Host Hotel: Grand, April 14-16, 2020, 14 room nights. Due to COVID 19, potentially will reschedule to a later date, unknown at this time.
4. AVM Industries – Paul Miller. April 13-16, 2020, 20 attendees, 20 room block at the Grand Hotel. Postponed to October 6-8, 2020 due to COVID 19
5. 2022 DFWAE Association Day- Preferred dates: April 25, April 4, or April 10, 2022. Attendees: 300 (association professionals and exhibitors). No room nights – meeting space only.