



To: Visit McKinney Board
From: Dee-dee Guerra – Executive Director
Date: October 26, 2021
RE: Visit McKinney September 2021-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Education/Webinars:**
 - **Beth: 1**
 1. 2021 Texas Sounds & Cities (Music Friendly) Workshop in Arlington
 - **Dee-dee: 2**
 1. Destination Analyst (Travel Sentiments)-9/6/21 & 9/20/21
 - **Marie: 0**
 - **Rachel: 3**
 1. McKinney Chamber – WAM Women’s Conference
 2. City of McKinney course “Your Leadership Legacy” – Zoom, 9/24
 3. MPI Leadership Program “Leadership Through Recovery – Austin, 9/30
 - **Sabine: 2**
 1. TDM Credit: Wild Wednesday: Lake Corpus Christi State Park Virtual Tour
 2. Open Government Training
 - **Sue: 0**
- **Events/Services: 3**
 1. **2** Historic Walking Tours
 - 9-14-21: (Guy): 13 adults
 - 9-25-21: (Paula): 10 adults, 1 child
 2. Oktoberfest
 3. Speaking Engagement to Civic Groups:
 - Lions Club
- **Venue: 4**
 1. One Preston Events
 2. Comedy Arena
 3. Urban Grill
 4. Mellow Mushroom
- **Hotel Calls: 18**
 1. Hampton Inn
 2. Holiday Inn

3. La Quinta
4. Holiday Inn Express
5. Townplace Suites
6. Sheraton
7. Best Western
8. Red Roof Inn
9. Comfort Suites
10. The Grand
11. Home 2
12. Springhill
13. McKinney Inn
14. Days Inn
15. American Inn
16. Motel 6
17. Super 8
18. Econo Lodge

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 (19-Hotels & 3-B&B/VRBO reporting)**
 - September 2021: \$ 153,770
 - September 2020: \$ 119,419
 - **28.77%**
- **YOY 2021 vs. 2020**
 - Oct. '20 – Sept. '21: \$ 1,738,290
 - Oct. '19 – Sept. '20: \$ 1,423,293
 - **22.13%**

ASSOCIATION/CORPORATE/SMERF/GOVERNMENT COMPLETED in September 2021: TTL Room nights 211; TTL Rev.: \$22,121

ASSOCIATION: TTL Rom nights: 3; TTL Rev.: \$1,798

-The Grand: Koha-USA – TTL Room nights: 3; TTL \$1,797.60

CORPORATE: TTL Room nights: 0; TTL Rev.: \$0

-Emerson-9/28 - 9/30, 2021 - Holiday Inn & Suites; TTL Room nights: 0; TTYL Rev. \$ **No Pickup-Didn't use block**

SMERF: TTL Rom nights: 208; TTL Rev.: \$20,323

Social: 1

- Holiday Inn Express: Smith Family – TTL Room Nights: 5; TTL Rev: \$ 425

Military/Government: 0

Education: 0

Religious: 0

Fraternal: 0

Weddings: 3

- TownePlace Suites: Varner/ Patterson Wedding – no pickup
- Holiday Inn Express: Varner/ Patterson Wedding TTL Room Nights: 2 ; TTL Rev. \$188

- The Grand: Dinehart/Servaes Wedding TTL Room Nights: 13 ; TTL Rev. \$1,820
- Sheraton: TTL Room Nights: Smith/Correa Wedding TTL Room Nights: 10 ; TTL Rev. \$1,050

Sports: 3

- TownePlace Suites & Holiday Inn Express: Chain Bombers – No pickup
- Holiday Inn Express: U90C Soccer – Labor Day Open TTL Room Nights: 44; TTL Rev. \$3,172
- Sheraton: U90C Soccer – Labor Day Open TTL Room Nights: 134; TTL Rev. \$13,668
- La Quina: International Junior Tournament – **No pickup-Didn't use block**

Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls: 277

****Reports available upon request****

Association: 145

Corporate: 32

SMERF: 97

McKinney Corporate: 3

1. Simpson Strongtie-Assisted meeting planner with new restaurants in and around McKinney.
2. McKinney Fire Dept./OSU ethics workshop: assisted w/ catering venues & hotel rooms.
3. MEDC- Assisted Admin w/ venues for their annual Christmas party

VISIT MCKINNEY Calendar of Events 2020-2025: 12

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.

2021				
Month	Group	Venue	Room Nights	Attendance
<i>August</i>				
<i>September</i>				
9/3-6/21	U90C Sports Labor Day Open	City Wide	450	300
9/10-12/21	Annual Train show	Comfort & Hampton *using Collin College Event Space- Collin College Cancelled ALL EVENTS -due to BECOMING A COVID TESTING SITE	100	20
9/18-19/21	2 nd Annual McKinney Classic – James Blanton with Chain Bombers – Disc Golf Tournament	Townplace /Holiday Inn Express	25	100
9/18-24/21	International Junior Tournament	La Quinta	240	60
9/28-30/21	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
9/2021	TX Assoc. Of Education for	Sheraton	300	150

	Young Children Annual Conf.			
9/22-26/21	Brittany Smith	Holiday Inn Express	5	5
9/21-24/21	Koha-US	Sheraton	240	60
9/2021	Synergy Meeting	Sheraton & Holiday Inn-Cancelled	565	230
October				
10/16-17/21	McKinney Lacrosse Club	Sheraton, Comfort, SpringHill, Home2, and Holiday Inn	40	600
10/23-24/21	McKinney Lacrosse Club	Sheraton, Comfort, SpringHill, Home2, and Holiday Inn	40	600
10/30-31/21	McKinney Lacrosse Club	Sheraton, Comfort, SpringHill, Home2, and Holiday Inn	40	600
10/14-17/21	Embrace your Ambition-LOST-Hilton Anatole	City Wide	500	250
10/12-14/21	Emerson-1106-Gas Reg Troubleshooting	Holiday Inn & Suites	40	40
November				
11/2-4/21	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
11/6-7/21	Troubadour Music Festival – Old Celina Park	Blocks at SpringHill Suites & Home2	80	1,500
11/ 5-7/21	Toastmasters D50 – Conclave Conference-LOST-Sonesta Suites Park Cities	Sheraton	75	25
10/2021	T.E.A.C.H	Sheraton	180	90
December				
12/7-9/21	Care Comm	Sheraton	240	80
12/2021	Lone Star Justice Alliance	Sheraton	150	75
2021	Libertarian Party of Texas	Sheraton	220	110
12/2021	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000

2022

Month	Group	Venue	Room Nights	Attendance
January				
1/6-8/22	UWE Corporation	Sheraton-Based on size requirements, declined to bid. LOST	1,285	500
1/10-14/22	Meetings & Incentives Worldwide	Sheraton-Based on size requirements declined to bid. LOST	1,467	300
1/10-14/22	Takeda Pharmaceuticals	Sheraton-Based on size requirements and sleep rooms under 1-roof declined to bid. LOST	350	1,464
1/21-22/22	MMSG Corporation	RFP was 'retracted' before Sheraton could bid. LOST	23	12
1/24-26/22	Target Corporation	Sheraton	195	65
February				
2/3/22 or 2/10/22	James Pogue Enterprises	Sheraton	0	150
2/15-17/22	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
3/25-26/22	Order of the Eastern Star	McKinney Masonic Lodge	15	40
2/2022	Texas Parks & Wildlife Department –TPWD	Sheraton and will find overflow as needed.	1300 Need 12,000 sf. Meeting Space	260
2/2022	Council of Administration of Special Education-Hybrid Conference	Sheraton	N/A	124
2/2022	National African American Education Association	Sheraton	285	120
March				
3/1-3/22	Emerson-1106-Gas Reg Troubleshooting	Holiday Inn & Suites	40	40

3/6-7/22	STEP (Society of Talent & Entertainment Professionals)	Undecided	20	50
3/15-17/22	H.D. Supply, Inc.	Sheraton- Update: September 3, 2021 planner advised she loves property but needs an upscale resort; she will keep us in mind for future events. LOST	550	175
April				
4/2022	CBD Expo	Sheraton	150	600
4/3, 17, 24/2022	Dallas Fort Worth Association Executives	Sheraton	60	300
4/21-23/22	NAIA Women's Beach Volleyball National Invitational Attendees:	Sheraton	150	120
May				
5/2022	Byron Nelson	City Wide	Unknown	Unknown
June				
06/2022	Texas Division Sons of Confederate Veterans	Sheraton	440	250-300
July				
7/11-16/22	Auvoria Prime	Sheraton	321	100
August				
September				
9/22	CEMRF Tax Institute	Sheraton & Holiday Inn	135	63
9/10-10/21	North America Envison Corporation	City Wide- Based on size requirements, declined to bid. LOST	1,200	1,172
9/27-29/22	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
October				
10/4-6/22	Real Brokerage	City Wide- Based on size requirements, declined to bid. LOST	1,175	450
10/11-13/22	Emerson-1106-Gas Reg Troubleshooting	Holiday Inn & Suites	40	40

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
November				
11/15-17/22	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
11/29-12/1/21	Emerson-1106-Gas Reg Troubleshooting	Holiday Inn & Suites	40	40
December				
12/2022	Lone Star Justice Alliance	Sheraton	150	75
12/2022	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000

2023

Month	Group	Venue	Room Nights	Attendance
March				
3/20-24/23	Texas Police Chief Leadership	Sheraton	200	1000
April				
4/17-23/23	Minitab Corporation	City Wide- Based on size requirements, declined to bid. LOST	2,819	700
4/20-23/23	NAIA Women's Beach Volleyball National Invitational	Sheraton	120	150
May				
5/2023	Byron Nelson	City Wide	Unknown	Unknown
September				
December				
12/2023	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000

2024

Month	Group	Venue	Room Nights	Attendance
December				
11/2024	NCAA D2 Football Championship	MISD Stadium/City Wide	500	500
April				
May				
5/2024	Byron Nelson	City Wide	Unknown	Unknown

2025

Month	Group	Venue	Room Nights	Attendance
December				
12/2025	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000
May				
5/2025	Byron Nelson	City Wide	Unknown	Unknown
June				
6/2025	2025 Texas Police Games	Citywide	140	1,500

Events 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/ Paula Nasta & Tonya Fallis
- Food Tours
- Steak 101 Class
- The Cove
- Comedy Arena
- Arcade 92
- The Escape Room
- North Texas Wineries

The McKinney Market:

- September 2021 Gross Sales \$946.45
 - Rent check: 355.00
 - **Total: \$355.00**

Visitors: FYTD Total (September '21): 4,192

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

- Out of State: 12
- Out of Country: 8
- Texas Residents: 9
- McKinney Residents: 7
- Register Total: 36
- Ticker Counter: 494

RFP's: 30: (0-Association, 9-Corporate, 17-Weddings, 2-Social, 0- Military, 1-Gov't, 0 -Education, 0-Religious, 0 -Sports, 1-Fraternal)

DUE TO COVID19, a lot of Planners are sending out RFPs and holding selections until fall

Corporate: 9

1. H.D. Supply, Inc. – Cvent RFP received on Friday, September 2, 2021. Dates of Event: March 15-17, 2022 / 175 attendees for a total of 550 sleep rooms / Room Block of 20/170/170/170 / Meeting Space for 3-days / 3 Breakfast, 3 Lunches, 2 Dinners. 1 general session room for 175, will eat meals in the same room. Based on meeting space requirements, shared RFP with the Sheraton. Update: September 3, 2021 planner advised she loves property but needs an upscale resort; she will keep us in mind for future events. LOST
2. MMSG Corporation – Cvent RFP received on Thursday, September 9, 2021. Dates of Event: January 21-22, 2022 / 23 attendees for a total of 23 sleep rooms / Room Block of 4/19 / Meeting space for 2-days / No F&B or AV requirements. RFP was 'retracted' before Sheraton could bid. LOST
3. UWE Corporation – Cvent RFP received on Thursday, September 9, 2021. Dates of Event: January 6-8, 2022 / 500 attendees for a total of 1,285 sleep rooms / Room Block of 465/465/355 under 1-roof or immediately adjacent to host property / Meeting space for 2-1/2 days; General session requires 22,500 sf and 2 breakout rooms of 4,500 sf / 2 Breakfasts, 2 Lunches, 2 Dinners. Based on size requirements, declined to bid. LOST
4. Minitab Corporation – Cvent RFP received on Friday, September 10, 2021. Dates of Event: April 2-7, 2023 / 700 attendees for a total of 2,819 sleep rooms / Room Block of 300/640/640/640/164/164 under 1-roof or adjacent properties / Meeting space for 5-1/2 days with General Session for 700-725, 6-breakout

rooms each 1,350 sf / 6 Breakfasts, 5 Lunches, 5 Dinners. Based on size requirements, declined to bid.
LOST

5. Real Brokerage – Cvent RFP received on Monday, September 13, 2021. Dates of Event: October 4-6, 2022 / 750 attendees for a total of 1,175 sleep rooms / Room Block of 25/35/175/350/350/230/10 under 1-roof / Meeting space for 3-days with a general session for 750 and 5 breakout rooms for 150-170 each / Multiple meals. Based on size requirements, declined to bid. LOST
6. Takeda Pharmaceuticals – Cvent RFP received on Thursday, September 16, 2021. Dates of Event: January 10-14, 2022 / 300-350 attendees for a total of 1,464 sleep rooms / Room Block of 10/50/295/295/295/295/15 under 1-roof / Meeting space for 5-days with General Session for 300-350, 13 breakout rooms of 500 sf minimum each + 4 offices + Board Room / 5 Breakfasts, Lunches & Dinners in FOYER / First time for this event to occur. Based on size requirements and sleep rooms under 1-roof, declined to bid. LOST
7. Meetings & Incentives Worldwide – Cvent RFP received on Tuesday, September 21, 2021. Dates of Event: January 10-14, 2022 / 300 attendees for a total of 1,467 sleep rooms / Room Block of 10/50/295/295/295/295/15 under 1-roof / Meeting space for 5-days includes General Session for 300, 13-15 breakout rooms / 4 Breakfast, 5 Lunches, no Dinners. Based on size requirements, declined to bid. LOST
8. North America Envision Corporation – Cvent RFP received on Thursday, September 30, 2021. Dates of Event: September 9-10, 2022 / 1,200 attendees for a total of 1,172 sleep rooms / Room Block of 200/450/450 under 1-roof / Meeting space for 3-days includes General Session for 1,200, 7 breakout rooms / 2 Breakfast, 2 Lunches, 1 Dinner. Based on size requirements, declined to bid. LOST
9. Care Comm – Cvent RFP received on Thursday, September 30, 2021. Dates of Event: December 7-9, 2021 / 80 attendees for a total of 240 sleep rooms / Room Block of 80/80/80 under 1-roof / General space for 3-days includes General Session for 80 and 2 breakout rooms / 3 Breakfast, 3 Lunches, 3 Dinners. Based on space requirements, sent RFP to Sheraton for bid.

Association: 0

SMERF: 21

Social: 2

1. Troubadour Music Festival – Old Celina Park – Room Blocks at SpringHill Suites & Home2 – November 6-7, 2021)- Attendance: 1,500, Room nights: 80
2. Brittany Smith – Holiday Inn Express – September 22-26, 2021 - Est 5 rooms

Military/Government: 1

1. 2025 Texas Police Games – Citywide – June 2025 – - Attendance: 1,500, Room nights: 140

Education: 0

Religious: 0

Fraternal: 1

1. Order of the Eastern Star – Nancy Hardy – March 25-26, 2022 – McKinney Masonic Lodge- Attendance: 40
Room nights: 15

Weddings: 17

1. Dinehart/Servaes Wedding – September 18, 2021 – The Grand – Est 10 rooms
2. Cargal/Stewart Wedding – October 10, 2021 – The Springs – Sheraton – Est 12 rooms
3. Yarbrough/Bruu Wedding – October 16, 2021 – Chase Hall – Sheraton – Est 10 rooms
4. Bowman Wedding – October 16, 2021 – Local Yocal – The Grand – Est 6 rooms
5. Wood Wedding – October 30, 2021 – TBD
6. Chaddick Wedding – November 4, 2021 – Rehearsal Dinner Only

7. Wilson/Edwards Wedding - November 12, 2021 – The Springs– Holiday Inn, TownePlace Suites, Sheraton – Est 20 rooms
8. Chase Wedding – January 21, 2022 – Rustic Grace – Fairfield Inn – Est 10 Rooms
9. Jackson/Gonzales Wedding – January 25, 2022 – The Station – Holiday Inn Express – Est 10 rooms
10. Ahlgrimm Wedding – January 29, 2022 – Magnolia Grace
11. Johnson/Harland Wedding – March 4, 2022 – The Sanctuary – Home2 – Est 10 rooms
12. Miller/Dooley Wedding – April 23, 2022 – River Road Chateau – Hampton Inn – Est 20 rooms
13. Sosa/Horsley Wedding – May 5, 2022 - D'Vine Grace – The Grand – Est 10 rooms
14. Edel/Bouillion Wedding – June 24, 2022 – Stone Crest
15. Renteria Wedding – July 23, 2022 – Rosemary Barn
16. Anderson/Diaz Wedding – August 6, 2022 – Rustic Grace
17. Pruitt Wedding – October 1, 2022 – The Springs – The Grand – Est 10 rooms

Sports: 0

Day Trips: 0

Site Visits: 2

Corporate: 0

Association: 1

1. STEP – Conference March 6-7, 2022 – Visited the Grand, MPAC & Gather in Downtown McKinney

SMERF: 1

1. Int'l Flipper Pinball Association Tournament – Spring 2022 – Tournament would be held at Arcade 92 – Visited Hampton Inn, SpringHill Suites, Holiday Inn Express, TownePlace Suites, & Best Western

Ongoing Leads: 23

Corporate:

Association:

SMERF: 23

Social: 2

1. The 99s – Laurie Peake – October 16, 2021 – Sheraton
2. Sammons Reunion – November 18, 2021 – The Grand – 7 room nights

Military/Government: 0

Education: 0

Religious: 0

Fraternal: 0

Weddings: 17

1. Angie Byrd (MOB) – October 1, 2021 - Magnolia Grace – Hampton Inn & Suites – 15 room nights
2. Kenadee Thompson – October 8, 2021 – Magnolia Grace – Sheraton & Hampton Inn & Suites – 16 room nights
3. Madison Krell – October 10, 2021 – Magnolia Grace
4. Victoria Rodriguez – October 15, 2021 – Magnolia Grace – Hampton Inn & Suites - 14 room nights
5. Brittney Larocca – October 16, 2021 – Magnolia Grace
6. Destiny Tambouris (Bride) – October 24, 2021– Magnolia Grace
7. Michelle Brown (MOB) – November 4, 2021 – Magnolia Grace
8. Chris Adams (FOB) – November 6, 2021 – Stone Crest – The Grand
9. Scalf/Salgado Wedding – November 7, 2021 – Avalon Legacy Ranch – Hampton Inn & Holiday Inn Express – 20 room nights
10. Rose Bustamante (MOB) – November 12, 2021 – The Springs
11. Richardson/Webster Wedding – November 27, 2021 – Magnolia Grace

12. Kimberly Fulmer (Bride) – January 2, 2022 – Rosemary Barn – The Grand Hotel – 10 room nights
13. Ashley Torres – March 22, 2022 – Magnolia Grace
14. Blas Duran (Groom) – April 2, 2022 – Rustic Grace – Fairfield Inn – 10 room nights
15. Lauren Walsh – June 18, 2022 – Magnolia Grace
16. Elizabeth Cantu – July 11, 2022 – Stone Crest
17. Melissa Eason (MOB) – November 5, 2022 – The Springs in Aubrey – The Neathery

Sports: 4

1. McKinney Lacrosse Club – Turlaxin Tournament – October 16-17, 2021 – Sheraton & SpringHill Suites- Attendance: 600, Room nights: 40
2. McKinney Lacrosse Club – Turlaxin Tournament – October 23-24, 2021 – Sheraton & SpringHill Suite- Attendance: 600, Room nights: 40
3. McKinney Lacrosse Club – Turlaxin Tournament – October 30-31, 2021 – Sheraton & SpringHill Suites- Attendance: 600, Room nights: 40
4. NCAA Division II Football Championship – December 18, 2001-Sheraton-Spring Hill Suites (Teams) & Spectators (City Wide)- Attendance: 4,500, Room nights: 500

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: 312

Mailing Leads Processed: 83

- Tour Texas: 83

Top Five States requesting information:

- Texas
- California
- Pennsylvania
- Florida
- Georgia

Advertising/Marketing/Media

SEPTEMBER.2021 -ROBLY Email Stats	
Average Open Rate	37.20%
Average Click-thru Rate	11.60%
Total Audience	3.27K

Advertising/Marketing/Media

SEPTEMBER 2021 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Created/Submitted ad for TSAE Association Leadership magazine
- Created/Submitted ad for Texas Meetings + Events fall issue
- Created/Submitted ad for Texas Highways Dec. issue
- Created/Submitted ad for Bus Tours Magazine (Nov./Dec.)
- Created landing page on the website for Troubadour visiting group
- Wrote/submitted trivia questions with photos for the ABA conference
- Connected writer with Okrapalooza organizer and Maylee Thomas for quotes
- Wrote a blog on Fall events and posted a guest blog from Heard-Craig Center for the Arts

- Created weekly Animoto videos for the monitor
- Year-End PowerPoint
- Created QR codes for Oktoberfest sign and SMERF sales kit
- Updated SWOT Analysis for Strategic Plan
- Wrote/posted/distributed press release about TACVB awards

SOCIAL MEDIA STATS

FACEBOOK FY 20-21	New Likes	Lifetime Likes	Engaged Users	Total Reach	Impressions
OCT. 2020	84	10,313	38,955	209,565	1,079,909
NOV. 2020	48	10,361	30,843	197,215	1,047,241
DEC. 2020	80	10,441	32,452	221,793	1,191,049
JAN. 2021	100	10,541	32,752	214,596	997,075
FEB. 2021	62	10,603	31,798	259,072	1,268,515
MARCH.2021	107	10,710	44,849	356,581	1,532,678
APRIL.2021	90	10,800	50,069	316,802	1,438,732
MAY.2021	65	10,865	37,275	373,757	1,396,683
JUNE.2021	85	10,950	41,645	687,622	1,966,826
JULY.2021	98	11,048	45,201	370,247	1,993,683
AUGUST.2021	32	11,080	52,858	464,348	2,188,801
SEPT.2021	2,123	13,203	no longer in insights	50,269	no longer in insights
TOTALS	2,974	N/A	438,697	3,721,867	16,101,192

INSTAGRAM 2020-21	
From 2019-20	3,526
OCT. 2020	247
NOV. 2020	88
DEC. 2020	103
JAN. 2021	167
FEB. 2021	224
MARCH.2021	188
APRIL.2021	106
MAY.2021	121
JUNE.2021	186
JULY.2021	71
AUGUST.2021	58
SEPT. 2021	548
TOTAL	5,633

TWITTER - SEPT. 2021	
Total Followers	5,650
New Followers	13
Tweets	19
Tweet Impressions	5,967

Profile Visits	645
Mentions	24

YOUTUBE 2020-21		
<i>Month</i>	<i>Views</i>	<i>Subscribers</i>
<i>Historical #s</i>	14,352	63
OCT. 2020	548	4
NOV. 2020	259	2
DEC. 2020	174	0
JAN. 2021	231	0
FEB. 2021	187	2
MARCH.2021	214	2
APRIL.21	252	3
MAY.2021	227	3
JUNE.2021	144	2
JULY.2021	134	-2
AUGUST.2021	206	1
SEPTEMBER.2021	232	1
TOTAL	17,160	81

Google Business Page – 2020-21		
<i>Month</i>	<i>Page Views</i>	<i>Web visits</i>
Historical #	30,725	325
OCT. 2020	2,080	45
NOV. 2020	1,920	33
DEC. 2020	1,690	24
JAN. 2021	1,800	37
FEB. 2021	1,980	21
MARCH.2021	3,470	48
APRIL.2021	4,060	61
MAY.2021	4,620	41
JUNE.2021	3,260	56
JULY.2021	4,180	41
AUGUST.2021	4,219	49
SEPT.2021	5,110	47
TOTAL	69,114	828

WEBSITE DATA – SEPTEMBER 2021

Website - 2020-21			
Month	Sessions	Pageviews	Users
OCT. 2020	4,650	9,578	3,976

NOV. 2020	3,643	7,261	3,154
DEC. 2020	3,641	7,567	3,074
JAN. 2021	3,352	6,948	2,950
FEB. 2021	3,100	6,736	2,706
MARCH.2021	5,636	10,873	4,987
APRIL.2021	6,546	12,377	5,735
MAY.2021	6,293	12,067	5,502
JUNE.2021	6,124	15,219	4,843
JULY.2021	6,919	15,904	5,542
AUGUST.2021	5,185	11,923	4,252
SEPTEMBER.2021	16,439	30,516	13,623
TOTAL	71,528	146,969	60,344

SEPTEMBER.2021	Users
Mobile	10,006
Desktop	3,056
Tablet	484
TOTAL	13,546

SEPTEMBER 2021 - TOP 10 WEB PAGES		
Page	Pageviews	Unique Pg. Views
McKinney to Munich	6,628	4,725
Home page	3,138	2,558
Oktoberfest event listing	2,378	2,202
events	1,015	876
Things to do	579	482
Visitors Guide	416	355
Shopping Downtown	400	353
October events main pg.	372	313
5G Pumpkin Patch event	326	302
Restaurants	320	268

Top Countries – SEPT.2021			
Country Breakdown	Users	New Users	Sessions
United States	13,356	13,142	16,124
India	33	33	34
China	30	30	31
Ireland	28	28	28
Sweden	20	20	20
Mexico	15	14	16
Germany	14	13	15
United Kingdom	14	13	17
Canada	13	12	15
Philippines	13	13	19

Top States – SEPTEMBER 2021			
State Breakdown	Users	New Users	Sessions
Texas	11,307	11,212	13,961
California	297	293	315
Kansas	124	123	127
Virginia	122	122	122
New York	105	101	114
Oklahoma	103	99	118
(Not set)	93	92	93
Illinois	85	83	94
Florida	84	84	100
Ohio	66	66	72

Top Cities – SEPTEMBER 2021			
City Breakdown	Users	New Users	Sessions
Dallas	3,417	3,250	3,921
McKinney	2,775	2,604	3,601
Plano	527	209	599
Allen	475	447	571
Frisco	465	445	537
Houston	277	261	297
Fort Worth	218	212	251
Prosper	208	200	248
Richardson	178	173	230
Melissa	157	145	168

BLOG VISITS - FY 20-21	
Month	Sessions
OCT. 2020	537
Nov. 2020	680
Dec. 2020	770
JAN. 2021	465
FEB. 2021	355
MARCH.2021	392
APRIL.2021	460
MAY.2021	1,118
JUNE.2021	1,075
JULY.2021	1,555
AUGUST.2021	592
SEPT.2021	763
TOTAL	8,762

Blogs (Top 5) for SEPTEMBER 2021:

- Fall Events in McKinney - 185

- Patio Dining in McKinney – 111
- Active Senior Living in McKinney - 79
- Plan Your Visit (Visit Widget) – 25
- Day Trip to the Museum to Enjoy the Arts – 21

SEPTEMBER 2021: TOP REFERRAL PG	
Facebook	3,976
Instagram	559
m.gvwy.io	299
Dallas Observer	176
NewsBreakApp.com	154
McKinneyTexas.org	47
t.co	31
flytki.com	29
baidu.com	22
robly	19
TOTAL	5,312

SEPTEMBER 2021-KPIs & Groups	
KPIs	0
Turlaxin	2
Byron Nelson	7
koha USA	12
Chainbombers Disc Golf	5
TOTAL:	26

SEPT. 2021 - Ad Landing Pgs./QR CODES	
Association Leadership-TSAE	8
Boyd High School	2
Bus Tours Magazine	1
Certified Dallas Map	3
Craig Ranch Fitness ad	1
Fall Tx Events Calendar ad	1
Fort Worth Weekly	8
McK to Munich	567
MPI Annual Directory	1
Places to Stay	6
Plan Your Visit Blog Link	5
Rachel _ wedding handout	1
Rack Cards	18
Small Market Meetings	3
Sports Planning Page	1
Texas Highways Magazine	1

Texas Meetings & Events	5
TSAE brief	1
TOTAL	633

SEPTEMBER 2021 – MPG Page Views	
Main Page	53
Venues by Capacity	341
Request Info/RFP	78
Venues/Videos	10
Helpful resources	60
Vendors	13
Site visits	0
Tour Options/Itineraries	292
TOTAL:	847

OTHER STATS

CROWDRIFF – SEPTEMBER 2021		
Gallery	Interactions	Views
Being Social	0	1
History/Dwntrn	266	357
Home Gallery	37	662
McK Dining	47	428
McK Events	6	128
Explore	140	249
Weddings	74	201
Shopping	42	162
Chestnut Square	0	9
McK Music	30	52
Cadence Blog	7	6
TOTAL	649	2,255

VISIT WIDGET - SEPTEMBER 2021				
	Users	Sessions	Page Views	New Downloads
Widget	79	83	216	
<i>Desktop</i>	48	49	134	
<i>Mobile</i>	31	34	82	
Mobile APP	302	565	1,714	
<i>App-iOS</i>	264	522	1524	127
<i>App-Android</i>	38	43	190	16
TOTAL	381	648	1,930	143

TOP LOCATIONS USING VISIT WIDGET

McKinney, TX
Dallas, TX
Washington D.C.
Allen, TX
Houston, TX
Austin, TX
Little Elm, TX
Melissa, TX
Plano, TX
Frisco, TX

TourTexas.com 2020-21					
Month	McKinney Page	Things to Do	Events	Attractions	Native Texan
OCT. 2020	469	1,197	112	4,659	305
NOV. 2020	449	165	69	2,997	338
DEC. 2020	387	161	67	1,788	202
JAN. 2021	374	173	100	2,221	334
FEB. 2021	328	163	116	2,103	299
MAR.2021	567	269	100	4,573	370
APRIL.2021	347	221	124	2,798	348
MAY.2021	608	189	189	1,995	353
JUNE.2021	829	124	207	3,299	383
JULY.2021	966	362	209	3,442	325
AUGUST.2021	318	513	222	2,279	325
SEPT.2021	333	240	434	2,382	255
TOTAL	5,975	3,777	1,949	34,536	3,837

FREE PUBLICITY:

FY 20-21	Budgeted Amount
Adv. & Promo TTL	\$194,767

SEPTEMBER 2021 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
McKinney Online	TACVB Awards Press Release	\$0	\$200	\$600	30,000
Bubblelife News	TACVB Awards Press Release	\$0	\$1,000	\$3,000	125,000
TOTALS		\$0	\$1,200	\$3,600	155,000

FY 20-21 Running Totals		\$44,516	\$213,553	\$500,107	93,662,565
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Top 5 McKinney Hotels 2020-2021 Occupancy Rates: %
OCCUPANCY RATES:

Hotel	Oct. '20	Nov. '20	Dec. '20	Jan. '21	Feb. '21	Mar. '21	Apr. '21	May '21	Jun. '21	Jul. '21	Aug. '21	Sept. '21
Comfort	54.02	0	53.56	57.40	70.18	80.59	72.17	73.43	75.13	78.75	53.81	
Hampton	93.79	91.46	86.05	90.89	93.75	99.44	99.44	98.75	100.00	100.00	100.0	
Holiday Inn	39.07	43.80	49.84	49.84	64.82	80.81	69.75	75.85	82.42	78.39	50.60	
Holiday Inn Exp. (CR)	44.31	45.38	36.98	42.62	51.80	63.28	52.09	56.57	49.23	52.79	38.29	
Home 2	51.52	48.16	48.27	61.62	68.59	88.57	85.95	91.23	79.60	79.59	75.52	
La Quinta	41.40	37.47	56.59	68.97	73.73	80.44	80.76	80.40	75.95	77.50	68.76	
Sheraton	48.99	30.37	22.94	28.01	39.63	52.03	53.89	61.24	60.36	66.84	56.22	
Springhill	54.45	45.76	39.87	47.02	51.89	73.29	66.03	77.03	73.52	77.63	77.63	

Sheraton Occupancy Rates:

Month	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19	FY 19-20	FY 20-21
October	N/A	67.28%	75.19%	96.77%	85.79%	79.61%	48.99%
November	N/A	61.35%	75.20%	N/A	77.95%	76.43%	30.37%
December	N/A	69.24%	57.74%	N/A	66.66%	67.16%	22.94%
January	N/A	61.62%	69.54%	72.13%	69.83%	70.19%	28.01%
February	N/A	71.58%	79.77%	79.03%	83.67%	75.03%	39.63%
March	24.60 %	63.53%	77.04%	75.54%	78.16%	31.5%	52.03%
April	39.29%	82.34%	84.81%	78.06%	77.79%	2.05%	53.89%
May	50.47%	64.60%	81.11%	78.87%	75.28%	8.35%	61.24%
June	69.70%	75.03%	88.88%	81.25%	78.70%	33.16%	60.36%
July	75.60%	72.61%	N/A	77.76%	73.50%	38.42%	66.84%
August	56.22%	63.86%	76.00%	72.64%	70.90%	36.97%	56.22%
September	56.43%	72.50%	N/A	78.98%	75.40%	85.45%	

LOST BUSINESS: 8 Corporate Accounts, 12 Association Groups, and 2 SMERF Groups; Lost Revenue: \$9,960,416

CORPORATE:

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
March 2022	H.D. Supply, Inc., Board Meeting & Leadership Training	Sheraton, Require 4-star Resort	550	175	\$130,740
January 2022	UWE Corporation, January Jumpstart Meeting	Sheraton, Too Large	1,285	500	\$282,725
January 2022	MMSG Corporation, Speaking Engagement Training	Sheraton, RFP Retracted	23	19	\$3,680
April 2023	Minitab Corporation, Insights Conference	Sheraton, Too Large	2,819	700	\$707,361

October 2022	Real Brokerage Corporation, 2022 Conference	Sheraton, Too Large	1,175	750	\$325,000
January 2022	Takeda Pharmaceuticals, EOE Launch Meeting	Sheraton, Too Large	1,464	300-350	\$353,160
January 2022	Meeting & Incentives Worldwide, EoE Launch Meeting	Sheraton, Too Large	1,467	300	\$328,730
September 2022	North America Envision, Corporate Training Event	Sheraton, Too Large	1,172	1,200	\$277,680
Totals			9955	3644	\$2,409,076

SMERF & SPORTS:

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
October 2021	Bossier Schools	Location	85	170	\$9,265
June 2022	Family Life	Sheraton, Too Large	1000	1000	\$143,000
Totals:			1,085	1,170	\$152,265

ASSOCIATION:

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
February 2025	Instructional Technology Council, Annual Conference	Sheraton, Too Large	2,400	800	\$531,000
October 2024	National Indian Educators Association, Annual Conference & Trade Show	Conference fits, Trade Show is too large	675	225	\$174,875
October 2025	American Association of Inside Sales Professionals, Leadership Summit	Sheraton, Too Large	1,600	800	\$390,000
April 2025	American Association of Inside Sales Professionals, Executive Retreat	Sheraton, Too Large	3,000	1,500	\$690,000
May 2025	Strategic Account Management Association, Annual Conference	Sheraton, Too Large	1,400	700	\$345,000
October 2024	American Indian Science & Engineering Society, National Conference	Sheraton, Too Large	4,600	2,300	\$883,400
February 2025	American Association for the Advancement of Science, Annual Meeting	Sheraton, Too Large	5,200	1,200	\$1,109,800

September 2025	American Association for State & Local History, Annual Meeting	Sheraton, Too Large	3,000	1,000	\$640,000
June 2025	International Association of Insurance Professionals, Annual Convention	Sheraton, Too Large	2,400	1,200	\$526,000
October 2024	International Association of Claim Professionals, Annual Conference	Sheraton, Too Large	3,900	1,300	\$865,000
July 2026	National Association of Legal Assistants, Annual Conference & Expo	Sheraton, Too Large	2,600	1,300	\$632,000
June 2025	Allied Finance Adjusters, Annual Convention	Sheraton, Too Large	2,700	900	\$612,000
Totals:			33,475	13,225	\$7,399,075

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.