



To: VISIT MCKINNEY Board
From: Dee-dee Guerra – Executive Director
Date: August 27, 2019
RE: Visit McKinney July 2019-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Board:**
 - Met with the Marketing Committee to go over Marketing Strategic Plan to get ready for August Strategic Planning Meeting for FY 19-20.
 - On 7/23/19 the VISIT MCKINNEY Board approved the name change from “McKinney Convention & Visitors Bureau” to “Visit McKinney”.

- **Advertising/Marketing:**
 - Staff assisted with the Red White & BOOM parade, driving for Council members and taking photos for future promotions.
 - Staff is currently working with downtown merchants to create a coupon sheet for use through the end of the year for distribution to groups visiting McKinney.
 - We submitted a 500-word article and photos for consideration for publication in Meetings Today’s annual CVB/DMO issue. The focus of the requested article - how CVBs/DMOs are developing “one-of-a-kind” meeting and convention experiences that showcase the unique, local attributes of their destination – fit perfectly with the Texas Downtown Association conference hosted in McKinney Nov. 2017. We’re not sure when we will know if we were selected for publication, but will keep Council updated.
 - SEM program completed its 2nd month on VisitMcKinney.com and our website numbers are again up, a vast improvement over year-over-year comparisons to last year.
 - McKinney To Munich Promo- We have been working with Main Street to promote the McKinney to Munich 2020 contest taking place between Aug. 1 and the end of Oktoberfest (Sept. 29). Looking to identify some partners in the city to help get the word out.
 - Created specially-targeted downtown coupon sheets and maps for groups coming to McKinney soon – Texas Christmas Tree Growers, Southwest TX Officials Conference, and the North Texas Yarn Crawl.

- **Education/Webinar:**
 - D. Guerra:
 - D. Guerra attended Travel & Tourism College to continue her accreditation for her CTE.
 - B. Shumate:
 - B. Shumate completed her first year of Travel & Tourism College and received her first-year certificate
 - V. Rhodes:
 - Team Building for All Employees – Online training class
 - S. Smith:
 - TDM Webinar
 - Legistar Training
 - IDSS Training
 - P-card Training

- **Events/Services:**

- Events: 7
 - 4th of July Parade- Staff participated
 - 2nd Annual Salsa Fest-Judged
 - Attended Retail Coach Discussion-Capturing Visitors-Main St.
 - DCI finals in Denton
 - Texas Agri-Life Luncheon & Friendship Dinner
 - Board & Commission Interviews
 - Lonestar Media Day Conference/Luncheon- NCAA D2
- Services: 1
 - D. Guerra met with City of Addison Marketing Dept., EDC, Special Events, & General Services Directors to discuss how Visit McKinney is part of the city and how we collaborate with other City Depts.

- **Sales:**

- Met w/CM Office, Parks, & Derrick Robinson about AYEL-Home School Tournaments.
- TAGD Strategic Retreat & Board Meeting-April 17-19, 2020. 30 Attendees, 25 total room nights, 13 peak room nights. Sent to Sheraton & Grand. The Grand turned down due to commissions that planner requires.
- Southwest College Football Officials (SWCFO) will be at the Sheraton 8/1-3/19 and at the MISD Community Event Center as well as using the Beach Club for Volleyball Team building.
- Texas AgriLife was in town 7/23-25/19. Used the Sheraton as a venue and room nights. They had an evening event at Local Yocal. They had two excursion tours: one was with Food Walks of TX where they stopped at Harvest and Patina Green, ate a dessert and got to hear from the Chefs and owners of each establishment. They also had a tour where they visited Hugs Café. We received rave reviews from the attendees and from the Planning Committee.
- Assisted Chief Kistner in trying to find a venue for First Responder Leadership meeting in September.
- Assisted Ashley Barrera from Texoma COG to find a venue for an educational event to assist with utility assistance for those in need.
- DCI 2020 (Drum Corp International)-E.D. Guerra attended meeting with Drum Corp International. They are awarding us a 3-year contract. She also got to attend the Finals show in Denton. There were over 6,000 people who attended that show on a Thursday evening. They are still unsure if we are getting added to the roster or if they will drop one of the shows that are currently held in Denton or Mesquite. E.D. Guerra will be attending the DCI Championships in Indianapolis, Aug 9-12, 2019. We have chosen to do three things and do them well for the first year (July 20-21, 2020): They are not ready to announce this, but we are patiently waiting to be able to put the word out.
 - 1.) Drumline Battle- either at Tupps or in the Downtown area-Monday 7/20/20
 - 2.) Bandtastic (Camp for middle schoolers that are chosen by their Band Director to attend and they get to perform with a Corp and that will be the kick-off of the Finals Competition. Tuesday 7/21/20
 - 3.) Finals Competition-Tuesday 7/21/20
- BREP Joint Sales Calls w/MEDC & Chamber:
 - Lone Star Reel-7/24/19-We will be assisting with Corporate Hotel Room nights.
 - Popular Ink-7/29/19-Already using Hampton & Sheraton. Will keep us in mind for any other meetings/events.
 - Vazata & Tech Culture-7/30/19-Assisting with an entryway of literature at Tech Culture. Mr. Black would like to have some materials on McKinney at the Tech Culture Space and would also like to use it as a venue. Will be setting up a meeting with Tech Culture to go see the space. Vazata will call on us for Corporate room nights, venue space & dining spaces for clients and customers.
- Emerson: 10 RFP's
 - FY 18-19-TTL Room nights: 120, Attendees: 15 per group/60 total.
 - FY 19-20-TTL Roomnights: 180, Attendees: 15 per/90 total. She might add more.
- Site Visits: 4
 - Lisa Kula with the 3rd Marine Division annual convention on October 13th in McKinney. It's about 50 people and two WW2 Vets (all Marines). The banquet is at Rick's Chophouse.
 - Kim Cotton from Jack Henry and Associates-site visit to Hilton Home 2
 - MOB Trudy Kane & Bride.: Tiffany Kane. Went to Holiday Inn Express & Market St & Kroger Flowers.
 - Emerson: Tammy Warren- Yard, the Station, & Sanctuary.

- **Hotel Visits: 4**
 - Hilton Home 2
 - Sheraton
 - D'Vine Grace
 - Myers Park

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: 2018-2019

HOT TAX collection reported by City:

- MOM 2019 vs. 2018 (-Hotels & -B&B/VRBO reporting)
 - July 2019: \$ 161,673
 - July 2018: \$ 160,946
 - 0.45%
- YTD: 2019 vs 2018
 - FY 18-19: \$ 1,389,439
 - FY 17-18: \$ 1,419,809
 - -2.14%

VISIT MCKINNEY Room Nights Generated: TTL Room Nights: 714; TTL Revenue: \$83,977

WEDDINGS COMPLETED- July 2019 - TTL Room Nights: 171 TTL Rev: \$22,825

- Bustin/Grimes Wedding – Sheraton: TTL room nights: 32, TTL Rev: \$ 3,680
- Dearick/Healey Wedding – Sheraton: TTL room nights: 13, TTL Rev: \$1,378
- Hutchins/Barber – Grand Hotel: TTL room nights: 42 TTL Rev: \$6,758
- Lee/Cooper – Grand Hotel: TTL room nights: 33 TTL Rev: \$5,344
- Simnitt/Evetts Wedding – Sheraton: TTL room nights: 19, TTL Rev: \$2,147
- Comfort Inn Hotel Wedding Party Booking Link: TTL room nights: 10, TTL Rev.: \$863
- Eason/McLeod Wedding – Hampton Inn: TTL room nights: 7, TTL Rev: \$ 945.
- Sauter Wedding – Hampton Inn: TTL room nights: 15, TTL rev: \$ 1710

Assisted following wedding parties with hotel quotes/info, however, no hotel room blocks made or welcome bags provided.

- Alicia Padgett – Stonecress

Wedding Parties lost due to new hotels not being open. (They were moved to Allen/Fairview)

- Vansteenbergh – Rosemary Barn – Block was made at the Spring Hill Suites. We lost this business to Allen hotels.

ASSOCIATION/CORPORATE/SMERF COMPLETED in July 2019: TTL Room nights: 543; TTL Revenue: \$61,152

Associaton: TTL Rooms: 194; TTL Rev: \$23,086

- Texas Extension Association of Family & Consumer Sciences – Sheraton: TTL room nights: 194, TTL Rev.: \$23,086

Corporate: TTL Rooms: 288 ; TTL Revenue: \$30,200

- Torchmark-7/15-17/19 AIL SGA:TTL room nights: 30; TTL Rev.: \$2,910
- Torchmark-7/21-25/19-FHL 101: TTL room nights: 90;TTL Rev.: \$7,920
- Torchmark-7/23-25/19-FHL 301: TTL room nights: 31; TTL Rev.: \$3,007
- SRS 7/19: TTL room nights: 72; TTYL Rev.: \$8,568
- ILead – Grand Hotel: TTL room nights: 65; TTL Rev.: \$7,795

SMERF: TTL Room nights: 39 ; TTL Rev: \$5,056

- Rogers Funeral-7/23-25/19: TTL room nights:21; TTL Rev. \$2,394
- Oklahoma College of Women - The Grand Hotel: TTL room nights: 18; TTL Rev: \$2,662

Sports: TTL Rooms: 22; TTL Rev: \$ 2,810

- Mid America Youth Basketball - Hampton Inn: TTL room nights: 11; TTL Rev: \$1,380
- Primetime Sportz – Hampton Inn: TTL room nights: 11; TTL Rev: \$1,430

Sales Calls: ASSOCIATIONS-/CORPORATE /SMERF Sales Calls:**Association: 7**

1. Texas Lakes Trails – Jill Campbell. Follow up visit for upcoming Lakes Trails Meeting to take place in McKinney in August.
2. Texas Extension Association of Family & Consumer Sciences/Texas A&M Agrilife Extension – Bethany Aire – follow up visits for the upcoming conference at the Sheraton. Securing last-minute details and concerns.
3. American Cancer Society – Rebecca Lex. Assisting Rebecca with locating venues and meeting space in McKinney for upcoming community development meetings. No specific dates have been set yet.
4. Texas Academy of General Dentistry – Steve Long, working with Steve on RFP for TAGD Strategic Retreat & Board Meeting. April 17-19, 2020. Total attendees: 30, Total room nights: 25. Sent RFP to the Grand Hotel and The Sheraton.
5. Texas Rural Water Association – Contact: Angela Russell. Follow up call from earlier sales calls. Have left several voice mails/follow up emails, have not gotten a response to date.
6. Texas Rural Letter Carriers Association – Contact: Vicki Lovings. Unable to make contact with Vicki. Have asked for a return call when leaving a voice mail on mainline.
7. Texas Criminal Defense Lawyers Association – Contact: Amanda Rivera & Melissa Schank. Left message on Amanda's voice mail to discuss repeat business here in McKinney.

Corporate: 3

1. Texas Instruments -Denine Chron. Working with Denine & Jacque Day from the Grand Hotel. Thirty rooms blocked from September 16-19, 2019. We are still working on meeting details regarding needs for activities held outside of the Grand.
2. Lead – Working with Grand Hotel on this repeat business. Block is for July 21-24, 2019. Room Block: 20 rooms
3. Jet Support Services – Contact: Tracie Klassen. Follow up call/repeat customers. Conferring with Tracie to determine what her event planning needs are for the next year. Left message on voice mail.

SMERF: 14

1. 3rd Marine Division – Tina Kula. The annual convention, October 2019. Approximately 50 attendees. Looking at Heard-Craig House, Collin County Museum, and Chestnut Square as a possibility for their team outing.
2. Oklahoma College of Women – Lisa McClanahan. Group of approximately 10 women coming to McKinney for a get-away. They will be utilizing the Grand Hotel and will also be visiting the Heard Craig House and enjoy shopping in downtown.
3. Craig Family Reunion – Janet Caskey & Linda Callen. June 2020. Working with Janet & Linda to secure a location for the Craig Family reunion. Approximately 50-75 attendees.
4. Five Tool Showcases – Cherie. Five Tool is a third-party housing company that works with sports tournaments. I am working with Cherie to assist her with hotels needs in McKinney for tournaments played at any of the sports facilities.
5. Michael Johnson Performance – Mike Gullo. Spoke to Mike regarding room blocks for athletes coming to McKinney. We are working on securing additional hotels in McKinney for athletes to use when coming to McKinney.
6. Each & Every Detail – Contact: Wendy Kidd.
7. Weber Family Reunion – Contact: Dianna Weber. Assisted Dianna with venue location for a family reunion. Date: October 2019, approximately 30-60 attendees. She is looking for a venue to rent for under \$450 and allows outside catering. There is a possibility for hotel rooms; she will call back to inform me once she has a final count.
8. Primetime Sports – Contact: Cassidy Strange. Left message on voice mail, repeat customer. Offering assistance for needs they may have when securing hotels for their teams coming to McKinney.
9. Children's Health Star Center – Contact: Brad Buckland/Paige Duke; Visited McKinney location to introduce Steve Yearwood, from the Sheraton Hotel to Brad. He was not available at the time, did a soft introduction via email. Paige Duke stated she would provide us with their tournament schedules, and asked us to reach out to her with hotel room rate/availability information.
10. PSA McKinney – Contact: Mort Kramer. Visited McKinney location to introduce Steve Yearwood, from the Sheraton Hotel to Mort. Mort has almost completed the 2020 tournament schedule and will provide to us next month.
11. McKinney Parks & Rec – Contact: Michael Kaye. Visited Parks and Rec location to introduce Steve Yearwood, from the Sheraton Hotel to Michael Kaye. Michael provided their tournament schedule through June 2020. Steven & I will work with Sports Housing companies to secure hotel needs in McKinney.
12. D'Vine Grace – Contact: Christina Delgado. Introduced Steven Yearwood, from the Sheraton to Christina. Christina advised she would list the Sheraton as one of their preferred hotels.

13. ISI Skating – Contact: Lisa Cushley. Sent email to Lisa to open lines of communication and ask about upcoming ISI Skating tournaments that will be held at the Star Center
14. Myers Park – Contact: Mark Page. Mark was not available at my time of visit. Spoke with Joni regarding the shows scheduled for next year. I will circle back to Mark to see if he will provide the groups names for me.

Weddings: 6

1. Grassley/McDonald Wedding – September 2019 Wedding block of 15 at the Hampton, venue is The Grand Ivory in Leonard
2. Cindy Miller Wedding – May 2020
3. Yesenia Gallegos Wedding – October 2019, Magnolia Grace Venue
4. Morrison/Alvarado Wedding – December 2019, Rustic Grace
5. Chiles Wedding – September 2019, The Springs
6. Kelsha Mayers, December 2019, The Springs

McKinney Top 25: McKinney Corporate: 3

1. BREP meeting w/ **Lone Star Reel**- Met with CEO & N Staff. Working with Lindsey on Corporate rates. Setting up a site visit to go see local hotels.
2. BREP Meeting w/**Popular Ink**-Met with CEO Dru Riess. He uses the Sheraton & Hampton for visitors. Will call if needs assistance with venues.
3. BREP meeting w/**Vazata & Tech Culture**-Met with Lance & Karen of Vazata, they call if they need assistance with hotels/venue. Michael from Tech Culture- setting up a site of Tech Culture. They will be sending a brochure of the space with the breakdown of meeting space. They want assistance to sell the space as a venue.

VISIT MCKINNEY Calendar of Events 2018-2020: 16
Yellow highlight=New business & Red type=indicates Lost Business

Month	Group	Venue	Room Nights	Attendance
July				
7/9-10/19	Austin Concierge Services/Oklahoma College of Women	Grand	18	10
7/19/19	Verity (Baylor Scott & White Partner) This event didn't make	Hampton, Holiday Inn, Holiday Inn Express, Hilton Home 2, Springhill Suites & Towneplace	50	50
07/15 – 07/17/2019	Torchmark AIL SGA Improvement Seminar	Sheraton	15	15
07/21 – 07/25/2019	Torchmark FHL 101	Sheraton	22	44
07/24 – 07/26/2019	Torchmark FHL 301	Sheraton	9	18
7/22-26/19	Texas Extension Association of Family & Consumer Sciences-Texas Agri-Life	Sheraton	100	300
7/2019	Texas Retailers	Sheraton	149	250
7/5-6/19	Religious Conf. Overflow- Allen	City Wide	300	700
August				

8/1-3/19	Southwest College Football Officials (SWCFO)	Sheraton	62	250
8/2019	Texas Lake Trail Annual Board Meeting	Meeting Space Only	50	50-75
08/05 – 08/08/2019	Torchmark LNL 401	Sheraton	20	20
08/12 – 08/14/2019	Torchmark AIL 201	Sheraton	80	80
8/23-25/19	Texas Christmas Tree Growers Assoc.	Sheraton	60	120
08/25 – 08/28/2019	Torchmark LNL 301	Sheraton	20	20
September				
09/15 – 09/19/2019	Torchmark LNL 101	Sheraton	100	100
9/19-21/2019	3e United-Union Event September 19-21, 2019 at MPAC.	Sheraton/MPAC	100 (?)	1200
9/13-22/19	Mckinney Kniterry Yarn Crawl	Grand Hotel, Towne Place Suites, and the Best Western	10	500-600
09/23 – 09/25/2019	Torchmark AIL 301	Sheraton	50	50
9/2019	Claims Prevention & Procedure Council	Sheraton	90	225
October				
October 2019	3 rd Marine Division	Hampton/Holiday Inn	N/A	N/A
10/2019	God Said Glow	Sheraton	150	450
10/20 - 10/23/2019	Torchmark LNL 201	Sheraton	30	30
10/22 - 10/23/2019	Torchmark FHL 101	Sheraton	22	44
10/27 - 10/29/2019	Torchmark FHL 201	Sheraton	15	30
10/27 - 10/30/2019	Torchmark AIL 101	Sheraton	100	100
November				
11/03 - 11/07/2019	Torchmark LNL 101	Sheraton	100	100
11/5-7/19	Emerson FC1605/1100	Holiday Inn	15	30
11/12-14/19	Emerson IV 1006	Holiday Inn	15	30
11/19-21-19	Emerson IV 1100	Holiday Inn	15	30
11/2019	Texas Public Purchasing Association	Sheraton	120	280
December				
12/3-5/19	Emerson IV 1006	Holiday Inn	15	30

12/18-21/19	NCAA D2 Folltball Championship	Sheraton/Delta	320	80
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2020

Month	Group	Venue	Room Nights	Attendance
January				
1/7-9/20	Emerson IV 1100	Holiday Inn	15	30
1/14-16/20	Emerson IV 1106	Holiday Inn	15	30
April				
4/17/20	Texas Academy of General Dentistry – TAGD Strategic Retreat & Board Meeting.	Sent RFP to the Grand Hotel and The Sheraton.	25	30
4/20	Franchise Meeting Group/Event Prep	Sheraton	225	250
June				
6/2-4/20	Emerson IV 1100	Holiday Inn	15	30
6/9-11/20	Emerson IV 1006	Holiday inn	15	30
June 2020	Craig Family Reunion.	Working with planners to secure meeting/event location.	N/A	50-75
July				
7/2020	Council on Occupational Education	Sheraton	125	350
November				
11/10-12/20	Emerson IV 1000	Holiday Inn	15	30
11/17-19/20	Emerson IV 1006	Holiday Inn	15	30

2021

Month	Group	Venue	Room Nights	Attendance
September				
	TTIA – 2021 Travel Summit RFP. This RFP was lost due to size and concession asked to be provided by CVB.	Sheraton	400	850

2022

Month	Group	Venue	Room Nights	Attendance
September				
	TTIA – 2022 Travel Summit RFP. This RFP was lost due to size and concession asked to be provided by CVB	Sheraton	400	850
October				
10/2022	Floor Covering Installation	Sheraton	75	200

	Contractors Association (FCICA)			
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Events the VISIT MCKINNEY assist 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
 - Bike the Bricks
 - Arts in Bloom
- 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

The McKinney Shop:

- **July 2019 Gross Sales \$ 1,185.15**
- **Rent check \$355.00**

Visitors: FYTD Total (Oct.'18– Sept. '19): 4,278

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

- Out of State: 46
- Out of Country: 17
- Texas Residents: 6
- McKinney Residents: 1
- Register Total: 70

- Ticker Counter: 457

Day Trips: 1

1. Texas Pecan Growers Association – Conference was in Frisco, however, we worked with the planner to bring a group of spouses to McKinney for shopping and lunch.

RFP's: 22 (3-Association, 10-Corporate, - 6 Weddings, 1-Social, 1-Military, 0-Religious, 1-Education, 0-Sports, 0-Day Trips)

Association: 3

1. Texas Academy of General Dentistry –TAGD Strategic Retreat & Board Meeting. April 17-19, 2020. Total attendees: 30, Total room nights: 25. Sent RFP to the Grand Hotel and The Sheraton.
2. TTIA -2021 Travel Summit RFP. Date: September. This RFP was lost due to size and concession asked to be provided by Visit McKinney. (Over 400 in attendance)
3. TTIA -2022 Travel Summit RFP. Date: September. This RFP was lost due to size and concession asked to be provided by Visit McKinney. (Over 400 in attendance)

Corporate: 10

Emerson:

- **FY 18-19-TTL Room nights: 120, Attendees: 15 per group/60 total.**

Date	Name	Attendees	Total Roomnights
11/5-7/19	FC 1605/1100	15	30
11/12-14/19	IV 1006	15	30
11/19-21/19	IV 1100	15	30
12/3-5/19	IV 1006	15	30

- **FY 19-20-TTL Roomnights: 180, Attendees: 15 per/90 total. She might add more.**

Date	Name	Attendees	Total Roomnights
1/7-9/20	IV 1100	15	30
1/14-16/20	IV 1106	15	30
6/2-4/20	IV 1100	15	30
6/9-11/20	IV 1006	15	30
11/10-12/20	IV 1000	15	30
11/17-19/20	IV 1006	15	30

SMERF: 9 (6-Weddings, 1-Social, 0-Sport, 1-Military, 1-Education, 0-Religious)

1. Craig Family Reunion – June 2020. Working with planners to secure meeting/event location. Approximately 50 – 75 attendees.
2. 3rd Marine Division – October 2019, 50 Attendees. Unsure of rooms needed at this time, looking at a 10 room block.
3. Austin Concierge Services/Oklahoma College of Women – Contact: Lisa McClanahan. July 9, 2019. Attendees: 10
4. Grassley/McDonald Wedding – September 2019 Wedding block of 15 at the Hampton, venue is The Grand Ivory in Leonard
5. Cindy Miller Wedding – May 2020
6. Yesenia Gallegos Wedding – October 2019, Magnolia Grace Venue
7. Morrison/Alvarado Wedding – December 2019, Rustic Grace
8. Chiles Wedding – September 2019, The Springs
9. Kelsha Mayers, December 2019, The Springs

Site Visits: 3

1. Emerson: Tammy Warren- Yard, the Station, & Sanctuary.
2. Tina Kula with 3rd Marine Division
3. Jack Henry & Associates meeting planner: Kim Cotton and Christie Dawson visited the Hilton Home 2 Hotel.

Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal): 22 (22-Weddings, 0-Social, 0 -Sports, 0-Day Trips)

Weddings: 22

1. Parker Juarez - August 2019, Rosemary Barn
2. Charla Thomas (MOB) August 2019, Gather
3. Lourdes Vasquez – August 2019, Springs
4. Chiles Wedding – September 2019, Springs
5. Grassley/McDonald Wedding - September, Grand Ivory
6. Genny Holmes (MOB) - Sept 21, 2019 – River Rd
7. Holmes Wedding - September 2019, River Rd
8. Graves Wedding - September 2019, Springs
9. Carrier & Zach Hood – September 2019, Bella Donna
10. Yesenia Gallegos Wedding – October 2019, Magnolia Grace
11. Christy Skertchly – October 2019, Stonecrest
12. Stutzman Wedding – October 2019, Stonecrest
13. Gloria Martinez - November 2019, Springs
14. Vonderschmidt Wedding - November 2019
15. Lamberson Wedding – November 2019, Stone Crest
16. Morrison/Alvarado Wedding – December 2019, Rustic Grace
17. Kelsha Mayers - December 2019, Springs
18. Kerarra Comer - December 2019, Springs
19. Erin Fanatico Wedding - December 2019
20. Morrison Wedding – December 2019, Rustic Grace
21. Symm Wedding – February 2020, Springs
22. Cindy Miller Wedding – May 2020

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: 1,117

Mailing Leads Processed: 68

- Tour Texas: 68

Top Five States requesting information:

- Texas
- Oklahoma
- Alaska
- Florida
- Illinois

Advertising/Marketing/Media

Blogs: Top 5 for JULY 2019: 348

Crape Myrtle Park - 180

Getting Around Downtown – Parking/Valet – 54

NTTA – 44

Blog – Archived Home Page – 17

Ice Cream Freezer Museum – 13

Blog home page – 40

BLOG VISITS - FY 18-19	
MONTH	Sessions
Oct. 2018	384
Nov. 2018	250
Dec. 2018	232
Jan. 2019	380
Feb. 2019	294
Mar. 2019	298
April.2019	367
May.2019	467
June.2019	379
July.2019	500
FY 18-19	3,551

JULY 2019 Visits on Homepage News Flash buttons & landing pages: 939

Weekend Update page – 203
 Getting Around Downtown/Parking/Valet – 60
 Tours in McKinney - 36
 Then & Now exhibit – 9
 Ask a Local - 54
 Visitors Guide – 231
 Grants – 29
 Event-Planning Pages/Meeting Planners Guide – 314
 KPIs - 3

JULY 2019 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Wrote five emails for TACVB Conference marketing committee
- Took photos at RWB Parade, Street Fair & Salsa Festival
- Created coupon sheets for Pecan Growers, Texas Agrilife, and Texas Christmas Tree Growers
- Created map of hotels/sports/restaurants for LSC meeting

Advertising- Website & Publication ROI Tracking:

- THSLL Championship – 6
- Yarn Crawl – 5
- Business 360 – 5
- Texas Meetings+Events – 1
- Tour Texas – 1
- Small Market Meetings – 1
- Boyd Broncos – 2
- MHS Lions - 2
- NCAA – 2
- Polka News – 2
- Sports Destination Mgmt. – 1
- Stonebridge Ranch News – 1
- New Orleans Magazine -1
- Texas Highways – 2
- Meet Texas – 1

JULY 2019 SOCIAL MEDIA

FACEBOOK					
FY 18-19	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct. 18	97	7,491	92,814	378,097	2,678,708
Nov. 18	65	7,556	88,311	449,685	2,860,148
Dec. 18	63	7,619	159,866	1,042,216	4,343,739
Jan.19	76	7,695	135,200	1,022,782	4,626,660
Feb. 19	146	7,845	129,516	831,301	4,108,790
March.19	106	7,951	194,190	1,322,497	5,951,768
April.19	144	8,095	135,964	812,985	5,175,251
May.19	144	8,239	108,763	901,480	4,185,610
June.19	110	8,349	94,367	511,199	3,682,075
July.19	110	8,459	119,343	490,099	4,686,919
TOTALS	1,061	N/A	1,258,334	7,762,341	42,299,668

INSTAGRAM	New Followers
Historical	761
Oct. 2018	126
Nov. 2018	164
Dec. 2018	94
Jan. 2019	56
Feb. 2019	59
March-19	75
April-19	77
May-19	61
June.19	71
July.19	79
TOTAL	1623

TWITTER - JULY 2019	
Followers	5,188 (+23)
Tweets	6,755
Tweet Impressions	29,900
Profile Visits	163
Mentions by other users	18

YOUTUBE	Views	Subscribers
Historical numbers	6,699	30
Oct. 2018	217	0
Nov. 2018	222	4
Dec. 2018	232	3
Jan. 2019	124	1
Feb. 2019	155	1
March.2019	142	3
April.2019	141	0
May.2019	135	0
June.2019	166	3
July.2019	203	1
TOTAL	8,436	46

Google Bus. Pg	Page Views	Web visits
Oct. 2018	1,960	27
Nov. 2018	1,970	30
Dec. 2018	1,195	40
Jan. 2019	1,850	34
Feb. 2019	1,970	29
March.2019	2,240	31
April.2019	2150	56
May.2019	2,060	45
June.2019	2,144	29
July.2019	1,860	35
TOTAL	19,399	356

JULY 2019 Website Numbers

Month	Sessions	Pageviews	Users
Oct. 2018	3,061	7,459	2,496
Nov. 2018	3,565	7,585	3,140
Dec. 2018	3,043	6,689	2,640
Jan. 2019	2,880	7,381	2,383
Feb. 2019	2,632	6,433	2,200
Mar. 2019	2,900	,404,705	2,440
April.2019	3,591	8,387	2,937
May.2019	9,272	17,251	7,837
June.2019	6,503	13,314	5,598
July.2019	6,596	13,422	5,670

FY 18-19	44,043	94,626	37,341
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JULY 2019 Traffic	Users
Mobile	3,604
Desktop	1,516
Tablet	550
TOTAL	5,670

JULY 2019 - TOP 25 WEB PAGES

Page	Pageviews	Unique Page Views
Home Page	7,404	6,345
Calendar	2,941	2,400
Shopping Centers	244	227
Visitors Guide	231	184
Events	231	180
Explore	223	164
Dining	211	127
Wknd Upd. home button	194	171
Blog_Crape Myrtle Park	180	155
Event Plan. (Landing pg)	155	138
Monthly Events	151	140
Calendar-June	111	94
Tours	111	98
Parks Trail Maps	102	96
Shopping	99	93
History of Mckinney	99	86
Calendar	96	78
Ask a Local	89	60
About McKinney	84	71
Accommodations	81	71
Attractions directory	74	67
Weekend Update Sign-up	73	63
Weddings/Receptions	73	42
Specialty Inns page	73	64
Dining/Nightlife	68	59

Top Countries – JULY 2019

Country Breakdown	Users	New Users	Sessions
United States	5,255	5,049	6,596
Canada	280	280	296
South Korea	18	18	18
Brazil	14	14	14
India	14	14	14
Germany	12	12	12
Denmark	7	7	7

Mexico	6	5	7
Philippines	6	5	6
China	5	5	6

Top States

State Breakdown	Users	New Users	Sessions
Texas	4,005	3,807	4,761
California	132	128	144
Oklahoma	115	111	122
Virginia	82	81	83
Illinois	72	68	80
Florida	57	56	63
Tennessee	52	51	57
Louisiana	48	47	52
Georgia	47	44	49
New Jersey	40	40	46

Top Cities

City Breakdown	Users	New Users	Sessions
Dallas	1267	1187	1408
McKinney	1130	1001	1476
Not set	190	185	197
Plano	116	113	132
Frisco	114	110	125
Allen	110	106	124
Austin	85	81	94
Houston	75	70	81
Prosper	63	55	66
Ashburn	58	58	58

VISIT WIDGET - JULY 2019				
	Users	Sessions	Page Views	New Downloads
Widget	179	184	959	
Desktop	28	29	156	
Mobile	28	32	96	
App-iOS	123	123	707	38
App-Android	11	13	83	2
TOTAL	190	197	1042	40

CROWDRIFF GALLERIES - JULY 2019		
Gallery	Interactions	Views
Being Social	21	13
Explore	18	168
Dining	12	162
History (Downtown)	26	114
Events	16	168
Home Gallery	97	1,300
TOTAL	190	1925

Advertising- Website & Publication ROI Tracking:

Publicity: Does not include \$30,000 for Grants

FY 18-19	Budgeted Amount
Adv. & Promo TTL	\$ 141,470

JULY 2019 FREE MEDIA					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
Bubble Life	Shared Blog/web updates (7 times)	\$0	\$20,000	\$60,000	800,000
Courier Gazette	Ask a Local - Dee-dee column	\$840	\$1,000	\$5,520	105,000
TOTALS		\$840	\$21,000	\$65,520	905,000
FY 18-19 Totals		\$40,387	\$240,515	\$845,186	16,430,000

OCCUPANCY RATES:

Top 5 McKinney Hotels 2018-2019 Occupancy Rates: %

Hotel	Oct. '18	Nov. '18	Dec. '18	Jan. '19	Feb. '19	Mar. '19	Apr. '19	May '19	Jun. '19	Jul. '19	Aug. '19	Sep. '19
Comfort	64.57	66.03	56.17	50.79	55.73	76.24	70.42	68.36	74.50			
Hampton	73.87	62.03	87.46	93.30	98.19	98.41	96.37	90.69	100.0			
Holiday Inn	63.70	72.00	67.48	57.93	66.23	73.77	79.83	73.51	82.56			
Holiday Inn CR	65.16	72.96	52.30	51.73	57.63	66.85	77.71	68.27	74.04			
La Quinta	58.96	77.17	73.79	63.90	67.36	72.85	68.44	82.40	95.61			
Sheraton	85.79	77.95	66.66	69.83	83.67	78.16	77.79	75.28	58.62			
Townplace	59.48	65.54	54.19	51.65	59.95	75.32	77.34	69.26	67.38			

Sheraton Occupancy Rates:

Month	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19
October	N/A	67.28%	75.19%	96.77%	85.79%
November	N/A	61.35%	75.20%	N/A%	77.95%
December	N/A	69.24%	57.74%	N/A%	66.66%
January	N/A	61.62%	69.54%	72.13%	69.83%
February	N/A	71.58%	79.77%	79.03%	83.67%
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%	
July	75.60%	72.61%	N/A	77.76%	
August	56.22%	63.86%	76.00%	72.64%	
September	56.43%	72.50%	N/A	78.98%	

LOST BUSINESS: 8

1. TTIA Travel Summit 2021- This RFP was lost due to size and concession provided by Visit McKinney. (Over 400 in attendance). Dates: September, with a Friday – Wednesday travel pattern.
2. TTIA Travel Summit 2022 - This RFP was lost due to size and concession provided by Visit McKinney. (Over 400 in attendance). Dates: September, with a Friday – Wednesday travel pattern.
3. 3rd Marine Division – lost hotel rooms to Allen, La Quinta. Group is still looking to come to McKinney for a day. They are considering the Collin County Historical Museum for one of their field trips.
4. 3-E Union: Sheraton/MPAC September 19-21, 2019. 1200 attendance and 100 room nights.
5. Claims Prevention & Procedure Council: Sheraton September 2019, 225 attendees, 90 room nights.
6. God Said Glow: Sheraton September 2019, 450 attendees, 150 room nights.
7. Texas Public Purchasing Association: Sheraton September 2019, 280 attendees, 120 room nights.
8. Franchise Meeting Event Group: Sheraton, April 2020, 250 attendees, 225 room nights.