



## DECEMBER 2020

**I. ASSOCIATION/CORPORATE/SMERF COMPLETED in December 2020: TTL Room Nights: 110 ; TTL Rev: \$12,480**

**• WEDDINGS COMPLETED-December 2020- Wedding Room Blocks: TTL Room Nights: 110 TTL Rev: \$12,480**

1. Carter/Martin Wedding – December 11, 2020
  - a. Sheraton: TTL room nights: 63; TTL rev: \$6,552
2. Jessica Seay; December 18, 2020 – Rustic Grace
  - a. Sheraton: TTL room nights: 23, TTL rev: \$2,346
3. Hannah Schuman, December 30, 2020 – Rustic Grace
  - a. Sheraton: TTL room nights: 1, TTL rev: \$89
4. Duzenack Wedding, December 4, 2020
  - a. Springhill Suites – TTL room nights: 10, TTL rev: \$1,043
  - b. Home 2 Suites – TTL room nights: 5, TTL rev: \$520
5. Neathery Estates Pick Up Report: Revenue: \$1,000
6. Emanuel/Kyle; December 5, 2020 – Magnolia Grace
  - a. Hampton Inn: TTL room nights: 8, TTL Rev: \$930

The Following wedding parties were either booked outside of the block or they did not have pick-ups.

1. Hudson/Lawley; December 12, 2020 – Rustic Grace
2. Ivy Alexander; December 2020 – Magnolia Grace
3. Sequoia Grant; December 4, 2020 – Stone Crest
4. Marquine Malone; December 17, 2020 – Springs
5. Angelica Garcia; December 20, 2020 – Springs

**• ASSOCIATION COMPLETED: December 2020- TTL Room Nights: 0; TTL Rev: \$0**

**• CORPORATE COMPLETED: December 2020- TTL Room Nights: 0; TTL Rev: \$0**

**• SMERF COMPLETED: December 2020- TTL Room Nights: 0; TTL Rev: \$0**

**• SPORTS COMPLETED: December 2020- TTL Room Nights: 0; TTL Rev: \$0**

**II. Visitors: FYTD Total (Oct.'20-Nov. '20): 618**

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

- December 2020 data:
  - Out of State: 15
  - Out of Country: 0
  - Texas Residents: 6
  - McKinney Residents: 6
  - Register Total: 27
  - Ticker Counter: 230

**Top Five States requesting information:**

- Texas
- California
- Indiana
- North Carolina
- Ohio

**III. RFP's: 4 (0-Association, 2-Corporate, 2-Weddings, 0-Social, 0-Religious, 0-Sports, 0-Gov't)**

**Association: 0**

**Corporate: 2**

1. Michael Johnson Performance Center-Sheraton: 1/1/21 to 3/21, 3 rooms per night for the combine. Welcome bags were provided.
2. Emerson-Sheraton: 2/21-23/21, attendance 20, room nights: 40.

**SMERF: 2**

**Social: 0**

**Religious: 0**

**Government: 0**

**Weddings: 2**

1. Dani/Collin Wedding: October 9, 2021 – The Station
2. Laruen Avazian Wedding: November 20, 2021 – Magnolia Grace

**Sports: 0**

**Site Visits: 1**

1. Rick & Kat Findley: Hampton Inn, Comfort Suites, SpringHill Suites, Holiday Inn, Sheraton

**IV. Advertising/Marketing/Media**

**Advertising/Marketing/Media**

<b>DEC. 2020 -ROBLY Email Stats</b>	
Average Open Rate	47.20%
Average Click-thru Rate	12.70%
Total Audience	7,170

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

- Submitted Houston House & Home Winter ad
- Created staff Christmas card
- Website work – resource directory, accolades, blogs
- Wrote/mailed out grant award letters to recipients
- Submitted quote to Texas Music Office

- Submitted ad to Texas State Travel Guide
- Wrote blogs for holiday restaurant openings (Christmas/NYE), Christmas activities, and New Year's Celebrations

#### SOCIAL MEDIA STATS

FACEBOOK STATS					
FY 20-21	New Likes	Lifetime Likes	Engaged Users	Total Reach	Impressions
OCT. 2020	84	10,313	38,955	209,565	1,079,909
NOV. 2020	48	10,361	30,843	197,215	1,047,241
DEC. 2020	80	10,441	32,452	221,793	1,191,049
<b>TOTALS</b>	<b>212</b>	<b>N/A</b>	<b>102,250</b>	<b>628,573</b>	<b>3,318,199</b>

INSTAGRAM 2020-21	
From 2019-20	3,526
OCT. 2020	247
NOV. 2020	88
DEC. 2020	103
<b>TOTAL</b>	<b>3,964</b>

TWITTER - DECEMBER 2020	
<b>Total Followers</b>	5,645
New Followers	2
Tweets	12
Tweet Impressions	6,483
Profile Visits	253
Mentions	16

YOUTUBE 2020-21		
Month	Views	Subscribers
<b>Historical #s</b>	<b>14,352</b>	<b>63</b>
OCT. 2020	548	4
NOV. 2020	259	2
DEC. 2020	174	0
<b>TOTAL</b>	<b>15,333</b>	<b>69</b>

<b>Google Business Page – 2020-21</b>		
<b>Month</b>	<b>Page Views</b>	<b>Web visits</b>
Historical #	30,725	325
OCT. 2020	2,080	45
NOV. 2020	1,920	33
DEC. 2020	1,690	24
<b>TOTAL</b>	<b>36,415</b>	<b>427</b>

<b>Website - 2020-21</b>			
<b>Month</b>	<b>Sessions</b>	<b>Pageviews</b>	<b>Users</b>
Oct. 2020	4,650	9,578	3,976
Nov. 2020	3,643	7,261	3,154
Dec. 2020	3,641	7,567	3,074
<b>TOTAL</b>	<b>11,934</b>	<b>24,406</b>	<b>10,204</b>

<b>DEC. 2020</b>	<b>Users</b>
Mobile	1,513
Desktop	1,481
Tablet	80
<b>TOTAL</b>	<b>3,074</b>

Top Countries – DECEMBER 2020			
Country Breakdown	Users	New Users	Sessions
United States	2,839	2,761	3,395
Canada	64	64	64
India	23	23	27
No set	20	20	22
Germany	17	17	17
Argentina	15	14	15
China	14	14	14
Denmark	11	11	11
United Kingdom	10	10	10
Philippines	9	9	9

Top States – DECEMBER 2020			
State Breakdown	Users	New Users	Sessions
Texas	1,959	1,890	2,433
California	129	125	134
Virginia	119	119	121
Kansas	115	116	118
Oklahoma	50	47	55
(not set)	45	44	45
Illinois	33	32	34
New York	33	33	34
Florida	32	30	36
Arizona	25	22	50

Top Cities – DECEMBER 2020			
City Breakdown	Users	New Users	Sessions
McKinney	674	627	940
Dallas	444	412	509
Prosper	67	61	72
Allen	65	62	70
Plano	63	60	72
Frisco	62	58	74
Houston	41	40	42
Fort Worth	29	28	31
Richardson	29	29	34
San Jose, CA	29	29	29

DECEMBER 2020 - TOP 10 WEB PAGES		
Page	Pageviews	Unique Pg Views
Home page	1,695	1,442
Calendar - Dec. main	404	291
Dining in McKinney	243	192
Blog: DECEMBER fun	195	167
Shopping Centers	165	147
Blog: Holiday Dining Out	149	119
Visitors Guide	117	94
Events	116	103
Blog: NTTA	116	97
Shopping	112	97

DEC. 2020: TOP REFERRAL PG	
Facebook	152
Bubblelife	25
FlyTKI	24
OnlyinYourState	15
Robly	13
McKinneyTexas.org	12
AroundTownKids	9
McK.Philharmonic	9
Instagram	8
<b>TOTAL</b>	<b>267</b>

DEC. 2020-KPIs & Groups	
KPIs	11
Byron Nelson	27
<b>TOTAL:</b>	<b>38</b>

BLOG VISITS - FY 20-21	
Month	Sessions
Oct. 2020	537
Nov. 2020	680
Dec. 2020	770
<b>TOTAL</b>	<b>1,987</b>

**Blogs (Top 5) for DECEMBER 2020:**

- Celebrate the Holidays in McKinney - 195
- McKinney Restaurants/Christmas & New Year openings - 149
- NTTA – 116
- Celebrating NYE in McKinney -50
- Blog Home Page – 40

<b>DEC. 2020 -Ad Landing Pages</b>	
Daytripper Christmas	41
Boyd Broncos	1
Convention South	1
County Line Magazine	1
TM+E	2
Fort Hood Sentinel	2
Stonebridge Ranch	1
Meet Texas	1
<b>TOTAL</b>	<b>50</b>

<b>DECEMBER 2020 – MPG Page Views</b>	
Main Page	15
RFP	6
Venues/Videos	50
Sports Planning	11
Group Services	5
Tour Options/Itineraries	123
<b>TOTAL:</b>	<b>210</b>

**OTHER STATS**

<b>CROWDRIFF – DECEMBER 2020</b>		
<b>Gallery</b>	<b>Interactions</b>	<b>Views</b>
Being Social	17	12
History/Dwntn	0	32
Home Gallery	284	573
Mck Dining	25	189
Mck Events	14	136
Explore	29	65
Weddings	0	27
Shopping	1	81
<b>TOTAL</b>	<b>370</b>	<b>1,115</b>

MEDIA HUB - 2020-21		
Month	Downloads	Requests
OCT. 2020	5	1
NOV. 2020	9	1
DEC. 2020	0	1
<b>TOTAL</b>	<b>14</b>	<b>3</b>

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
<b>TOTAL</b>	<b>1,305</b>	<b>1,523</b>	<b>248</b>	<b>9,444</b>	<b>845</b>

VISIT WIDGET - DECEMBER 2020				
	Users	Sessions	Page Views	New Downloads
<b>Widget</b>	<b>33</b>	<b>36</b>	<b>120</b>	
<i>Desktop</i>	25	28	92	
<i>Mobile</i>	8	8	28	
<b>Mobile APP</b>	<b>72</b>	<b>61</b>	<b>260</b>	
<i>App-iOS</i>	49	43	175	4
<i>App-Android</i>	23	18	85	4
<b>TOTAL</b>	<b>105</b>	<b>97</b>	<b>380</b>	<b>8</b>

**FREE PUBLICITY:**

FY 20-21	Budgeted Amount
Adv. & Promo TTL	\$187,267

DECEMBER 2020 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
Texas Highways	Daytripper's Top 5	\$6,174	\$900	\$21,222	475,000
Bubble Life	Shared content 4 times	\$0	\$5,000	\$12,000	300,000
<b>TOTALS</b>		\$6,174	\$5,900	\$33,222	775,000
<b>FY 20-21 Totals</b>		<b>\$21,073</b>	<b>\$23,944</b>	<b>\$132,051</b>	<b>4,766,333</b>



**V. TOTAL LOST BUSINESS: 29; Lost Revenue: \$18,215,282**

**Association /Corporate Lost Business: Groups: 28 Groups; Lost Revenue: \$18,213,500**

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
Apr 2022	US Oncology	Sheraton Too Large	1,300	1,400	\$260,000
Apr 2022	Tyler Technologies	Sheraton Too Large	2,700	900	\$513,000
Mar 2023	Assn of Community Cancer Centers – Annual Business Mtg	Sheraton Too Large	4,200	2,100	\$1,020,000
Oct 2023	Assn of Community Cancer Centers – National Conf	Sheraton Too Large	2,200	1,100	\$494,000
Jun 2023	Assn of Nonwoven Fabrics Industries	Sheraton Too Large	4,200	1,400	\$889,000
Oct 2022	Fibre Box Assn	Sheraton Too Large	1,400	700	\$395,000
Jun 2023	Institute of Scrap Recycling Industries	Sheraton Too Large	3,600	1,800	\$750,400
Jan 2022	National Paper Trade Assn	Sheraton Too Large	1,800	900	\$436,000
Sep 2022	Assn of State Dam Safety Officials	Sheraton Too Large	7,200	1,800	\$1,450,800
Apr 2023	Assn for Early Learning Leaders	Sheraton Too Large	4,000	2,000	\$795,000
Oct 2023	International Society of Automation	Sheraton Too large	1,200	600	\$304,000
Jun 2023	National Society of Black CPA's	Sheraton Too large	1,600	800	\$341,400
Sep 2022	Central Assn of Physical Plant Administrators	Sheraton Too large	800	400	\$186,000
Aug 2023	National Assn of Postal Supervisors – Texas Branch	Sheraton Too large	750	375	\$120,000
May 2022	Christian Alliance for Orphans	Sheraton Too large	1,100	2,000	\$352,000

Oct 2023	Texas Society of Health-System Pharmacists – Neonatal & Pediatrics Conf	Sheraton Too Large	1,350	700	\$390,000
Jul 2024	National Association of Catering Executives	Sheraton Too Large	4,200	1,400	\$800,000
Nov 2023	Events Industry Council	Sheraton Too Large	2,000	1,000	\$465,000
Jul 2024	Corporate Event Marketing Assn	Sheraton Too Large	4,000	2,000	\$830,000
Mar 2025	Assn of Collegiate Conference & Event Directors	Sheraton Too Large	2,700	900	\$532,500
Feb 2024	Assn of Destination Management Executives	Sheraton Too Large	2,400	1,200	\$526,000
Jan 2024	Event Service Professionals Assn	Sheraton Too Large	800	400	\$186,000
Jan 2024	Auto Care Assn – Heavy Duty Aftermarket Expo	Sheraton Too Large	12,000	3,000	\$2,280,000
Sep 2024	Auto Care Assn – Connect Conference	Sheraton Too Large	1,000	500	\$220,000
Mar 2024	Women in Cybersecurity	Sheraton Too Large	2,600	1,300	\$530,400
Mar 2023	American Fence Assn – FenceTech Conference & Expo	Sheraton Too Large	8,000	2,000	\$1,475,000
Sept 2024	Benjamin Media	Sheraton Too Large	2,400	1,200	\$497,000
Jul 2024	National Pawnbrokers Assn	Sheraton Too Large	6,000	3,000	\$1,175,000
<b>TOTALS:</b>			<b>87,500</b>	<b>36,875</b>	<b>\$18,213,500</b>

**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.**

**McKinney Corporate: Groups: 1; Lost Revenue: \$1,782**

<b>Dates</b>	<b>Group</b>	<b>Venue/Notes</b>	<b>Total Room Nights</b>	<b>Attendance</b>	<b>Lost Business Revenue \$</b>
12/8-10/20	Keasler	Sheraton	16	14	\$1,782
<b>TOTALS:</b>			<b>16</b>	<b>14</b>	<b>\$1,782</b>

**SMERF: Total: Groups: 0; Lost Revenue: \$ 0**