



July 2020

I. **ASSOCIATION/CORPORATE/SMERF COMPLETED in July 2020: TTL Room nights: 51; TTL Rev.: \$6,952**

WEDDINGS COMPLETED-July 2020- Total rooms picked up: 51, Total revenue: \$6,952

*****Total room night loss for July: 80 Total revenue loss for July: \$8,960**

- Szotak Wedding – July 20, 2020
 - Grand Hotel – Total room nights: 20, Total Revenue: \$3,230
- Fachman/Lomen Wedding– July 25, 2020
 - Hampton Inn - Total room nights: 23, Total revenue: \$2,826
- Carmen Maloney – July 2020
 - Springhill Suites – No official pick up. (total rooms: 8/ bags delivered. Total Revenue: \$896)
 - Hampton Inn – no pickup. Hotel indicated no rooms were picked up from the room block, however, the rates dropped, and it is possible that guests booked directly online.

- Lindsey Slapa – July 2020, Rosemary Barn. The wedding has been postponed to 1-21-21.
 - July Loss: 20 room nights, \$2,200 revenue
- Sanderson/Dawsey – July 2020, The Springs. No pickup. They reduced the number of wedding guests. They postponed the wedding reception to January. They did not use hotels/B&B's or Air B&B's
- Rock/Clayton – July 2020, Cancelled. Block was at Sheraton
 - July Loss = 40 room nights, \$4,560 revenue
- Morrison/Wilkerson – July 2020, Cancelled. Block was at Sheraton
 - July Loss = 20 room nights, \$2,200 revenue

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

- **Assoc./Corp. HOTEL ROOMS- TTL Room nights: , TTL Revenue: \$**

- **SMERF HOTEL ROOMS- TTL Room nights: 0; TTL Revenue: \$ 0**
 - Quinceanera – Gabriella, July 24, 2020. Block at Sheraton. Postponed to June 2021
 - July Loss: 10 room nights, \$1,140 revenue
- **Sports HOTEL ROOMS- TTL Room nights: 0; TTL Rev.: \$ 0**

II. Visitors: FYTD Total (Oct. '19– Sept. '20): 2711

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

- Out of State: (not trackable)
- Out of Country: (not trackable)
- Texas Residents: (not trackable)
- McKinney Residents: (not trackable)
- Register Total: (not trackable)
- Ticker Counter: 159

Top Five States requesting information:

- Texas
- California
- Illinois
- Oregon
- Arizona

Day Trips- 0

- N/A

RFP's: 21 (0-Association, -Corporate, 21-Weddings, 0-Social, 0-Religious, -Sports)

Association: 0

Corporate: 0

SMERF: 0

Sports: (all Sports RFP's are lost business – McKinney does not have venues/hotels large enough to accommodate)

Religious: 0

Weddings: 21

1. Molly Hightower, January 2, 2020 – Magnolia Grace
2. Cathy Trinh, February 28, 2021 – Magnolia Grace
3. Andrew Brown, April 17, 2021 - Magnolia Grace
4. Kathryn Vela, April 25, 2021 – Magnolia Grace
5. Megan Jordon, June 12, 2021 – Rustic Grace
6. Randi Cole – June 19, 2021 – Magnolia Grace
7. Brittney Larocca – October 16, 2021 – Magnolia Grace
8. Beth Walker – October 10, 2020 – Cotton Mill
9. Sequoia Grant – December 2020 – Stone Crest
10. Stasia Milam – November 24, 2020 – Magnolia Grace
11. Natalie Bvendventura – October 30, 2020, or 2021 – Magnolia Grace
12. Hannah Wilson – Date TBD – Magnolia Grace
13. Brelayshia Hodges – Date TBD – Magnolia Grace
14. Ashley Lester – November 2021 – Magnolia Grace
15. Ivy Alexander – December 2020 – Magnolia Grace
16. Lindsay Rylan – October 23, 2020 – Magnolia Grace

17. Hannah McAfee – August 23, 2020 – Magnolia Grace
18. Danielle Faulkner – March 27, 2021 – Magnolia Grace
19. Ashley Sackinger – April 17, 2021 – Magnolia Grace
20. Victoria Nicholson – October 2021 – Magnolia Grace
21. Madison Krell – October 10, 2021 – Magnolia Grace

Site Visits: 1

1. Dallas Chess Club – Luis Salinas & Barbara Swofford. Visited the Sheraton

Ongoing Prospects: 29 (SMERF-2-Social, Military, Education, 1-Religious, & Fraternal); 24-Weddings; 2 - Sports; 0-Day Trips)

SMERF: 3

1. Cottonwood Creek Women's Conference – September 19, 2020
2. Library Conference, KOHA – September 21-27, 2020 (The Grand & MPAC) – Postponed UFN/TBD
3. The 99's – October 16-19, 2020 (The Sheraton)

Sports: 2

1. Solar Soccer Club – Premier Club Tournament, August 7-9, 2020 at Craig Ranch. Secured blocks at Holiday Inn Express: 60 room nights, Revenue Potential: \$ & Springhill Suites: 60 room nights, Revenue Potential: \$8,040
2. Turlaxin Lacrosse – October 17-Nov 1, 2020

Weddings: 24

1. Erin Horomanski – August 2020, Stone Crest
2. Christie Astle, September 2020, The Springs
3. Madison Sweet, September 5, 2020 – Rosemary Barn
4. Sharon Rush (MOB), October 10, 2020 – Avalon Legacy
5. Natalie Buendventura Wedding, October 30, 2020 (or 2021 due to COVID) – Magnolia Grace
6. Stasia Milam Wedding, November 24, 2020 – Magnolia Grace
7. Ashley Lester Wedding, November 21, 2020 – Magnolia Grace
8. Jordan Roach – November 2020, - Magnolia Grace
9. Michael Herring, November 2020 – Springs (this was a May wedding that was postponed)
10. Jessica Seay – December 2020 – Rustic Grace
11. Marquine Malone, December 17, 2020 – Springs
12. Bethany Mawman, date not secured at the time of discussion – Springs
13. Darcy Thompson (MOB), January 17, 2021 – Magnolia Grace
14. Molly Hightower Wedding, January 2, 2021- Magnolia Grace
15. Cathy Trinh Wedding, February 29, 2021 – Magnolia Grace
16. Andrew Brown Wedding, April 17, 2021 – Magnolia Grace
17. Alyssa Wasilewski, April 2021 – Reception only
18. Katheryn Vela Wedding, April 25, 20201 – Magnolia Grace
19. Marc Cholak, February 27, 2021 – Springs
20. Sara Redfearn, February 2021 – Springs
21. Maren Holyoak, May 2021 – Magnolia Grace
22. Randi Cole Wedding, June 19, 2021- Magnolia Grace
23. Megan Jordon, June 12, 2021 – Rustic Grace

24. Brittney Larocca Wedding, October 16, 2021 – Magnolia Grace

IV. Advertising/Marketing/Media

Special note: *The RediscoverAmerica.com website sent 51 people to our site and BubbleLife.com sent 87.*

Blogs (Top 5) for JULY 2020:

YOLO TX - 179

NTTA - 132

Romantic Getaway (Our Sweet Adventures) – 98

Blog Home page - 52

What to Expect when traveling to McKinney during COVID - 24

BLOG VISITS - FY 19-20	
Month	Sessions
Oct. 2019	234
Nov. 2019	618
Dec. 2019	379
Jan. 2020	447
Feb. 2020	432
Mar. 2020	158
Apr. 2020	444
May 2020	329
Jun. 2020	258
Jul. 2020	658
FY 19-20	3,957

JULY 2020 Homepage News Flash buttons (Top 5): 326

Romantic Getaway - 101

Weekend Update – 100

We're Open video – 49

YOLO – 44

Daytripper - 32

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

- Submitted ads for TSAE website
- Created/submitted ads for the three high school sports programs
- Submitted ad to DFW Map (Certified Folder)

JULY 2020 -Ad Landing Pages	
Fort Hood	1

McKinney High Lions	1
MNHS Bulldogs	2
Boyd Broncos	2
Tennis (SDM ad)	7
Ride Texas	1
Texas Highways	1
Talk 360 Business	1
TSAE	1
TOTAL	17

Additional pages created for groups and tracking for KPIs

- MEDIA HUB for access to photos – 8
- KPIs – 1

JULY 2020 – MPG Page Views	
Main Page	16
RFP	6
RFP Form	4
Wedding Venues/Videos	41
Sports Planning	16
Group Services	4
Tour Options/Itineraries	109
TOTAL:	196

JULY Pgs Created for groups	
DCI	20
D2 Football	5
Yarn Crawl	4
Turlaxin	5
TOTAL:	34

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	113,637	506,945	3,879,106
MAR. 2020	88	9,843	184,711	458,589	3,671,450
APR. 2020	54	9,897	85,574	323,121	2,704,379
MAY 2020	63	9,960	93,268	428,874	2,609,076
JUN. 2020	117	10,077	59,163	387,015	1,857,391
JUL. 2020	56	10,133	58,470	310,240	2,094,821
TOTALS	850	N/A	1,091,513	6,344,218	33,868,224

TWITTER – JULY 2020	
Total Followers	5,599
NEW Followers	34
Tweets	33
Tweet Impressions	17.1
Profile Visits	124
Mentions	42

INSTAGRAM – JULY 2020	
Total 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
May.2020	109
JUNE.2020	139
JULY.2020	129

TOTAL	3,293
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YOUTUBE - 2019 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
MAY.2020	435	3
JUNE.2020	479	-1
JULY.2020	454	3
TOTAL	12,984	60

Google Bus. Pg. - JULY 2020		
Month	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
Mar. 2020	1,610	26
Apr. 2020	1,160	10
May 2020	1,205	22
Jun. 2020	1,805	27
Jul. 2020	2,090	22
TOTAL	26,545	254

JULY.2020	Users
Mobile	1,473
Desktop	1,083
Tablet	95
TOTAL	2,651

JULY 2020 - TOP WEB PAGES

Page	Pageviews	Unique Page Views
Home page	1569	1277
Calendar main page – July	324	262
Blog – YOLO TX	179	139
Visitors Guide	149	114
Shopping in McKinney	147	134
NTTA blog	132	111
Dining in McKinney	117	85
Weekend Update home page button	100	81
Explore	99	77
Romantic Weekend Getaway Blog	98	84
Daytrippin' in McKinney	88	69
Dining & Nightlife	84	62
Monthly/Annual Events	83	72
B&B directory	80	67
Events	72	58
Home Pg Button: Romantic Weekend	71	64
Towne Lake Recreation Area	68	60
Calendar Main page August	66	49
About McKinney	62	47
Galleries	58	46
Dining Special Offers	58	51
Shelter at Home Fun	55	47
Parks/Trail Map	52	46
Shopping	48	43
Accommodations	47	41

Top Countries – JULY 2020

Country Breakdown	Users	New Users	Sessions
United States	2550	2455	2992
Germany	18	18	19
Canada	12	10	15
Philippines	10	9	11
India	9	9	9
United Kingdom	6	6	7
Australia	3	3	3
S. Korea	3	3	3
Nigeria	3	3	4
Puerto Rico	3	3	5

Top States – JULY 2020

State Breakdown	Users	New Users	Sessions
Texas	1939	1850	2318
California	96	94	107
(not set)	62	62	62
Virginia	59	59	60
Illinois	29	27	33
Oklahoma	26	26	31
Arizona	25	25	34
Florida	24	21	27
Georgia	18	17	20
Missouri	18	18	18

Top Cities – JULY 2020

City Breakdown	Users	New Users	Sessions
McKinney	726	667	935
Dallas	385	359	416
Allen	72	70	77
Plano	70	68	76
Houston	59	57	68
Frisco	53	48	56
San Antonio	35	32	45
Fort Worth	32	32	34
Prosper	32	29	35
Austin	28	26	31

CROWDRIFF – JULY 2020		
Gallery	Interactions	Views
Dining	1	88
History (Downtown)	0	59
Home Gallery	78	601
Explore McKinney	43	60
Being Social	0	0
Events	10	106
Weddings in Mck	3	30
Shopping in Mck	3	40
TOTAL	138	984

MEDIA HUB		
Month	Downloads	Requests
JUNE.2020	73	44
JULY.2020	8	8
FY 19-20	81	52

VISIT WIDGET - JULY 2020				
	Users	Sessions	Page Views	New Downloads
Widget	39	41	130	
<i>Desktop</i>	32	34	103	
<i>Mobile</i>	7	7	27	
Mobile APP	119	88	467	
<i>App-iOS</i>	87	62	347	16
<i>App-Android</i>	32	26	120	7
TOTAL	158	129	597	23

FREE PUBLICITY:

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

JULY 2020 - Free Media Coverage for Visit McKinney					
Publication/ station	Article/Topic/Writer	Print	Web &/or Broadcast Value	PR Value	Impressions /Reach
KERA July 4 - 12 stations	Daytripper McKinney episode	\$0	\$165,237	\$495,711	400,000
CW-TV	YOLO TX - Downtown McKinney	\$0	\$5,050	\$15,150	100,000
Courier	Music Festival article	\$1,428	\$750	\$6,534	70,000
Bubble Life	Shared postings/articles 4 times	\$0	\$3,000	\$9,000	300,000
TOTALS		\$1,428	\$174,037	\$526,395	870,000
FY 19-20 Totals		\$34,696	\$401,692	\$1,311,413	9,586,134

V. TOTAL LOST BUSINESS:16 Groups; Lost Revenue: \$ 33,777,595

Association /Corporate Lost Business: 14 Groups; Lost Revenue: \$33,764,500

Dates	Group	Hotel/Venue	Room nights	Attendance	Lost Business Revenue \$
April 2022	Texas Air Conditioning Contractors Assn	Sheraton Use 70,000sf Exhibit Hall	1,200	600	\$316,000
June 2022	Assn of Texas EMS Professionals	Sheraton Not enough b/out rooms under 1-roof	2,800	1,400	\$457,000
March 2023	Texas & Southwest Cattle Raisers Assn	Sheraton Too Large	8,600	4,300	\$1,714,000
Jan 2022	Texas Assn of School Administrators	Sheraton Too Large	12,000	4,000	\$2,370,000
Mar 2023	Texas Association of School Business Officials	Sheraton Too Large	12,000	3,000	\$2,370,000
February 2023	Texas Music Educators Assn	Sheraton Too Large	87,000	29,000	\$16,630,000
March 2023	Texas State Teachers Assn	Sheraton Too Large	14,000	14,000	\$2,620,000
October 2023	Hospitality Finance & Technology Professionals	Sheraton Too Large	5,000	2,500	\$1,040,000
March 2022	Precast Concrete Manufacturers Assn of Texas – Precast Show	Sheraton Need 100,000sf exhibit hall	8,000	4,000	\$1,620,000
Feb 2022	Texas Wine & Grape Growers Assn	Sheraton Too Large	1,300	800	\$292,000
Spring 2023	National Sorghum Producers	Sheraton Too large	16,000	8,000	\$3,050,000
July 2023	Texas Poultry Federation	Sheraton Too large	1,500	500	\$337,500
April 2023	Texas International Produce Assn	Sheraton Too large	1,800	1,200	\$412,000
February 2022	Texas Counseling Assn – Professional School Counselors Conference	Sheraton Too large	2,400	1,200	\$536,000
Totals			173,600	74,500	\$33,764,500

McKinney Corporate: 1 Group; Lost Revenue: \$ 1,485

Dates	Group	Hotel/Venue	Total Room Nights	Attendance	Lost Business Revenue \$
6/2-4/20	Emerson	Holiday Inn	15	30	\$1,485
Totals			15	30	\$1,485

SMERF: Total: 1 Groups; Lost Revenue: \$ 11,610

Dates	Group	Hotel/Venue	Total Room nights	Attendance	Lost Business Revenue \$
9/21-27/20	Library Conference, KOHA	The Grand & MPAC Postponed UFN/TBD	90	90	\$11,610
Total			90	90	\$11,610

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