



To: Visit McKinney Board
From: Dee-dee Guerra – Executive Director
Date: September 29, 2020
RE: Visit McKinney August 2020-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Staff:**
 - TACVB Annual Conference
- **Education/Webinars:**
 - **Beth: 2**
 - Accelerating Recovery – call about U.S. Travel Office new “Let’s Go There” campaign
 - Leveraging Recent Changes to Facebook’s AD Platform
 - **Dee-dee: 6**
 - STR Video 8/2, 14, & 21/20
 - The Impact and Future of Tourism & DMO Funding in Response & Recovery from COVID-19
 - Destination Analyst 8/13 & 19/20
 - **Marie: 1**
 - Tiny Habits
 - **Sabine: 5**
 - Positive Outlook, Positive Performance
 - Getting Through Difficult Times Together, Session II – Communicating with Respect & Honesty
 - Diversity and Inclusion within the Business Events Industry: It’s a Movement, Not a Moment
 - McKinney’s Changing Workplace
 - Tiny Habits
 - **Vanesa: 1**
 - Tiny Habits
- **Events/Services: 4**
 - Links – McKinney Chamber
 - Springs Bridal Show/Open House
 - Hidden Jewell Bridal Show/Open House
 - Virtual Rotary Meeting
- **Venue Calls: 2**
 - Springs
 - Hidden Jewell

- **Hotels:** Moved to once a month Zoom Call.

August Hotel Calls:

1. Red Gate Inn, Paul Hunt, and Vanesa: Meeting at the office on August 3rd
2. Vanesa Phone call with James at Hampton on August 3rd

August 4, 2020 @10am, Zoom Call

3. Townplace Suites/Brian Tigner and Melissa Van Sickels
4. Holiday inn Express/Jessi Cochran
5. Sheraton/Beverly Pontius
6. SpringHill Suites, Home 2/Casipia Breland

7. Vanesa Phone call with Jessica at the Comfort Suites on August the 5th
8. Grace at Hampton Inn came on August the 5th to Visitor Center to check in with us

Face Shields physically delivered to:

1. Comfort Suites
2. Grand Hotel
3. Hampton Inn & Suites
4. Hilton Home2Suites McKinney
5. Holiday Inn Hotel & Suites (DOS)
6. Holiday Inn Express McKinney/Frisco East (Craig Ranch)
7. La Quinta Inn & Suites
8. Sheraton
9. SpringHill Suites
10. Red Gate Inn
11. The Neathery Estate Bed & Breakfast

Staff called each Hotel 2 times for Hurricane Laura Evacuation (8-25 and 8-26) procedures and Occupancy

1. America's Best Value Inn
2. Best Western
3. Comfort Suites
4. Days Inn
5. Econolodge
6. Grand Hotel
7. Hampton Inn & Suites
8. Hilton Home2Suites McKinney
9. Holiday Inn Hotel & Suites
10. Holiday Inn Express McKinney/Frisco East (Craig Ranch)
11. La Quinta Inn & Suites
12. McKinney Inn
13. Motel 6
14. Quality Inn
15. Sheraton
16. SpringHill Suites
17. Super 8
18. Towneplace Suites
19. Woodsprings Suites

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 (19-Hotels & 2-B&B/VRBO reporting)
 - August 2020: \$112,676
 - August 2019: \$156,373
 - -27.94%
- FY YOY
 - Oct.- Aug. 2020: \$1,303,874
 - Oct.- Aug.2019: \$1,545,813
 - -15.65%

ASSOCIATION/CORPORATE/SMERF COMPLETED in August 2020: TTL Room nights: 183; TTL Rev.: \$23,100

WEDDINGS COMPLETED-August 2020- TTL Room nights:: 165; TTL Rev. : \$21,102

Weddings 8 (4-No Pickup)

1. Brittany Kirwin Wedding – August 26, 2020; Venue: Magnolia Grace
 - a. Sheraton –: TTL Room nights: 16, TTL Rev.: \$1,680
2. Horvath/Chambliss Wedding – August 1, 2020; Venue: The Springs
 - a. Sheraton – TTL Room nights: 37, TTL Rev.: \$3,774
3. Kaysie Gillory Wedding – August 13, 2020; Venue: Magnolia Grace
 - a. Sheraton – TTL Room nights: 43, TTL Rev.: \$4,343
 - b. Hampton Inn – No Pickup
4. Osterman/Byer Wedding – August 2020 Venue: Rosemary Bar
 - a. Grand Hotel – TTL Room nights: 69, TTL Rev.: \$11,305
5. Chesle (Lauren) Blair Wedding – August 1, 2020; Venue: Waterstone – no pickup reported
6. Kim Cunningham Wedding – August 8, 2020
 - a. Hampton Inn – No Pickup
7. Baxter/Cislo Wedding – August 1, 2020; Venue: Stonecrest – no pickup reported
8. Erin Horomanski Wedding –Venue; Stonecrest – no pickup reported

ASSOCIATION/CORPORATE/SMERF COMPLETED in August 2020: TTL Room nights: 18; TTL Rev.: \$1,998

- Assoc./Corp. HOTEL ROOMS- TTL Room nights: 0, TTL Revenue: \$0
- SMERF HOTEL ROOMS- TTL Room nights: 0; TTL Rev.: \$ 0
- Sports HOTEL ROOMS- TTL Room nights: 18; TTL Rev.: \$1998

Solar Soccer Club – Premier Club Tournament, August 7-9, 2020 at Craig Ranch. Secured blocks at Holiday Inn Express: 60 room nights, Revenue Potential: \$ & Springhill Suites: 60 room nights, Revenue Potential: \$8,040.

Response from Holiday Inn Express: We had zero pickups from the solar soccer clubs. When I reached out to Sue about the reservations, she said that she had nothing. We had other soccer families, and I have no idea if they were with solar soccer or not. I am very sorry. We had a full hotel with baseball and soccer this weekend though.

- Spring Hill Suites: TTL Room nights: 19, TTL Rev.: \$1998

Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls: 974

- **Association/Corporate: 637**
 - Available Upon Request
- **SMERF: 334**
 - Available Upon Request
- **McKinney Top 25: McKinney Corporate: 3**
 - Dynacraft:
 - 8/20/20-Emailed Haley check-in and see if they need anything.
 - 8/21/20-Haley responded Dynacraft has decided not to travel through 2021.
 - Winstron Tech
 - 8/20/20 Reached out to Mike to see how they are doing and if they need anything.
 - 8/20/20 Mike replied, they aren't traveling or having any meetings.
 - Moss Electric:
 - 8/20/20-Sent Julie and an email to check in on her.
 - 8/20/20-Julie responded, for now, we are good and not sure what we will have planned for next year but will reach out should we have plans to do so.

VISIT MCKINNEY Calendar of Events 2020-2024:7

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
August				
8/2-5/20	Globelife AIL LA 101	Sheraton	300	100
8/16-20/20	Globelife LNL 101	Sheraton	40	20
8/5-9/20	Solar Soccer Club	Springhill & Holiday Inn Express	60	120
September				
8/31/20-9/3/20	Globelife AIL LA 201	Sheraton	120	40
9/4-7/20	Cirrus Aircraft	Grand	4	1
9/10-12/20	Simpson Strongtie	Springhill Suites	160	80
9/13-16/20	Globelife LNL 301	Sheraton	75	25

9/18-20/20	Spirit of Prophecy Church	Sheraton-Meeting Space Only	0	500
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
October				
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
November				
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
January				
February				
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
April				
4/2021	Clown Education Promotions	Sheraton	310	150
September				
9/2021	TX Assoc. Of Education for Young Children Annual Conf.	Sheraton	300	150
October				
10/2021	T.E.A.C.H	Sheraton	180	90
November				
December				
12/2021	Lone Star Justice Alliance	Sheraton	150	75
2021	Libertarian Party of Texas	Sheraton	220	110

2022

Month	Group	Venue	Room Nights	Attendance
February				
2/2022	Council of Administration of Special Education-Hybrid Conference	Sheraton	N/A	124
March				
3/4-5/22	NAIA – Men’s Wrestling National Championship.	Citywide		5500
April				
4/11-16/22	NAIA – Men’s Volleyball National Championship.	Citywide		2500
October				
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
December				
12/2022	Lone Star Justice Alliance	Sheraton	150	75

2023

Month	Group	Venue	Room Nights	Attendance
July				
7/2023	Fire Fighters Assoc.	Sheraton		

2024

Month	Group	Venue	Room Nights	Attendance
March				
3/3-4/23	NAIA – Men’s Wrestling National Championship. March 3-4, 2023.			5500

April				
4/10-15/23	NAIA – Men’s Volleyball National	Citywide		2250

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
 - 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!
 - Halloween at the Heard
 - Holiday Trail of Lights
 - Butterfly Gardens & House
 -
 - Spring and 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)
- 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/ Guy Giersch & Tonya Fallis
- Food Tours
- Steak 101 Class
- The Cove
- Comedy Arena
- Arcade 92
- The Escape Room
- North Texas Wineries

The McKinney Shop:

- August 2020 Gross Sales \$675.40
 - Rent check \$355.00

Visitors: FYTD Total (Oct. '19– Sept. '20): 2,862

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

- Out of State: (not trackable)
- Out of Country: (not trackable)
- Texas Residents: (not trackable)
- McKinney Residents: (not trackable)
- Register Total: (not trackable)
- Ticker Counter: 151

Day Trips- 0

- N/A

RFP's: 16 (1-Association, 1-Corporate, 7-Weddings, 1-Social, 0-Religious, 6-Sports)

Association:

1. 2023 Texas Firefighters Summer Games – July 2023

Corporate: 1

1. Cirrus Aircraft- 1 attendee, 4 days @ Grand Hotel September 9/3-7/20

SMERF: 13

Social: 1

1. Spirit of Prophecy Church – September 18-20,2020. Attendees: 500, Meeting space only

Religious: 0

Weddings: 7

1. Hannah Schumann – December 2020, Rustic Grace
2. Danielle Baxter – May 8, 2021, The Gather
3. Marissa Malazzo – November 7, 2020, The Springs
4. Erica Mills – November 20, 2020, River Road Chateau
5. Ben Rishforth – November 2, 2020, The Springs

6. Angelica Garcia – December 20, 2020, The Springs
7. Lauren Cook – December 21, 2020, The Springs

Sports: 6

1. Solar Soccer Club-Primer Club Tournament, August 7-9, 2020 at Craig Ranch. Holiday Inn Express 60 room nights Attendees: 120
2. NAIA – Men’s Volleyball National Championship. April 11-16, 2022. Approximately 250 student-athletes & coaches, and 2,000 fans
3. NAIA – Men’s Volleyball National Championship. April 10-15, 2023. Approximately 250 student-athletes & coaches, and 2,000 fans
4. NAIA – Women’s Flag Football Finals. April 29-May 3, 2021. Approximately 250-300 student-athletes
5. NAIA – Men’s Wrestling National Championship. March 4-5, 2022. Approximately 500 student-athletes, and 3,000-5,000 Fans
6. NAIA – Men’s Wrestling National Championship. March 3-4, 2023. Approximately 500 student-athletes, and 3,000-5,000 Fans

Site Visits: 0

Ongoing Prospects: 38 (SMERF: 1-Social, Military, 1-Education, 1-Religious, & Fraternal); 33-Weddings; 2-Sports; 0-Day Trips)

SMERF: 3

1. Cottonwood Creek Women’s Conference – September 19, 2020
2. Library Conference, KOHA – September 21-27, 2020 (The Grand & MPAC) – Postponed UFN/TBD
3. The 99’s – October 15-17, 2021 (The Sheraton)

Sports: 2

1. Turlaxin Lacrosse – October 17-Nov 1, 2020
2. Pickle Ball Tournament – Sept 30-October 5, 2020 (this is a reschedule, originally schedule to take place in April)

Weddings: 33

1. Christie Astle, September 2020, The Springs
2. Madison Sweet, September 5, 2020 – Rosemary Barn
3. Natalie Bvendventura – October 30, 2020, or 2021 – Magnolia Grace
4. Beth Walker – October 10, 2020 – Cotton Mill
5. Sharon Rush (MOB), October 10, 2020 – Avalon Legacy
6. Lindsay Rylan – October 23, 2020 – Magnolia Grace
7. Stasia Milam – November 24, 2020 – Magnolia Grace
8. Ashley Lester Wedding, November 21, 2020 – Magnolia Grace
9. Jordan Roach – November 2020 – Magnolia Grace
10. Michael Herring, November 2020 – Springs (this was a May wedding that was postponed)
11. Ivy Alexander – December 2020 – Magnolia Grace
12. Sequoia Grant – December 2020 – Stone Crest
13. Jessica Seay – December 2020 – Rustic Grace
14. Marquine Malone, December 17, 2020 – Springs
15. Bethany Mawman, date not secured at the time of discussion – Springs
16. Darcy Thompson (MOB), January 17, 2021 – Magnolia Grace
17. Molly Hightower Wedding, January 2, 2021- Magnolia Grace

18. Cathy Trinh Wedding, February 29, 2021 – Magnolia Grace
19. Danielle Faulkner – March 27, 2021 – Magnolia Grace
20. Ashley Sackinger – April 17, 2021 – Magnolia Grace
21. Andrew Brown Wedding, April 17, 2021 – Magnolia Grace
22. Kathryn Vela, April 25, 2021 – Magnolia Grace
23. Alyssa Wasilewski, April 2021 – Reception only
24. Marc Cholak, February 27, 2021 – Springs
25. Sara Redfearn, February 2021 – Springs
26. Maren Holyoak, May 2021 – Magnolia Grace
27. Megan Jordon, June 12, 2021 – Rustic Grace
28. Randi Cole Wedding, June 19, 2021- Magnolia Grace
29. Victoria Nicholson – October 2021 – Magnolia Grace
30. Madison Krell – October 10, 2021 – Magnolia Grace
31. Brittney Larocca – October 16, 2021 – Magnolia Grace
32. Hannah Wilson – Date TBD – Magnolia Grace
33. Brelayshia Hodges – Date TBD – Magnolia Grace

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 in the last 6 months):**
 - 35.1% average open rate, 15.5% average click-thru rate, & Total audience: 7,250

Bags Serviced: 233

Mailing Leads Processed: 86

- Tour Texas-86

Top Five States requesting information:

- Texas
- California
- New York
- Missouri
- South Carolina

Advertising/Marketing/Media

NEW - Special note: Top Referrals from other websites –Included just as a note last time, so I built it out.

- *Facebook: 50*
- *Airport: 24*
- *City: 11*
- *RediscoverAmerica.com: 4*
- *TravelTexas.com: 4*
- *Wedding couple (Jordan and Matt Ribiero): 4*

Blogs (Top 5) for AUGUST 2020:

- YOLO TX - 179
- NTTA - 132

- Romantic Getaway (Our Sweet Adventures) – 98
- Blog Home page - 52
- What to Expect when traveling to McKinney during COVID - 24

BLOG VISITS - FY 19-20	
Month	Sessions
Oct. 2019	234
Nov.2019	618
Dec. 2019	379
Jan. 2020	447
Feb. 2020	432
Mar. 2020	158
Apr. 2020	444
May 2020	329
Jun. 2020	258
Jul. 2020	658
Aug. 2020	370
FY 19-20	4,327

AUGUST 2020 Homepage News Flash buttons (Top 5): 249

- NTTA - 127
- Planning a McKinney Trip/COVID – 43
- Romantic Getaway – 30
- Benji House – 25
- YOLO - 24

AUGUST 2020 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Ad submitted to Authentic Texas
- Ad submitted to Small Market Meetings
- Submitted text & photo for a free editorial in Sports Destination Marketing (The Courts)
- Submitted text & photo for a free editorial in Bus Tours Magazine
- Wrote & distributed a press release about two TACVB Idea Fair awards

AUGUST 2020 -Ad Landing Pages	
Daytripper Dino	46
Daytripper Marg	4
McKinney High Lions	1
Boyd Broncos	1
Visitors Guide	1
TourTexas.com	1
Tennis (SDM ad)	2
TOTAL	56

Additional pages created for groups and tracking for KPIs

- MEDIA HUB for access to photos – 7
- KPIs – 8

AUGUST 2020: MPG Page Views	
Main Page	10
RFP	2
Venues/Videos	14
Sports Planning	1
Group Services	7
Tour Options/Itineraries	125
TOTAL:	159

AUGUST Pgs. Created for groups	
DCI	3
Yarn Crawl	17
Turlaxin	7
TOTAL:	27

FACEBOOK STATS					
FY 19-20	New Likes	Lifetime Likes	Engaged Users	Total Reach	Impressions
Oct. 2019	100	9,383	117,733	614,329	4,583,190
Nov. 2019	160	9,543	121,629	1,127,541	4,041,914
Dec. 2019	110	9,653	157,730	1,565,106	4,678,448
Jan. 2020	57	9,710	99,598	622,458	3,748,449
Feb. 2020	45	9,755	113,637	506,945	3,879,106
Mar. 2020	88	9,843	184,711	458,589	3,671,450
Apr. 2020	54	9,897	85,574	323,121	2,704,379
May 2020	63	9,960	93,268	428,874	2,609,076
Jun. 2020	117	10,077	59,163	387,015	1,857,391
Jul. 2020	56	10,133	58,470	310,240	2,094,821
Aug. 2020	31	10,164	41,215	239,292	1,744,220
TOTALS	881	N/A	1,132,728	6,583,510	35,612,444

TWITTER - AUGUST 2020	
Total Followers	5,625
NEW Followers	26
Tweets	17
Tweet Impressions	13K

Profile Visits	38
Mentions	42

INSTAGRAM - AUGUST 2020	
From 2018-19	2,341
Oct. 2019	109
Nov.2019	53
Dec. 2019	64
Jan. 2020	89
Feb. 2020	93
Mar..2020	75
Apr. 2020	92
May 2020	109
Jun. 2020	139
Jul. 2020	129
Aug. 2020	98
TOTAL	3,391

YOUTUBE - 2019 2020		
<i>YOUTUBE</i>	<i>Views</i>	<i>Subscribers</i>
<i>Historical #s</i>	9,242	49
Oct. 2019	208	1
Nov.2019	172	0
Dec. 2019	370	2
Jan. 2020	377	1
Feb. 2020	315	0
Mar. 2020	328	0
Apr. 2020	604	2
May.2020	435	3
Jun. 2020	479	-1
Jul. 2020	454	3
Aug. 2020	647	0
TOTAL	13,631	60

Google Business Page - 2019-2020		
<i>Month</i>	<i>Page Views</i>	<i>Web visits</i>
Oct. 2019	2,540	25
Nov. 2019	4,820	31
Dec. 2019	3,360	22
Jan. 2020	4005	36

Feb. 2020	3950	33
Mar. 2020	1,610	26
Apr. 2020	1,160	10
May.2020	1,205	22
Jun. 2020	1,805	27
Jul. 2020	2,090	22
Aug. 2020	2,000	32
TOTAL	28,545	286

WEBSITE NUMBERS - AUGUST 2020

Month	Sessions	Pageviews	Users
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
Mar. 2020	4,469	8,645	3,795
Apr. 2020	2,431	5,043	1,904
May.2020	2,968	5,824	2,552
Jun. 2020	3,075	6,796	2,578
Jul. 2020	3,102	6,247	2,651
Aug. 2020	2,609	5,156	2,282
FY 19-20	42,551	87,745	36,043

AUGUST.2020	Users
Mobile	1,156
Desktop	1,050
Tablet	76
TOTAL	2,282

AUGUST 2020 - TOP WEB PAGES

Page	Pageviews	Unique Page Views
Home page	1283	1082
Calendar- - main pg.	232	178
Shopping Centers	172	154
Dining in McKinney	145	110
NTTA Blog	127	105
Visitors Guide	122	103
Events Page	94	78

Monthly/annual events	90	82
Explore	89	78
Calendar - Aug.	86	67
Specialty Inn Directory	83	75
About McKinney	65	62
About Visit McKinney	54	42
Wknd Upd. Home pg.	52	47
Dining/Nightlife	51	43
Shopping	49	43
Parks/trail Map	46	42
Accommodations	45	40
Dining Special Offers	45	41
Daytripper/Dinos	45	37
Daytripping McKinney	43	36
Travel to McK in COVID	43	35
Resource Directory	41	36
Fresh Foods	38	43
Towne Lake	38	35

Top Countries – AUGUST 2020

Country Breakdown	Users	New Users	Sessions
United States	2116	2058	2438
Canada	43	43	43
(not set)	23	23	23
Germany	19	19	19
Philippines	11	11	12
United Kingdom	9	9	11
Israel	6	6	6
S. Korea	6	6	6
Denmark	5	5	5
India	5	5	5

Top States – AUGUST 2020

State Breakdown	Users	New Users	Sessions
Texas	1,557	1,508	1,807
California	113	112	121
Virginia	33	32	35
Florida	29	29	31

New York	28	28	32
(not set)	27	26	30
Oklahoma	27	26	30
Arizona	26	23	51
Illinois	23	22	25
Washington	23	22	25

Top Cities – AUGUST 2020

City Breakdown	Users	New Users	Sessions
McKinney	483	448	610
Dallas	376	360	412
Plano	55	54	60
Allen	54	54	54
Frisco	49	49	51
Fort Worth	36	34	39
Houston	34	33	37
Prosper	29	26	32
San Antonio	19	18	20
Austin	18	17	18

CROWDRIFF – AUGUST 2020		
Gallery	Interactions	Views
Dining	5	103
History/Dwntn	15	51
Home Gallery	117	565
Explore McK	10	57
Being Social	20	9
Events	3	123
Weddings	2	25
Shopping	0	33
TOTAL	172	966

MEDIA HUB		
Month	Downloads	Requests
Jun. 2020	73	44
Jul. 2020	8	8
Aug. 2020	7	2
FY 19-20	88	54

VISIT WIDGET - AUGUST 2020				
	Users	Sessions	Page Views	New Downloads
Widget	20	20	49	
<i>Desktop</i>	15	15	30	
<i>Mobile</i>	5	5	19	
Mobile APP	100	82	381	
<i>App-iOS</i>	79	65	334	10
<i>App-Android</i>	21	17	47	3
TOTAL	120	102	430	13

FREE PUBLICITY:

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

AUGUST 2020 - Free Media Coverage for Visit McKinney				
Article/Topic	Print	Web/ Broadcast Value	PR Value	Impressions /Reach
YOLO TX - Goodies Texas segment	\$0	\$5,050	\$15,150	100,000
McKinney article (free)	\$0	\$0	\$0	40,000
My Curly Adventures	\$500	\$0	\$1,500	10,000
Music Festival article	\$0	\$240	\$720	60,000
Shared postings/articles 2 times	\$0	\$2,000	\$6,000	200,000
TOTALS	\$500	\$7,290	\$23,370	410,000
FY 19-20 Totals	\$35,196	\$408,982	\$1,334,783	9,996,134

I didn't include Rediscover America or Influencer Magazine yet – will do next month – because I'm waiting to hear value and reach.

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	Jul. '20	Aug. '20	Sept. '20
Comfort	64.62	64.97	67.49	59.26	63.33	27.91	31.80	46.54	52.75	55.35		

Hampton	55.00	85.99	96.86	92.77	100	49.92	21.79	48.99	88.33	90.93		
Holiday Inn	87.29	78.35	75.82	57.58	100	37.02	2.12	23.59	35.82	34.57		
Holiday Inn Exp. (CR)	63.63	55.18	53.15	55.32	59.91	39.39	20.46	31.01	54.13	53.15		
Home 2	54.45	51.06	49.80	61.53	63.97	48.66	39.44	34.55	66.39	56.83		
La Quinta	68.19	60.21	63.17	61.90	73.68	45.08	34.39	45.08	58.78	61.54		
Sheraton	79.61	76.43	67.16	70.19	75.03	31.50	2.05	8.35	33.16	38.42		
Springhill	42.40	41.71	40.49	44.54	46.81	20.72	0.29	0.00	28.45	49.65		

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%	75.03%
March	24.60 %	63.53%	77.04%	75.54%	78.16%	31.5%
April	39.29%	82.34%	84.81%	78.06%	77.79%	2.05%
May	50.47%	64.60%	81.11%	78.87%	75.28%	8.35%
June	69.70%	75.03%	88.88%	81.25%	78.70%	33.16%
July	75.60%	72.61%	N/A	77.76%	73.50%	38.42%
August	56.22%	63.86%	76.00%	72.64%	70.90%	
September	56.43%	72.50%	N/A	78.98%	75.40%	

TOTAL LOST BUSINESS: 26; Lost Revenue: \$27,683,710

Association /Corporate Lost Business: 18; Lost Revenue: \$27,041,000

Dates	Group	Venue/Notes	Room nights	Attendance	Lost Business Revenue \$
July 2022	Associated Locksmiths of America	Sheraton Use 100,000sf Exhibit Hall	16,200	2700	\$3,016,000
July 2022	National Black Police Assn	Sheraton Need b/out & sleep rooms under 1-roof	1,200	600	\$260,000
July 2022	Texas Restaurant Assn	Sheraton 500 Exhibitors	15,200	6,700	\$2,912,000
June 2022	Texas Lathing & Plastering Contractors Assn	Sheraton 200 booths	4,000	2,000	\$880,000
May 2022	Out of Home Advertising Assn of America (Billboards)	Sheraton Too Large	2,400	1,200	\$580,000

April 2022	American Conference for the Treatment of HIV	Sheraton Too Large	2,400	1,200	\$620,000
November 2022	Int'l Risk Management Institute: Construction Risk Conference	Sheraton Too Large	6,000	2,000	\$1,660,000
February 2022	Int'l Risk Management Institute: Energy Risk Conference	Sheraton Too Large	2,000	1,000	\$460,000
April/May 2022	Int'l Risk Management Institute: Agricon Conference	Sheraton Too Large	2,400	1,200	\$509,600
Feb 2023	Texas Assn for Literacy & Adult Education	Sheraton Too Large	1,000	500	\$245,000
August 2024	American Numismatic Assn – World Fair of Money	Sheraton Too large	26,000	8,623	\$4,880,000
March 2024	American Numismatic Assn – National Money Show	Sheraton Too large	5,500	2,750	\$1,090,000
Jul or Aug 2023	Texas Central Bleeding Disorders Assn	Sheraton Too large	900	600	\$194,000
Jan 2025	Assn for Concrete Renovation Professionals	Sheraton Too large	9,000	4,500	\$1,910,000
July & Nov 2023	American Speech-Language-Hearing Assn	Sheraton Too large	10,000 4,600	5,000 2,300	\$1,800,000 \$964,000
Feb 2023	National Roofing Contractors Assn	Sheraton Too Large	24,000	6,000	\$4,320,000
June 2022	Assn of Classical & Christian Schools	Sheraton Too Large	2,400	1,200	\$502,000
July 2023	Fire Fighters Assoc.	Sheraton Too Large/ Cost to host (comps): \$32,703 (HOT is \$14,310, loss of \$18,393)	1,500	300	\$238,500
Totals			136,700	50,373	\$27,041,100

McKinney Corporate: Groups: 2; Lost Revenue: \$35,360

Month	Group	Venue/Notes	Room Nights	Attendance	Revenue Lost
8/2-5/20	Globelife AIL LA 101	Sheraton	300	100	\$31,200
8/16-20/20	Globelife LNL 101	Sheraton	40	20	\$4,160

Totals			340	120	\$35,360
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SMERF: Total: Groups: 6; Lost Revenue: \$607,250

Dates	Group	Venue/Notes	TTL Room nights:	Attendance	Lost Business Revenue \$
September 18-20, 2020	Spirit of Prophecy Church	Sheraton-Space Only	0	500	\$3,500
April 11-16, 2022	NAIA – Men’s Volleyball Championship	Sheraton	1,500	2,250	\$172,500
April 10-15, 2023	NAIA – Men’s Volleyball Championship	Sheraton	1,500	2,250	\$172,500
April 29-May 3, 2021	NAIA – Women’s Flag Football Finals	Sheraton	1,250	500	\$143,750
March 4-5, 2022	NAIA-Men’s Wrestling National Championship	Sheraton	500	5,000	\$57,500
March 3-4, 2023	NAIA – Men’s Wrestling National Championship	Sheraton	500	5,000	\$57,500
Totals			5,250	15,500	\$607,250

Potential Loss of Business:

Library Conference, KOHA – September 21-27, 2020 (The Grand & MPAC) TTL Room nights:: 90, Potential Revenue: \$11,610 – **Postponed UFN/TBD.**

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.