



To: Visit McKinney Board
From: F. Marie Woodard – Interim Executive Director
Date: March 29, 2022
RE: Visit McKinney February 2022 - Staff Report

Operational Excellence

1. Education/Webinars:

- **Beth:**
 1. LinkedIn Webinar – “Marketing to Generation Z: Marketing to a new generation”
 2. Cyber Security Training
- **Marie:**
 1. City Class “Taking Initiative: How to be a Leader in Your Role”
 2. Cyber Security Training
- **Rachel:**
 1. City Class “Taking Initiative: How to be a Leader in Your Role”
 2. Simpleview – Using your CRM to Manage the Sports Sales Cycle
 3. Cyber Security Training
- **Sabine:**
 1. Cyber Security Training
 2. Destination Dashboard Video

2. Events/Services/Special Projects:

- **Beth**
 1. Monthly Main Street Business Meeting
 2. Created McKinney Living page; added to secondary navigation on Visit McKinney website
 3. Launched MCVB’s first tour (McKinney Monarchs) and two challenges (History and Comedy Arena) on MCVB’s Visit McKinney Widget and McKinney TX! apps
 4. Call with Visit Widget to work on setting up challenges
 5. Monthly call with Simpleview CMS support rep
 6. Attended Fairfield ribbon cutting, shared photos on all social platforms
 7. Interviewed candidates for weekday part time position
- **Marie**
 1. Directors Meeting
 2. TSAE Board Meeting
 3. MEDC Meeting
 4. TTA DEI Meeting
 5. Finance Committee Meeting
 6. MCDC Meeting

- **Rachel**
 1. NCL Lovejoy Chapter – AV at Sheraton
 2. Frisco Home is School – (100) Welcome Bags
 3. Comedy Arena – (25) Welcome Bags, Visit Widget Challenge
- **Sabine**
 1. Assisted Baylor, Scott & White secure rooms at Fairfield Inn during Ice Storm (77 Room nights)
 2. Coordinated Jeremy Rosenthal’s attendance of Chamber banquet
 3. Interviewed multiple part time front desk candidates
 4. Assisted M. Woodard & C. Gibson with lease renewal contract with Thad H.
 5. Review Strategic Plan/KPIs/KDQs
 6. Prepared open item CRM/CSM list for follow up with Simpleview
 7. Front Desk Manual review and additions/revisions to document
 8. Assisted M. Woodard with budget review and line item adjustments
 9. Review job descriptions, submit suggestions/revisions to match KPIs
 10. Train new PT Staff Assistant (S. Wilson)
 11. CSO Petition Verification: 18 hours
 12. Listened/Watched: Main Street Business Meeting Facebook Recording, Council Meetings, MEDC, MCDC Meetings and shared notes of interest with staff
 13. Volunteered 2 Wednesdays at Library for German Story time

3. Venue Calls: 0

4. Hotel Calls: 4

- | | |
|----------------------|------------------------|
| 1. TownePlace Suites | 3. Holiday Inn Express |
| 2. Sheraton | 4. Best Western |

HOT Tax Collection reported by City: 2021-2022

- **MOM 2021 vs. 2022 (20-Hotels & 3-B&B/VRBO reporting)**
 - February 2022: \$159,514
 - February 2021: \$108,287
 - **47.31%**
- **YOY 2021 vs. 2022 (20-Hotels & 6-B&B/VRBO reporting)**
 - February 2022: \$849,568
 - February 2021: \$557,066
 - **52.51 %**

ASSOCIATION/CORPORATE/SMERF/GOVERNMENT COMPLETED in February 2022: TTL Group Room nights 92; TTL Group Rev.: \$8,881

ASSOCIATION : TTL Rom nights: 0 ; TTL Rev.: \$0

CORPORATE: 77 Total Room nights; \$7,546 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Feb 3-5	Baylor Scott & White	Fairfield Inn	77	\$98	\$7,546

SMERF: 15 Total Room Nights; \$1,335 Total Revenue

Social: 15 Total Room Nights; \$1,335 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Feb 25	Frisco Home is School	Holiday Inn Express	15	\$89	\$1,335
Feb 26	MillHouse Foundation	Sheraton, Best Western, Hampton Inn	0	0	0

Military/Government: 0

Education: 0

Religious: 0

Fraternal: 0

Weddings: 0

Sports: 1

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Feb 18-19	Tracy Beard Classic	SpringHill Suites, Home2, Holiday Inn Express, TownePlace Suites, Best Western	Unknown	Unk	Unk

Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls: 147

Association (0) & Corporate: (0) for MW

SMERF: (147) for RT

Social: 20

Military/Government: 12

Education: 10

Religious: 3

Fraternal: 17

Weddings: 62

Sports: 23

Services – Event Management: ASSOCIATIONS/CORPORATE/SMERF: 35

Ongoing event management for upcoming definite leads

Association (0) & Corporate: (0) for MW

SMERF: (35) for RT

Social: 12

Military/Government: 2

Education: 0

Religious: 0

Fraternal: 0

Weddings: 10

Sports: 11

Events 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!
 - Holiday Trail of Lights
 - Butterfly Gardens & House
 - Halloween at the Heard
 - Spring & 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)
- ArtFest by MillHouse
- MuralFest by MillHouse
- 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:

- February 2022 Gross Sales \$318.95
 - Rent check: \$355.00
- Total: \$355.00**

Visitors: FYTD Total (February 2022): 1,986

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

- Out of State: 18
- Out of Country: 6
- Texas Residents: 4
- McKinney Residents: 3
- Register Total: 31
- Ticker Counter: 159

Historic Walking Tours: 2

- 2-8-22: (Guy): 1 adult, no kids
- 2-26-22: (Paula): cancelled due to weather

Day Trips: 0

Site Visit: 0

Association: 0
 Corporate: 0
 SMERF: 0

RFP's: 9

Corporate: 1

1. Baylor Scott & White – February 3-5, 2022 – Fairfield Inn – 77 room nights

Association: 0

SMERF: 8

Social: 3

1. MillHouse Foundation, 2022 Winter ArtFest – February 26-27, 2022 - Sheraton, Best Western, Hampton Inn – Est 15 Room Nights
2. Salinas/Velez Engagement Party – March 3-4, 2022 – Hotel TBD – Est 5 Room Nights
3. MillHouse Foundation, 2022 MuralFest – June 18-19, 2022 – Hotels TBD – Est 25 Room Nights

Military/Government: 0

Education: 0

Religious: 0

Fraternal: 0

Weddings: 2

1. Gilroy/Rouse Wedding – April 16, 2022 – Fairfield Inn – Est 15 Room Nights
2. Gambetty/Bastin Wedding – May 1, 2022 – Hotel TBD – Est 15 Room Nights

Sports: 3

1. AEYL, June 2022 Tournament – June 24-26, 2022 – Hotels TBD – Est 100 Room Nights
2. Women’s All Pro Tour – June 21-24, 2022 – La Quinta – Est 30 Room Nights
3. AEYL, July 2022 Tournament – July 15-17, 2022 – Hotels TBD – Est 100 Room Nights

Bags Serviced: 125

February – Leads Processed/Open Rates

FEBRUARY - Emails sent to leads for Sales & Leisure				
	Sales	Avg. Sales Open Rate	Leisure (TourTexas)	Leisure Open Rate
FEBRUARY 2022	3,962	21.17%	90	36.05%
TOTALS	3,962		90	

Top Five States requesting information:

- Texas
- Arizona
- California
- Oklahoma
- Illinois

Advertising/Marketing/Media

FEBRUARY 2022 -ROBLY Email Stats	
Average Open Rate	46.70%
Average Click-thru Rate	11.20%
Total Audience	5,690

February 2022 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Ad for Ride Texas Magazine (Spring issue)
- Meet Texas Magazine (Annual issue)
- Photos to Prevue Magazine (meeting planners) for an article that includes McKinney
- Photos of downtown McKinney submitted to Travel Texas (state travel office) for inclusion in media pitch
- Phone call to provide information on MPAC to writer from Small Market Meetings Magazine; sent photos
- Texas Highways (May issue ad)
- Small Market Meetings Magazine (Spring ad)
- Texas Town and City Magazine (TML) (April ad)
- Submitted June-August events to Texas Highways for Texas Events Calendar/TourTexas.com

SOCIAL MEDIA STATS

FACEBOOK FY 21-22	Lifetime Likes	Post Reach	Post Engagement
OCT. 2021	13,383	22,044	
NOV. 2021	13,463	22,601	
DEC. 2021	13,520	17,668	
JAN. 2022	13,549	18,086	
FEB. 2022	13,642	23,397	6,801
TOTALS	N/A	103,796	6,801

Facebook no longer reports engaged users; left post reach in and added, starting this month, post engagement.

INSTAGRAM 2021-22	
From 2019-20	5,633
Oct. 2021	94
Nov. 2021	89
Dec. 2021	102
Jan. 2021	27
Feb.2022	235
TOTAL	6,180

YOUTUBE 2021-22	
Month	Views
Historical #s	17,160
OCT. 2021	148
NOV. 2021	176
DEC. 2021	116
JAN. 2022	209
FEB. 2022	716
TOTAL	18,525

TIKTOK FY 21-22	New Followers
OCT. 2021	17
NOV. 2021	18
DEC. 2021	85
JAN. 2022	81
FEB. 2022	20
TOTALS	221

Website - 2021-22			
Month	Sessions	Pageviews	Users
OCT. 2021	11,700	22,702	9,550
NOV. 2021	10,815	20,574	9,089
DEC. 2021	13,268	23,954	11,197
JAN. 2022	8,129	16,395	6,725
FEB. 2022	10,041	19,041	8,375
TOTAL	53,953	102,666	44,936

FEBRUARY 2021 – MPG Page Views	
Main Page	62
Venues by Capacity	71
Request Info/RFP	6
Venues/Videos	6
Helpful resources	38
Vendors/services	16
Tour Options/Itineraries	296
TOTAL:	495

VISIT WIDGET - FEBRUARY 2022				
	Users	Sessions	Page Views	New Downloads
Widget	83	113	989	
Mobile APP	269	292	1,726	
Downloads				
<i>iOS</i>				71
<i>Android</i>				9
TOTAL	352	405	2,715	80

EARNED MEDIA:

FY 21-22	Budgeted Amount
Adv. & Promo TTL	\$195,023

FEBRUARY 2022 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
Courier-Gazette	MillHouse - artfests bringing visitors to McKinney	\$4,500	\$450	\$14,850	290,000
PBS - Nationwide 155 markets in 47 states	The Daytripper - rerun of McKinney episode (\$13,769.72 per market; impressions/30,693 reach per market)	\$0	\$2,134,307	\$6,402,920	47,574,170
<i>TOTALS</i>		\$4,500	\$2,134,757	\$6,417,770	47,864,170
<i>FY 21-22 Running Totals</i>		\$14,600	\$2,169,758	\$6,553,073	53,169,726

LOST BUSINESS: 0 Corporate Group, 0 Association Groups and 0 SMERF Group; Lost Revenue: \$0

CORPORATE:

Dates	Group	Lost Reason	Total Room Nights	Attendance	Lost Business Revenue \$
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				Corporate Lost:	\$0

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

Dates	Group	Lost Reason	Total Room Nights	Attendance	Lost Business Revenue \$
				SMERF Lost:	\$0

ASSOCIATION:

Dates	Group	Lost Reason	Total Room Nights	Attendance	Lost Business Revenue \$
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				Association Lost:	\$0

These numbers are approximate and based on average usage/rates for the past 3 years of meeting history. 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.