



**To:** Visit McKinney Board  
**From:** Dee-dee Guerra – Executive Director  
**Date:** November 24, 2020  
**RE:** Visit McKinney October 2020-Staff Report

**Goal 1 Operational Excellence**

**Strategies:**

- **Staff:**
  - **Education/Webinars:**
    - **Beth: 3**
      - Participated in TTA Book Club – Pink Goldfish – David Rendall
      - Attended Only in Your State Virtual Travel Summit 2020
      - Attended TTA Virtual Travel Symposium 2020
    - **Dee-dee: 6**
      - STR 10/5/20 & 10/29/20
      - Destination Analyst 10/7, 15, 22, & 29/20
    - **Marie: 2**
      - MPI THCC Education Conference via Zoom 10/1
      - MPI THCC Monthly Education/Townhall via Zoom 10/20
    - **Sabine: 4**
      - “Atomic Habits” by James Clear, Bookclub
      - Organizational Development Training - WEBINAR: Conflict Communication with Dr. Picchioni
      - Organizational Development Training - WEBINAR: HPO 101
      - Organizational Development Training - WEBINAR: HPO 201 - Creating High-Performance Teams
    - **Vanesa: 2**
      - Effective Communication for Employees: Refresher
      - Conflict Resolution & Consensus Building
  - **Events/Services:**
    1. 2020 Engagement Survey results -CM to Organization
    2. DFW Vendor Network
    3. McKinney Chamber Links
  - **Venue Calls:**
    1. La Cour – Amy Teuge
    2. Melissa Barn at HD Ranch – Hannah Saffle
    3. Magnolia Grace – Sherry Cohron

- **Hotel**
  1. La Quinta Inn
  2. Holiday Inn Express
  3. Econo Lodge
  4. Best Western
  5. Home 2
  6. SpringHill Suites
  7. Holiday Inn
  8. Towne Place Suites
  9. Sheraton
  10. Motel 6
  11. Quality Inn
  12. Comfort Suites
  13. Hampton Inn
  14. Days Inn
  15. Woodspring Suites
  16. The Neathery
  17. The Red Gate Inn
  18. Super 8
  19. ~~America's Best Value Inn~~, new name: *American Inn*
  20. McKinney Inn
  21. The Grand

## **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 Collection reported by City: 2020-2021**

- MOM 2021 vs. 2020 (-Hotels & -B&B/VRBO reporting)
  - October 2020: \$131,245
  - October 2019: \$141,103
    - **-6.99%**

### **ASSOCIATION/CORPORATE/SMERF COMPLETED in October 2020: TTL Room nights: 330; TTL Rev.: \$35,294**

### **WEDDINGS COMPLETED-October 2020- Wedding Room Blocks: TTL Room Nights: 176; TTL Rev: \$19,819**

- Walker/Bernas Wedding -Venue: Cotton Mill
  - Sheraton: TTL room nights: 32; TTL rev.: \$3,680
- Bartels/Williams – Venue: FUMC
  - Grand Hotel: no pickup. (got married in March, planned to have the reception in October, postponed again to April 2021)
- Johnson/Stout Wedding –Venue: Springs
  - Hampton Inn: TTL room nights: 7, TTL rev: \$783
- Groenedyk/Riberio Wedding – Venue: Springs – no pickup
- Collins Wedding – Venue: Springs; Wedding was canceled
- Keys/Sikes Wedding – Venue: Springs

- Grand Hotel: TTL room nights: 22, TTL rev: \$3,558
- McKiddy/Curio Wedding – Venue: Springs
  - Hampton Inn: TTL room nights: 43, TTL rev: \$4,544
- DeLoach Wedding –Venue: River Road Chateau
  - Sheraton: TTL room nights: 60, TTL rev: \$6,000
- Rush Wedding–Venue: Avalon Legacy
  - Hampton Inn: TTL room nights: 12, TTL rev: \$1,254
- Ryland Wedding –Venue: Magnolia Grace – no pickup

**ASSOCIATION/CORPORATE/SMERF COMPLETED in October 2020: TTL Room nights: 154; TTL Rev.: \$15,475**

- **Assoc./Corp. HOTEL ROOMS- TTL Room nights: 16, TTL Revenue: \$2,064**
  - Ardagh Group 10/3-9/20 @ Grand Hotel 3 attendees/16 room nights.
- **SMERF COMPLETED in October 2020: TTL Room nights 79; TTL Rev.: \$7,821**
  - Waterford Early Learning: Sheraton-TTL room nights: 79; TTL Rev.: \$7,821
- **SPORTS COMPLETED in October 2020: TTL Room nights: 59; TTL Rev.: \$5,590**
  - Turlaxin Lacrosse Tournament: October 16-18, 2020
    - Hilton Home 2: TTL room nights: 6, TTL rev: \$564
    - Springhill Suites: TTL room nights: 33, TTL rev: \$3,102
  - Turlaxin Lacrosse Tournament: October 23-25, 2020
    - Hilton Home 2: TTL room nights: 4, TTL rev: \$376
    - Springhill Suites: TTL room nights: 12, TTL rev: \$1,128
    - Hampton Inn: TTL room nights: 4, TTL rev: \$420
  - Turlaxin Lacrosse Tournament: October 30-Nov 1, 2020
    - Hilton Home 2: - no rooms picked up
    - Springhill Suites: - no rooms picked up

**Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls: 967**

- **Association: Available Upon Request: 453**
  - Austin sales drop to 6 professional planners on 10/29/20:
    - Texas Pharmacy Association
    - Texas Floodplain Management Association
    - Texas Independent Producers & Royalty Owners Association
    - Texas Building Owners Association
    - Texas Independent Insurance Agents of Texas
    - Texas Pest Control Association and ConferenceDirect (no show).
  - Texas Association of WIC Directors – RFP and site visit early 2021
- **Corporate: Available Upon Request: 148**
  - Shell Employee Club – Due to an uptick in Covid19 numbers, she moved site visit from October to early 2021
- **SMERF: Available Upon Request: 359**
- **McKinney Top 25: McKinney Corporate: 7**

1. RFP for Arts Commission-Bluegrass Heritage/Radio: 11/14/20 to come to watch the Michael Cleveland Show at MPAC.
2. Globelife: Spoke to the planner, they are still not traveling. Waiting to hear if Q1 will start travel. They are all still working from home.
3. Emerson: Spoke to planner looking at Q1 to start travel.
4. Cirrus Air Craft:
  - a. 10/2/20: Visit w/ Craig Ranch Fitness & Spa-discussed packages & partnerships
  - b. 10/9/20: Visit w/ Club Corp & Byron Nelson-discussed packages & partnerships
5. Simpson Strongtie-Planner is working remotely, the travel ban is still on for this partner.
6. NCAA-We was awarded 2022-2025 of the D2 playoffs.
7. Keasler & Associates assisting with A/V and welcome bags staying at the Sheraton December 8-10, 2020.

**VISIT MCKINNEY Calendar of Events 2020-2024: 22**

**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.**

2020				
Month	Group	Venue	Room Nights	Attendance
<b>October</b>				
9/29/20-10/2/20	Globelife FHL 101	Sheraton	105	35
10/3-9/20	Ardagh Group	Grand Hotel	16	3
10/11-14/20	Globelife AIL LA 201	Sheraton	120	40
10/14-17/20	Globelife FHL 201	Sheraton	60	20
10/18-20/20	Waterford	Sheraton	78	30
10/10-11/20	Solar Soccer Club	Holiday Inn Express and Springhill Suites	N/A	N/A
10/17-18/20	Solar Soccer Club	Holiday Inn Express and Springhill Suites	N/A	N/A
10/24-25/20	Solar Soccer Club	Holiday Inn Express and Springhill Suites	N/A	N/A
<b>November</b>				
10/21-11/1/20	Solar Soccer Club	Holiday Inn Express and Springhill Suites	N/A	N/A
11/1-3/20	Moss Construction	Springhill Suites	2	1
11/7-8/20	Solar Soccer Club	Holiday Inn Express and Springhill Suites	N/A	N/A
11/8-11/20	Globelife AIL LA 101	Sheraton	300	100
11/10-12/20	Emerson IV 1000	Holiday Inn	15	30
11/14/20	MPAC-Arts Commission-Bluegrass Heritage/Radio	Sheraton	4	2

11/14-15/20	Solar Soccer Club	Holiday Inn Express and Springhill Suites	N/A	N/A
11/15-19/20	Globelife LNL LA 101	Sheraton	400	100
11/21-22/20	Solar Soccer Club	Holiday Inn Express and Springhill Suites	N/A	N/A
11/15-21/20	Moss Construction	Springhill Suites	6	1
11/17-19/20	Emerson IV 1006	Holiday Inn	15	30
<b>December</b>				
12/5-6/20	Solar Soccer Club	Holiday Inn Express and Springhill Suites	N/A	N/A
12/8-10/20	Keasler	Sheraton	16	14

**2021**

Month	Group	Venue	Room Nights	Attendance
<b>February</b>				
2/4-7/21	U90C Sports Spring Kick-off	City Wide	345	230
2/12-14/21	NCAA D2 College Classic – Fastpitch Tournament	Venue: Melissa Ball Fields-City Wide	500	10-12 Teams
2/18-21/21	NCAA D1 College Classic	Venue: Melissa Ball Fields-City Wide	500	10-12 teams competing
<b>April</b>				
4/2021	Clown Education Promotions	Sheraton	310	150
4/19-21/21	Texas Justice Courts Training Center, Justice of the Peace Seminar.	Sheraton	300	150
<b>May</b>				
5/28-31/21	U90C Sports Dallas Open	City Wide	390	260
<b>June</b>				
6/11-13/21	U90C Sports premier Copa	City Wide	250	125
<b>July</b>				
7/14-16/21	Texas Justice Courts Training Center-The Court Personnel Seminar	Sheraton	380	165
7/18-21/21	Texas Justice Courts Training	Sheraton	495	165

	Center, The Civil Process Seminar			
<b>August</b>				
8/20-22/21	U90C Sports Summer Smash	City Wide	270	130
<b>September</b>				
9/3-6/21	U90C Sports Labor Day Open	City Wide	450	300
9/2021	TX Assoc. Of Education for Young Children Annual Conf.	Sheraton	300	150
<b>October</b>				
10/2021	T.E.A.C.H	Sheraton	180	90
<b>November</b>				
<b>December</b>				
12/2021	Lone Star Justice Alliance	Sheraton	150	75
2021	Libertarian Party of Texas	Sheraton	220	110
12/2021	MISD Stadium/City Wide	MISD Stadium/City Wide	500	6,000

**2022**

<b>Month</b>	<b>Group</b>	<b>Venue</b>	<b>Room Nights</b>	<b>Attendance</b>
2/2022	Council of Administration of Special Education-Hybrid Conference	Sheraton	N/A	124
<b>March</b>				
<b>April</b>				
4/21-23/22	NAIA Women's Beach Volleyball National Invitational Attendees:	Sheraton	150	120
<b>October</b>				
10/2022	Council of Administration of Special Education-Annual Conf.	Sheraton	N/A	400
10/2022	Floor Covering Installation Contractors Association (FCICA)	Sheraton	200	75
<b>December</b>				
12/2022	Lone Star Justice Alliance	Sheraton	150	75

12/2022	MISD Stadium/City Wide	MISD Stadium/City Wide	500	6,000
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**2023**

Month	Group	Venue	Room Nights	Attendance
<i>April</i>				
4/20-23/23	NAIA Women's Beach Volleyball National Invitational	Sheraton	120	150
<i>December</i>				
12/2023	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000

**2024**

Month	Group	Venue	Room Nights	Attendance
<i>December</i>				
11/2024	NCAA D2 Football Championship	MISD Stadium/City Wide	500	500

**2024**

Month	Group	Venue	Room Nights	Attendance
<i>December</i>				
12/2025	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000

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:**

- October 2020 Gross Sales \$400.50
  - Rent check \$300.00

**Visitors: FYTD Total (Oct.'20): 156**

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

- Out of State: 11
- Out of Country: 0
- Texas Residents: 8
- McKinney Residents: 9
- Register Total: 28
- Ticker Counter: 156

**Day Trips- 0**



1. N/A

**RFP's: 26 (0-Association, 5-Corporate, 4-Weddings, 0-Social, 0-Religious, 17-Sports, 0-Gov't)**

**Association:**

**Corporate: 5**

1. Moss Construction 11/1-3/20 @ Springhill Suites, 1 attendee/2 room nights. New Hire Training.
2. Moss Construction 11/15-21/20 @ Springhill Suites, 1 attendee/6 room nights. New Hire Training.
3. Keasler & Associates assisting with A/V and welcome bags staying at the Sheraton December 8-10, 2020, attendees 14.
4. Ardagh Group 10/3-9/20 @ Grand Hotel 3 attendees/16 room nights.
5. City of McKinney (MPAC) RFP for Arts Commission-Bluegrass Heritage/Radio: 11/14/20 to come to watch the Michael Cleveland Show at MPAC.

**SMERF: 21**

**Social: 0**

**Religious: 0**

**Government: 0**

**Weddings: 4**

1. Hudson/Lawley Wedding, December 12, 2020–Rustic Grace
2. Katie Huntsman Wedding, May 7, 2021 –The Grand Ivory
3. Pattie Adams Wedding, November 13, 2020 –Rustic Grace
4. Jake Vinson Wedding, March 6, 2021 –The Gather in Downtown McKinney

**Sports: 17**

1. NCAA D2 Football December 2022; room nights: 600 Attendees: 4500
2. NCAA D2 Football December 2023; room nights: 600 Attendees: 4500
3. NCAA D2 Football December 2024; room nights: 600 Attendees: 4500
4. NCAA D2 Football December 2025; room nights: 600 Attendees: 4500
5. U90C Sports – Spring Kickoff Dallas. Feb 4-7, 2021. Total Room Nights Secured: 345; Attendees: 230
6. U90C Sports – Dallas Open. May 28-31, 2021. Total Room Nights Secured: 390; Attendees: 260
7. U90C Sports – Premier Copa Dallas. June 11-13, 2021 Total Room Nights Secured: 250; Attendees: 250
8. U90C Sports – Summer Splash. August 20-22, 2021. Total Room Nights Secured: 270; Attendees: 250
9. U90C Spots – Labor Day Open. September 3-6, 2021. Total Room Nights Secured: 450; Attendees: 300
10. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites; October 10-11, 2020;
11. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites; October 17-18, 2020
12. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites; October 24-25, 2020
13. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites; October 21-November 1, 2020
14. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites; November 7-8, 2020

15. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites; November 14-15, 2020
16. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites; November 21-22, 2020
17. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites. December 5-6, 2020

#### **Site Visits: 1**

1. Cirrus Aircraft: Introduction to TPC Golf & Byron Nelson.

#### **Ongoing Prospects: 2-SMERF (Social, Military, Education, Religious, & Fraternal): 27-Weddings, 1 -Sports, 1-Day Trips)**

##### **SMERF: 2**

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

##### **Day Trips: 1**

1. Arlington Ladies Group – November 11, 2020

##### **Sports: 1**

1. Solar Soccer Club League/All Seasons Travel -Contact: Sue Davis. Hotels Secured: Holiday Inn Express and Springhill Suites. Various dates October-December 2020

##### **Weddings: 27**

1. Stasia Milam; November 24, 2020 – Magnolia Grace
2. Ashley Lester; November 21, 2020 – Magnolia Grace
3. Jordan Roach; November 2020, - Magnolia Grace
4. Michael Herring; November 2020 – Springs (this was a May wedding that was postponed)
5. Ivy Alexander; December 2020 – Magnolia Grace
6. Sequoia Grant; December 2020 – Stone Crest
7. Jessica Seay; December 2020 – Rustic Grace
8. Marquine Malone; December 17, 2020 – Springs
9. Molly Hightower; January 2, 2020 – Magnolia Grace
10. Darcy Thompson (MOB); January 17, 2021 – Magnolia Grace
11. Cathy Trinh Wedding; February 29, 2021 – Magnolia Grace
12. Danielle Faulkner; March 27, 2021 – Magnolia Grace
13. Ashley Sackinger; April 17, 2021 – Magnolia Grace
14. Andrew Brown; April 17, 2021 – Magnolia Grace
15. Kathryn Vela; April 25, 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
20. Megan Jordon; June 12, 2021 – Rustic Grace
21. Randi Cole; June 19, 2021 – Magnolia Grace
22. Victoria Nicholson; October 2021 – Magnolia Grace
23. Madison Krell; October 10, 2021 – Magnolia Grace
24. Brittney Larocca; October 16, 2021 – Magnolia Grace

- 25. Hannah Wilson; Date TBD – Magnolia Grace
- 26. Brelayshia Hodges; Date TBD – Magnolia Grace
- 27. Bethany Mawman; date not secured at the time of discussion – Springs

**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

**Bags Serviced: 184**

**Mailing Leads Processed:**

- Tour Texas-71

**Top Five States requesting information:**

- Texas
- California
- Florida
- Louisiana
- Ohio

**Advertising/Marketing/Media**

**Goal 3 Enhance the Quality of Life in Downtown:**

OCT. 2020 -ROBLY Email Stats	
Average Open Rate	38.50%
Average Click-thru Rate	11.10%
Total Audience	7,190

**Advertising/Marketing/Media**

**OCTOBER 2020 SUBMITTED: Photos, Text Written, Marketing Materials and Ads**

- Ad submitted to Convention South and Oxford American
- Created video from photos provided by McKinney Coffee Company for social media
- Wrote/posted four blogs to the website
- Proofed Directors Column for City Comm
- Completed End of Year PowerPoint for the board meeting
- Lots of social media – tracking influencer My Curly Adventures when she started posting

**SOCIAL MEDIA STATS**

FACEBOOK STATS					
FY 20-21	New Likes	Lifetime Likes	Engaged Users	Total Reach	Impressions
OCT. 2020	84	10,313	38,955	209,565	1,079,909
TOTALS	84	N/A	38,955	209,565	1,079,909

<b>INSTAGRAM 2020-21</b>	
From 2019-20	3,526
Oct. 2020	247
<b>TOTAL</b>	<b>3,773</b>

<b>TWITTER - October 2020</b>	
<b>Total Followers</b>	5,640
New Followers	12
Tweets	14
Tweet Impressions	12.3K
Profile Visits	91
Mentions	30

<b>YOUTUBE 2020-21</b>		
<b>Month</b>	<b>Views</b>	<b>Subscribers</b>
<b>Historical #s</b>	<b>14,352</b>	<b>63</b>
Oct. 2020	548	4
<b>TOTAL</b>	<b>14,900</b>	<b>67</b>

<b>Google Business Page – 2020-21</b>		
<b>Month</b>	<b>Page Views</b>	<b>Web visits</b>
Historical #	30,725	325
Oct. 2020	2,080	45
<b>TOTAL</b>	<b>32,805</b>	<b>370</b>

#### **WEBSITE NUMBERS – 2020-21**

<b>Month</b>	<b>Sessions</b>	<b>Pageviews</b>	<b>Users</b>
Oct. 2020	4,650	9,578	3,976
<b>TOTAL</b>	<b>4,650</b>	<b>9,578</b>	<b>3,976</b>

<b>OCT. 2020</b>	<b>Users</b>
Mobile	2,052
Desktop	1,812
Tablet	112
<b>TOTAL</b>	<b>3,976</b>

<b>Top Countries - OCTOBER 2020</b>			
<b>Country Breakdown</b>	<b>Users</b>	<b>New Users</b>	<b>Sessions</b>
United States	3,800	3,715	4,650
United Arab Emirates	56	56	57
(not set)	20	20	20
India	10	10	11
Canada	7	7	7
China	7	7	7
Germany	7	7	7
Argentina	6	6	6
Philippines	6	6	7
France	5	5	5

<b>Top States – OCTOBER 2020</b>			
<b>State Breakdown</b>	<b>Users</b>	<b>New Users</b>	<b>Sessions</b>
Texas	2,804	2,732	3,367
California	141	137	160
Kansas	120	120	125
Virginia	83	83	83
Oklahoma	65	65	70
(not set)	56	56	57
New York	55	52	59
Illinois	48	47	48
Florida	31	29	39
New Jersey	26	26	27

<b>Top Cities – OCTOBER 2020</b>			
<b>City Breakdown</b>	<b>Users</b>	<b>New Users</b>	<b>Sessions</b>
McKinney	798	754	1053
Dallas	683	650	748
Plano	268	251	302
Allen	107	101	120
Frisco	91	88	97
Houston	74	68	79
Prosper	55	53	57
Fort Worth	51	49	54
San Antonio	41	40	50
Austin	38	36	38

<b>OCT. 2020: TOP REFERRAL PG</b>	
FlyTKI	21
McKinneytexas.org	11
Facebook	69
Bubblelife	43
Instagram	27
Robly	12
SportsConnect	12
Twitter	37
<b>TOTAL</b>	<b>232</b>

<b>OCT. 2020-KPIs &amp; Groups</b>	
KPIs	6
Turlaxin	270
<b>TOTAL:</b>	<b>276</b>

<b>OCT. 2020: HOME BUTTONS</b>	
Weekend Update	131
Fall Family Fun	38
Monarchs	32
Romantic getaway	20
Grants	12
YOLO	6
NewsAlert landing pg	5
<b>TOTAL</b>	<b>244</b>

<b>BLOG VISITS - FY 20-21</b>	
<b>Month</b>	<b>Sessions</b>
Oct. 2020	537
<b>TOTAL</b>	<b>537</b>

**Blogs (Top 5) for OCTOBER 2020:**

- Five-Plus Fun Fall Family Activities in October - 183
- NTTA - 122
- Blog Home page - 37
- Traveling to McKinney during COVID – 29
- Benji House - 25

<b>OCT. 2020 -Ad Landing Pages</b>	
Daytripper Dino/HFH	4
McKinney High Lions	2
Boyd Broncos	1
County Line Magazine	7
Meet Texas	1
<b>TOTAL</b>	<b>15</b>

<b>OCTOBER 2020 – MPG Page Views</b>	
Main Page	9
RFP	6
Venues/Videos	15
Sports Planning	3
Group Services	6
Tour Options/Itineraries	129
<b>TOTAL:</b>	<b>168</b>

#### **OTHER STATS**

<b>CROWDRIFT – OCTOBER 2020</b>		
<b>Gallery</b>	<b>Interactions</b>	<b>Views</b>
Being Social	13	8
History/Dwntn	18	54
Home Gallery	160	585
McK Dining	11	129
McK Events	14	168
Explore	4	66
Weddings	1	34
Shopping	1	46
<b>TOTAL</b>	<b>222</b>	<b>1090</b>

<b>MEDIA HUB - 2020-21</b>		
<b>Month</b>	<b>Downloads</b>	<b>Requests</b>
OCT. 2020	5	1
<b>TOTAL</b>	<b>5</b>	<b>1</b>

October 2020-TourTexas.com 2020-21				
McKinney Page	Things to Do	Events	Attractions	Native Texan
469	1,197	112	4,659	305
<b>469</b>	<b>1,197</b>	<b>112</b>	<b>4,659</b>	<b>305</b>

VISIT WIDGET - OCTOBER 2020				
	Users	Sessions	Page Views	New Downloads
<b>Widget</b>	<b>31</b>	<b>31</b>	<b>64</b>	
Desktop	21	21	43	
Mobile	10	10	21	
<b>Mobile APP</b>	<b>66</b>	<b>55</b>	<b>235</b>	
App-iOS	51	43	199	6
App-Android	15	12	36	2
<b>TOTAL</b>	<b>97</b>	<b>86</b>	<b>299</b>	<b>8</b>

**FREE PUBLICITY:**

FY 20-21	Budgeted Amount
Adv. & Promo TTL	\$187,267

OCTOBER 2020 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
Community Impact	Sales/hotel tax article - 2 full pages	\$9,090	\$2,000	\$33,270	500,000
Community Impact	NCAA through 2025	\$0	\$2,000	\$6,000	500,000
Courier Gazette	Directors Column	\$1,536	\$700	\$6,708	75,000
Dallas Morning News	Wine & Music Walk	\$0	\$2,700	\$8,100	1,456,333
County Line Magazine	Wine & Music Walk	\$2,000	\$500	\$7,500	50,000
Bubble Life	Shared content 3 times	\$0	\$3,500	\$10,500	220,000
<b>TOTALS</b>		<b>\$12,626</b>	<b>\$11,400</b>	<b>\$72,078</b>	<b>2,801,333</b>
<b>FY 20-21 Totals</b>		<b>\$12,626</b>	<b>\$11,400</b>	<b>\$72,078</b>	<b>2,801,333</b>



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

**OCCUPANCY RATES:**

Hotel	Oct. '19	Nov. '19	Dec. '19	Jan. '20	Feb. '20	Mar. '20	Apr. '20	May '20	Jun. '20	Jul. '20	Aug. '20	Sept. '20
<b>Comfort</b>	64.62	64.97	67.49	59.26	63.33	27.91	31.80	46.54	52.75	55.35	60.98	<b>57.30</b>
<b>Hampton</b>	55.00	85.99	96.86	92.77	100	49.92	21.79	48.99	88.33	90.93	88.99	<b>95.42</b>
<b>Holiday Inn</b>	87.29	78.35	75.82	57.58	100	37.02	2.12	23.59	35.82	34.57	39.43	<b>46.90</b>
<b>Holiday Inn Exp. (CR)</b>	63.63	55.18	53.15	55.32	59.91	39.39	20.46	31.01	54.13	53.15	45.20	<b>37.46</b>
<b>Home 2</b>	54.45	51.06	49.80	61.53	63.97	48.66	39.44	34.55	66.39	56.83	51.85	<b>48.16</b>
<b>La Quinta</b>	68.19	60.21	63.17	61.90	73.68	45.08	34.39	45.08	58.78	61.54	40.75	<b>32.62</b>
<b>Sheraton</b>	79.61	76.43	67.16	70.19	75.03	31.50	2.05	8.35	33.16	38.42	36.97	<b>85.45</b>
<b>Springhill</b>	42.40	41.71	40.49	44.54	46.81	20.72	0.29	0.00	28.45	49.65	42.63	<b>44.56</b>

**Sheraton Occupancy Rates:**

Month	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19	FY 19-20
<b>October</b>	N/A	67.28%	75.19%	96.77%	85.79%	79.61%
<b>November</b>	N/A	61.35%	75.20%	N/A	77.95%	76.43%
<b>December</b>	N/A	69.24%	57.74%	N/A	66.66%	67.16%
<b>January</b>	N/A	61.62%	69.54%	72.13%	69.83%	70.19%
<b>February</b>	N/A	71.58%	79.77%	79.03%	83.67%	75.03%
<b>March</b>	24.60 %	63.53%	77.04%	75.54%	78.16%	31.5%
<b>April</b>	39.29%	82.34%	84.81%	78.06%	77.79%	2.05%
<b>May</b>	50.47%	64.60%	81.11%	78.87%	75.28%	8.35%
<b>June</b>	69.70%	75.03%	88.88%	81.25%	78.70%	33.16%
<b>July</b>	75.60%	72.61%	N/A	77.76%	73.50%	38.42%
<b>August</b>	56.22%	63.86%	76.00%	72.64%	70.90%	36.97%
<b>September</b>	56.43%	72.50%	N/A	78.98%	75.40%	<b>85.45%</b>

**TOTAL LOST BUSINESS: 20 ; Lost Revenue: \$15,847,040**

**Association /Corporate Lost Business: 16 Groups; Lost Revenue: \$15,803,400**

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
April 2022	Texas Retired Teachers Assn	Sheraton Too Large	2,000	1,000	\$370,000
Sept 2023	Assn of Progressive Rental Organizations	Sheraton Too Large	2,400	800	\$504,000
Jul 2022	Assn of Texas Professional Educators	Sheraton Too Large	1,200	600	\$260,800
Oct 2023	American Society of Human Genetics	Sheraton Too Large	32,400	8,500	\$5,334,000
June 2023	Republican Party of Texas	Sheraton Too Large	8,000	4,000	\$1,360,000

May 2022	LeadingAge Texas	Sheraton Too Large	1,800	600	\$378,000
Oct 2020	Copart, Inc.	Sheraton	150	50	\$13,200 Lost to Allen
Apr 2023	Health Occupations Students of America, Texas Chapter	Sheraton Too Large	1,600	800	\$260,000
Nov 2023	Auto Body Assn of Texas	Sheraton Too Large	6,000	3,000	\$1,174,000
Oct 2023	South Central Chapter, Medical Library Assn	Sheraton Too Large	7,000	1,400	\$1,360,000
Feb 2023	Southwest Car Wash Assn	Sheraton Too large	3,000	1,500	\$615,000
Jul 2023	National Assn of Letter Carriers	Sheraton Too large	6,000	2,000	\$1,240,000
Jun 2023	National Association of Postmaster of U.S., Tx Chapter	Sheraton Too large	3,000	1,000	\$510,000
Jul 2023	Texas Independent Automobile Dealers Assn	Sheraton Too large	600	300	\$158,000
Jun 2022	Electronic Security Assn	Sheraton Too large	3,600	1,200	\$734,400
Apr 2023	National Service Dealers Assn / National Electronic Service Dealers Assn	Sheraton Too Large	8,000	2,000	\$1,532,000
<b>TOTAL</b>			<b>86,750</b>	<b>28,750</b>	<b>\$15,803,400</b>

**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: Groups: 3; Lost Revenue: \$29,640**

<b>Date</b>	<b>Group</b>	<b>Venue</b>	<b>Room Nights</b>	<b>Attendance</b>	
9/29/20- 10/2/20	Globelife FHL 101	Sheraton	105	35	\$10,920
10/11-14/20	Globelife AIL LA 201	Sheraton	120	40	\$12,480
10/14-17/20	Globelife FHL 201	Sheraton	60	20	\$6,240
<b>Total</b>			<b>285</b>	<b>95</b>	<b>\$29,640</b>

**SMERF: Total: 1 RFP's/Groups; Lost Revenue: \$14,000**

<b>Dates</b>	<b>Group</b>	<b>Hotel/Venue</b>	<b>Total Room nights</b>	<b>Attendance</b>	<b>Lost Business Revenue \$</b>
July 27-Aug 1, 2021	Christian Communicators	The Riley Center	140	35	\$14,000
<b>Total</b>			<b>140</b>	<b>35</b>	<b>\$14,000</b>

\*I spoke to this organization about coming to McKinney, however never officially received an RFP from them. They decided on Ft. Worth due to proximity to DFW airport