



To: Visit McKinney Board

From: Dee-dee Guerra – Executive Director

Date: January 28, 2020

RE: Visit McKinney December 2019-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Advertising/Marketing:**
 - DCI Press release was published Nov. 15, but it continues to gain attention.
 - To date, on VisitMcKinney’s FB page:
 - 2,085 people reached
 - 223 engagements with the post
 - 33 likes
 - 5 comments
 - 9 shares
 - On our website, the blog/press release page has a combined total of 543 page views.
 - On Community Impact’s post:
 - 79 likes
 - 2 comments
 - 9 shares
- **Education/Webinar:**
 - Sabine Smith:
 - Read the Book “Destination Leadership for Boards” by Bill Geist
 - Beth Shumate:
 - TTIA Webinar – Growing Your Media Footprint
 - Step 1 of Innovation Academy
 - “Best Practices for Hosting Content Creators in Your Community”
- **Events/Services:**
 - McKinney Chamber – Links
 - NCAA D2 Championship Game (Fan Fest, Cheerleader Breakfast, Welcomed Teams at both hotels assisted with Check-in at hotel, assisted at practices with snacks, attended community service of both Teams at two Elementary schools (McNeil & Valley Creek).
 - Community Garden Kitchen Ground Breaking
 - Holiday Reception at Collin County History Museum
- **Sales:** N/A- NCAA D2 took Priority
- **Venue Calls:** 1

1. The Springs
 - **Hotel/B&B Visits: N/A**

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 2019 vs. 2018 (18-Hotels & 6-B&B/VRBO reporting)
 - December 2019: \$146,289
 - December 2018: \$142,413
 - **2.72%**
- FY 2020 vs. FY 2019
 - October-December 2019-2020: \$457,432
 - October December 2018-2019: \$415,095
 - **10.20%**

ASSOCIATION/CORPORATE/SMERF COMPLETED in December 2019: TTL Room nights: 1,171; TTL Revenue: \$134,579

WEDDINGS COMPLETED- December 2019 – 16 Wedding Room Blocks, TTL Room Nights: 352 TTL Rev: \$41,517

Grand Hotel

- 2 wedding block
- 62 total room nights
- \$9,706 total revenue

Springhill Suites

- 1 wedding block
- 20 total room nights
- \$2,080 total revenue

Hilton Home 2

- 1 wedding block
- 24 total room nights
- \$2,496 total revenue

Sheraton Hotel

- 9 wedding blocks
- 154 total room nights
- \$17,401 total revenue

Hampton Inn

- 3 wedding blocks
- 87 total room nights
- \$9,122 total revenue

Holiday Inn & Suites

- No pick up

Holiday Inn Express

- 1 wedding block
- 5 total room nights
- \$712 total revenue

Comfort Suites

- No pick up

ASSOCIATION/CORPORATE/SMERF COMPLETED in December 2019: TTL Room nights: 819; TTL Revenue: \$93,062
ASSOCIATION – TTL Room Nights: 0 TTL Rev: \$0

CORPORATE – TTL Room Nights: 162; TTL Rev: \$18,347

- ILEAD-Grand: TTL room nights: 39; TTL Rev. \$4,641
- Encore Wire-Grand: TTL room nights: 53; TTL Rev. \$5,777
- Emerson IV 1006-Holiday Inn-TTL room nights: 55; TTL Rev. \$5,544
- Ameristate Bank-Grand-TTL room nights: 15 room nights; TTL Rev. \$2,385 total revenue

SMERF: TTL Room nights: 12; TTL rev: \$1,888

- - **Grand Hotel**
 - 12 room nights
 - \$1,888 total revenue

SPORTS: TTL Room nights: 645; TTL Rev.: \$72,827

- NCAA D2 Football Game: TTL room nights: 645; TTYL Rev. \$72,827
 - Sheraton (NCAA & Florida State Team & ESPN): TTL room nights: 367; TTYL Rev. \$43,395
 - F&B \$4,335 (not included in total)
 - Home 2 (Fans): TTL room nights: 47 ; TTL Rev. \$5,053
 - Holiday Inn CR: TTL room nights: 31; TTL Rev. \$2,480
 - Holiday Inn: TTL room nights: 55; TTL Rev. \$5,544
 - SpringHill Suites TTL room nights: 145; TTL Rev. \$16,355
 - Officials: TTL room nights: 34; TTL Rev. \$4,386
 - Fans: TTL room nights: 111; TTL Rev. \$11,969

Note: The Delta in Allen: TTL room nights: 161; TTL Rev. \$19,159
F&B \$10,738.40= \$29,897.40 (EI-lost to Allen)

Sales Calls: ASSOCIATIONS-/CORPORATE/SMERF Sales Calls: 24

Association: 5

1. American Benefits Council – Contact: Sondra Williams
2. IAM Solutions – Contact: Tina Bowling
3. Site Search Inc. – Contact: Richard Miseyko
4. IAAP – Contact: Tracy Orpin
5. Texas Downtown Association – Contact: Aaron Werner

Corporate: 7

1. Automatik – Contact: Brandy Huseman

2. Amerisource Bergen – Contact: Arlene Wall
3. HelmsBriscoe – Contact: Susan Ballard
4. HPN Global – Contact: Vince Bogard
5. Pensionmark Financial Group – Contact: Rox Frausto
6. Fed-Comm International, Inc. – Contact: Jason Morrison
7. Finance & Resource Management Consultants – Contact: Lisa Langford

SMERF: 10

1. MHS Class of 65 Reunion – Carolynn Corbin
2. Avid Center – Contact: Suzanne Swanson
3. Ascension – Contact: Katie Hale
4. Pitch Perfect Events – Contact: Thomas Pitchford
5. Moonlight Travel – Contact: Jill Smith
6. Lambda Kappa Sigma/Pi Sigma Epsilon – Contact: Zachary Wozniak
7. Plus Ultra Strategies – Contact: Octavio Hinojosa
8. American Guest – Contact: Julie Dutar
9. MDS Events – Contact: Kathleen Mulligan
10. HRESR – Contact: Laura Ingegneri

Weddings: 2

1. Pam Williams – MOB. December 31, 2019, Bella Donna
2. Lauren Williams

McKinney Top 25: McKinney Corporate: 1 (3 appointments-2 canceled)

1. Texas Data and VoIP Security-**Cancelled** due to family emergency.
2. Globelife-**canceled**. Received RFP for 2020 from the meeting planner. Have an appointment to see Globelife on 1/21/20.
3. Dru Reiss- PPC Packaging (Formally Popular Ink) Meeting at Sheraton Jan 15-17, attendees 40.

VISIT MCKINNEY Calendar of Events 2019-2022: 30

Yellow highlight-New business & Red type=indicates Lost Business

***Note Globelife-formerly Torchmark**

Month	Group	Venue	Room Nights	Attendance
December				
12/3-5/19	Encore Wire	Grand	52	26
12/6-7/19	Ameristate	Grand	20	15
12/2-6/19	ILEAD	Grand	40	10
12/3-5/19	Emerson IV 1006	Holiday Inn	15	30
12/18-21/19	NCAA D2 Football Championship	Sheraton/Delta	320	80

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
1/19-22/20	Globelife AIL LA 101	Sheraton	300	100

1/23-24/20	Texas Downtown Association Board	Grand	15	20
1/26-29/20	Globelife LNL LA 201	Sheraton	120	40
February				
2/2-5/20	Globelife FHL 101	Sheraton	105	35
2/4-6/20	National Interscholastic Athletic & Afterschool Safety & Security Summit	Sheraton	100	125
2/7-8/20	Church 121 –	Sheraton	50	120
2/9-12/20	Globelife AIL LA 201	Sheraton	150	50
2/16-20/20	Globelife LML LA 201	Sheraton	400	100
2/19-21/20	Globelife FHL 201	Sheraton	60	20
2/23-25/20	Globelife AIL LA 301	Sheraton	70	35
2/18/20-3/1/20	American Guest	City Wide	700	300
March				
3/5-7/20	CTTE (North TX College) Bid Awarded	Sheraton & Collin College Conference Center	30	50
3/20/20	Junior League of Collin	Sheraton Meeting Space Only	None	200
3/22-25/20	Globelife LNL LA 301	Sheraton	75	25
April				
4/5-8/19	Mitas Group	Grand Hotel	120	40
4/3-5/20	Eastern Stars	Sheraton	40	40-60
4/19-21/20	Globelife FHL 301	Sheraton	48	16
4/17/20	Texas Academy of General Dentistry – TAGD Strategic Retreat & Board Meeting	Sent RFP to the Grand Hotel and The Sheraton	25	30
4/21-24/20	Globelife FHL 101	Sheraton	105	35
4/24-26/20	99's	Sheraton	50	100
4/26-29/20	Globelife AIL LA 101	Sheraton	300	100
May				
5/10-14/20	Globelife LNL LA 101	Sheraton	400	100
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				
7/12-14/20	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
7/2020	Our Little Miss July 7-day event	Sheraton	150	600-100
7/2020	Our Little Miss: Model/Entertainer of the Year. 2-day competition	Sheraton	N/A	400
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
9/13-16/20	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
9/2020	Navy Reunions	Sheraton	125	40-70
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				
1/19-21/21	TACVB-Winter Education Conf.	Sheraton	235	120-150
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
May				
August				
8/16-20/21	TACVB Annual Conf.	Sheraton	485	300-400

2022

Month	Group	Venue	Room Nights	Attendance
February				
2/2022	Council of Administration of Special Education- <i>Hybrid Conference</i>	Sheraton	N/A	125
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

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
 - Second Saturday
 - Krewe of Barkus
 - Arts in Bloom
 - Oktoberfest
 - Santa 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

- 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
- Stonebridge Spooktacular
- Walking Tours w/ Guy Giersch

The McKinney Shop:

- **November 2019 Gross Sales \$2,473.30**
 - **Rent check \$355.00**
 - **10%- \$97.33 (over \$1,500.01)**

Visitors: FYTD Total (Oct. '19– Sept. '20): 1,419

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

- Out of State: 6
- Out of Country: 11
- Texas Residents: 9
- McKinney Residents: 0
- Register Total: 26
- Ticker Counter: 491

Day Trips: 5

- Allen Retired Teachers
- Cottonwood Garden Club from Richardson
- Heard Craig House:
 - City of Irving Senior Center
 - Antique Diva's
 - Ladies Book Club

RFP's: 32 (2-Association, 27-Corporate, 2-Weddings, 0 -Social, 1-Religious, 0-Sports, 0-Day Trips)

Association: 2

1. Texas Downtown Association Board Meeting-Grand- January 23-24, 2020. Attendees: 25, total room block: 21

2. Church 121 – Contact: Ann Bridgman. Sheraton, Feb 7-8, 2020; Attendees: 120, Room nights: 50

Corporate: 27

1. Globelife-Sheraton- Total rooms: 4,094 ;Total attendees: 1,277

	Meeting Name	Month	Dates	Year	Venue	Attendees	Room Nights
AIL	AIL LA 101	Jan	19-22	2020	Sheraton	100	300
LNL	LNL LA 201	Jan	26-29	2020	Sheraton	40	120
FHL	FHL 101	Feb	2-5	2020	Sheraton	35	105
AIL	AIL LA 201	Feb	9-12	2020	Sheraton	50	150
LNL	LNL LA 201	Feb	16-20	2020	Sheraton	100	400
FHL	FHL 201	Feb	19-21	2020	Sheraton	20	60
AIL	AIL LA 301	Feb	23-25	2020	Sheraton	35	70
LNL	LNL LA 301	Mar	22-25	2020	Sheraton	25	75
FHL	FHL 301	Apr	19-21	2020	Sheraton	16	48
FHL	FHL 101	Apr	21-24	2020	Sheraton	35	105
AIL	AIL LA 101	Apr	26-29	2020	Sheraton	100	300
LNL	LNL LA 101	May	10-14	2020	Sheraton	100	400
FHL	FHL 201	July	12-14	2020	Sheraton	20	60
FHL	FHL 101	July	14-17	2020	Sheraton	35	105
LNL	LNL LA 101	July	19-22	2020	Sheraton	40	120
AIL	AIL LA 101	Aug	2-5	2020	Sheraton	100	300
LNL	LNL LA 101	Aug	16-20	2020	Sheraton	20	40
AIL	AIL LA 201	Aug/Sep	31-3	2020	Sheraton	40	120
LNL	LNL LA 301	Sep	13-16	2020	Sheraton	25	75
AIL	AIL LA 301	Sep	21-23	2020	Sheraton	30	60
FHL	FHL 301	Sep	27-29	2020	Sheraton	16	96
FHL	FHL 401	Sep	27-29	2020	Sheraton	16	96
FHL	FHL 101	Sep/Oct	29-2	2020	Sheraton	35	105
LNL	LNL LA 201	Oct	11-14	2020	Sheraton	40	120
FHL	FHL 201	Oct	14-17	2020	Sheraton	20	60
AIL	AIL LA 101	Nov	8-11	2020	Sheraton	100	300
LNL	LNL LA 101	Nov	15-19	2020	Sheraton	100	400
	TOTAL					1277	4094

SMERF: 3 (2-Weddings, -Social, 0-Sport, 1-Religious)

1. Ameristate – Contact: Marci Bond. December 6-7, 2018, Attendees: 20 Room Block 15, Grand Hotel
2. Pam Williams – MOB. December 31, 2019, Bella Donna
3. Lauren Williams

Site Visits: 0

Ongoing Prospects: SMERF (Social, Military, Education, Religious, & Fraternal): 16 (16-Weddings, 0-Social, 0 - Sports, 0-Day Trips)

Weddings:

1. Debbie Ready McKie (MOG) – January 2021, Magnolia Grace
2. Janet Lewis (MOG) – January 2020, Rustic Grace
3. Brooke Barnes – February 2020, Magnolia Grace Ranch
4. Eastep Wedding – February 2020, Stone Crest
5. Symm Wedding – February 2020, Springs
6. Jason John – March 2020, Gather
7. Nijesh Dangol – March 2020, Springs
8. Christie Astle – April 2020, Springs
9. Lindi Blake – April 2020, Rosemary Barn
10. Megan White – May 2020, Stone Crest
11. Cindy Miller Wedding – May 2020
12. Denterl Wedding – May 2020, Grand Ivory
13. Joanne Cross (MOG) – June 2020, Springs
14. Haley Case – June 2020, Magnolia Grace
15. Lindsey Slapa – July 2020, Rosemary Barn
16. Erin Horomanski – August 2020, Stone Crest

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: 447

Mailing Leads Processed: 1160

- See Texas First: 1,121
- Tour Texas: 40

Top Five States requesting information:

1. Florida
2. California
3. Ohio
4. Michigan
5. Wisconsin

Advertising/Marketing/Media

Blogs (Top 5) for DECEMBER 2019: 259

Benji House – 118

NTTA – 80

Blog Home Page - 27

Archived blog – 18

Special Experiences for Christmas Gifts - 16

BLOG VISITS - FY 19-20	
MONTH	Sessions
Oct. 2018	234
Nov.2019	618
Dec. 2019	379
FY 18-19	1,231

DECEMBER 2019 Homepage News Flash buttons (Top 5): 234

Weekend Update – 122

NCAA Tickets - 52

Tourism Grants - 36

Then & Now Exhibit - 11

Ask a Local - 13

DECEMBER Landing Pages

- NCS4 – 9
- KPIs – 4
- Meeting Planners Guide (pages combined) – 233
- Turlaxin – 2

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

- Wrote “Ring in 2020 in McKinney” blog/posted
- Wrote “Give the Gift of a Special McKinney Experience” blog/posted
- Created coupon pages for three visiting groups (for Vanesa)
- Created coupon pages & final itinerary for NCAA coaches’ wives event
- Cover photos submitted for Bus Tours Magazine
- Wrote draft of Visit McKinney press release for board review
- Wrote/submitted NCAA game press release after finalists named

DECEMBER 2019 Advertising- Website & Publication ROI Tracking:

- Daytripper - 2
- Boyd Broncos – 3
- MHS Program - 3
- Historic Calendar - 1

DECEMBER 2019 SOCIAL MEDIA

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
TOTALS	370	N/A	397,092	3,306,976	13,303,552

TWITTER – DECEMBER 2019	
Followers	5,371 (+19)
Tweets	7005 (+28)
Tweet Impressions	168,200
Profile Visits	106
Mentions	102

INSTAGRAM	Followers
From 2018-19	2,341
Oct. 2019	109
Nov.2019	53
Dec. 2019	64
TOTAL	2,567

DECEMBER 2019 YOUTUBE

YOUTUBE	Views	Subscribers
Historical #s	9,242	49
Oct. 2019	208	1
Nov.2019	172	0
Dec. 2019	370	2
TOTAL	9,992	52

DECEMBER 2019 GOOGLE BUSINESS PAGE

Google Bus. Pg	Page Views	Web visits
Oct. 2019	2,540	25
Nov.2019	4,820	31
Dec.2019	3,360	22
TOTAL	10,720	78

WEBSITE – DECEMBER 2019

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
FY 19-20	14,744	30,023	12,531

DEC 2019 Traffic	Users
Mobile	2,678
Desktop	1,347
Tablet	212
TOTAL	4,237

DECEMBER 2019 - TOP WEB PAGES

Page	Pageviews	Unique Page Views
Home Page	1413	1173
Calendar (general)	1062	844
NCAA (general info – drive to D2 site)	945	853
Shopping Centers	233	213
Calendar listing for NCAA game	190	176
Events	171	136
Visitors Guide	142	116
Shopping	138	123
Weekend Update button	122	98
Benji House Blog	151	77
Explore page	100	86
Calendar home page	96	77
Bed & Breakfast directory	90	79
Dining	82	59
NTTA Blog	80	66
January calendar page	80	50
Expired calendar entry	78	70
Event Planning home page	76	66
Monthly/Annual Events	71	69
Calendar item – Collin Co. Jr. Livestock	64	52
DCI Press release/blog	59	54
Heard Museum events	59	44
Accommodations page	56	49
Dinosaurs Live calendar listing	64	59
Home page button - NCAA	52	47

Top Countries – DECEMBER 2019

Country Breakdown	Users	New Users	Sessions
United States	4,075	3,959	4,739
Canada	58	58	61
India	15	15	16
Germany	12	11	12
S. Korea	11	11	11
Denmark	8	8	8
(undefined)	6	6	6
China	3	3	3
United Kingdom	3	3	3
Indonesia	3	3	3

Top States – DECEMBER 2019

State Breakdown	Users	New Users	Sessions
Texas	2,797	3,503	4,421
Florida	101	96	116
California	90	89	97
Oklahoma	55	54	59
Virginia	55	54	55
Illinois	51	48	54
Minnesota	50	48	64
Pennsylvania	42	40	46
Michigan	39	39	42
New York	39	39	41

Top Cities – DECEMBER 2019

City Breakdown	Users	New Users	Sessions
Dallas	940	887	1046
McKinney	940	856	1160
Plano	143	136	162
Allen	132	122	141
Frisco	118	115	130
Austin	66	62	68
Prosper	56	54	58
Houston	50	49	55
Fort Worth	41	38	46
Anna	36	34	39

CROWDRIFT GALLERIES - DECEMBER 2019		
Gallery	Interactions	Views
Dining	24	89
History (Downtown)	30	112
Home Gallery	47	543
Explore McKinney	6	87
Being Social	2	31
Events	5	218
TOTAL	114	1,080

VISIT WIDGET - DECEMBER 2019				
	Users	Sessions	Page Views	New Downloads
Widget	48	48	188	
<i>Desktop</i>	33	33	134	
<i>Mobile</i>	15	15	54	
Mobile APP	123	98	563	
<i>App-iOS</i>	89	75	475	24
<i>App-Android</i>	34	23	88	8
TOTAL	171	146	751	32

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

DECEMBER 2019 - Free Media Coverage for Visit McKinney					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions/Reach
Community Impact	NCAA Game Preview	\$1,860	\$3,000	\$14,580	420,000
Courier- Gazette	Feature on We Ate Well - 1/2 pg.	\$1,680	\$1,500	\$9,540	100,000
Courier- Gazette	NCAA Game Preview	\$0	\$1,500	\$6,750	100,000

Living Magazine	DCI coming to McKinney (full pg.)	\$3,400	\$1,000	\$13,200	85,000
Bubble Life	Shared Blog/web updates (2 times)	\$0	\$2,000	\$6,000	275,000
TOTALS		\$6,940	\$9,000	\$50,070	980,000
FY 19-20 Totals		\$15,430	\$19,200	\$106,140	2,500,000

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									
Hampton	55.00	85.99									
Holiday Inn	87.29	78.35									
Holiday Inn Exp. (CR)	63.63	55.18									
Home 2	54.45	51.06									
La Quinta	68.19	60.21									
Sheraton	79.61	76.43									
Springhill	42.40	41.71									
Towneplace	65.49	62.21									

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%	
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%	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%	

LOST BUSINESS: 0