

visit McKinney

Monthly Report

July - 2022



Prepared For : Visit McKinney Board
Prepared By : Aaron Werner - Executive Director

www.visitmckinney.com



Operations:

- VM Staff is reevaluating our annual KPIs to make sure we are tracking appropriate data
- VM is working to finalize a 10-year lease renewal at 200 West Virginia St
- VM staff attended the June 7th City Council/Worksession Meeting for the Juneteenth proclamation reading
- Sabine Smith represented Visit McKinney as a member of the Juneteenth Committee, which met five times in June, and then she worked a 4-hour shift at the event. VM Staff is discussing how we might increase participation at the 2023 event
- First United Bank Juneteenth Celebration - Aaron Werner and Sabine Smith attended
- Executive Director Meetings - Serve McKinney, Main Street Business Monthly Meeting, Main Street Board Meeting, Executive Leadership Team Meeting, City Directors Meeting, and City Council

Sales Team:

- 14 in-person site visits to McKinney Hotel Partners - Aaron Werner and Rachel Tamez
- Attended the MEDC Tech and Trucks event at Common Desk - Aaron Werner and Rachel Tamez

Marketing & Communications:

- Submitted sports info for Sports Destination Management Magazine possible article
- Updated McKinney info on Texas Highways/State Travel Guide website
- Wrote/distributed a press release about the new Visit McKinney Executive Director
- Submitted Visit McKinney's new website for TACVB awards consideration
- Story ideas about Farmers Market vendors sent to CheckOutDFW.com
- Submitted Authentic Texas ad for the summer issue

Education & Webinars:

- Aaron Werner
 - New Employee Orientation
 - Texas Travel Industry Recovery Program Informational Webinar
- Beth Shumate:
 - Travel & Tourism College - attended 3rd year.
 - Organizational Development Training – Imposter Syndrome with Kimberly West
 - Webinar with U.S. Travel Association – Creating a More Inclusive Travel Experience
- Sabine Smith:
 - Organizational Development Training - The Generational Divide with Kimberly West
- Marie Woodard:
 - Travel & Tourism College - attended 2nd year

Upcoming Sales Events, Trade Shows, and Conferences:

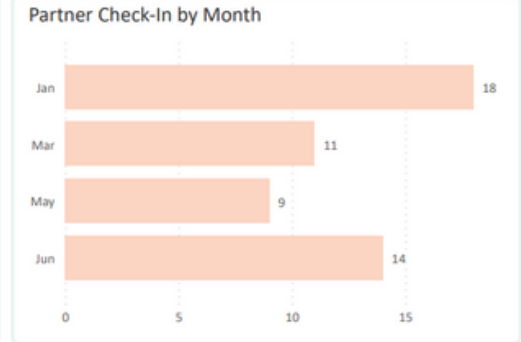
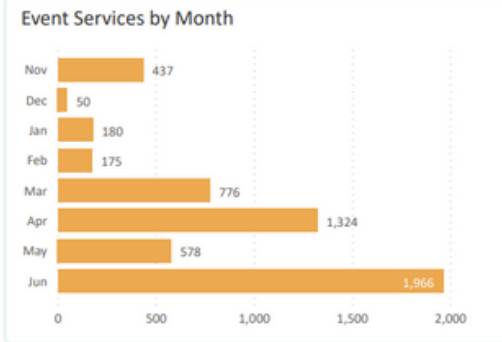
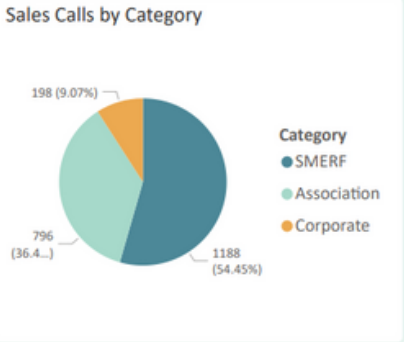
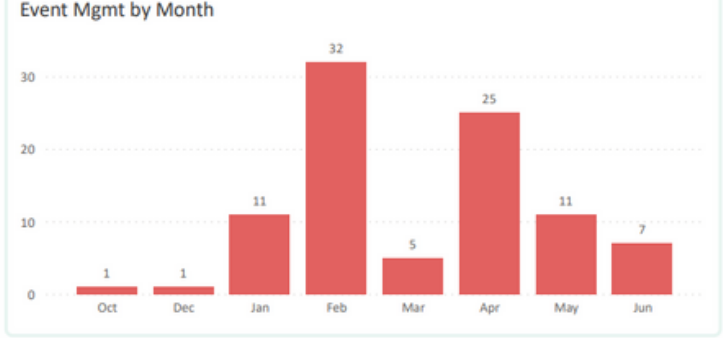
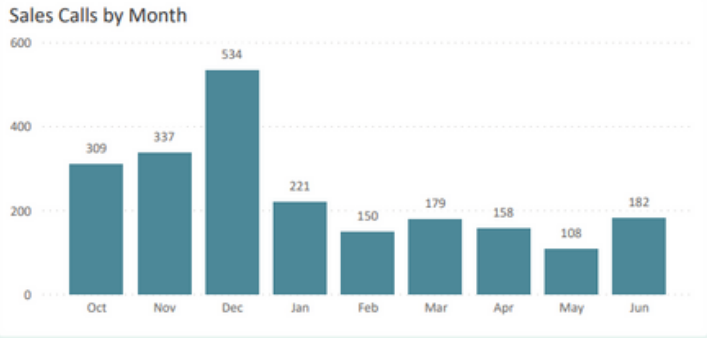
- August 29 - September 2 - 2022 TACVB Annual Conference, South Padre Island, Aaron Werner & Sabine Smith to attend
- September 19 - 21 - 2022 Texas Travel Summit, Galveston Island, Aaron Werner to attend

Upcoming Events:

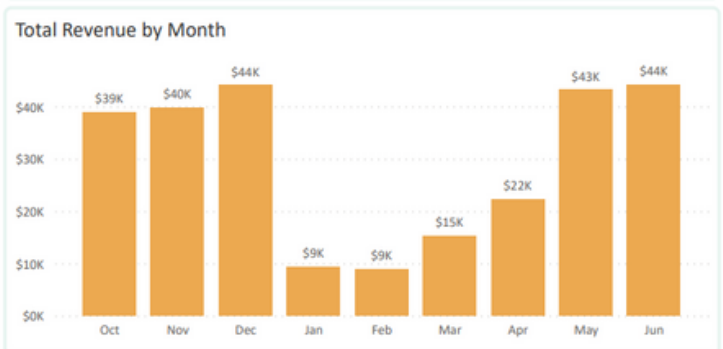
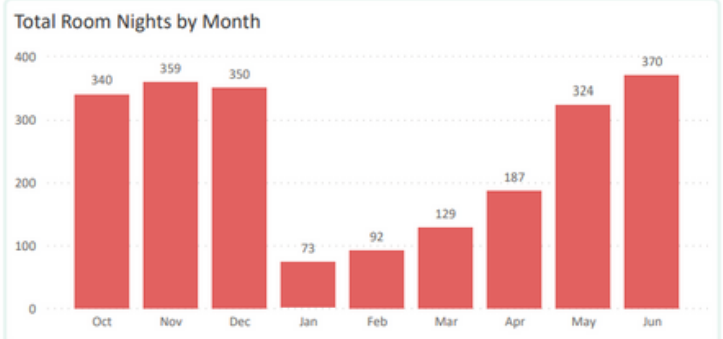
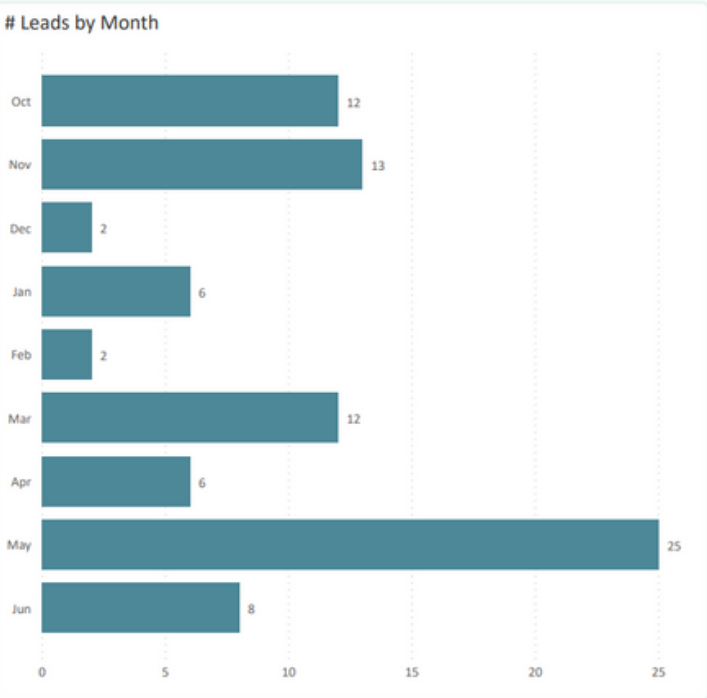
- July 26 - 50th Annual Drum Corps International (DCI) Tour, MISD Stadium
- September 23-25 - McKinney Oktoberfest, Downtown McKinney
- October 15 - McKinney Dia de los Muertos - Dr. Glenn Mitchell Memorial Park
- November 25-27 - Home for the Holidays, Downtown McKinney

Committee Meetings:

- Finance Committee - meets the Friday before the Visit McKinney board meeting.
- HR Committee - meet on an as-needed basis
- Marketing Committee - meet on an as-needed basis
- Retail Review Committee - Meets July 20, 2022



- The significant increase in December is from moving to our new CRM database.
- In June, we provided 1,966 welcome bags for events like Serve McKinney, South Central Hispanic District of the Assemblies of God, Juneteenth, AEYL, and more.
- Rachel Tamez included Aaron Werner on her 14-partner check-in visit with the McKinney hotel partners as an opportunity to introduce him to management and inside sales team members.
- With Marie's transition back to her full-time sales manager position, we see our sales calls back in the normal range with some exciting prospects.



Pickup Report Continued

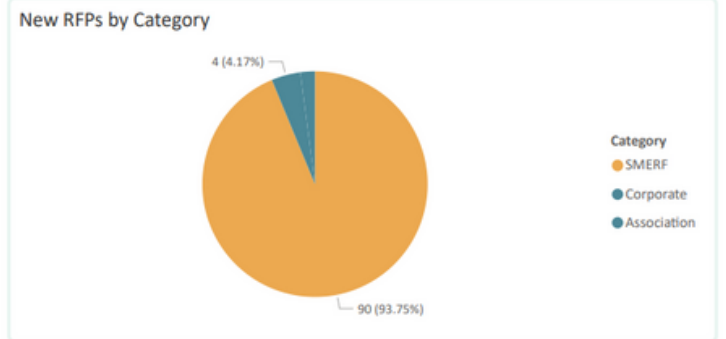
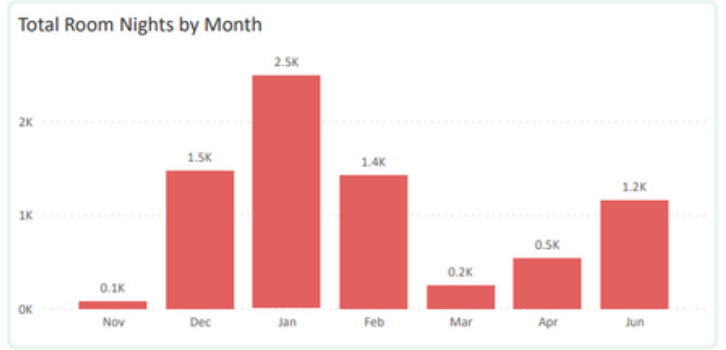
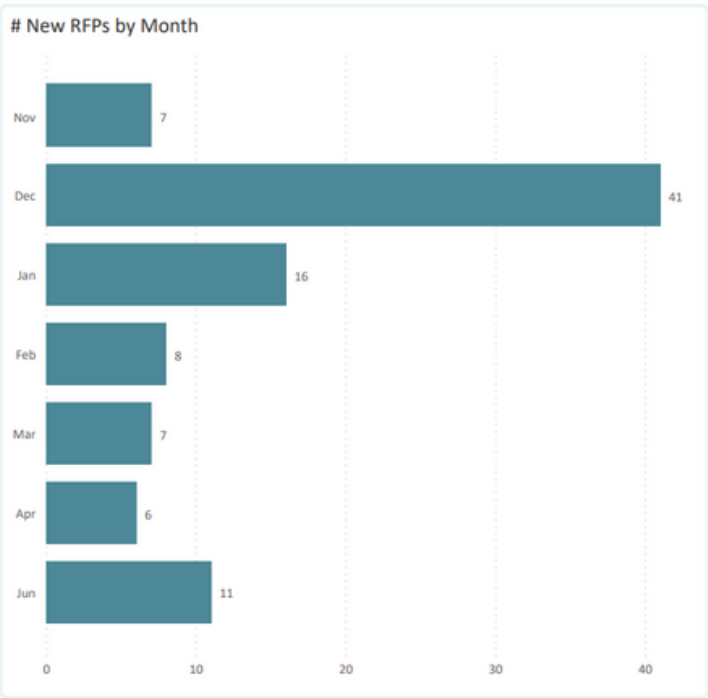
End Date	Account Name	Lead Name	Category	Market Segment	Total Rooms	Total Revenue	Hotel
Sunday, June 5, 2022	Texas Division, Sons of Confederate Veterans	Texas Division Reunion 2022	SMERF	Fraternal	121	\$14,399	Sheraton McKinney Hotel & Conference Center
Sunday, June 12, 2022	South Central Hispanic District of the Assemblies of God	South Central Hispanic District Council	SMERF	Religious	226	\$26,894	Sheraton McKinney Hotel & Conference Center
Sunday, June 12, 2022	South Central Hispanic District of the Assemblies of God	South Central Hispanic District Council	SMERF	Religious	19	\$2,261	Towneplace Suites by Marriott
Sunday, June 19, 2022	MillHouse Foundation	2022 MuralFest	SMERF	Cultural, Fine Arts, Libraries	0	\$0	Best Western Plus McKinney Inn & Suites
Sunday, June 19, 2022	MillHouse Foundation	2022 MuralFest	SMERF	Cultural, Fine Arts, Libraries	0	\$0	Home2 Suites by Hilton
Sunday, June 19, 2022	MillHouse Foundation	2022 MuralFest	SMERF	Cultural, Fine Arts, Libraries	0	\$0	SpringHill Suites by Marriott
Sunday, June 19, 2022	MillHouse Foundation	2022 MuralFest	SMERF	Cultural, Fine Arts, Libraries	0	\$0	Towneplace Suites by Marriott
Sunday, June 19, 2022	Social 2022	Pence Birthday	SMERF	Social	4	\$620	Grand Hotel & Ballroom
Total					370	\$44,174	



RFPs
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Last Refreshed

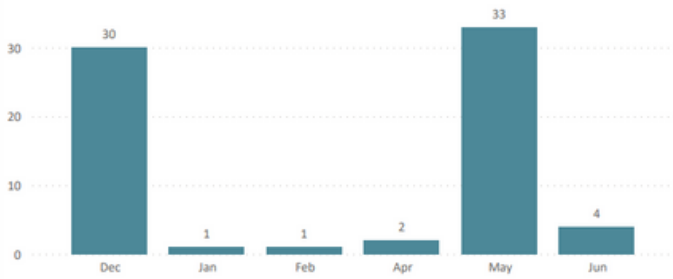
96
New RFPs YTD

7,389
Estimated Rooms

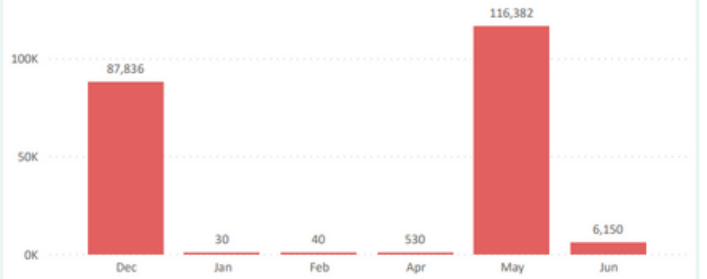


Lead Created Date	Account Name	Lead Name	Event Start Date	Event End Date	Estimated Rooms	Category	Market Segment	Event Facility
Monday, June 20, 2022	The Indoor Track	Run Rite Revolution - September 2022	Sunday, September 25, 2022	Sunday, September 25, 2022	90	SMERF	Athletic & Sports/Recreation	Meyers Park
Monday, June 20, 2022	The Indoor Track	Run Rite Revolution - October 2022	Friday, October 28, 2022	Friday, October 28, 2022	125	SMERF	Athletic & Sports/Recreation	Meyers Park
Monday, June 20, 2022	The Indoor Track	Run Rite Revolution - November 2022	Saturday, November 5, 2022	Saturday, November 5, 2022	90	SMERF	Athletic & Sports/Recreation	Meyers Park
Monday, June 13, 2022	AT&T Byron Nelson	2023 AT&T Byron Nelson	Monday, May 8, 2023	Sunday, May 14, 2023	0	SMERF	Athletic & Sports/Recreation	
Thursday, June 23, 2022	5th Infantry Regiment Association	2024 5th Infantry Regiment Assoc. Annual Reunion	Tuesday, August 27, 2024	Saturday, August 31, 2024	285	SMERF	Military & Veterans	
Friday, June 3, 2022	South Central Hispanic District of the Assemblies of God	South Central Hispanic District Council	Wednesday, June 8, 2022	Saturday, June 11, 2022	230	SMERF	Religious	Sheraton
Monday, June 6, 2022	South Central Hispanic District of the Assemblies of God	SCHD Minister's School 2023	Wednesday, June 7, 2023	Saturday, June 10, 2023	0	SMERF	Religious	
Friday, June 10, 2022	Social 2022	McKinney HS - Class of 72 50th Reunion	Friday, September 9, 2022	Saturday, September 10, 2022	35	SMERF	Social	Mill at East M
Monday, June 20, 2022	Western Swing Music Society of the Southwest	Winter Showcase Dance & Jam 2022	Wednesday, November 2, 2022	Saturday, November 5, 2022	280	SMERF	Social	
Friday, June 3, 2022	Strategic Solution Partners	SSP Advisory Board Meeting	Sunday, September 11, 2022	Tuesday, September 13, 2022	24	Corporate	Travel	
Friday, June 24, 2022	Weddings 2022	Wagnon/Collum Wedding	Friday, July 1, 2022	Friday, July 1, 2022	0	SMERF	Wedding	Grand Ivory
Total					1,159			

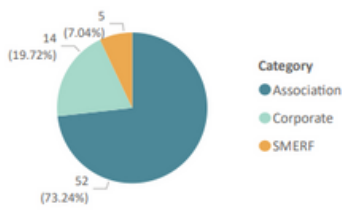
Lost Business by Month



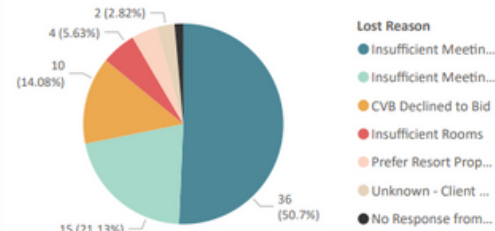
Lost Room Nights by Month



Lost by Category



Lost by Reason

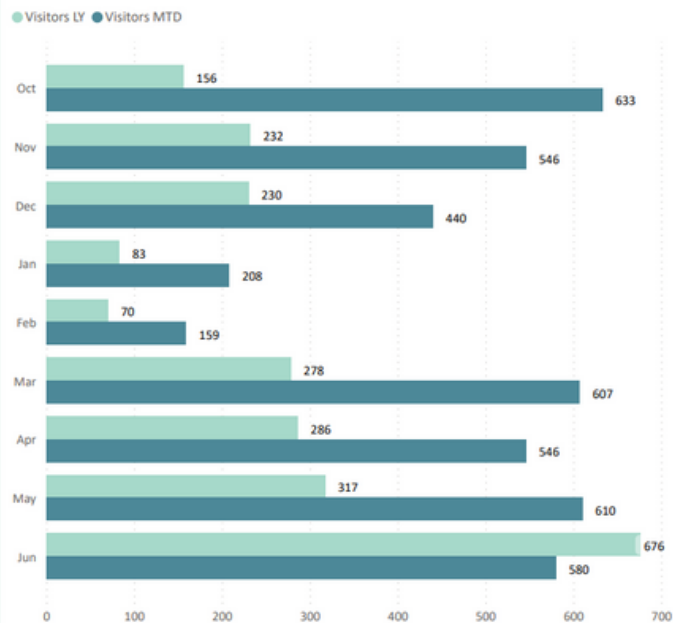


Lost Revenue by Month

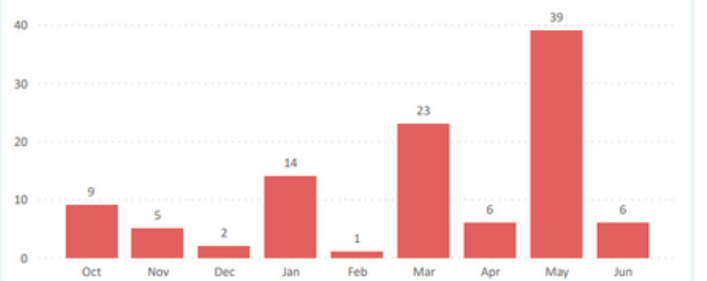


Lost Business Date	Account Name	Lead Name	Requested Rooms	Total Lost Revenue	Lost Reason	Lost Comments
Tuesday, June 7, 2022	Most Worshipful Prince Hall Grand Lodge of Texas	2022 MWPGDL Conference	1,110	\$144,300	CVB Declined to Bid	insufficient rooms & meeting space - 300 max meeting space
Wednesday, June 29, 2022	McVeigh Global Meetings & Events	UnboundEd Fall 2023 Standards Institute	3,975	\$795,000	Insufficient Meeting Space	General session for 1800; 30-40 breakout room comp internet for entire space; all meals in se general session for 1800-2000 people
Wednesday, June 29, 2022	Reach Meetings & Events	Uline Holiday Party	50	\$7,450	Insufficient Meeting Space	Holiday party for 1,000 w/dance floor, tables f gifts, 4 bars inside room
Wednesday, June 29, 2022	Specialized Carriers & Rigging Association	2024 Symposium	1,015	\$201,985	Insufficient Meeting Space	General session & meals for 400; 360 sleep ro portion being @ government rate
Total			6,150	\$1,148,735		

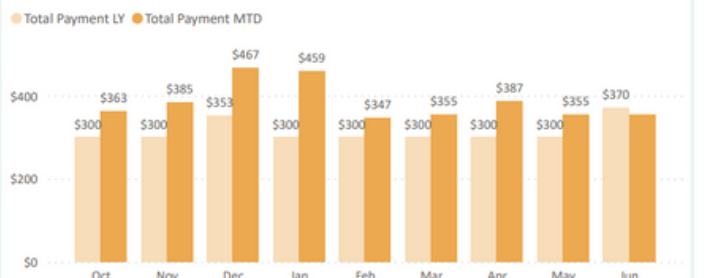
Total Visitors by Month



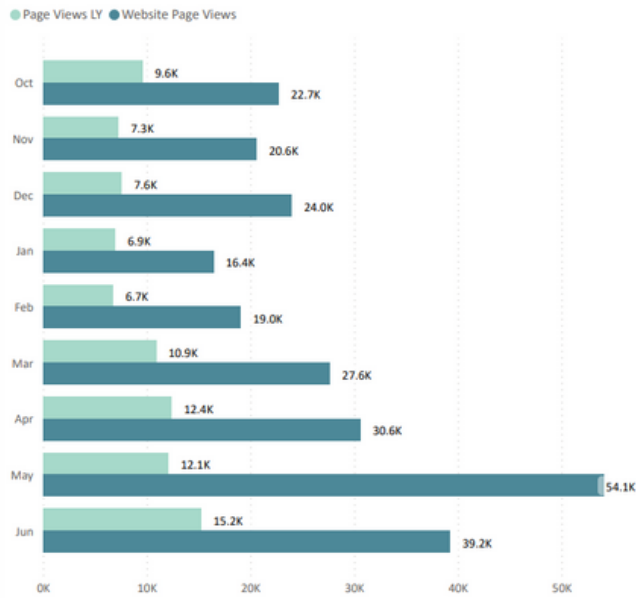
Tour Attendees by Month



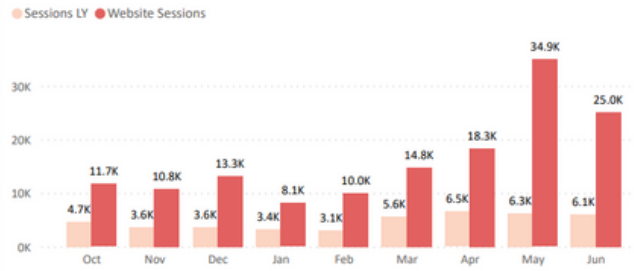
McKinney Market Payments by Month



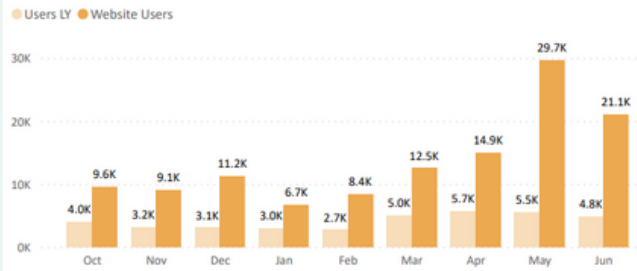
Page Views by Month



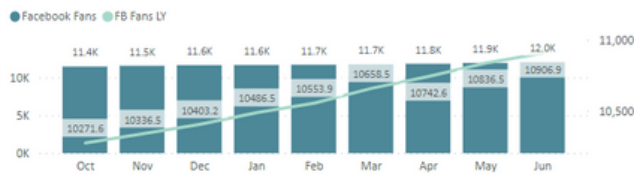
Sessions by Month



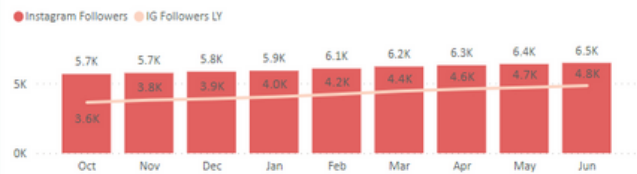
Users by Month



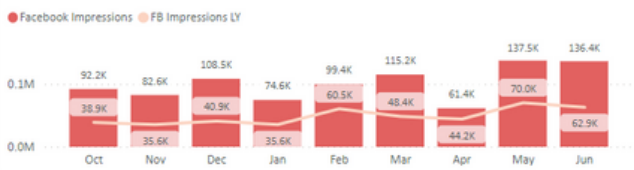
Facebook Fans by Month



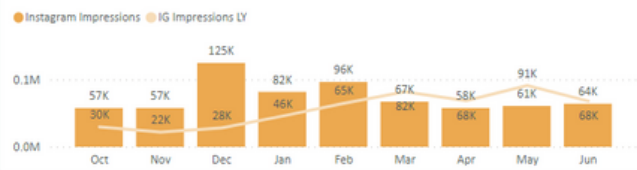
Instagram Followers by Month



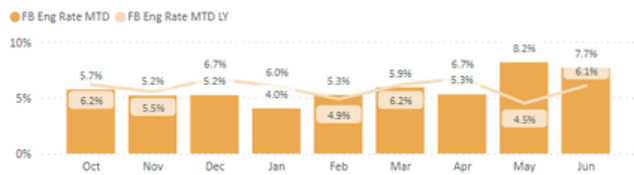
Facebook Impressions by Month



Instagram Impressions by Month



Facebook Engagement Rate per Impression



Instagram Engagement Rate per Impression

