



**To:** Visit McKinney Board

**From:** Dee-dee Guerra – Executive Director

**Date:** April 28, 2020

**RE:** Visit McKinney March 2020-Staff Report

**Goal 1 Operational Excellence**

**Strategies:**

- **Advertising/Marketing:**
  - Visit McKinney met with other M group partners to discuss ways we can partner to recognize and celebrate national observations that all take place the first week of May – National Travel & Tourism Week, National Small Business Week, National Economic Development Week, and National Historic Preservation Month. This is an ongoing project.
  - The media hub powered by CrowdRiff is up and running, and we've already had a media request for access come through it. This hub provides access to high res and user-generated photos related to McKinney – both scenic shots and those from events and attractions. This is the direct link (<https://platform.crowdriff.com/m/visit-mckinney-cvb>) that is also linked to our regular media page where media outlets and filmmakers can access links to the city's film permit, story ideas, and more.
  - We recently got an official word from LuxLife, a lifestyle magazine and website based in the United Kingdom, that Visit McKinney was recognized by the publication with the award for "Best Tourism Promotion Organization 2020." We received an email late last fall telling us we'd been nominated by the writers and editors at LuxLife and asking us to provide case file materials to be considered in the final decision. We submitted a paragraph about McKinney and our role as the city's tourism organization. These LuxLife travel and tourism awards were given to a wide variety of tourism businesses including safari tours, sightseeing cruises, travel agencies, hotels, and other tourism industry businesses all around the world. We were surprised by the completely unsolicited nomination and were honored they ultimately selected us for the award. We did not seek it out and paid nothing for it, which is an even bigger bonus! A press release will be going out in the next couple of days. <https://www.lux-review.com/winners/mckinney-convention-visitors-bureau-visit-mckinney/>
  - **DCI** – This July event has been canceled. A press release has been written, we are waiting for approval from the head of the local planning committee, it will then be sent out.
  - **Ask a Local** – Strategies have shifted so quickly and so fluidly that Ask a Local hasn't received much love from us. Beth is refocusing this week on Ask a Local, creating a couple of new ones to share. Until this is all over, formal work on this with City Communications is on hold.
  - **National Travel & Tourism Week** - The U.S. travel Association is still planning to keep the observation at the same time (May 3-9, 2020) but they are in the process of creating a new theme and toolkit resources. Our 10<sup>th</sup> annual Public Safety Appreciation luncheon is going on in cooperation with MCDC on 5/5/20 in modified form. The passport we were planning to create in conjunction with City Communications is on hold until things are more back to normal. Then we'll

be able to use it to promote getting back out into the community to show some love and attention to our local partners.

- **McKinney Musicians Relief Fund** – Beth is working with a group led by Maylee Thomas to promote a project taking place the weekend of Friday-Sunday, April 3-5 – a three-night concert event featuring four different local musicians per night. They’re encouraging people to order food from the restaurants that support live music in McKinney to enjoy during the concerts. The press release is in the committee’s hands for final approval; as soon as we have that, Beth will send it to City Comm. to send out. Because the Mayor and Maylee are the creators of this project and it has the full support of the Texas Music Office, we’re hoping for city assistance in getting the word out via city resident email. It’s been a very quickly-planned event with the first ZOOM meeting taking place just this past Friday and parts of it are still being finalized. We want to get the press release out there to start stirring up excitement and attention
- **Visit McKinney Operations:**
  - The Visit McKinney Board did not meet on March 24, 2020.
    - Cycle 2 Grants have not been voted on. We have had some event cancelations.
    - **Board: Visit McKinney Board: Meeting on Tuesday, 2/25/20 at 8:00 am at Gather.** Six tourism grant applications were submitted by Feb. 3 for this next round of grant awards. Requests listed below. The Marketing committee will meet to determine recommendations for a vote by the full board at the April board meeting on April 28, 2020. **The grant application requested total to \$36,280.00, the amount available to be awarded in Cycle 2 is \$22,088.69.**

The Heritage Guild of Collin County in the Amount of \$2,500 for the Advertisement and Promotion of Weddings at Chestnut Square on Yelp and Here comes the Guide
Marching Music Made in McKinney in the Amount of \$10,000 for the Advertisement and Promotion of Drum Corps International (DCI) competitions held in McKinney July 21, 2020
Heard-Craig Center for the Arts in the Amount of \$5280 for the Advertisement and Promotion of McKinney’s 5th Annual Art Meets Floral Event
Game Day Foods, LLC (DBA Bernard’s Gourmet Foods) in the Amount of \$2,500 for the Advertisement and Promotion of McKinney’s 3 <sup>rd</sup> Annual Star-Spangled SalsaFest Benefitting the Community Garden Kitchen of Collin County
SBG Hospitality in the Amount of \$8,500 for the Advertisement and Promotion of the Expansion and New Location of the 4th Annual McKinney Wine & Music Festival
You’re My Favorites dba McKinney Summer Opera in the Amount of \$7,500 for the Advertisement and Promotion of Mozart’s Opera Marriage of Figaro in McKinney

- **Hotel Update:** Please see the attached document.
- Fully Staffed. Hired Marie Woodard out of Visit Georgetown, TX. She is our new Association/Corporate Sales Manager. She started on 3/30/20.
- All Staff is working remotely, but we are coming into the office one day a week to keep up with mail, paying bills, receiving shipments. Following safety precautions when in the building wearing gloves and wiping everything down after it has been used/touched. No touching boxes that are delivered for 72 hrs.
- Currently, while working remotely one staff member works 8 am-4 pm (w/no lunch), three work 8 am-5 pm w/lunch, and the other works 9 am -6 pm w/lunch. On the day that the staff member is in the office, they work 8 am-5 pm.

- Working on revising KPIs for FY 19-20 - for Q3 & Q4
  - Reworking KPIs for FY 20-21, as we are told that it will take 24-36 months for the Hospitality Industry to recover from the impact of COVID-19
  - Working on FY 20-21 Budget
- We are meeting virtually via TEAMS in the morning and the afternoon.
- For accountability and to keep on task, we are submitting a log of what we are working on for the week in advanced and it can be revised on Friday before the end of the day if things changed (i.e. watched a webinar/or decided to tackle another project).
- Sales Staff is calling and checking on venues/hotels/attractions/meeting planners and giving them support or answering questions and connecting them to the right person if they have a question we can't answer.
- Advertising/Marketing: Posting & reposting Chamber/City/Partners - Doing all that we can to help support our residents & partners.
- Partnered with Main St., MCDC, Chamber & City to sell T-shirts #McKinneyStrong. MCDC donated 500 red tees, Visit McKinney donated 500 heather blue tees. The tees cost \$35 (includes shipping). This will be a grant process that downtown merchants & non-profits can apply for. The selection committee is made up of 2 Board members from the Chamber, Main St., MCDC, & Visit McKinney (Connie Gibson & Vince Vittatoe), who will grant funds. These funds will be distributed evenly (depending on sales). Below is the link for the tees:
  - [https://mckinneystrong.square.site/?utm\\_medium=email&utm\\_source=sharpspring&sslid=M7W0MLCwsDA0MjUxBwA&sseid=MzlwNjAzMTUyNQQA&jobid=1cc113a8-6acc-4704-aebd-0f5ffe840772](https://mckinneystrong.square.site/?utm_medium=email&utm_source=sharpspring&sslid=M7W0MLCwsDA0MjUxBwA&sseid=MzlwNjAzMTUyNQQA&jobid=1cc113a8-6acc-4704-aebd-0f5ffe840772)
- Association & Corporate: New Sales Person Marie Woodard started 3/30/20
  - Multiple posts on LinkedIn ref. move to Visit McKinney; responded to multiple planner messages regarding the move. Posted a link to Visit McKinney website with an invitation for planners to follow her professional move
  - Emailed Austin area planners of the move and requested 'virtual' meetings or phone calls
  - Contacted M. Vizzoni at iDSS requesting access to the site. Sabine arranged webinar training for 4/8/20
  - Planned workweek schedule and submitted to DeeDee
  - Website research for planners that meet in N. Texas to locate needed leads
- SMERF Sales:
  - Staff participated in a city-wide sales blitz with TACVB on March 5 & 6. Met with 33 meeting planners and dropped off information with several planners.
  - The votes are in and McKinney has *officially* won the bid to host the Koha-US 2020 Conference! The official dates are September 22-25<sup>th</sup>, 2020; this includes the block of 30 rooms at the Grand for September 21<sup>st</sup>-27<sup>th</sup> and the two days at MPAC (September 22<sup>nd</sup>-23<sup>rd</sup>). Special Thanks to Megan Farb for her assistance from the McKinney Library Staff.
  - Secured Board of Directors Meeting for the Jack Henry Group. August 2020, host hotel: Grand- 12 room block
  - PACCAR-Dynacraft- Introducing Sheraton to the meeting planner.
  - Sales Conference in Colorado Springs canceled due to travel restrictions put into place the day of travel. The Conference did not cancel. (CMCA)
  - Staff is working closely with wedding venues and wedding planners to assist wedding parties in rebooking of room blocks.
  - Staff has reached out to sports organizations that had tournaments scheduled in March to offer assistance with any of their needs.
  - Completed input of over 200 meeting planners into IDSS
  - Staff is working with Anna Chamber and first responders to assist with hotel needs

- McKinney Corporate:
  - Site Visit w/Captain Turner- Hotels
  - Dynacart- intro to the Sheraton Sales team
  - Simpson Strong Tie-Intro to Sales Teams
    - Springhill Suites
    - Sheraton
- **Education/Webinars:**
  - **Beth: 12**
    - Multiple ZOOM meeting for McKinney Musician Relief Fund planning meetings
    - City Training session: Critical Thinking: what is it and how do we use it?
    - Webinar: Combine Social and Media Intelligence for More Effective Marketing: Get the Full Picture
    - Webinar: Improve Your Online Reputation, One Domain at a Time: Manage Your Vulnerability and Enhance Customer Relationships
    - Oracle Integrated Cloud webinar - Navigate Marketing in a Cookie-Constrained Future
    - Webinar - 5 Ways Your Brand Can Engage Every Generation: From Boomers to Z
    - COVID-19 Webinar & Conversation for Destination Organizations
    - Great Marketing Comes with Great Responsibility
    - Podcast: Showing Up In a Time of Uncertainty: What Marketers Need to Know
    - Webinar: Remove the Guesswork from Digital Targeting: New Data Sources to Build Better Audiences
    - Webinar: Best Practices for Brand Communications in Times of Uncertainty (Cision)
    - LinkedIn Webinar: How to Create Strategic Content That Solves Problems with Kami Huysse from Zoetica Media
  - **Dee-dee:**
    - 3/26/20-COVID-19 webinar: U.S. & Canada hotel weekly performance analysis
  - **Sabine: 9**
    - Innovation Academy Green Belt GUIDE TRAINING
    - Organizational Development Training - Collaborative Intelligence: Thinking with People Who Think Differently
    - Chamber Facebook Live COVID-19
    - Tempest Webinar #1: COVID-19 Webinar for Destination Organizations
    - Tempest Webinar #2: COVID-19 Webinar & Conversation for Destination Organizations
    - BlueEQ Webinar, covering for Beth: Building Resilience and Stress Tolerance in Times of Crisis
    - Quid Webinar, covering for Beth: How has the Coronavirus impacted businesses? Part 2
    - STR: COVID-19 U.S. & Canada hotel weekly performance analysis
    - Granicus Webinar - Digital Dream, Municipal Reality: How to Prepare for a Digital Future
  - **Vanesa:**
    - Webinar by Nerdy Best Friend: Video Conferencing 3/13/2020
    - Webinar by Tempest: COVID-19 Continuing the Conversation 3/18/20
    - Webinar by Knowland: COVID-19 Preparing Today for Success Tomorrow
- **Events/Services:**
  - TTIA Unity Dinner-San Antonio, TX
  - TACVB Sales Blitz (Austin, Tx)
- **Venue Calls: 14**
  1. Avalon Legacy – Debi Ladd
  2. Stone Crest – Linda Cottam
  3. The Station – Nikki Phelan

4. River Road Chateau – Laurie Ousley
5. Springs – Lauren Burcham
6. Aristide – Fernanda
7. La Cour – Amy Teague
8. Rose Mary Barn – Marcy Benson/
9. Magnolia Grace - Karen
10. Rustic Grace – Katrina Johnson
11. The 99's – Laurie Peak
12. Eastern Stars – Nancy Hardy
13. Event Prep – Olubunmi Omitoyin
14. Each & Every Detail – Wendy Kidd

- **Hotel/B&B Visits: 8 Hotel visits(12-Hotels & 2-B&B)**

1. Home2Suites
2. SpringHill Suites
3. Sheraton
4. Hampton Inn
5. Holiday Inn & Suites
6. The Grand
7. Red Gate Inn
8. Econolodge
9. Towne Place Suites (Vanessa only)
10. Southern Chick Retreat (Vanessa only)
11. Best Western (Vanessa only)
12. La Quinta (Vanessa only)
13. Comfort (Vanessa only)
14. Holiday Inn Express (Vanessa only)

## **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 Collections: 2019-2020**

#### **HOT TAX collection reported by City:**

- **MOM 2020 vs. 2019 (18-Hotels & 5-B&B/VRBO reporting)**
  - March 2020: \$143,658
  - March 2019: \$121,270
    - **18.46%**
- **FY YOY**
  - Oct.- Mar. 2020: \$880,795
  - Oct.- Mar. 2019: \$783,353
    - **12.44%**

**ASSOCIATION/CORPORATE/SMERF COMPLETED in March 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 March 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
- CTTE (North TX College) Bid Awarded: 3/5-7/20-Sheraton- TTL room nights: 0; TTYL Rev.: \$0 (They did not want to pay attrition, so they did not use room blocks. They just used our hotels.)

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

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

**Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls:**

**Association: 13**

1. DFWAE – Olivia Tiibiletti
2. Texas Associations of Counties – Haley Click
3. Texas Association of Counties – Allyssa Lee
4. Texas Association of Counties – Adrienne Bethke
5. Texas Association of Counties – Luz Hinojosa
6. Texas Association of Defense Council

7. Texas Association of Business – Aaron Cox
8. Humanities of Texas – Melissa Huber
9. Texas Counselling Association – Cody Matkin
10. Texas Apartment Association – Heather Reynolds
11. Texas Apartment Association – Donna Harbers
12. Texas Instrument Alumni Association – Max Post
13. Texas Center for the Judiciary – Sherry Ballance

**Corporate: 4**

1. ARDAGH Group – John Shaddox
2. AVM Industries – Paul Miller
3. Anna Chamber of Commerce – Kevin Hall
4. Anna Police & Fire Departments – Sgt. Taylor, Chief Caponera

**SMERF: 11**

**Sports: 5**

1. PSA – Mort Kramer
2. Dallas Stars – Paige Duke
3. Texas Glory – Kevin Shelton
4. Baseball Nation – Marc Fein
5. Melissa Ball Fields – Paul & Cindy

**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 – Tuscany Hill
6. Hannah Pressley Wedding – October 9, 2021 – The Springs

**McKinney Top 25: McKinney Corporate: 3**

1. BRE Meeting-MCD Innovate
2. BRE Meeting-Silrex Systems
3. Simpson Strong-Tie-Met w/ Meeting planner on 3/11 & 12/20 to introduce Sheraton, Hilton Home 2, & Springhill Suites

**VISIT MCKINNEY Calendar of Events 2019-2022: 3**

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.

\*Note: GlobeLife-formerly Torchmark

2020				
Month	Group	Venue	Room Nights	Attendance
<i>March</i>				
3/5-7/20	CTTE (North TX College) Bid Awarded	Sheraton & Collin College Conference Center	30	50

3/22-25/20	Globelife LNL LA 301	Sheraton	75	25
<b>April</b>				
4/2-5/20	Pro Pickleball Association Tournament	Spring Hill Suites, Hilton Home 2, and the Sheraton	40	100
4/5-8/20	Mitas Group	Grand Hotel	120	40
4/6-8/20	ARDAGH Group	Grand	18	36
4/3-5/20	Eastern Stars	Springhill Suites	40	40-60
4/13-16/20	AVM Industries	Grand	60	20
4/14-16/20	Girls Weekend Getaway – Janice Peacock	Grand	28	14
4/19-21/20	Globelife FHL 301	Sheraton	48	16
4/17/20	Texas Academy of General Dentistry – TAGD Strategic Retreat & Board Meeting	Sheraton	25	30
4/21-24/20	Globelife FHL 101	Sheraton	105	35
4/24-25/20	Cottonwood Creek Church	Sheraton & Holiday Inn Express- BOOKING LINK	N/A	N/A
4/24-26/20	The 99's	Sheraton	50	100
4/26-29/20	Globelife AIL LA 101	Sheraton	300	100
4/26-29/20	Emerson	Sheraton	60	20
<b>May</b>				
5/2-3/20	Vasquez Taekwondo Academy- Hangamadang Tourney	BOOKING LINK	N/A	N/A
5/10-14/20	Globelife LNL LA 101	Sheraton	400	100
<b>June</b>				
6/2-4/20	Emerson IV 1100	Holiday Inn	15	30
6/9-11/20	Emerson IV 1006	Holiday inn	15	30
<b>July</b>				
7/2020 or 9.20220	Texas Workforce Commission	Sheraton	10-20	750
7/12-14/20	Globelife FHL 201	Sheraton	60	20
7/14-17/20	Globelife FHL 101	Sheraton	105	35
7/19-22/20	Globelife LNL LA 101	Sheraton	120	40
July-Sept	Texas Workforce Commission	Sheraton	40	750



W-F Pattern, 10 rooms/20 room nights. Two day				
<b>August</b>				
8/2-5/20	Globelife AIL LA 101	Sheraton	300	100
8/16-20/20	Globelife LNL 101	Sheraton	40	20
8/20-21/20	Jack Henry Group	Grand	12	12
<b>September</b>				
8/31/20-9/3/20	Globelife AIL LA 201	Sheraton	120	40
9/10-12/20	Simoson StongTie	Springhill Suites	160	80
9/13-16/20	Globelife LNL 301	Sheraton	75	25
9/21-23/20	Globelife AIL LA 301	Sheraton	60	30
9/27-29/20	Globelife FHL 301	Sheraton	96	16
9/27-29/20	Globelife FHL 401	Sheraton	96	16
<b>October</b>				
9/29/20-10/2/20	Globelife FHL 101	Sheraton	105	35
10/11-14/20	Globelife AIL LA 201	Sheraton	120	40
10/14-17/20	Globelife FHL 201	Sheraton	60	20
<b>November</b>				
11/8-11/20	Globelife AIL LA 101	Sheraton	300	100
11/10-12/20	Emerson IV 1000	Holiday Inn	15	30
11/15-19/20	Globelife LNL LA 101	Sheraton	400	100
11/17-19/20	Emerson IV 1006	Holiday Inn	15	30

**2021**

Month	Group	Venue	Room Nights	Attendance
<b>January</b>				
<b>February</b>				
2/12-14/21	NCAA D2 College Classic – Fastpitch Tournament	Venue: Melissa Ball Fields-City Wide	500	10-12 Teams
2/18-21/21	NCAA D1 College Classic	Venue: Melissa Ball Fields-City Wide	500	10-12 teams competing
<b>April</b>				
4/2021	Clown Education Promotions	Sheraton	310	150

<b>2022</b>				
<b>Month</b>	<b>Group</b>	<b>Venue</b>	<b>Room Nights</b>	<b>Attendance</b>
<b>February</b>				
2/2022	Council of Administration of Special Education-Hybrid Conference	Sheraton	N/A	124
<b>October</b>				
10/2022	Council of Administration of Special Education-Annual Conf.	Sheraton	N/A	400
10/2022	Floor Covering Installation Contractors Association (FCICA)	Sheraton	200	75
<b>April</b>				
4/26/22 04/4 or 10/22 (Alt. dates)	DFWAE Association Day	Sheraton	0	300

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
  - Second Saturday
  - 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
- Collin County Historical Society Museum (all exhibits)
- 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
  - Texas Heritage Day
- Third Monday Trade Days

- Myers Park Events (Dogs Show, Horse Show, & Master Gardener Events)
- State of the City - McKinney
- Volunteer McKinney
- Chamber (Community Awards/Leadership)
- Pumpkinville at Tucker Hill
- Adriatica Events (at Sanctuary, Love Life & Smiles Concert)
- Franconia Brewery Tour
- Tupps Brewery Tour
- Wales Manor Music Under the Stars
- Live music at local restaurants/pubs/wine bars
- Stonebridge Spooktacular
- Walking Tours w/ Guy Giersch & Tonya Fallis

**The McKinney Shop:**

- **March 2020 Gross Sales \$ \$509.50**
  - **Rent check \$355.00**

**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

**Day Trips- 0**

- N/A

**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 – Tuscany Hill
6. Hannah Pressley Wedding – October 9, 2021 – The Springs

**Site Visits: 1**

1. Site Visit- Captain Turner w/ McKinney Fire- hotels

**Ongoing Prospects: SMERF (Social, Military, Education, Religious, & Fraternal): 21 (21-Weddings, 0-Social, 0 - Sports, 0-Day Trips)**

**Weddings:**

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

**Social: 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.

**Newsletter Email Database (Robly) TTL: 32.5 % average open rate**

**Bags Serviced: 51**

**Mailing Leads Processed: 4**

**Top Five States requesting information: (only 4 leads this time)**

- Michigan
- Missouri
- Oklahoma
- West Virginia

**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 for ROI Tracking:**

- Texas Events Calendar-1
- TSAE – 2
- Texas Meetings+Events – 1
- McKinney High program – 1
- Boyd High program - 1
- SATW directory ad - 13

**Additional pages created for groups and tracking for KPIs**

- MEDIA HUB for access to photos - 1
- Meeting Planners Guide pages (combined) – 165
- KPIs – 1
- NCSA - 1
- North Texas Yarn Crawl – 2
- TAAF Gymnastics – 1
- Welcome map - 1

<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



## MARCH 2020 - TOP WEB PAGES

### 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

CROWDRIFT 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	New
Shopping in Mck	1	46	New
<b>TOTAL</b>	<b>132</b>	<b>991</b>	

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>

**Top 5 McKinney Hotels 2019-2020 Occupancy Rates: %**

**OCCUPANCY RATES:**

Hotel	Oct. '19	Nov. '19	Dec. '19	Jan. '20	Feb. '20	Mar. '20	Apr. '20	May '20	Jun. '20	Aug. '20	Sep. '20
Comfort	64.62	64.97	67.49	59.26	63.33						
Hampton	55.00	85.99	96.86	92.77	100						
Holiday Inn	87.29	78.35	75.82	57.58	100						
Holiday Inn Exp. (CR)	63.63	55.18	53.15	55.32	59.91						
Home 2	54.45	51.06	49.80	61.53	63.97						
La Quinta	68.19	60.21	63.17	61.90	73.68						
Sheraton	79.61	76.43	67.16	70.19	75.03						
Springhill	42.40	41.71	40.49	44.54	46.81						
Towneplace	65.49	62.21	49.66	32.15	0						

**Sheraton Occupancy Rates:**

Month	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19	FY 19-20
October	N/A	67.28%	75.19%	96.77%	85.79%	79.61%
November	N/A	61.35%	75.20%	N/A	77.95%	76.43%
December	N/A	69.24%	57.74%	N/A	66.66%	67.16%
January	N/A	61.62%	69.54%	72.13%	69.83%	70.19%
February	N/A	71.58%	79.77%	79.03%	83.67%	<b>75.03%</b>
March	24.60 %	63.53%	77.04%	75.54%	78.16%	
April	39.29%	82.34%	84.81%	78.06%	77.79%	
May	50.47%	64.60%	81.11%	78.87%	75.28%	
June	69.70%	75.03%	88.88%	81.25%	78.70%	
July	75.60%	72.61%	N/A	77.76%	73.50%	
August	56.22%	63.86%	76.00%	72.64%	70.90%	
September	56.43%	72.50%	N/A	78.98%	75.40%	

**LOST BUSINESS: 6**

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 DFWE Association Day- Preferred dates: April 25, April 4, or April 10, 2022. Attendees: 300 (association professionals and exhibitors). No room nights – meeting space only.
6. Globe Life-Sheraton 3/22-25/20; Room nights: 75; Attendees: 25.Canceled due to COVID-19.