



To: Visit McKinney Board
From: Dee-dee Guerra – Executive Director
Date: July 28, 2020
RE: Visit McKinney June 2020-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Staff:**
 - Discussing: 7 Habit Book by Stephen Covey (Habit 5-7)

- **Education/Webinars:**
 - **Beth: 1**
 - Webinar with TTA: It's a New World in Social Media
 - **Dee-dee: 1**
 - Marcus & Millichap Suburban Office Outlook.
 - **Marie: 0**
 - **Sabine: 1**
 - Tempest Webinar: "A discussion about crisis communication strategies"
 - **Vanesa: 2**
 - ABA – What's Happening In Texas Tourism
 - Convention South & Sports Events; Virtual Tours & Site Visits Panel Discussion

- **Events/Services:**
 - Links – McKinney Chamber
 - Bingham House Event Center – Reopen
 - DFW Vendor Network Lunch/Venue Panel Discussion
 - McKinney Restaurant Council w/Chamber
 - 6/8/20
 - 6/22/20
 - City & Chambers-Leadership Alumni Network-Board & Commissions Zoom Call
 - Garden Party in Austin met w/ two Meeting Planners
 - Conference Direct
 - Strategic Association Management

- **Venue Calls: 4**
 1. Bella Donna
 2. Bingham House
 3. Stonebridge Ranch Country Club
 4. Rustic Grace

- 2 phone calls have been made to the following **Hotels** each. Also, each Sales Manager and the Executive Director reached out individually to several hotels:
 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

- 2 phone calls have been made to the following **B&B's** each.
 1. Bingham House
 2. Cottages at Stonebridge Ranch
 3. Red Gate Inn
 4. Memory Lane Inn
 5. The Neathery Estate Bed & Breakfast
 6. The Southern Chic Retreat

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 & 2-B&B/VRBO reporting)
 - June 2020: \$68,852
 - June 2019: \$\$150,125
 - **-54.14%**

- **FY YOY**
 - Oct.- Jun. 2020: \$1,080,783
 - Oct.- Jun. 2019: \$1,227,767
 - **-11.97%**

ASSOCIATION/CORPORATE/SMERF COMPLETED in June 2020: TTL Room nights: 244; TTL Rev.: \$25,237

WEDDINGS COMPLETED-June 2020- Total rooms picked up: 21, Total revenue: \$2,163

- **Sheraton Hotel Total room night:** 21; Total revenue: \$2,163
 - Cross Wedding – June 27, 2020 – Springs- Total room night: 21; Total revenue: \$2,163
 - Haley Case – June 13, 2020 – Magnolia Grace – postponed wedding, date TBD
 - Chloe Fifer Wedding – June 20, 2020 – Rock Creek Ranch
- **Spring Hill Suites** – no pickup
 - Jace Smitham/Wamble Wedding – June 25, 2020 – Canceled
- **Grand Hotel Loss:** Total room nights: 12, Total revenue: \$1,942

ASSOCIATION/CORPORATE/SMERF COMPLETED in May 2020: TTL Room nights 223; TTL Rev.: \$23,074

- **Assoc./Corp. HOTEL ROOMS- TTL Room nights: 68, TTL Revenue: \$8,042**
 - KVPVET-Sheraton- 6/11-14/20, TTL Room nights 18; TTL Rev. \$1,602
 - KVPVET-Grand Hotel- 6/25-28/20, TTL Room nights 17; TTL Rev. \$1,853
 - KVPVET-Grand Hotel- 6/25-28/20, TTL Room nights 33; TTL Rev. \$4,587
- **SMERF HOTEL ROOMS- TTL Room nights: 0 ; TTL Revenue: \$ 0**
- **Sports HOTEL ROOMS- TTL Room nights: 155 ; TTL Rev.: \$15,032**
 - Pudge Rodriquez Tournament – Melissa Ball Fields
 - Sheraton Hotel – Total room nights: 122, Total revenue \$12,078 (they also had rooms from Expedia, however, they were not able to say these rooms were for the tournament)
 - Holiday Inn Express – Total room nights: no pick-up
 - Spring Hill Suites had rooms booked via Expedia for this weekend, not able to provide pick up
 - Grand Hotel – Total room nights: 2, Total revenue: \$195

Women's All-Pro Golf Tournament – Hurricane Creek, Anna

- Sheraton Hotel – Total room nights: 31; Total revenue: \$2,759

Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls:

Sales Calls: 791

- **Association/Corporate: 435**
 - **Available Upon Request**
- **SMERF: 353**
 - **Available Upon Request**
- **McKinney Top 25: McKinney Corporate: 3**
 - Byron Nelson:
 - Team & VM Staff–Zoom Call 6/17/20
 - 6/22/20-Logistics meeting w/ City
 - KVP Vet-Assisted w/ room nights for corporate relocation from California
 - 6/11-14/20-18 room nights-Sheraton
 - 6/25-28/20-50 room nights-Grand
 - Spoons Café
 - Assisted Karen w/ meeting Hotel GM's regarding a partnership for food delivery

- Corporate Rates from Home 2 & Springhill Suites

VISIT MCKINNEY Calendar of Events 2020-2024: 11

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 |
| June | | | | |
| 6/2-4/20 | Emerson IV 1100 | Holiday Inn | 15 | 30 |
| 6/8-12/20 | Women's All-Pro Golf Tournament (WAPT) | Sheraton | 180 | 100 |
| 6/9-11/20 | Emerson IV 1006 | Holiday Inn | 15 | 30 |
| 6/11-14/20 | KVPVET | Sheraton | 18 | 6 |
| 6/25-28/20 | KVPVET | Sheraton | 17 | 6 |
| 6/25-28/20 | KVPVET | Sheraton | 33 | 11 |
| July | | | | |
| 7/2020 or 9/2020 | 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 W-F Pattern, 10 rooms/20 room nights. Two day | Texas Workforce Commission | Sheraton | 40 | 750 |
| August | | | | |
| 8/2-5/20 | Globelife AIL LA 101 | Sheraton | 300 | 100 |
| 8/16-20/20 | Globelife LNL 101 | Sheraton | 40 | 20 |
| September | | | | |
| 8/31/20-9/3/20 | Globelife AIL LA 201 | Sheraton | 120 | 40 |
| 9/10-12/20 | Simpson 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 |
| 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 |
| 2/21-23/21 | Relief Help Training | Sheraton | 205 | 100 |
| 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 |
| 3/ 2-5/22 | NAIA – 2022 Swimming & Diving National Championships. | City -Wide | 600 | 400 |

| | | | | |
|-----------------|--|------------|-------|-------|
| 5/ 4-7/22 | NAIA – 2022 Women’s Lacrosse National Championship | City -Wide | 2,100 | 1,200 |
| 3/11-14/22 | NAIA –2023 Men’s Lacrosse National Invitational | City -Wide | 1,500 | 1,250 |
| 6/19-23/22 | Texas State University – 2022 Texas School Safety Conference. | Sheraton | 2,200 | 1,300 |
| 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 |
|------------|--|-----------|-------------|------------|
| 5/3-6/23 | NAIA –2023 Women’s Lacrosse National Championship | Citywide | 2100 | 1200 |
| 5/10-13/23 | NAIA –2023 Men’s Lacrosse National Invitational | City wide | 1,500 | 1,200 |

2024

| Month | Group | Venue | Room Nights | Attendance |
|--------------|--|----------|-------------|------------|
| March | | | | |
| 3/6-9/24 | NAIA 2024 Swimming & Diving National Championship | Citywide | 600 | 1400 |

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)
- Herd 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:

- **June 2020 Gross Sales \$ 495.00**
 - **Rent check \$260.26 (prorated open back up on 6/8/20)**

Visitors: FYTD Total (Oct. '19– Sept. '20): 2,552

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

- Out of State: 0
- Out of Country: 0
- Texas Residents: 0
- McKinney Residents: 0
- Register Total: 0
- Ticker Counter: 65

Day Trips- 0

- N/A

RFP's: 15 (0-Association, 3-Corporate, 4-Weddings, 2-Social, 0-Religious, 6-Sports)

Association: 0

Corporate: 3

1. KVPVET-Sheraton- Dates:6/11-14/20, TTL Room nights: 18, attendees: 6
2. KVPVET-Grand Hotel- Dates: 6/25-28/20, TTL Room nights: 17, attendees: 6
3. KVPVET-Grand Hotel- Dates: 6/25-28/20, TTL Room nights; 33, attendees: 11

SMERF:

Social: 2

1. Texas State University – 2022 Texas School Safety Conference. June 19-23, 2022. Approximate Attendees: 1,300. Staffroom nights: 90, Participant room nights: 2,200. General Session: 1,200 -theatre or classroom style. Breakouts: 6, classroom style for seating up to 200. LOST Business – too large for McKinney
2. Relief Help Training – February 21-23, 2021. Attendees: 100. Total room nights; 205. Gave RFP to the Sheraton.

Sports: 6 (all Sports RFP's are lost business – McKinney does not have venues/hotels large enough to accommodate)

1. NAIA – 2022 Swimming & Diving National Championships. March 2-5, 2020, Four-day events that included over 400 student-athletes and approximately 1,000 fans. Approximately 600 room nights per event for coaches and athletes.
2. NAIA 2024 Swimming & Diving National Championships; March 6-9, 2024. Four-day events that included over 400 student-athletes and approximately 1,000 fans. Approximately 600 room nights per event for coaches and athletes.

3. NAIA – 2022 Women’s Lacrosse National Championship. May 4-7, 2022. The four-day event that includes 200 student-athletes and approximately 1,000 fans. Approximately 2,100 room nights for both events.
4. NAIA –2023 Women’s Lacrosse National Championship. May 3-6, 2023. The four-day event that includes 200 student-athletes and approximately 1,000 fans. Approximately 2,100 room nights for both events.
5. NAIA –2022 Men’s Lacrosse National Invitational. May 11-14, 2022, Athletes: 250, Spectators: 1,000. The average length of stay 5-6 nights. Room Block needed per night: 250 rooms. Room rate: \$115
6. NAIA –2023 Men’s Lacrosse National Invitational. May 10-13, 2023. Athletes: 250, Spectators: 1,000. The average length of stay 5-6 nights. Room Block needed per night: 250 rooms. Room rate: \$115

Religious: 0

Weddings: 4

1. Alena Horvath – August 2020, The Springs
2. Brittany Stout – October 2020, The Springs
3. Jennifer Szostak – July 2020, Bella Donna
4. Madison Steinsultz – November 2020, Rustic Grace

Site Visits: 2

1. LA from LG Motor Sports – Westminster TX
2. Raquel Rangel – Quinceanera, MPAC and The Station

Ongoing Prospects: 24 (3-Social, Military, Education, Religious, & Fraternal); 2 -Sports; 19-Weddings; 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)
3. The 99’s – October 16-19, 2020 (The Sheraton)

Sports: 2

1. Solar Soccer Club – Premier Club Tournament, August 7-9, 2020 at Craig Ranch. Secured blocks at Holiday Inn Express & Springhill Suites
2. Turlaxin Lacrosse – October 17-Nov 1, 2020

Weddings: 19

1. Lindsey Slapa – July 2020, Rosemary Barn
2. Carmen Maloney – July 2020, The Springs
3. Fachman/Lomen – July 2020, Avalon Legacy
4. Szostak Wedding – July 2020, Bella Donna
5. Sanderson/Dawsey – July 2020, The Springs
6. Erin Horomanski – August 2020, Stone Crest
7. Christie Astle, September 2020, The Springs
8. Madison Sweet, September 5, 2020 – Rosemary Barn
9. Sharon Rush (MOB), October 10, 2020 – Avalon Legacy

10. Jordan Roach – November 2020, - Magnolia Grace
11. Michael Herring, November 2020 – Springs (this was a May wedding that was postponed)
12. Jessica Seay – December 2020 – Rustic Grace
13. Marquine Malone, December 17, 2020 – Springs
14. Bethany Mawman, date not secured at the time of discussion – Springs
15. Darcy Thompson (MOB), January 17, 2021 – Magnolia Grace
16. Alyssa Wasilewski, April 2021 – Reception only
17. Marc Cholak, February 27, 2021 – Springs
18. Sara Redfearn, February 2021 – Springs
19. Maren Holyoak, May 2021 – 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) TTL: 32.5 % average open rate

Bags Serviced: 65

Mailing Leads Processed: 80

- Tour Texas: 80

Top Five States requesting information:

- Texas
- Oregon
- Pennsylvania
- Arkansas
- California

Advertising/Marketing/Media

Blogs (Top 5) for JUNE 2020: 179

NTTA - 46

Benji House (archived) - 39

Main Page – 33

Virtual Tourist – 31

Benji House – 30

| BLOG VISITS - FY 19-20 | |
|-------------------------------|-----------------|
| MONTH | Sessions |
| Oct. 2019 | 234 |
| Nov.2019 | 618 |
| Dec. 2019 | 379 |
| Jan.2020 | 447 |
| Feb. 2020 | 432 |
| March.2020 | 158 |
| APRIL.2020 | 444 |

| | |
|-----------------|--------------|
| MAY.2020 | 329 |
| JUNE.2020 | 258 |
| FY 19-20 | 3,299 |

JUNE 2020 Homepage News Flash buttons (Top 5): 219

Daytripper – 79
 Weekend Update – 74
 Music Friendly - 30
 Grants – 30
 MPAC - 6

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

- Read rest of “7 Habits” book for staff meetings
- Coordinated upcoming influencer visits
- Coordinated with commercial shoot crew
- Submitted ad to Ride Texas Magazine
- Submitted ad for Texas Meetings + Events
- Submitted updated listing info for Convention South
- Promoted airing of McKinney episode of The Daytripper
- Worked with Film crew for YOLO Texas for three days
- Hosted Influencers Our Sweet Adventures for three days
- Media Hub photo download connections to Texas Lakes Trail
- Media Hub photo download connections to Dallas Child
- Submitted completed contract to Simpleview for website

JUNE 2020 Advertising Landing Pages for ROI Tracking:

- Stonebridge Ranch – 1
- Fort Hood Sentinel – 2

Additional pages created for groups and tracking for KPIs

- WAPT Tourney – 23
- MEDIA HUB for access to photos - 13
- North Texas Yarn Crawl – 3
- Turlaxin - 3
- KPIs – 1

| JUNE 2020 - MPG Page Views | |
|-----------------------------------|------------|
| Main Page | 23 |
| RFP | 6 |
| RFP Form | 4 |
| Wedding Venues | 34 |
| Sports Planning | 21 |
| Group Services | 5 |
| Tour Options | 49 |
| TOTAL: | 142 |

| 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 | 113637 | 506,945 | 3,879,106 |
| MAR.2020 | 88 | 9,843 | 184,711 | 458589 | 3,671,450 |
| APRIL.2020 | 54 | 9,897 | 85,574 | 323,121 | 2,704,379 |
| MAY.2020 | 63 | 9,960 | 93,268 | 428,874 | 2,609,076 |
| JUNE.2020 | 117 | 10,077 | 59,163 | 387,015 | 1,857,391 |
| TOTALS | 794 | N/A | 1,033,043 | 6,033,978 | 31,773,403 |

| TWITTER - JUNE 2020 | |
|------------------------|-------|
| <i>Total Followers</i> | 5,565 |
| NEW Followers | 17 |
| Tweets | 28 |
| Tweet Impressions | 18.1K |
| Profile Visits | 113 |
| Mentions | 57 |

| INSTAGRAM | Followers |
|--------------|--------------|
| From 2018-19 | 2,341 |
| Oct. 2019 | 109 |
| Nov.2019 | 53 |
| Dec. 2019 | 64 |
| Jan. 2020 | 89 |
| FEB. 2020 | 93 |
| March.2020 | 75 |
| APRIL.2020 | 92 |
| May.2020 | 109 |
| JUNE.2020 | 139 |
| TOTAL | 3,164 |

| YOUTUBE - JUNE 2020 | | |
|----------------------|--------------|-------------|
| YOUTUBE | Views | Subscribers |
| <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 |
| March.2020 | 328 | 0 |
| APRIL.2020 | 604 | 2 |
| MAY.2020 | 435 | 3 |
| JUNE.2020 | 479 | -1 |
| TOTAL | 12,530 | 57 |

| Google Bus. Pg. - JUNE 2020 | | |
|------------------------------------|-------------------|-------------------|
| Month | Page Views | Web visits |
| 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 |
| APRIL.2020 | 1,160 | 10 |
| MAY.2020 | 1,205 | 22 |
| JUNE.2020 | 1,805 | 27 |
| TOTAL | 24,455 | 232 |

WEBSITE ANALYTICS – JUNE 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 |
| MARCH.2020 | 4,469 | 8,645 | 3,795 |
| APRIL.2020 | 2,431 | 5,043 | 1,904 |
| May.2020 | 2,968 | 5,824 | 2,552 |
| JUNE.2020 | 3,075 | 6,796 | 2,578 |
| FY 19-20 | 36,840 | 76,342 | 31,110 |

| JUNE.2020 | Users |
|------------------|--------------|
| Mobile | 1,262 |

| | |
|--------------|--------------|
| Desktop | 1,197 |
| Tablet | 119 |
| TOTAL | 2,578 |

JUNE 2020 - TOP WEB PAGES

| Page | Pageviews | Unique Page Views |
|------------------------------------|-----------|-------------------|
| Home page | 1600 | 1350 |
| Calendar main page - June | 280 | 219 |
| Shopping Centers | 164 | 147 |
| Visitors Guide | 158 | 126 |
| Dining in McKinney | 139 | 103 |
| Daytrippin' in McKinney | 135 | 103 |
| Towne Lake Recreation Center/Park | 106 | 82 |
| Calendar main page - July | 100 | 81 |
| Events | 95 | 75 |
| Monthly/Annual Events | 80 | 74 |
| Explore | 95 | 75 |
| Weekend Update home button | 74 | 63 |
| Daytripper home button | 71 | 59 |
| Shopping | 70 | 63 |
| NTTA blog | 69 | 57 |
| About McKinney | 67 | 57 |
| Staff Directory | 64 | 38 |
| Calendar – expired event from June | 59 | 52 |
| Bed & Breakfast page | 61 | 53 |
| Parks Trail Map | 56 | 54 |
| Dining Specials | 55 | 47 |
| July listing of events | 55 | 46 |
| Dining/Nightlife | 44 | 31 |
| History of McKinney | 44 | 43 |
| Accommodations | 42 | 39 |

Top Countries – JUNE 2020

| Country Breakdown | Users | New Users | Sessions |
|----------------------|-------|-----------|----------|
| United States | 2429 | 2322 | 2913 |
| Canada | 29 | 27 | 31 |
| India | 13 | 12 | 14 |
| Philippines | 12 | 12 | 16 |
| United Arab Emirates | 11 | 11 | 11 |
| France | 11 | 11 | 11 |
| Germany | 10 | 10 | 10 |
| (Not set) | 9 | 9 | 9 |
| Australia | 4 | 4 | 4 |

| | | | |
|----------|---|---|---|
| S. Korea | 4 | 4 | 4 |
|----------|---|---|---|

Top States – JUNE 2020

| State Breakdown | Users | New Users | Sessions |
|-----------------|-------|-----------|----------|
| Texas | 1808 | 1717 | 2225 |
| California | 96 | 91 | 108 |
| Virginia | 56 | 56 | 56 |
| Florida | 35 | 34 | 45 |
| Oklahoma | 27 | 26 | 28 |
| Washington | 27 | 27 | 29 |
| (not set) | 26 | 26 | 31 |
| New York | 23 | 23 | 25 |
| Georgia | 20 | 20 | 24 |
| New Jersey | 19 | 19 | 22 |

Top Cities – JUNE 2020

| City Breakdown | Users | New Users | Sessions |
|----------------|-------|-----------|----------|
| McKinney | 603 | 544 | 811 |
| Dallas | 327 | 309 | 360 |
| Haltom City | 76 | 67 | 87 |
| Allen | 64 | 63 | 71 |
| Plano | 59 | 57 | 63 |
| Frisco | 55 | 51 | 63 |
| Fort Worth | 42 | 40 | 47 |
| Houston | 40 | 37 | 44 |
| Grapevine | 27 | 22 | 29 |
| Prosper | 27 | 25 | 29 |

| CROWDRIFF – JUNE 2020 | | |
|-----------------------|--------------|-------------|
| Gallery | Interactions | Views |
| Dining | 7 | 95 |
| History (Downtown) | 2 | 60 |
| Home Gallery | 49 | 644 |
| Explore McKinney | 2 | 65 |
| Being Social | 0 | 7 |
| Events | 2 | 105 |
| Weddings in Mck | 23 | 33 |
| Shopping in Mck | 19 | 52 |
| TOTAL | 104 | 1061 |

| MEDIA HUB | | |
|-----------------|-----------|-----------|
| Month | Downloads | Requests |
| JUNE.2020 | 73 | 44 |
| FY 19-20 | 73 | 44 |

| VISIT WIDGET - JUNE 2020 | | | | |
|--------------------------|------------|------------|------------|---------------|
| | Users | Sessions | Page Views | New Downloads |
| Widget | 39 | 43 | 150 | |
| <i>Desktop</i> | 31 | 35 | 108 | |
| <i>Mobile</i> | 8 | 8 | 42 | |
| Mobile APP | 97 | 86 | 446 | |
| <i>App-iOS</i> | 67 | 52 | 310 | 12 |
| <i>App-Android</i> | 30 | 34 | 136 | 7 |
| TOTAL | 136 | 129 | 596 | 19 |

FREE PUBLICITY:

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

| JUNE 2020 - Free Media Coverage for Visit McKinney | | | | | |
|--|----------------------------------|----------|--------------------------|-----------|--------------------|
| Publication/station | Article/Topic/Writer | Print | Web &/or Broadcast Value | PR Value | Impressions /Reach |
| KERA June 20 | Daytripper McKinney episode | \$0 | \$13,770 | \$41,309 | 337,617 |
| TTA Newsletter | Music Friendly Community | \$0 | \$580 | \$1,740 | 35,000 |
| TTA Newsletter | Alcohol ordinance | \$0 | \$580 | \$1,740 | 35,000 |
| Daytripper | Newsletter about Mck episode | \$0 | \$400 | \$1,200 | 30,000 |
| Bubble Life | Shared postings/articles 4 times | \$0 | \$5,000 | \$15,000 | 400,000 |
| TOTALS | | \$0 | \$20,330 | \$60,989 | 837,617 |
| FY 19-20 Totals | | \$33,268 | \$227,655 | \$785,018 | 8,716,134 |

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 | 27.91 | 31.80 | 46.54 | | | |
| Hampton | 55.00 | 85.99 | 96.86 | 92.77 | 100 | 49.92 | 21.79 | 48.99 | | | |
| Holiday Inn | 87.29 | 78.35 | 75.82 | 57.58 | 100 | 37.02 | 2.12 | 23.59 | | | |
| Holiday Inn Exp. (CR) | 63.63 | 55.18 | 53.15 | 55.32 | 59.91 | 39.39 | 20.46 | 31.01 | | | |
| Home 2 | 54.45 | 51.06 | 49.80 | 61.53 | 63.97 | 48.66 | 39.44 | 34.55 | | | |
| La Quinta | 68.19 | 60.21 | 63.17 | 61.90 | 73.68 | 45.08 | 34.39 | 45.08 | | | |
| Sheraton | 79.61 | 76.43 | 67.16 | 70.19 | 75.03 | 31.50 | 2.05 | 8.35 | | | |
| Springhill | 42.40 | 41.71 | 40.49 | 44.54 | 46.81 | 20.72 | 0.29 | 0.00 | | | |

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% | |
| 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% | |

TOTAL LOST BUSINESS: 33 Groups; Lost Revenue: \$\$86,017,960

Association /Corporate Lost Business: 23 Groups; Lost Revenue: \$\$85,111,070

| Dates | Group | Hotel/Venue | Room nights | Attendance | Lost Business Revenue \$ |
|------------------|--|------------------------------------|-------------|------------|--------------------------|
| April/May 2021 | Texas Cemeteries & Crematories Assn | Sheraton Use 50,000sf Exhibit Hall | 1,000 | 500 | \$255,000 |
| September 2021 | National Independent Automobile Dealers Assn | Sheraton Too Large | 190,000 | 38,000 | \$34,200,000 |
| June/July 2021 | National Athletic Trainers Assn | Sheraton Too Large | 60,000 | 15,000 | \$10,200,000 |
| Sept/Oct 2021 | American Fire Sprinkler Assn | Sheraton Too Large | 32,000 | 8,000 | \$5,768,000 |
| July 2022 | American Assn for Respiratory Care | Sheraton 1-Roof/Too Large | 3,600 | 1,200 | \$744,000 |
| Oct/Nov/Dec 2023 | American Assn for Respiratory Care | Sheraton 1-Roof/Too Large | 2,000 | 1,000 | \$550,000 |
| March 2022 | Restaurant Facility Management Assn | Sheraton Too Large | 4,500 | 1,500 | \$857,500 |
| Feb/Mar 2022 | Texas Veterinary Medical Assn | Sheraton | 1,200 | 600 | \$242,000 |

| | | | | | |
|------------------|--|--|----------------|----------------|---------------------|
| | | Need 35,000sf meeting space, 1-roof | | | |
| August 2022 | ALOA Security Professionals Assn (former Locksmith Assn) | Sheraton Need 100,000sf exhibit hall | 28,000 | 4,000 | \$5,130,000 |
| Feb and May 2022 | Texas Food & Fuel Assn | Sheraton Both too large | 6,000 | 2,000 | \$1,220,000 |
| November 2022 | Texas Assn of Student Councils, Middle-Level State Annual Conf | Sheraton Too large | 2,400 | 1,200 | \$356,000 |
| April/May 2022 | Texas Assn of Student Councils, Vision Conference | Sheraton Too large | 8,000 | 4,000 | \$1,140,000 |
| June 2023 | American Assn of Nurse Practitioners | Sheraton Too large | 15,000 | 3,000 | \$2,440,000 |
| April 2023 | Institute for Supply Management | Sheraton Too large | 10,000 | 2,500 | \$1,970,000 |
| October 2023 | Nat'l Alliance for Medicaid Education | Sheraton Too Large, 1-roof | 5,200 | 1,300 | \$1,068,000 |
| May/June 2021 | NetVU | Sheraton Too large, 1-roof | 1,200 | 600 | \$240,000 |
| July 2022 | Texas Future Farmers of America Assn (FFA) | Sheraton Too large | 52,000 | 13,000 | \$7,328,000 |
| June/July 2022 | Texas Girls Coaches Assn | Sheraton Too Large, Sports Facilities | 4,500 | 900 | \$615,000 |
| Sep/Oct/Nov 2022 | Texas Health Care Assn | Sheraton Too Large, Not enough exhibit space | 2,850 | 950 | \$607,250 |
| July 2021 | Texas High School Coaches Assn | Sheraton Too Large, Not enough exhibit space | 39,000 | 13,000 | \$6,720,000 |
| August 2023 | Texas Assn of Broadcasters | Sheraton Too Large, Huge Exhibit Space needed | 3,360 | 1,680 | \$906,000 |
| August 2024 | Texas Assn of Builders | Sheraton Too Large, Huge Exhibit Hall needed | 10,000 | 2,500 | \$1,940,000 |
| March 2023 | Texas Ann of Healthcare Facilities Management | Sheraton Too Large, Large Exhibiter Area | 2,880 | 720 | \$614,320 |
| Totals | 23 | | 484,690 | 117,150 | \$85,111,070 |

These numbers are approximate and based on average usage/rates for the past 3 years of meeting history.
These numbers may change considerably due to COVID19. There is no guarantee this business would be awarded to McKinney.
This report only reflects business McKinney cannot currently bid on due to lack of space and/or lack of attractions

McKinney Corporate: 3 Groups; Lost Revenue: \$11,040

| Dates | Group | Hotel/Venue Notes | Total Room Nights | Attendance | Lost Business Revenue \$ |
|---------------|-----------------|---|-------------------|------------|--------------------------|
| 6/2-4/20 | Emerson IV 1100 | Holiday Inn-Pandemic-Canceled until 7/20 | 15 | 30 | \$1,635 |
| 6/9-11/20 | Emerson IV 1006 | Holiday Inn-Pandemic-Canceled until 7/20 | 15 | 30 | \$1,485 |
| 7/2020 | SWTOA | Springhill Suites-Pandemic-Doing a Zoom Meeting | 80 | 250 | \$7,920 |
| Totals | 3 | | 110 | 310 | \$11,040 |

SMERF: Total: 7 Groups; Lost Revenue: \$895,85

| Dates | Group | Hotel/Venue | Total Room nights | Attendance | Lost Business Revenue \$ |
|-------------------------------------|--|--|-------------------|--------------|--------------------------|
| March 2-5, 2022 and March 6-9, 2024 | NAIA – Swimming & Diving National Championship | We do not have a venue or hotel/s to accommodate this RFP | 2000 | 400 | \$172,500 |
| June 19-23, 2022 | Texas Statue University – Texas School Safety Conference | We do not have a venue/hotel large enough to accommodate group | 2,290 | 1,300 | \$263,350 |
| May 4-7, 2022 and May 3-6, 2023 | NAIA-Women’s Lacrosse Nat’l Championship | We do not have fields or hotel/s that can accommodate RFP | 2000 | 200 | \$172,500 |
| May 11-14, 2022 And May 10-13, 2023 | NAIA – Men’s Lacrosse National Invitational | We do not have a venue or hotel t accommodate this RFP | 2000 | 250 | \$287,500 |
| Total | 7 | | 8,290 | 2,150 | \$895,850 |