



To: Visit McKinney Board
From: Dee-dee Guerra – Executive Director
Date: May 26, 2020
RE: Visit McKinney April 2020-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Staff:**
 - **Q2-Check-in w/ Staff**
- **Education/Webinars:**
 - **Beth: 15**
 - Webinar: How Your Brand Can Withstand Disruption
 - Webinar: Responding to Challenging Times
 - Webinar: Social Media Surges: How Markets Should Respond
 - Webinar: Data-Driven Comeback Campaigns on a Budget
 - Podcast: Creating Social Videos to Grow Strong Connections
 - Webinar: Crush Your Revenue Goals with Data-Driven Marketing Webinar
 - Webinar: COVID 19 Research and Insights by Tripadvisor
 - Webinar: Build a Sustainable, Privacy-Friendly Marketing Measurement Practice
 - Madden Media Webinar: COVID-19 Marketing Response Planning
 - Webinar: What's the Future of Ad Targeting and Measurement? Navigate the Inflection Point
 - Webinar: Facebook Ad Updates: New Metrics and More
 - Webinar: A Framework for Post-Crisis Market Re-entry
 - Webinar: Communication in the Time of Coronavirus
 - Webinar: Using Social and Media Insights to Address the Coronavirus Effect
 - Strategy Call: Travel Texas FY 20 Phased OR + Social Media Approach
 - **Dee-dee: 7**
 - Connect with DMOs from Around the U.S. moderated by Street sense
 - Resiliency webinar by Dr. Picchioni
 - Texas Travel Alliance-Travel TX Adv. for COVID -19
 - Communication in the Time of Coronavirus
 - COVID-19 webinar: U.S. & Canada hotel weekly performance analysis
 - COVID-19 Conversation: Messaging resources to promote travel in Texas into the economic recovery
 - Destination Analysts Webinar

- **Marie: 6**
 - SimpleView Training Webinar, April 7th
 - Destination International “Covid19 Recovery Plan”, April 8th
 - Meetings Industry Day Webinar Conference, April 14th (7 hrs.)
 - NACE Texas “Embrace the Unknown” Webinar Conference, April 14th (1 hr.)
 - iDSS – How to Create/Run Sales Reports, April 16th
 - City webinar “Optimism, Gratitude, Compassion, Hope”, April 29th

- **Sabine: 13**
 - Tempest Webinar: Building Community
 - Organizational Development Training - Responding to Challenging Times, Dr. Tony Picchioni
 - Small Destination Organization Webinar: COVID-19 Planning
 - Chamber of Commerce Facebook Live
 - Quid Webinar: How has the Coronavirus impacted businesses? Part 1 Recorded Version, took Part 2 in March (for Beth)
 - Weiskopf Consulting and Giving DuPage: Zoom Meeting Advanced Settings
 - TeleMeeting Training w/ Empress
 - Tempest Webinar: Cleaning Your Data & Content
 - SharePoint Training for Cost Recovery Task Force with Stevee
 - Empress Training Zoom Webinar Settings + how to run a board mtg.
 - Organizational Development Training - Resiliency webinar with Dr. Tony Picchioni
 - Cost Recovery Task Force Training w/Stevee
 - Organizational Development Training - Webinar: Compassion, Optimism, Gratitude, Hope with Dr. Tony Picchioni

- **Vanesa: 6**
 - Responding to Challenging Times webinar with Dr. Tony Picchioni
 - Webinar – Destination International, Coronavirus Industry Update
 - Webinar – STR, U.S. & Canada Weekly Hotel Performance Update
 - Small Destination Organization Webinar: COVID-19 Planning
 - Tempest Webinar: iDSS Publish Overview
 - CVent Webinar: The Secrets Behind Sourcing and Getting Found by Planners

- **Events/Services:**
 - Links – McKinney Chamber

- **Venue Calls: 3**
 1. Magnolia Grace
 2. Avalon Legacy
 3. The Springs

- **Hotel/B&B Visits: 8 Hotel visits(-Hotels & -B&B)** 2 phone calls have been made to the following **Hotels** each. In addition, each Sales Manager and the Executive Director also reached out individually to several hotels:
 1. America's Best Value Inn
 2. Best Western
 3. Comfort Suites

4. Days Inn
 5. Econolodge
 6. Grand Hotel
 7. Hampton Inn & Suites
 8. Hilton Home2Suites McKinney
 9. Holiday Inn Hotel & Suites
 10. Holiday Inn Express McKinney/Frisco East (Craig Ranch)
 11. La Quinta Inn & Suites
 12. McKinney Inn
 13. Motel 6
 14. Quality Inn
 15. Sheraton
 16. SpringHill Suites
 17. Super 8
 18. Towneplace Suites
 19. Woodsprings Suites
- 2 phone calls have been made to the following **B&B's** each.
 1. Bingham House
 2. Cottages at Stonebridge Ranch
 3. Red Gate Inn
 4. Memory Lane Inn
 5. The Neathery Estate Bed & Breakfast
 6. The Southern Chic Retreat

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 2020 vs. 2019 (19-Hotels & 6-B&B/VRBO reporting)
 - April 2020: 82,851
 - April 2019: \$143,849
 - **-42.40%**
- **FY YOY**
 - Oct.- Apr. 2020: \$969, 267
 - Oct.- Apr. 2019: \$927,202
 - **4.54%**

ASSOCIATION/CORPORATE/SMERF COMPLETED in March 2020: TTL Room nights:0 ; TTL Rev.: \$0

SMERF:

WEDDINGS COMPLETED-April 2020- Total room night LOSS for April: 229, Total revenue loss for April: \$34,688

- Lindsey Coates Wedding – Cancelled
 - **Grand Hotel**
 - 69 room nights
 - Lost revenue \$10,371
- Yipp/Waskoleski Wedding – Cancelled
 - **Grand Hotel**
 - 54 room nights
 - Lost revenue \$8,627
- Ashley Gaspard Wedding- unknown if she cancelled or postponed, she has not responded to me. The following is where her room blocks were secured:
 - **Grand Hotel**
 - 20 room nights
 - Lost revenue: \$3,180
 - **Hampton Inn**
 - 10 room nights
 - Lost revenue: \$1,290
- Christie Astle – postponed wedding to September 2020
- Kaysie Guillory - unknown if she cancelled or postponed, she has not responded to me. The following is where her room blocks were secured:
 - **Hampton Inn**
 - 7 room nights
 - Lost revenue: \$903
 - **Sheraton Hotel**
 - 18 room nights
 - Lost revenue: \$1,962
- Alyssa Wasilewski – postponed to April 2021, she will revisit hotel block at later date
- Downtain/Ditmer Wedding – postponed to August 2020.
 - **Grand Hotel**
 - 51 room nights
 - Lost revenue for April: \$8,355

ASSOCIATION/CORPORATE/SMERF COMPLETED - LOST in April 2020: TTL Room nights 92; TTL Rev.: \$13,910

CORPORATE: TTL Loss Room nights: 38 room nights, \$8,001 revenue - LOSS

1. AVM – rescheduled – Oct to October 6-8, 2020, April Loss below:
 - **Grand Hotel**
 - 20 room nights
 - Lost Revenue: \$5,378
2. ARDAGH Group – cancelled event
 - **Grand Hotel**
 - 18 room nights
 - Lost Revenue: \$2,623

SMERF: TTL Loss Room nights: 54; TTL Rev.: \$5,909 - LOSS

1. Eastern Stars – Cancelled
 - Spring Hill Suites
 - 40 room nights
 - Lost Revenue: \$4,160
2. Janice Peacock Ladies Group – Cancelled
 - Grand Hotel
 - 14 room nights
 - Loss revenue: \$1,749

SPORTS: Total Loss: Rooms: 40, Revenue: \$4,460 (unable to confirm if any rooms were picked up from those blocks)

1. Pickle Ball Tournament
 - **Spring Hill Suites**
 - 20 room block
 - Lost revenue: \$2,380
 - **Home2 Suites by Hilton**
 - 20 room block
 - Loss revenue: \$2,080

Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls: 245

Association: Available Upon Request

- 115

Corporate: Available Upon Request

- 13

SMERF: Available Upon Request

- 115

Government: Available Upon Request

McKinney Top 25: McKinney Corporate:

1. Byron Nelson met w/their Staff via Zoom
2. DCI-Discussing August Event Fundraiser at TUPP's
3. Lone Star Coaches - Trying to work on a Historic Downtown tour
4. McKinney ISD-Classic - August 22-23, 2020. Submitted ETF with assistance from MISD Athletic Office

VISIT MCKINNEY Calendar of Events 2019-2022: 7

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.**

***Note: GlobeLife-formerly Torchmark**

2020				
Month	Group	Venue	Room Nights	Attendance
<i>April</i>				

4/2-5/20	Pro Pickleball Association Tournament	Spring Hill Suites, Hilton Home 2, and the Sheraton	40	100
4/5-8/20	Mitas Group	Grand Hotel	120	40
4/3-5/20	Eastern Stars	Springhill Suites	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	Sheraton	25	30
4/21-24/20	Globelife FHL 101	Sheraton	105	35
4/24-25/20	Cottonwood Creek Church	Sheraton & Holiday Inn Express- BOOKING LINK	N/A	N/A
4/24-26/20	The 99's	Sheraton	50	100
4/26-29/20	Globelife AIL LA 101	Sheraton	300	100
4/26-29/20	Emerson	Sheraton	60	20
May				
5/2-3/20	Vasquez Taekwondo Academy- Hangamadang Tourney	BOOKING LINK	N/A	N/A
5/10-14/20	Globelife LNL LA 101	Sheraton	400	100
June				
6/2-4/20	Emerson IV 1100	Holiday Inn	15	30
6/8-12/20	Women's All Pro Golf Tournament (WAPT)	Sheraton	180	100
6/9-11/20	Emerson IV 1006	Holiday Inn	15	30
6/23-26/20	Aldersgate Renewal Ministries-Regional Conferences	Sheraton	600	700-1700
July				
7/2020 or 9.20220	Texas Workforce Commission	Sheraton	10-20	750
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
July-Sept W-F Pattern, 10 rooms/20 room nights. Two day	Texas Workforce Commission	Sheraton	40	750
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
9/10-12/20	Simpson Stongtie	Springhill Suites	160	80
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
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				
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
September				
9/2021	TX Assoc. Of Education for Young Children Annual Conf.	Sheraton	300	150
October				
10/2021	T.E.A.C.H	Sheraton	180	90
December				
12/2021	Lone Star Justice Alliance	Sheraton	150	75
2021	Libertarian Party of Texas	Sheraton	220	110

2022				
Month	Group	Venue	Room Nights	Attendance
February				
2/2022	Council of Administration of Special Education-Hybrid Conference	Sheraton	N/A	124
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
December				
12/2022	Lone Star Justice Alliance	Sheraton	150	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'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
- 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 & Tonya Fallis

The McKinney Shop:

- **April 2020 Gross Sales \$ 0**
 - **Rent check \$0 –abatement given to Mr. Latino**

Visitors: FYTD Total (Oct.'19– Sept. '20): 2,487

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

- Out of State: 0
- Out of Country: 0
- Texas Residents: 0
- McKinney Residents: 0
- Register Total: 0
- Ticker Counter: 0

Day Trips- 0

- N/A

RFP's: 7 (5-Association, 0-Corporate, 0-Weddings, 0-Social, 1-Religious, 1-Sports)

Association: 5

1. **Texas Association for the Education of Young Children** – Kim Kofron
 - a) Will review Annual – Timeframe: September 2021. Applied for RFP online, waiting to receive, will review details. Sheraton due to meeting space requirements – 150 rooms x 2 nights = 300 rooms, on HOLD due to COVID-19.
 - b) T.E.A.C.H Conference – October 2021. Applied for RFP online, waiting to receive, will review details. Sheraton due to meeting space requirements – 90 rooms x 2 nights = 180 rooms, on HOLD due to COVID-19.
2. **Lone Star Justice Alliance** – Angel Carroll is sending RFP for
 - a) December 2021 and
 - b) 2022 details; always in December, 2-days. Sheraton due to meeting space requirements – 75 rooms x 2 nights = 150 rooms, planner not responding to follow up emails/phone calls
3. **Libertarian Party of Texas** – Timothy Martinez. Per phone call, he will email RFP for August 2021. Will review details and determine if feasible. Sheraton due to meeting space requirements – 110 rooms x 2 nights = 220 rooms, event cancelled – not even looking at new date yet

Corporate: 0

SMERF: 2

Social: 0

Sports: 1

1. Women's All Pro Golf Tournament (WAPT) – 5-day tournament, June 8-12, 2020 at Hurricane Creek, Anna, TX. Attendees: 100, Sheraton: Room Block – 45, 3 rooms comp for WAPT staff. Room Rate: \$80 Potential Revenue: \$13,440.

Religious: 1

1. Aldersgate Renewal Ministries-Regional Conferences – preferred dates: June 23-26, July 7-9, July 14-15, Aug 4-7, Monday-Monday conference schedule, including staff set up. Attendees: 700-1700, Total room nights: 600. Meeting Space: 25,000-50,000, with 5-10 breakout rooms, Ideal Hotel Rate: \$99. Potential revenue: \$59,400

Weddings: 0

Site Visits: 0

Ongoing Prospects: SMERF (Social, Military, Education, Religious, & Fraternal): 21 (21-Weddings, 0-Social, 0 - Sports, 0-Day Trips)

Weddings:

1. Christie Astle September 2020, The Springs
2. Michael Herring, May 1, 2020 – Springs – Postponed to November 13, 2020
3. Lindsey Coates, May 8, 2020 – Stone Crest
4. Hallie Storie, May 30, 2020 - Stone Crest
5. Megan White – May 2020, Stone Crest
6. Cindy Miller Wedding – May 2020
7. Denterl Wedding – May 2020, Grand Ivory
8. Janet Fiefer (MOB-Clohe), June 20, 2020 – Rock Creek Ranch
9. Pamela Luther, Mother of the groom. June 26, 2020
10. Joanne Cross (MOG) – June 2020, Springs
11. Haley Case – June 2020, Magnolia Grace
12. Lindsey Slapa – July 2020, Rosemary Barn
13. Erin Horomanski – August 2020, Stone Crest
14. Madison Sweet, September 5, 2020 – Rosemary Barn
15. Sharon Rush (MOB), October 10, 2020 – Avalon Legacy
16. Marquine Malone, December 17, 2020 – Springs
17. Bethany Mawman, date not secured at time of discussion – Springs
18. Darcy Thompson (MOB), January 17, 2021 – Magnolia Grace
19. Alyssa Wasilewski, April 2021 – Reception only
20. Marc Cholak, February 27, 2021 – Springs
21. Sara Redfearn, February 2021 – Springs

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: 0

Mailing Leads Processed: 151

Top Five States requesting information: (only 4 leads this time)

- Texas
- New York
- Pennsylvania
- Oklahoma
- Illinois

Advertising/Marketing/Media

Blogs (Top 5) for APRIL 2020: 255

McKinney Musician Relief Fund – 74

Fun for Kids – 57

Main Page – 55

Virtual Tourist – 39

Benji House – 30

BLOG VISITS - FY 19-20	
MONTH	Sessions
Oct. 2018	234
Nov.2019	618
Dec. 2019	379
Jan.2020	447
Feb. 2020	432
March 2020	158
APRIL 2020	444
FY 19-20	2,712

APRIL 2020 Homepage News Flash buttons (Top 5): 243

To Go Dining Ideas - 83

Virtual Travel – 51

Kids Fun - 40

McKinney Virtual Fun - 38

Weekend Update – 31

APRIL 2020 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Rebuilt Dining page
- Wrote National Travel & Tourism blog
- Secured three website bids – Madden Media, Rhyme & Reason, and Simpleview
- Wrote up Marketing Committee Minutes
- Created graphics for National Travel & Tourism Week
- Set up Visit McKinney Trip Advisor page
- Create several Ripl videos

APRIL 2020 Advertising Landing Pages for ROI Tracking:

- Texas Events Calendar-1

- TSAE – 2
- Texas Meetings+Events – 1
- McKinney High program – 1
- Boyd High program - 1
- SATW directory ad – 13
- Louisiana Life – 5
- Daytripper newsletter - 2
- Business Talk 360 – 3
- IAEE – 3
- Tennis Fans (SDM) – 3
- DFW Visitor Map – 2
- Austin Monthly – 1
- Fort Hood Sentinel – 1
- Ride Texas – 1

Additional pages created for groups and tracking for KPIs

- MEDIA HUB for access to photos - 14
- Meeting Planners Guide pages (combined) – 127
- KPIs – 3
- North Texas Yarn Crawl – 2
- TAAF Gymnastics – 3
- Welcome map – 1

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
JAN. 2020	57	9,710	99,598	622,458	3,748,449
FEB. 2020	45	9,755	113637	506,945	3,879,106
MAR. 2020	88	9,843	184,711	458589	3,671,450
APRIL 2020	64	9,897	85,574	323,121	2,704,379
TOTALS	624	N/A	880,612	5,218,089	27,306,936

TWITTER - APRIL 2020	
Total Followers	5520
NEW Followers	36
Tweets	45
Tweet Impressions	78,200
Profile Visits	134
Mentions	28

INSTAGRAM	Followers
From 2018-19	2,341
Oct. 2019	109
Nov. 2019	53
Dec. 2019	64
Jan. 2020	89
FEB. 2020	93
March 2020	75
APRIL 2020	92
TOTAL	2,916

YOUTUBE - APRIL 2020		
YOUTUBE	Views	Subscribers
<i>Historical #s</i>	9,242	49
Oct. 2019	208	1
Nov.2019	172	0
Dec. 2019	370	2
Jan. 2020	377	1
Feb. 2020	315	0
March.2020	328	0
APRIL.2020	604	2
TOTAL	11,616	55

APRIL 2020 - 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
Jan. 2020	4005	36
Feb. 2020	3950	33
March 2020	1,610	26
APRIL 2020	1,160	10
TOTAL	21,445	183

WEBSITE – APRIL 2020

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
Jan. 2020	4,678	10,209	3,986
FEB. 2020	4,475	9,802	3,764
MARCH.2020	4,469	8,645	3,795
APRIL.2020	2,431	5,043	1,904
FY 19-20	30,797	63,722	25,980

APRIL.2020 Traffic	Users
Mobile	940
Desktop	885
Tablet	79
TOTAL	1,904

APRIL 2020 - TOP WEB PAGES

Page	Pageviews	Unique Page Views
Home page	1298	1051
To Go dining page (COVID)	232	202
Virtual Tour Options	169	133
COVID-19 Alert Center	127	100
Shelter at Home Fun	121	109
Calendar (general page)	85	69
Parks Trail Map	84	75
Homepage Buttons – Dining now	83	65
About McKinney	83	65
Visitors Guide	74	53
McKinney Musician Relief Blog	74	53
Dining	72	50
Towne Lake rec area	68	56
Kids virtual fun blog	57	46
Shopping Centers	56	49
Blog home page	55	37
Home page button expired - DCI	51	49
Info about Visit McKinney	61	57
Explore page	59	55
About page – CVB staff/board	54	46
EVENTS main page	52	40
Social distancing page	41	35
DCI event page	40	39
Home page button – kids fun	40	39
Event planning (Main page)	39	29

Top Countries – APRIL 2020

Country Breakdown	Users	New Users	Sessions
United States	1766	1676	2284
France	39	39	39
Canada	23	23	24
Argentina	8	8	8
India	8	8	8
Germany	7	6	7
Denmark	7	7	7
Philippines	7	7	10
China	4	4	4
South Korea	3	3	3

Top States – APRIL 2020

State Breakdown	Users	New Users	Sessions
Texas	1371	1287	1831
California	61	58	67
Virginia	43	43	44
Illinois	21	20	24
New York	17	17	18
Arizona	16	15	24
Florida	16	16	21
Kansas	15	15	15
Georgia	13	13	21
Ohio	13	12	15

Top Cities – APRIL 2020

City Breakdown	Users	New Users	Sessions
McKinney	699	629	948
Dallas	213	195	245
Allen	53	50	62
Grapevine	39	35	50
Frisco	35	29	41
Prosper	35	31	57
Plano	32	29	37
Fort Worth	17	14	19
Melissa	16	12	21
Arlington	12	11	15

CROWDRIFT – APRIL 2020

Gallery	Interactions	Views
Dining	19	175
History (Downtown)	11	39
Home Gallery	37	456
Explore McKinney	3	37
Being Social	19	15
Events	1	55
Weddings in McK	1	22
Shopping in McK	0	33
TOTAL	91	832

VISIT WIDGET - APRIL 2020				
	Users	Sessions	Page Views	New Downloads
Widget	27	27	104	
<i>Desktop</i>	24	24	90	
<i>Mobile</i>	3	3	14	
Mobile APP	88	72	362	
<i>App-iOS</i>	67	50	274	10
<i>App-Android</i>	21	22	88	7
TOTAL	115	99	466	17

FREE PUBLICITY:

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

APRIL 2020 - Free Media Coverage for Visit McKinney					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
Mommy Update Blog	Virtual Tour options blog shared	0	\$250	\$750	7,500
Community Impact website	Wedding Industry Article	0	\$1,500	\$4,500	300
Bubble Life	Shared Blog/web updates (3 times)	\$0	\$1,500	\$4,500	195,000

Car Rally Downtown	NBC5 - picked up pitch	\$0	\$4,000	\$12,000	400,000
Car Rally Downtown	Community Impact - picked up pitch	0	\$1,000	3000	300,000
Local Profile - Collin County	McKinney Musician Relief Fund	0	\$750	\$2,250	75,000
Daytripper YouTube	Premiere of McKinney Episode	0	\$500	\$1,500	8,700
TOTALS		\$0	\$9,500	\$28,500	986,500
FY 19-20 Totals		\$20,548	\$41,338	\$187,908	5,275,900

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	67.49	59.26	63.33	27.91					
Hampton	55.00	85.99	96.86	92.77	100	49.92					
Holiday Inn	87.29	78.35	75.82	57.58	100	37.02					
Holiday Inn Exp. (CR)	63.63	55.18	53.15	55.32	59.91	39.39					
Home 2	54.45	51.06	49.80	61.53	63.97	48.66					
La Quinta	68.19	60.21	63.17	61.90	73.68	45.08					
Sheraton	79.61	76.43	67.16	70.19	75.03	31.50					
Springhill	42.40	41.71	40.49	44.54	46.81	20.72					
Towneplace	65.49	62.21	49.66	32.15	41.50	37.11					

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%	67.16%
January	N/A	61.62%	69.54%	72.13%	69.83%	70.19%
February	N/A	71.58%	79.77%	79.03%	83.67%	75.03%
March	24.60 %	63.53%	77.04%	75.54%	78.16%	31.50
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%	

TOTAL LOST BUSINESS: 25 Groups; Lost Room nights: 8,044, Lost Revenue: \$1,223,317

Association & Corporate:

- LOST BUSINESS- 6 Groups; Lost Revenue: \$1,023,000.00

Dates	Group	Hotel/Venue	Room nights	Attendance	Lost Business Revenue \$
August, 2021	Texas Nursery & Landscape Assn	Sheraton	1,000	500-550	\$175,000
April, 2021	Texas Library Assn.	Sheraton	800	400-425	\$135,000
October, 2021	Texas Assn of Community Health Centers	Sheraton	1,050	350	\$161,000
April/May 2021	Hispanic Assn of Colleges & Universities	Sheraton	1,200	400-425	\$202,000
February, 2021	American Subcontractors Assn	Sheraton	1,500	500	\$220,000
Summer 2021	Associated General Contractors of America	Sheraton	900	300	\$130,000
Total			6,450		\$1,023,000.00

These numbers are approximate and based on average usage/rates for 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.

McKinney Corporate: 5 Groups; Lost Revenue: \$87,859

Dates	Group	Hotel/Venue	Room nights	Attendance	Lost Business Revenue \$
4/5-8/20	Mitas Group	Grand Hotel	120	40	\$14,280
4/19-21/20	Globelife FHL 301	Sheraton	48	16	\$5,954
4/21-24/20	Globelife FHL 101	Sheraton	105	35	\$13,140
4/26-29/20	Globelife AIL LA 101	Sheraton	300	100	\$47,280
4/26-29/20	Emerson	Sheraton	60	20	\$7,205
Total			633		\$87,859

SMERF: 14 Groups; Lost Revenue: \$112,458

Dates	Group	Hotel/Venue	Room nights	Attendance	Lost Business Revenue \$
Jun 23-26, July 7-9, or Aug 4-7 2020	Aldersgate Renewal Ministries	Sheraton	600	700-1700	\$59,400
April 2020	4 Wedding Parties	Grand Hotel	194	n/a	\$30,533
April 2020	2 Wedding Parties	Hampton Inn	17	n/a	\$2,193
April 2020	1 Wedding Party	Sheraton	18	n/a	\$1,962
April 3-5, 2020	Eastern Stars	Spring Hill Suites	40	70	\$4,160

April 14-16, 2020	Peacock Social Group	Grand Hotel	14	14	\$1,749
April 2-5, 2020	Pickleball Tournament	Spring Hill Suites	20	n/a	\$2,380
"	"	Hilton Home 2	20	n/a	\$2,080
April 13-16, 2020	AVM Industries	Grand Hotel	20	20	\$5,378
April 6-8, 2020	ARDAGH Group	Grand Hotel	18	9	\$2,623
Total			961		\$112,458

Aldersgate Renewal Ministries – unable to accommodate, we do not have property/venue to accommodate their needs.

Wedding Parties – Vanesa was not able to get a full loss from the Sheraton, we usually have more than 1 wedding party there. The Hampton Inn reported they lost 360 room nights from their wedding blocks in April. (James is working to get the total revenue amount) Their average rate quoted prior to COVID-19 for wedding blocks was \$129, so they lost approximately \$46,440 in room night revenue.