



March 15, 2022

TO: McKinney Economic Development Corporation
 McKinney Community Development Corporation

FROM: F. Marie Woodard

Visit McKinney February 2022

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

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

CORPORATE: 77 Total Room nights; \$7546 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Feb 3-5	Baylor Scott & White	Fairfield Inn	77	\$98	\$7546

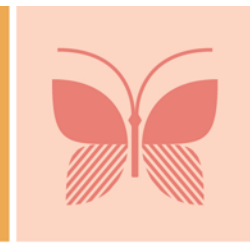
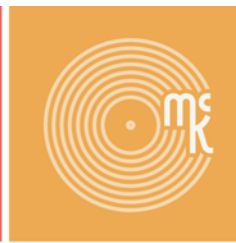
SMERF: 15 Total Room Nights; \$1335 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Feb 25	Frisco Home is School	Holiday Inn Express	15	\$89	\$1335
Feb 26	MillHouse Foundation	Sheraton, Best Western, Hampton Inn	0	0	0

Sports: 1

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





II. VISITORS: FYTD Total (January 2022): 1,858

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

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

Top Five States requesting information:

- Texas
- Arizona
- California
- Oklahoma
- Illinois

III. RFP's: 9 (0-Association, 1-Corporate, 2-Weddings, 3-Social, 0- Military, 0-Gov't, 0-Education, 0-Religious, 3-Sports, 0-Fraternal)

Corporate: 1

1. Baylor Scott & White – February 3-5, 2022 – Fairfield Inn – 70 room nights

Association: 0

SMERF: 8

Social: 3

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

Military/Government: 0

Education: 0

Religious: 0

Fraternal: 0

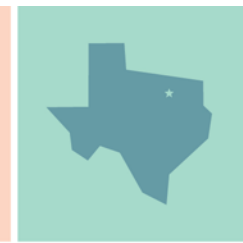
Weddings: 2

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

Sports: 3

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





Services – Event Management: Associations/Corporate/SMERF/Sports: 35

Ongoing event management for upcoming definite leads

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

SMERF: (35) for RT

Social: 12

Military/Government: 2

Education: 0

Religious: 0

Fraternal: 0

Weddings: 10

Sports: 11

Day Trips: 0

Site Visit: 0

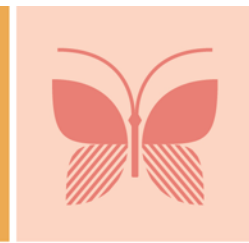
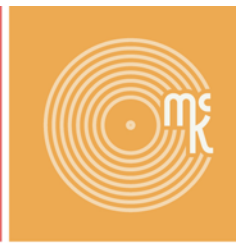
IV. ADVERTISING/MARKETING/MEDIA

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

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

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





SOCIAL MEDIA STATS

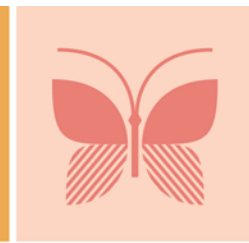
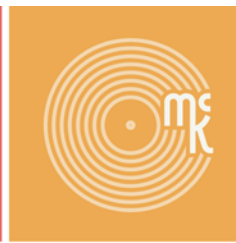
FACEBOOK FY 21-22	Lifetime Likes	Post Reach	Post Engagement
OCT. 2021	13,383	22,044	
NOV. 2021	13,463	22,601	
DEC. 2021	13,520	17,668	
JAN. 2022	13,549	18,086	
FEB. 2022	13,642	23,397	6,801
TOTALS	N/A	103,796	6,801

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

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

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



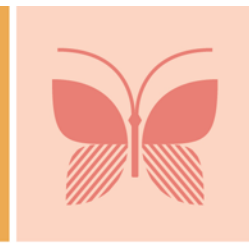
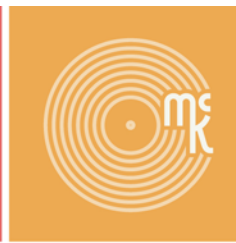


Website - 2021-22			
Month	Sessions	Pageviews	Users
OCT. 2021	11,700	22,702	9,550
NOV. 2021	10,815	20,574	9,089
DEC. 2021	13,268	23,954	11,197
JAN. 2022	8,129	16,395	6,725
FEB. 2022	10041	19041	8375
TOTAL	53,953	102,666	44,936

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

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





FEBRUARY 2022 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
Courier-Gazette	MillHouse - artfests bringing visitors to McKinney	\$4,500	\$450	\$14,850	290,000
PBS - Nationwide 155 markets in 47 states	The Daytripper - rerun of McKinney episode (\$13,769.72 per market; impressions/30,693 reach per market)	\$0	\$2,134,307	\$6,402,920	47,574,170
TOTALS		\$4,500	\$2,134,757	\$6,417,770	47,864,170
FY 21-22 Running Totals		\$14,600	\$2,169,158	\$6,553,073	53,169,726

LOST BUSINESS:

- None to Report

