



To: Visit McKinney Board
From: Dee-dee Guerra – Executive Director
Date: January 28, 2020
RE: Visit McKinney November 2019-Staff Report

Goal 1 Operational Excellence

Strategies:

• **Advertising/Marketing:**

- Staff collected coupons and created a coupon sheet with offers to McKinney restaurants to be distributed to guests in town for the NCAA game.
- Our Native Texan advertorial will go live in the next week or two. Approved final editorial content for our Native Texan campaign: <https://www.tourtexas.com/article/148/7-of-the-best-ways-to-enjoy-a-weekend-getaway-in-mckinney>.
- We've had instances in the past couple weeks of people telling us they came into the Visitors Center, to our store, or to the square because of our posts on social media. Great confirmation that what we're doing is indeed working.
- We have scheduled historic walking tours through March; we took a three-month break from them due to the heat. We are in the process of adding these to Eventbrite and our calendar. The first one of the new batch will be on Saturday, Dec. 14 at 2 p.m., meeting at the Visitors Center.
- The Media Hub portion of CrowdRiff (our social media user-generated content web tool) is currently being installed. Training on using it will take place next week. This will replace our online media kit which has become antiquated. The tool will provide the media with easier access to information about McKinney as well as photos. We will also be able to track who is accessing our information and make for easier tracking of earned media placements.
- Ad materials submitted for Convention South, Houston House & Home, and Texas Meetings + Events.
- Distributed press release on NCAA- thanks to City Communications for helping us get these sent out.
- Wrote/distributed a press release, social media and web posts for DCI.
- Finalized NCAA ads with the marketing team to run on Community Impact's website.
- Staff will be taking photos at Home for the Holidays.
- Attended Communications Quartly Roundtable.
- **Board: Visit McKinney Board: Met 11/26/19**

▪ *Cycle 1 Grants: \$15,000 Marketing & Promotional Grants will be awarded*

- Ovation Academy to promote and market Chaplin (Charlie Chaplin) the musical. January 16-19, 2019
 - Grant request: \$15,000
 - Matching Funds: Yes. McKinney Arts Commission \$16,200
 - **Board Awarded: \$11,595**
- Odysseus Chamber Orchestra to market and promote several concerts
 - Grant request: \$1,700
 - Matching Funds: Yes, McKinney Arts Commission \$19,375
 - **Board Awarded: \$1,700**

• **Education/Webinar:**

- D. Guerra:
 - TTIA Webinar-Growing Your Media Footprint
- B. Shumate:

- TTIA Webinar-Growing Your Media Footprint
 - S. Smith:
 - Innovation Academy, City of McKinney
 - Website Training with Susan, Part 3: Train on website pages
 - Organizational Development Training - Legistar Administration: Post-meeting Maintenance
 - Organizational Development Training - Creating Agenda Items
 - Training: Minimizing Security Risk Website Project
- **Events/Services: 3**
 - State of the City
 - Home for the Holidays
 - Vintage Market Days
- **Sales: 2**
 - Women's Group out of Grapevine for a retreat to take place in February. Approximately 120 attendees. A joint effort with the Sheraton.
 - Garland Sr. Center reached back out to plan another day trip for a group to come out sometime this summer, a day of wine tasting and shopping.
- **Venue Calls: 3**
 1. The Springs
 2. Avalon Legacy
 3. LaCour
- **Hotel/B&B Visits: 10**
 1. Hilton Home 2
 2. Spring Hill Suites
 3. Holiday Inn & Suites
 4. Sheraton
 5. La Quinta
 6. Days Inn
 7. Red Gate Inn
 8. Comfort Suites
 9. Hampton Inn
 10. Towne Place Suites

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 (19-Hotels & 7 -B&B/VRBO reporting) Preliminary
 - November 2019: \$170,041
 - November 2018: \$142,172
 - 19.60%

ASSOCIATION/CORPORATE/SMERF COMPLETED in November 2019: TTL Room nights: 1028; TTL Revenue: \$109,943

WEDDINGS COMPLETED- November 2019 - TTL Room Nights: 642; TTL Rev: \$72,073

Grand Hotel

- 1 Wedding block

- 62 total room nights
- \$9,958 total revenue

Sheraton Hotel

- 12 Wedding Blocks
- 388 total room nights
- \$42,219 total revenue

Hampton Inn

- 18 Wedding Blocks
- 102 total room nights
- \$11,423 total revenue

Holiday Inn & Suites

- 2 Wedding Blocks
- 49 total room nights
- \$4,851 total revenue

Comfort Suites

- 31 total room nights
- \$2,418 total revenue

Spring Hill Suites

- 1 Wedding block
- 10 total room nights
- \$1,204 total revenue

ASSOCIATION/CORPORATE/SMERF COMPLETED in November 2019: TTL Room nights: 386; TTL Revenue: \$37,870

ASSOCIATION: TTL Room Nights: 0; TTL Rev.: \$ 0

CORPORATE: TTL Room Nights: 295; TTL Rev.: \$28,933

- Torchmark LNL 101-Sheraton: TTL room nights: 251; TTL Rev. \$24,347
- Nature Nates-Grand: TTL room nights: 18; TTYL Rev. \$2,142
- Emerson FC1605/1100-Holiday Inn: TTL room nights: ; TTL Rev. \$ CANCELLED
- Emerson IV 1006-Holiday Inn: TTL room nights: ; TTL Rev. \$ CANCELLED
- Emerson IV 1100-Holiday Inn: TTL room nights: 26; TTL Rev. \$2,444

SMERF: TTL Room nights: 61 TTL rev: \$5,417

- **Holiday Inn -1 Block**
 - Vintage Market Days
 - 54 total room nights
 - \$4,590 total revenue
- **Hilton Home 2 - 1 Block**
 - Vintage Market Days
 - 7 room nights
 - \$827 total revenue

SPORTS: TTL Room nights: 30 TTL Rev: \$3,520

- **Holiday Inn – 4 sports blocks, only 1 had pick-up**
 - US Tennis/Courts of McKinney
 - 5 total room nights
 - \$545 total revenue
- **Hilton Home 2 – 2 blocks**
 - US Tennis/Courts of McKinney
 - 7 total room nights
 - \$833 total revenue
 - U90C Soccer – League Challenge Cup
 - 18 total room nights
 - \$2,142 total revenue

Sales Calls: ASSOCIATIONS-/CORPORATE/SMERF Sales Calls: 38

Association: N/A

Corporate: N/A

SMERF/SPORTS/GOVERNMENT: 24

1. CSI-DMC Destination & Event Management – Contact: Alisa Caldwell
2. Garland Senior Center – Contact: Cecilia Ballester (day trip for June/July 2020)
3. 121 Church – Contact: Ann Bridgman
4. Crosslife Family Worship Church – Contact: Jim Nave
5. Mississippi State/The Southern Rural Development Center – Contact: Laura Narmour
6. Metrocare – Contact: Kathryn Ringer
7. McKinney Chapter, Eastern Stars – Contact: Nancy Hardy
8. The 99's – Contact: Laurie Peake
9. Junior League of Collin County – Contact: Caitlin Ayers
10. Heard Craig House – Contact: Linda Boner
11. Sunshine Vacations – Contact: Nancy Harkey
12. Tour Washington DC – Contact: James & Jennifer Rider
13. Tours Limited – Contact: Madhavi Chimalapati
14. Star Destinations – Contact: Jen Eason
15. Meridian Guided Tours – Contact: Matthew Maturo
16. Go Green Tours – Contact: Arlesia Crooms
17. Living In the City Tours – Contact: Charles Williams
18. Columbia Crossroads - Contact: Cynthia Billette
19. Terranea Inbound Travel – Contact: Julie Charros-Betancor
20. Taylor Travels – Contact: Sally Taylor
21. Cross-country Tours – Contact: Curtis Herron
22. Peak Performance Meeting & Incentives – Contact: Beverly Coscia
23. Research & Development for Military Food & Packaging – Contact: Jan Cook
24. Arete – Contact: Krista Gibson

Weddings: 10

1. Jason John – March 2020, The Gather
2. Eastep Wedding – February 2020, Stone Crest
3. Denterl Wedding – May 2020, Grand Ivory
4. Janet Lewis (MOG) – January 2020, Rustic Grace
5. Debbie Ready McKie (MOG) – January 2021, Magnolia Grace
6. Nijesh Dangol – March 2020, The Springs
7. Christie Astle – April 2020, The Springs
8. Lindsey Slapa – July 2020, Rosemary Barn
9. Joanne Cross (MOG) – June 2020, Springs
10. Haley Case – June 2020, Magnolia Grace

McKinney Top 25: McKinney Corporate: 4

1. Emerson-Assisted Sheraton hotel with EmersonHoliday Luncheon with Admin/Planners.
2. Simpson Strong Tie-Reached out to Simpson Strong-Tie on behalf of Sheraton. No response.
3. Baylor Scott & White- Assisted with an issue with Sheraton.
4. Farm House Fresh- Reached out to see if they would sponsor items for the NCAA Cheer Breakfast and they were happy to send product for the goodie bags.

VISIT MCKINNEY Calendar of Events 2019-2022: 5

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

***Note Globelife-formerly Torchmark**

Month	Group	Venue	Room Nights	Attendance
November				
11/03 – 11/07/2019	Globe Life LNL 101	Sheraton	100	100
11/5-7/19	Emerson FC1605/1100	Holiday Inn	15	30
11/12-14/19	Emerson IV 1006	Holiday Inn	15	30
11/19-21-19	Emerson IV 1100	Holiday Inn	15	30
December				
12/3-5/19	Encore Wire	Grand	52	26
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
February				
2/4-6/20	National Interscholastic Athletic & Afterschool Safety & Security Summit	Sheraton	100	125
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
April				
4/5-8/19	Mitas Group	Grand Hotel	120	40
4/3-5/20	Eastern Stars	Sheraton	40	40-60
4/2020	Civil Air Patrol	Sheraton	70-80	30-50
4/17/20	Texas Academy of General Dentistry – TAGD Strategic Retreat & Board Meeting	Sent RFP to the Grand Hotel and The Sheraton.	25	30
4/24-26/20	99's-BID WON	Sheraton	50	100

4/2020	Naval Support Activity (NSA) DaNang Reunion	Sheraton	150-200	450
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				
7/2020	Council on Occupational Education	Sheraton	125	350
7/2020	Our Little Miss July 7-day event	?	150	600-100
7/2020	Our Little Miss: Model/Entertainer of the Year. 2-day competition	?	N/A	400
September				
9/2020	Navy Reunions	Sheraton	125	40-70
9/2020	Morehouse School of Medicine	Sheraton	300	150-200
October				
10/16-23/20 or 10/23-30/20	Destinations International 2020 Fall Summit & Learning Week	Sheraton	1310	Attendees for Membership Summit: 125-150, TTL attendees for The Technology, Finance & Operations Summit: 80-140, TTL attendees for the Visitor Services Summit: 75-140, TTL attendees for Fall Learning Week: 30-50
November				
11/10-12/20	Emerson IV 1000	Holiday Inn	15	30
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				
5/2021	HMM/VMM-265 Squadron's Reunion	Sheraton	N/A	50-100
5/15-18/21	American Society of Parasitologists_3-5 day event. Preferred meeting dates: May 15-August 15	Sheraton	400-600	180-300
August				
8/16-20/21	TACVB Annual Conf.	Sheraton	485	300-400
November				
11/2021	International Textile & Apparel Association (3.5 day meeting.)	Sheraton	650-800	450-575

2022

Month	Group	Venue	Room Nights	Attendance
February				
2/2022	Council of Administration of Special Education-Hybrid Conference	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
- 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 \$1,443.30**
 - **Rent check \$355.00**

Visitors: FYTD Total (Oct.'19– Sept. '20): 928

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

- Out of State: 71
- Out of Country: 9
- Texas Residents: 10
- McKinney Residents: 0
- Register Total: 90
- Ticker Counter: 425

Day Trips: 1

1. Heard Craig House – Private Tea Party, First Baptist Church Richardson Ladies Sunday School Class

RFP's: 5 (2-Association, 0 -Corporate, 0-Weddings, 3-Social, 0-Religious, 0-Sports, 0-Day Trips)

Association: 2

1. ILEAD Grand: Grand: 12/2-6/19; total attendees: 10
2. Encore Wire: Grand: 12/3-5/19; total attendees: 27

Corporate: 0

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

1. Eastern Stars – Contact: Nancy Hardy. Date: April 3-5, 2020. Attendees: 40-60. Total room nights: approximately 40
2. Junior League of Collin County – Contact: Caitlin Ayers. Date: March 30, 2020. Meeting space only. Attendees: 200
3. The 99's – Contact: Laurie Peake, Attendees: 100, Total Room nights: 50

Site Visits: 0**Ongoing Prospects: SMERF (Social, Military, Education, Religious, & Fraternal): 22 (22-Weddings, 0-Social, 0 -Sports, 0-Day Trips)****Weddings:**

1. Kelley Bramer (MOG) Bramer/Cavendar Wedding– December 2019, Springs
2. Morrison/Alvarado Wedding – December 2019, Rustic Grace
3. Kelsha Mayers - December 2019, Springs
4. Kerarra Comer - December 2019, Springs
5. Erin Fanatico Wedding - December 2019
6. Morrison Wedding – December 2019, Rustic Grace
7. Janet Lewis (MOG) – January 2020, Rustic Grace
8. Debbie Ready McKie (MOG) – January 2021, Magnolia Grace
9. Brooke Barnes – February 2020, Magnolia Grace Ranch
10. Symm Wedding – February 2020, Springs
11. Eastep Wedding – February 2020, Gather
12. Jason John – March 2020, Gather
13. Nijesh Dangol – March 2020, Springs
14. Christie Astle – April 2020, Springs
15. Lindi Blake – April 2020, Rosemary Barn
16. Megan White – May 2020, Stone Crest
17. C Denterl Wedding – May 2020, Grand Ivory
18. Cindy Miller Wedding – May 2020
19. Joanne Cross (MOG) – June 2020, Springs
20. Haley Case – June 2020, Magnolia Grace
21. Lindsey Slapa – July 2020, Rosemary Barn
22. 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: 527

Mailing Leads Processed: 29

- Tour Texas: 29

Top Five States requesting information:

1. Texas
2. Arkansas
3. Arizona
4. Nevada
5. New York

Advertising/Marketing/Media**Blogs (Top 5) for NOVEMBER 2019: 468**

Open for Thanksgiving-194

DCI -175

NTTA-59

Blog Home Page-25

Benji House-15

BLOG VISITS - FY 19-20	
MONTH	Sessions
Oct. 2018	234
Nov.2019	618
FY 18-19	852

NOVEMBER 2019 Homepage News Flash buttons (Top 5): 435

Weekend Update-166

Open for Thanksgiving Dinner-137

DCI-95

D2 Link-24

Take a Tour -13

NOVEMBER Landing Pages: 287

NCS4-9

KPIs-6

Meeting Planners Guide (pages combined)-243

Turlaxin-29

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

- Wrote Where to Eat on Thanksgiving blog
- Submitted editorial content, photos and ad to Bus Tours Magazine
- Submitted ad to Texas Meetings + Events
- Final approval of Native Texan article
- Submitted Texas Events Calendar Spring ad
- Submitted Convention South ad

Advertising- Website & Publication ROI Tracking:

- Daytripper - 21
- TourTexas-3
- TSAE - 26
- Texas Meetings+Events-1
- Small Market Meetings-1
- Boyd Broncos-3
- Meet Texas-1
- Historic Calendar - 1

NOVEMBER 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
TOTALS	260	N/A	239,362	1,741,870	8,625,104

TWITTER - NOVEMBER 2019	
Followers	5,352 (+12)
Tweets	6,977 (+103)
Tweet Impressions	138,000
Profile Visits	129
Mentions	34

INSTAGRAM	Followers
From 2018-19	2,341
Oct. 2019	109
Nov.2019	53
TOTAL	2,503

NOVEMBER 2019 YOUTUBE

YOUTUBE	Views	Subscribers
Historical #s	9,242	49
Oct. 2019	208	1
Nov.2019	172	0
TOTAL	9,622	50

NOVEMBER GOOGLE BUSINESS PAGE

Google Bus. P.	Page Views	Web visits
Oct. 2019	2,540	25
Nov.2019	4,820	31
TOTAL	7,360	56

NOVEMBER 2019 Website Numbers

Month	Sessions	Pageviews	Users
Oct. 2019	4,633	10,186	3,866
Nov.2019	5,202	10,499	4,428
FY 19-20	9,835	20,685	8,294

OCT 2019 Traffic	Users
Mobile	2,673
Desktop	1,459
Tablet	296
TOTAL	4,428

NOVEMBER 2019 - TOP WEB PAGES

Page	Pageviews	Unique Page Views
Home Page	1,734	1,398
Calendar (general)	1,214	956
DCI press release	461	415
Events pg.	230	178
DCI blog	196	175
Thanksgiving restaurants blog	184	162
NCAA D2 Football	176	162
Shopping Centers	165	149
Visitors Guide	151	112
Weekend Update	151	77
Monthly events	139	104
Explore	128	108
Shopping	120	111
Dining	111	84
Calendar listing	110	60
Event Planning	93	79
Home page button (Thanksgiving)	90	74
Calendar	84	72
About McKinney	81	65
Calendar item	73	72
DCI Home page button	74	70
Accommodations	73	60
Bed & Breakfasts	70	64
Blog-NTTA Tollway	64	59
Weekend Update sign-up	59	45

Top Countries-NOVEMBER 2019

Country Breakdown	Users	New Users	Sessions
United States	4,180	4,254	5,202
Canada	79	79	84
(undefined)	26	26	27
France	15	15	15
India	14	14	14
Germany	13	12	13
Argentina	12	12	12
S. Korea	11	11	11
Mexico	8	8	8
Philippines	7	7	7

Top States

State Breakdown	Users	New Users	Sessions
Texas	2,797	3,503	4,421
California	141	139	148
Virginia	84	84	85
Oklahoma	53	50	62
Florida	46	45	46
Illinois	45	44	47
Missouri	36	34	38
Oregon	29	29	29
N. Carolina	27	26	30
New York	26	25	26

Top Cities

City Breakdown	Users	New Users	Sessions
McKinney	1084	957	1395
Dallas	962	908	1101
Plano	155	145	167
Allen	122	112	135
Frisco	101	97	112
Austin	68	60	77
Houston	47	47	52
Prosper	47	44	51
Richardson	47	43	54
Fort Worth	37	36	40

CROWDRIFF GALLERIES - NOVEMBER 2019		
Gallery	Interactions	Views
Being Social	22	32
Explore	38	112
Dining	4	132
History (Downtown)	28	108
Events	14	278
Home Gallery	41	696
TOTAL	147	1,358

VISIT WIDGET - NOVEMBER 2019				
	Users	Sessions	Page Views	New Downloads
Widget	41	46	199	
<i>Desktop</i>	22	23	110	

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%	
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: 8 (these were RFP's sent to The Sheraton, they were not able to accommodate the groups either because of the groups demands or the Sheraton was booked on the days of the request.

1. Civil Air Patrol
2. DaNang Reunion
3. Council on Occupational Education
4. Morehouse School of Medicine
5. Destinations International 2020 Fall Summit & Learning Week
6. International Textile & Apparel Association
7. HMM/Vmm-265 Squadron's Reunion
8. American Society of Parasitologists