



November 11, 2021

TO: McKinney Economic Development Corporation
McKinney Community Development Corporation

FROM: Dee-dee Guerra

Visit McKinney October 2021

I. ASSOCIATION/CORPORATE/SMERF COMPLETED in October 2021: TTL Room nights: 334; TTL Revenue: \$38,159

o Assoc./Corp. HOTEL ROOMS- TTL Room nights: 105; TTL Revenue: \$11,445

- Association: TTL Room nights: 0; TTL Rev.: \$ 0
- Corporate: TTL Room nights: 105; TTL Rev.: \$11,445
 - Globe Life-10/25-26/2: FH- 107-RNS-Sheraton: TTL room nights: 105; TTYL Rev. \$11,445
 - Emerson- Holiday Inn & Suites: TTL room nights: 0; TTYL Rev. \$ **Cancelled**

o SMERF HOTEL ROOMS- TTL Room nights: 229; TTL Rev.: \$26,714

- **Social-TTL Room nights: 107; TTL Rev.: \$13,349**
 - 3 D Travel Co. 10/8-12/21- Grand-TTL Room nights: 36; TTL Rev.: \$ 5,184
 - Ninety Nines 10/15-17/21-SheratonTTL Room nights: 71; TTL Rev.: \$8,165
- **Weddings-TTL Room nights: 122; TTL Rev.: \$14,057**
 - Terebinski/Dunafan Wedding-10/15/21 Grand- TTL Room nights: 3; TTL Rev.: \$477
 - Bowman Wedding-10/16/21-Grand- TTL Room nights: 0; TTL Rev.: \$ 0
 - Angie Byrd Wedding-10/1/21-Hampton- TTL Room nights: 24; TTL Rev.: \$2,737
 - Willis/Pratt Wedding10/9-10/21- Hampton - TTL Room nights: 0; TTL Rev.: \$ 0
 - Thompson/Mueller Wedding-10/3/21-HIE- TTL Room nights: 0; TTL Rev.: \$ 0
 - Rodriguez/Staber Wedding Hampton-TTL Room nights: 11; TTL Rev.: \$1,309
 - Terebinski/Dunafan Wedding Hampton-TTL Room nights: 47; TTL Rev.: \$4,515
 - Willis/Pratt Wedding10/9-10/21-Holiday Inn-TTL Room nights: 0; TTL Rev.: \$ 0
 - Thompson/Mueller Wedding-10/9-10/21-Sheraton-TTL Room nights: 24; TTL Rev.: \$2,856
 - Cargal/Stewart Wedding-10/9-10/21-Sheraton-TTL Room nights: 13; TTL Rev.: \$14,820
- **Sports-TTL Room nights: 0; TTL Rev.: \$ 0**
 - Solar Soccer-10/9-10/21-HIE- TTL Room nights: 0; TTL Rev.: \$ 0
 - Solar Soccer-10/16-17/21-HIE- TTL Room nights: 0; TTL Rev.: \$ 0
 - Solar Soccer-10/23-24/21-HIE- TTL Room nights: 0; TTL Rev.: \$ 0
 - McKinney Lacrosse Club/Turlaxin-10/16-17/21-Sheraton- TTL Room nights: 0; TTL Rev.: \$ 0

- McKinney Lacrosse Club/Turlaxin-10/23-24/21-Sheraton- TTL Room nights: 0; TTL Rev.: \$ 0
- McKinney Lacrosse Club/Turlaxin-10/30-31/21-Sheraton- TTL Room nights: 0; TTL Rev.: \$ 0
- McKinney Lacrosse Club/Turlaxin-10/16-17/21-SpringHill- TTL Room nights: 0; TTL Rev.: \$ 0
- McKinney Lacrosse Club/Turlaxin-10/23-24/21-SpringHill- TTL Room nights: 0; TTL Rev.: \$ 0
- McKinney Lacrosse Club/Turlaxin-10/30-31/21-SpringHill- TTL Room nights: 0; TTL Rev.: \$ 0

II. VISITORS: FYTD Total (October 2021): 633

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

- Out of State: 23
- Out of Country: 2
- Texas Residents: 19
- McKinney Residents: 6
- Register Total: 50
- Ticker Counter: 633

Top Five States requesting information:

- Texas
- Minnesota
- California
- New York
- Washington

III. RFP's: 24 (1-Association, 3-Corporate, 7-Weddings, 1-Social, 1- Military, 0-Gov't, -Education, 0-Religious, 11-Sports, 0-Fraternal)

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

Corporate: 3

1. Globe Life FHL 107RNS-10/25-26/21-Sheraton Attendees: 35: Room nights: 105
2. Turks, International, Operations Conference – Cvent RFP received on Monday, October 4, 2021. Dates of Event: May 7-13, 2022 / 500 attendees for total of 1,390 sleep rooms / Room Block of 10-10-50-50-430-430-50 under 1-roof / Meeting Space for 7-days / 4 Breakfast, 3 Lunches, 3 Dinners. 1 general session room for 500 (1,500 sf) / Additional 1,5000 sf for meals / 8 breakout rooms for 75 people. Based on meeting space requirements, not able to bid. LOST
3. Motorola Solutions – Cvent RFP received on Wednesday, October 27, 2021. Dates of Event: January 24-26, 2022 / 125 attendees for a total of 170 sleep rooms / Room Block of 12-124-34 under 1-roof / Meeting space for 1-1/2 days, 1 breakout for 20-30 people / 1 Breakfast, 1 Lunch, 1 Dinner / Based on meeting space requirements, forwarded RFP to Sheraton. UPDATE: on Wednesday, October 27, 2021, the meeting planner 'canceled' the RFP with no explanation. LOST

Association: 1

1. Toastmasters District 50 – 2021 event canceled due to pandemic. October 11, 2021, reached out to planner to see when McKinney might be able to host again. Alice advised she signed a contract today with the Sheraton! Event: April 29-30, 2022 / 80-85 attendees for total of 120 sleep rooms / Room block of 60-60

rooms under 1-roof / Meeting Space for 2-days / 1 Breakfast, 2 Lunches. 1 General session for 100 / 2-3 breakout rooms. WON

SMERF: 20

Social: 1

1. 3D Travel – October 8-12, 2021 – MPAC & Grand Hotel – 25 attendees – 30 room nights

Military/Government: 1

1. Texas Historical Commission – November 30, 2021 – MPAC & Hotel TBD - # attendees unknown – 15 room nights

Education: 0

Religious: 0

Fraternal: 0

Weddings: 7

1. Terebinski/Dunafan Wedding – October 15, 2021 – Magnolia Grace, Grand Hotel & Hampton Inn – 100 attendees – 20 room nights
2. Melnick/Kronewitter Wedding – November 13, 2021 – D’Vine Grace – Sheraton – 150 attendees – 25 room nights
3. Rogers/Lewendowski Wedding – November 20, 2021 – Grand Ivory, Sheraton & Hampton Inn – 150 attendees – 40 room nights
4. Rae/Macmullen Wedding – December 10, 2021 – Bingham House – Sheraton & LaQuinta – 100 attendees – 15 room nights
5. Hayes/Allday Wedding – January 8, 2022 – D’Vine Grace – Grand Hotel & Fairfield Inn – 150 attendees – 10 room nights
6. Bryant/Keeton Wedding – March 6, 2022 – Rustic Grace – Hampton Inn – 100 attendees – 20 room nights
7. Hermosillo/Arias Wedding – May 7, 2022 – The Sanctuary – Sheraton – 95 attendees – 10 room nights

Sports: 11

1. Solar Soccer – October 9-10, 2021 – Holiday Inn Express – attendees unknown - 5 room nights
2. Solar Soccer – October 16-17, 2021 – Holiday Inn Express – attendees unknown – 5 room nights
3. Solar Soccer – October 23-24, 2021 – Holiday Inn Express – attendees unknown – 5 room nights
4. Solar Soccer – November 6-7, 2021 – Holiday Inn Express – attendees unknown – 5 room nights
5. McKinney Soccer Association – November 12-14, 2021 – 3000 attendees – 20 room nights
6. Solar Soccer – November 20-21, 2021 – Holiday Inn Express – attendees unknown – 5 room nights
7. Solar Soccer – December 5, 2021 – Holiday Inn Express – attendees unknown – 5 room nights
8. Solar Soccer – December 11-12, 2021 – Holiday Inn Express – attendees unknown – 5 room nights
9. Solar Soccer – March 26, 2022 – Holiday Inn Express – attendees unknown – 5 room nights
10. Solar Soccer – April 24, 2022 – Holiday Inn Express – attendees unknown – 5 room nights
11. Solar Soccer – April 20-May 1, 2022 – Holiday Inn Express – attendees unknown – 5 room nights

Ongoing Leads: 29

SMERF: 29

Social: 2

1. Troubadour Music Festival – Old Celina Park – Room Blocks at SpringHill Suites & Home2 – November 6-7, 2021 – Attendance: 1500, Room Nights: 80
2. Sammons Reunion – November 18, 2021 – The Grand – 7 room nights

Military/Government: 1

1. 2025 Texas Police Games – Citywide – June 2025 – Est. Attendance: 1100-1500, 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: 23

1. Chaddick Wedding – November 4, 2021 – Rehearsal Dinner Only
2. Michelle Brown (MOB) – November 4, 2021 – Magnolia Grace
3. Chris Adams (FOB) – November 6, 2021 – Stone Crest – The Grand
4. Scalf/Salgado Wedding – November 7, 2021 – Avalon Legacy Ranch – Hampton Inn & Holiday Inn Express – 20 room nights
5. Rose Bustamante (MOB) – November 12, 2021 – The Springs
6. Wilson/Edwards Wedding - November 12, 2021 – The Springs– Holiday Inn, TownePlace Suites, Sheraton – Est 20 rooms
7. Richardson/Webster Wedding – November 27, 2021 – Magnolia Grace
8. Kimberly Fulmer (Bride) – January 2, 2022 – Rosemary Barn – The Grand Hotel – 10 room nights
9. Chase Wedding – January 21, 2022 – Rustic Grace – Fairfield Inn – Est 10 Rooms
10. Jackson/Gonzales Wedding – January 25, 2022 – The Station – Holiday Inn Express – Est 10 rooms
11. Ahlgrimm Wedding – January 29, 2022 – Magnolia Grace
12. Johnson/Harland Wedding – March 4, 2022 – The Sanctuary – Home2 – Est 10 rooms
13. Ashley Torres – March 22, 2022 – Magnolia Grace
14. Blas Duran (Groom) – April 2, 2022 – Rustic Grace – Fairfield Inn – 10 room nights
15. Miller/Dooley Wedding – April 23, 2022 – River Road Chateau – Hampton Inn – Est 20 rooms
16. Sosa/Horsley Wedding – May 5, 2022 - D'Vine Grace – The Grand – Est 10 rooms
17. Lauren Walsh – June 18, 2022 – Magnolia Grace
18. Edel/Bouillion Wedding – June 24, 2022 – Stone Crest
19. Elizabeth Cantu – July 11, 2022 – Stone Crest
20. Renteria Wedding – July 23, 2022 – Rosemary Barn
21. Anderson/Diaz Wedding – August 6, 2022 – Rustic Grace
22. Pruitt Wedding – October 1, 2022 – The Springs – The Grand – Est 10 rooms
23. Melissa Eason (MOB) – November 5, 2022 – The Springs in Aubrey – The Neathery

Sports: 2

1. NCAA Division II – December - 2021-2025
2. AT&T Byron Nelson – May – 2022-2025

Day Trips-0

Site Visit: 1

Association: 0

Corporate: 1

1. NCAA Team Leads (Don Newsome & Harvey Oaxaca) Sheraton & Marriott- Allen 10/21/21

SMERF: 0

IV. ADVERTISING/MARKETING/MEDIA

OCTOBER 2021 Events/Services/Meetings:

OCTOBER 2021 -ROBLY Email Stats	
Average Open Rate	35.55%
Average Click-thru Rate	18.48%
Total Audience	3,350

Advertising/Marketing/Media

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

- **Texas State Travel Guide** ad
- **Tour Texas Road Trips** newsletter materials
- **Bus Tours Mag.** - Nov./Dec. issue print 350-word editorial/photo and ad for Jan/Feb issue
- **TourTexas.com** content/photos/new logo
- **State Point Media** – 125-word free story/photo
- **Blog about Murals in McKinney**
- **Día de Los Muertos** QR codes for signage and took photos to post on social media
- **Press release** about the formal website launch
- **Facebook Live launch plan and actual launch** on 10/29/21

SOCIAL MEDIA STATS

FACEBOOK FY 21-22	New Likes	Lifetime Likes	Post Reach
OCT. 2021	139	13,383	22,044
TOTALS	139	N/A	22,044

INSTAGRAM 2021-22	
Lifetime	5,633
Oct. 2021	94
TOTAL	5,727

YOUTUBE 2021-22		
Month	Views	Subscribers
<i>Historical #s</i>	17,160	81
OCT. 2021	148	1
TOTAL	17,308	82

Google Business Page – 2021-22		
Month	Page Views	Web visits
Historical #	69,114	828
OCT. 2021	2,777	34
TOTAL	71,891	862

WEBSITE DATA – OCTOBER 2021

Month	Sessions	Pageviews	Users
OCTOBER 2021	11,700	22,702	9,550
TOTAL	11,700	22,702	9,550

OCTOBER.2021	Users
Mobile	6,450
Desktop	2,922
Tablet	178
TOTAL	9,550

Top Countries - OCTOBER 2021			
Country Breakdown	Users	New Users	Sessions
United States	9,282	9,108	11,436
India	33	32	34
China	30	30	30
Ireland	21	21	21
Canada	16	16	18
United Kingdom	13	13	13
Spain	11	11	11
Philippines	11	10	12
Sweden	11	11	11
(Not set)	10	10	10

Top States – OCTOBER 2021			
State Breakdown	Users	New Users	Sessions
Texas	7,568	7,395	9,497
California	257	255	283
Virginia	130	130	132
Kansas	120	120	122
Oklahoma	106	100	125
Florida	78	72	98
New York	74	71	81

North Carolina	69	68	73
Illinois	65	62	82
Not Set	54	52	56

Top Cities – OCTOBER 2021			
City Breakdown	Users	New Users	Sessions
Dallas	2,265	2,058	2,590
McKinney	2,169	1,998	2,838
Plano	440	424	523
Allen	360	331	440
Frisco	352	338	404
Houston	177	162	189
Prosper	133	125	157
Fort Worth	111	105	123
Garland	104	98	117
Little Elm	104	96	131

BLOG VISITS - FY 21-22	
Month	Sessions
OCT. 2021	1,055
TOTAL	1,055

Blogs (Top 5) for OCTOBER 2021:

- Fall Events in McKinney - 430
- Patio Dining in McKinney – 127
- McKinney – fun place for dogs - 58
- Heard-Craig Arts Guest Blog - 35
- Active Senior Living – 33

OCTOBER 2021 - TOP 10 WEB PAGES		
Page	Pageviews	Unique Pg. Views
Home page	3,181	2,546
Wine & Music Fest	2,184	1,929
5G Pumpkin Patch event	1,665	1,488
events	1,631	1,372
Things to do/shopping	609	531
Things to do	544	444
Halloween at Heard	522	477
Fall Events Blog	430	364
Visitors Guide	430	364
Restaurants	373	312

OCTOBER 2021: TOP REFERRAL PG	
Facebook	262
siterecipe.com	63
Instagram	47
mckinneytexas.org	40
flytki.com	28
McKinneyTexas.org	47
flytki.com	29
simpleview.com	22
baidu.com	22
robly	18
TOTAL	578

OCTOBER 2021-KPIs & Groups	
KPIs	6
Turlaxin	6
Byron Nelson	9
koha USA	3
Chainbombers Disc Golf	1
Holidays Ideas Groups	5
Troubadour Music Fest.	1
TOTAL:	31

OCT.2021 - Landing Pgs./QR CODES	
Certified Dallas Map	2
Fall Tx Events Calendar	1
MPI Annual Directory	3
Muertos - Event Calendar	2
Muertos - Newsletter	13
Muertos - Places to stay	2
Muertos - Plan Your Visit	2
Rack Cards	12
Texas Highways Magazine	16
TOTAL	53

OCTOBER 2021 – MPG Page Views	
Main Page	80
Venues by Capacity	176
Request Info/RFP	26
Venues/Videos	11
Helpful resources	121

Vendors	9
Site visits	0
Tour Options/Itineraries	264
TOTAL:	687

OTHER STATS

CROWDRIFT – OCTOBER 2021		
Gallery	Interactions	Views
Being Social	1	13
History/Dwntn	77	23
Home Gallery	24	652
McK Dining	57	438
McK Events	60	144
Explore	100	255
Weddings	48	102
Shopping	23	147
Chestnut Square	0	14
McK Music	24	61
Murals	21	29
Dogs in McKinney	2	31
Filming in McK	0	15
Erwin	0	13
Christmas	0	30
Cadence Blog	0	9
TOTAL	437	1,976

VISIT WIDGET - OCTOBER.2021				
	Users	Sessions	Page Views	New Downloads
Widget	81	96	224	
<i>Desktop</i>	45	57	163	
<i>Mobile</i>	36	39	61	
Mobile APP	467	766	2,566	
<i>App-iOS</i>	410	704	2256	173
<i>App-Android</i>	57	62	310	23
TOTAL	548	862	2,790	196

TOP LOCATIONS USING VISIT WIDGET

McKinney, TX
Dallas, TX
Washington D.C.

Frisco, TX
Allen, TX
Chicago, IL
Plano, TX
Prosper, TX
Princeton, TX
Austin, TX

TourTexas.com 2021-22					
Month	McKinney Page	Things to Do	Events	Attractions	Native Texan
OCT. 2021	398	345	269	3,343	375
TOTAL	398	345	269	3,343	375

FREE PUBLICITY:

FY 21-22	Budgeted Amount
Adv. & Promo TTL	\$195,023

OCTOBER 2021 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
McKinney Online	Website Launch	\$0	\$200	\$600	25,000
Sports Destination Mgmt.	Cadence Cyclery	\$1,100	\$500	\$4,800	27,500
Small Market Meetings	Article about McKinney (3 pgs.)	\$7,860	\$1,000	\$26,580	20,000
Bubblelife News	Mural Blog	\$0	\$900	\$2,700	120,000
TOTALS		\$8,960	\$2,600	\$34,680	192,500
FY 21-22 Running Totals		\$8,960	\$2,600	\$34,680	192,500

V. LOST BUSINESS

LOST BUSINESS: 2 Corporate, 7 Association Groups; Lost Revenue: \$16,242,143

CORPORATE:

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
May 2022	Turk International, Operations Conference	Sheraton, Too Large	1,390	500	\$350,000
January 2022	Motorola Solutions, West Region Business Meeting	Sheraton	170	120	\$3,343
Total			1,560	620	\$353,343

SMERF & SPORTS: (Social/Weddings, Military/Gov't, Education, Religious, Fraternal)

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
Total			0	0	0

ASSOCIATION:

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
March 2025	Society for Cinema & Media Studies, Annual Conference	Sheraton, Too Large	8,000	2,000	\$1,610,000
March 2026	National Council for History Education, Annual Conference	Sheraton, Too Large	1,400	700	\$340,000
April 2024	American Association of Geographers, Annual Meeting	Sheraton, Too Large	28,000	7,000	\$5,560,000
June 2025	American Anthropological Association, Annual Meeting	Sheraton, Too Large	13,000	6,500	\$2,590,000
July 2024	Botanical Society of American, Botany Conference	Sheraton, Too Large	2,400	600	\$536,000
April 2026	Society for American Archeology, Annual Meeting	Sheraton, Too Large	15,000	5,000	\$3,620,000
June 2024	National Fire Protection Association, Biennial Conference & Expo	Sheraton, Too Large	7,200	2,400	\$1,632,800
Total			75,000	24,200	\$15,888,800

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.