



**To:** Visit McKinney Board  
**From:** Dee-dee Guerra – Executive Director  
**Date:** January 26, 2021  
**RE:** Visit McKinney November 2020-Staff Report

**Goal 1 Operational Excellence**

**Strategies:**

- **Staff:**
  - **Education/Webinars:**
    - **Beth: 3**
      1. Attended Film Friendly Community Virtual Workshop
      2. Participated/wrapped up TTA Book Club – Pink Goldfish – David Rendall
      3. Attended Texas Sounds and Cities – Texas Music Friendly virtual conference
    - **Dee-dee: 5**
      1. McKinney's NaviLine/HTML5 Procurement Card Training II
      2. STR- 11/20/20
      3. Destination Analyst- 11/ 4, 11, & 19 /20
    - **Marie: 2**
      1. City of McKinney webinar “Compassion, Optimism, Gratitude & Hospitality, Holiday Edition” – Zoom
      2. NaviLine/HTML Procurement Card Training
    - **Sabine: 4**
      1. “Atomic Habits” by James Clear, Bookclub
      2. Organizational Development Training - WEBINAR: Compassion, Optimism, Gratitude, Hope (Holidays Edition)
      3. Organizational Development Training - WEBINAR: A Wink & A Smile: The Science of Non-Verbal Communication
      4. McKinney's NaviLine/HTML5 Procurement Card Training II
    - **Vanesa: 1**
      1. Procurement Card Training
  - **Events/Services: 5**
    1. Byron Nelson Ribbon Cutting
    2. State of the City
    3. DFW Vendor Network
    4. McKinney Chamber Links (Virtual)
    5. Texas Downtown Association VIRTUAL Conference
  - **Venue Calls: 3**
    1. Bingham House – Haley Perry

2. Chandlers Garden – Stephanie Spurlock
3. Bella Donna – Debbie Yarbrough

- **Hotel Calls:**

1. Southern Chic Retreat
2. Holiday Inn
3. La Quinta
4. Holiday Inn Express
5. Best Western
6. Comfort Suites
7. Hampton Inn
8. Home 2 Suites
9. SpringHill Suites
10. Townplace Suites
11. Sheraton
12. Memory Lane
13. The Grand

## **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 (18-Hotels & 2-B&B/VRBO reporting)
  - November 2020: \$ 123,499
  - November 2019: \$ 170,041
    - **-27.37%**
- **YOY 2021 vs. 2020**
  - Oct. '20 - Sept. '21: \$254, 744
  - Oct. '19 - Sept. '20: \$311,143
    - **-18.13%**

**ASSOCIATION/CORPORATE/SMERF COMPLETED in November 2020: TTL Room Nights: 229; TTL Rev: \$25,135**

**WEDDINGS COMPLETED-November 2020- Wedding Room Blocks: TTL Room Nights: 154; TTL Rev: \$18,978**

1. Jordan Roach Wedding – Venue: Magnolia Grace
  - Grand Hotel: TTL room nights: 2;TTL rev: \$358
  - Hampton Inn: zero pick up
2. Michael Herring Wedding – Venue: Springs
  - Grand Hotel: TTL room nights: 21; TTL rev: \$3,379
3. Gilbert/Curry – Magnolia Grace
  - Home 2 Suites: TTL room nights: 18; TTL rev: \$1,778
  - Springhill Suites: TTL room nights: 4; TTL rev: \$478
4. Morgan McCullough – Stone Crest
  - The Neathery Estates: TTL room nights: 3; TTL rev: \$821

- Grand Hotel: TTL room nights: 16; TTL rev: \$2,544
- 5. Kailynn Holt – Hidden Jewell
  - Sheraton Hotel: TTL room nights: 38; TTL rev: \$3,952
- 6. Burd Wedding – River Road
  - Sheraton Hotel: TTL room nights: 11; TTL rev: \$1,199
- 7. Johnson/Gendron – Stone Crest
  - Sheraton Hotel: TTL room nights: 41; TTL rev: \$4,469
- 8. Stasia Milam Wedding – Venue: Magnolia Grace
  - No pickup report provided
- 9. Madison Steinsultz – Rustic Grace
  - No pickup report provided
- 10. Marisa Malazzo – The Springs
  - No pickup report provided
- 11. Ashley Lester – Magnolia Grace
  - No pickup report provided
- 12. Ben Rishforth – The Spring
  - No pickup report provided
- 13. Patti Adams Wedding - Venue: Rustic Grace
  - No pickup report provided

**Association COMPLETED-November 2020- TTL Room Nights: 0; TTL Rev: \$0**

**Corporate COMPLETED-November 2020- TTL Room Nights: 10; TTL Rev: \$1,020**

1. Moss Construction 11/1-3/20 Springhill Suites: TTL Room nights: 2 ; TTL Revenue: \$168
2. Moss Construction 11/15-21/20- Springhill Suites: Canceled due to COVID.
3. Globe Life 11/8-11/20: Canceled due to COVID.
4. Globe Life 11/15-19/20: Canceled due to COVID.
5. Emerson 11/10-12/20 Holiday Inn: Canceled due to COVID.
6. Emerson 11/17-19/20 Holiday Inn: Canceled due to COVID.
7. MPAC-BlueGrass Heritage Radio-Sheraton: TTL Room nights: 8; TTL Revenue: \$852

**SMERF COMPLETED in November 2020: TTL Room nights: 46; TTL Rev.: \$3,542**

1. Vintage Market Days: Holiday Inn & Suites - TTL room nights: 46; TTL rev: \$3,542

**SPORTS COMPLETED in November 2020: TTL Room nights: 19; TTL Rev.: \$1,595**

**SPORTS:**

1. Solar Soccer League/All Seasons Travel
  - No pickup report provided
2. Solar Soccer League/All Seasons Travel - November 13-15, 2020
  - Holiday Inn: TTL room nights: 19; TTL rev: \$1,595
3. Solar Soccer League/All Seasons Travel
  - No pickup report provided

Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls: 806

- Association: Available Upon Request: 336
- Corporate: Available Upon Request: 132
- SMERF: Available Upon Request: 334
- McKinney Top 25: McKinney Corporate:
  1. Baylor Medical- Emailed 11/2/20. No response.
  2. Minority Business New-Texas-Emailed 11/2/20. No response.
  3. Moss Construction-Assisted with room nights for a Trainee.
  4. Craig Ranch Fitness Center-Working Lunch with Marketing Director- working on a way to partner for their events.

VISIT MCKINNEY Calendar of Events 2020-2024: 0

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.

2020				
Month	Group	Venue	Room Nights	Attendance
<b>November</b>				
10/21-11/1/20	Solar Soccer Club	Holiday Inn Express and Springhill Suites	N/A	N/A
11/1-3/20	Moss Construction	Springhill Suites	2	1
11/7-8/20	Solar Soccer Club	Holiday Inn Express and Springhill Suites	N/A	N/A
11/8-11/20	Globelife AIL LA 101	Sheraton	300	100
11/10-12/20	Emerson IV 1000	Holiday Inn	15	30
11/14/20	MPAC-Arts Commission- Bluegrass Heritage/Radio	Sheraton	4	2
11/14-15/20	Solar Soccer Club	Holiday Inn Express and Springhill Suites	N/A	N/A
11/15-19/20	Globelife LNL LA 101	Sheraton	400	100
11/15-21/20	Moss Construction	Springhill Suites	6	1
11/21-22/20	Solar Soccer Club	Holiday Inn Express and Springhill Suites	N/A	N/A
11/17-19/20	Emerson IV 1006	Holiday Inn	15	30
<b>December</b>				
12/5-6/20	Solar Soccer Club	Holiday Inn Express and Springhill Suites	N/A	N/A
12/8-10/20	Keasler	Sheraton	16	14

**2021**

<b>Month</b>	<b>Group</b>	<b>Venue</b>	<b>Room Nights</b>	<b>Attendance</b>
<b>February</b>				
2/4-7/21	U90C Sports Spring Kick-off	City Wide	345	230
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
<b>April</b>				
4/2021	Clown Education Promotions	Sheraton	310	150
4/19-21/21	Texas Justice Courts Training Center, Justice of the Peace Seminar.	Sheraton	300	150
<b>May</b>				
5/28-31/21	U90C Sports Dallas Open	City Wide	390	260
<b>June</b>				
6/11-13/21	U90C Sports premier Copa	City Wide	250	125
<b>July</b>				
7/14-16/21	Texas Justice Courts Training Center-The Court Personnel Seminar	Sheraton	380	165
7/18-21/21	Texas Justice Courts Training Center, The Civil Process Seminar	Sheraton	495	165
<b>August</b>				
8/20-22/21	U90C Sports Summer Smash	City Wide	270	130
<b>September</b>				
9/3-6/21	U90C Sports Labor Day Open	City Wide	450	300
9/2021	TX Assoc. Of Education for Young Children Annual Conf.	Sheraton	300	150
<b>November</b>				
10/2021	T.E.A.C.H	Sheraton	180	90
<b>December</b>				

12/2021	Lone Star Justice Alliance	Sheraton	150	75
2021	Libertarian Party of Texas	Sheraton	220	110
12/2021	MISD Stadium/City Wide	MISD Stadium/City Wide	500	6,000

**2022**

<b>Month</b>	<b>Group</b>	<b>Venue</b>	<b>Room Nights</b>	<b>Attendance</b>
2/2022	Council of Administration of Special Education-Hybrid Conference	Sheraton	N/A	124
<i>March</i>				
<i>April</i>				
4/21-23/22	NAIA Women's Beach Volleyball National InvitationalAttendees:	Sheraton	150	120
<i>November</i>				
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
<b>December</b>				
12/2022	Lone Star Justice Alliance	Sheraton	150	75
12/2022	MISD Stadium/City Wide	MISD Stadium/City Wide	500	6,000

**2023**

<b>Month</b>	<b>Group</b>	<b>Venue</b>	<b>Room Nights</b>	<b>Attendance</b>
<i>April</i>				
4/20-23/23	NAIA Women's Beach Volleyball National Invitational	Sheraton	120	150
<i>December</i>				
12/2023	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000

**2024**

<b>Month</b>	<b>Group</b>	<b>Venue</b>	<b>Room Nights</b>	<b>Attendance</b>
<i><b>December</b></i>				
11/2024	NCAA D2 Football Championship	MISD Stadium/City Wide	500	500

<b>Month</b>	<b>Group</b>	<b>Venue</b>	<b>Room Nights</b>	<b>Attendance</b>
<i><b>December</b></i>				
12/2025	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000

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

**The McKinney Shop:**

- November 2020 Gross Sales \$812.50
  - Rent check \$300.00

**Visitors: FYTD Total (Oct.'20): 388**

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

- Out of State: 17
- Out of Country: 0
- Texas Residents: 6
- McKinney Residents: 5
- Register Total: 28
- Ticker Counter: 232

**Day Trips- 1**

1. Arlington Ladies Group – November 11, 2020

**RFP's: 3 (0-Association, 0-Corporate, 3-Weddings, 0-Social, 0-Religious, 0-Sports, 0-Gov't)**

**Association: 0**

**Corporate: 0**

**SMERF: 3**

**Social: 0**

**Religious: 0**

**Government: 0**

**Weddings: 3**

1. Tyler Vandervort – April 2021; River Road Chateau
2. Shelly Sanders – June 2021; River Road Chateau



3. Duzenack Wedding – December 2020; Rustic Grace

**Sports: 0**

**Site Visits: 0**

1. N/A

**Ongoing Prospects: -SMERF (2-Social, 0-Military, 0-Education, 0-Religious, & 0-Fraternal): 29-Weddings, 6-Sports, 0-Day Trips)**

**SMERF: 2**

1. Library Conference, KOHA – September 21-27, 2020 (The Grand & MPAC) – Postponed UFN/TBD
2. The 99's – October 15-17, 2021 (The Sheraton)

**Day Trips: 0**

**Sports: 6**

**Grand Total for U90C Soccer – 1,705 room nights; Attendees: 1,310**

1. U90C Sports – Spring Kickoff Dallas. Feb 4-7, 2021. Total Room Nights Secured: 345; 230 Attendees
  - Holiday Inn Express-120 total room nights,
  - LaQuinta-75 total room nights
  - Sheraton-150 total room nights,
2. U90C Sports – Dallas Open. May 28-31, 2021. Total Room Nights Secured: 390; Attendees: 260
  - Holiday Inn Express-150 total room nights
  - LaQuinta-90 total room nights
  - Sheraton-150 total room nights
3. U90C Sports – Premier Copa Dallas. June 11-13, 2021 Total Room Nights Secured: 250; Attendees: 250
  - Holiday Inn Express-100 total room nights
  - LaQuinta-60 total room nights
  - Sheraton-90 total room nights
4. U90C Sports – Summer Splash. August 20-22, 2021. Total Room Nights Secured: 270; Attendees: 270
  - Holiday Inn Express-80 total room nights
  - LaQuinta-60 total room nights
  - Sheraton-130 total room nights
5. U90C Spots – Labor Day Open. September 3-6, 2021. Total Room Nights Secured: 450; Attendees: 300
  - Holiday Inn Express-150 total room nights
  - LaQuinta-90 total room nights
  - Sheraton-210 total room nights
6. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites. December 5-6, 2020

**Weddings: 29**

1. Emanuel/Kyle; December 5, 2020 – Magnolia Grace
2. Carter/Martin, December 11, 2020 - Sheraton
3. Hudson/Lawley; December 12, 2020 – Rustic Grace
4. Ivy Alexander; December 2020 – Magnolia Grace
5. Sequoia Grant; December 4, 2020 – Stone Crest
6. Jessica Seay; December 18, 2020 – Rustic Grace
7. Marquine Malone; December 17, 2020 – Springs
8. Angelica Garcia; December 20, 2020 - Springs

9. Molly Hightower; January 2, 2020 – Magnolia Grace
10. Darcy Thompson (MOB); January 17, 2021 – Magnolia Grace
11. Marc Cholak; February 27, 2021 – Springs
12. Sara Redfearn; February 2021 – Springs
13. Cathy Trinh Wedding; February 29, 2021 – Magnolia Grace
14. Jake Vinson Wedding, March 2021 – The Gather In Downtown McKinney
15. Danielle Faulkner; March 27, 2021 – Magnolia Grace
16. Ashley Sackinger; April 17, 2021 – Magnolia Grace
17. Andrew Brown; April 17, 2021 – Magnolia Grace
18. Kathryn Vela; April 25, 2021 – Magnolia Grace
19. Alyssa Wasilewski; April 2021 – Reception only
20. Katie Huntsman; May 2021 – The Grand Ivory
21. Maren Holyoak; May 2021 – Magnolia Grace
22. Megan Jordon; June 12, 2021 – Rustic Grace
23. Randi Cole; June 19, 2021 – Magnolia Grace
24. Victoria Nicholson; October 2021 – Magnolia Grace
25. Madison Krell; October 10, 2021 – Magnolia Grace
26. Brittney Larocca; October 16, 2021 – Magnolia Grace
27. Hannah Wilson; Date TBD – Magnolia Grace
28. Brelayshia Hodges; Date TBD – Magnolia Grace
29. Bethany Mawman; date not secured at the time of discussion – Springs

**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: 65**

**Mailing Leads Processed: 42**

- Tour Texas-42

**Top Five States requesting information:**

- Texas
- Missouri
- Wisconsin
- California
- Florida

**Advertising/Marketing/Media**

**Goal 3 Enhance the Quality of Life in Downtown:**

<b>NOV. 2020 -ROBLY Email Stats</b>	
Average Open Rate	43.90%
Average Click-thru Rate	11.30%
Total Audience	7,170

**Advertising/Marketing/Media****NOVEMBER 2020 SUBMITTED: Photos, Text Written, Marketing Materials and Ads**

- Updated TX State Travel Guide Info
- Submitted text/photos for Convention South
- Ordered ad for Texas Highways/Small Market Meetings/Texas State Travel Guide
- Submitted Daytripper newsletter materials for Dec. 2020

**SOCIAL MEDIA STATS**

<b>FACEBOOK STATS</b>					
<b>FY 20-21</b>	<b>New Likes</b>	<b>Lifetime Likes</b>	<b>Engaged Users</b>	<b>Total Reach</b>	<b>Impressions</b>
<b>OCT. 2020</b>	84	10,313	38,955	209,565	1,079,909
<b>NOV. 2020</b>	48	10,361	30,843	197,215	1,047,241
<b>TOTALS</b>	<b>132</b>	<b>N/A</b>	<b>69,798</b>	<b>406,780</b>	<b>2,127,150</b>

<b>INSTAGRAM 2020-21</b>	
From 2019-20	3,526
Oct. 2020	247
Nov. 2020	88
<b>TOTAL</b>	<b>3,861</b>

<b>TWITTER – NOV. 2020</b>	
<b>Total Followers</b>	<b>5,643</b>
New Followers	3
Tweets	11
Tweet Impressions	12.9
Profile Visits	127
Mentions	57

<b>YOUTUBE 2020-21</b>		
<b>Month</b>	<b>Views</b>	<b>Subscribers</b>
<b>Historical #s</b>	<b>14,352</b>	<b>63</b>
Oct. 2020	548	4
Nov. 2020	259	2
<b>TOTAL</b>	<b>15,159</b>	<b>69</b>

<b>Google Business Page – 2020-21</b>		
<b>Month</b>	<b>Page Views</b>	<b>Web visits</b>
Historical #	30,725	325
Oct. 2020	2,080	45
Nov. 2020	1,920	33
<b>TOTAL</b>	<b>34,725</b>	<b>403</b>

<b>Website - 2020-21</b>			
<b>Month</b>	<b>Sessions</b>	<b>Pageviews</b>	<b>Users</b>
Oct. 2020	4,650	9,578	3,976
Nov. 2020	3,643	7,261	3,154
<b>TOTAL</b>	<b>8,293</b>	<b>16,839</b>	<b>7,130</b>

<b>NOV. 2020</b>	<b>Users</b>
Mobile	1,589
Desktop	1,481
Tablet	84
<b>TOTAL</b>	<b>3,154</b>

<b>Top Countries – NOV. 2020</b>			
<b>Country Breakdown</b>	<b>Users</b>	<b>New Users</b>	<b>Sessions</b>
United States	2,993	2,992	3,474
Argentina	47	47	48
(not set)	19	19	19
China	15	15	15
Germany	7	6	7
India	7	7	7
Philippines	7	7	8
Ireland	6	6	6
Canada	5	5	5
France	5	5	5

<b>Top States – NOV. 2020</b>			
<b>State Breakdown</b>	<b>Users</b>	<b>New Users</b>	<b>Sessions</b>
Texas	2,135	2,067	2,550
California	137	135	151
Kansas	110	110	114
Virginia	73	73	73
Oklahoma	54	53	57
Massachusetts	47	43	47
Illinois	36	35	36
Oregon	36	37	37
(not set)	35	35	35
New York	32	30	36

<b>Top Cities – NOV. 2020</b>			
<b>City Breakdown</b>	<b>Users</b>	<b>New Users</b>	<b>Sessions</b>
McKinney	698	654	908
Dallas	507	469	565
Plano	89	86	96
Allen	77	75	83
Frisco	74	68	80
Prosper	58	57	69
Houston	40	40	42
San Antonio	32	31	33
Little Elm	31	31	37
Fort Worth	29	27	31

<b>TOP 10 WEB PAGES – NOV. 2020</b>		
<b>Page</b>	<b>Pageviews</b>	<b>Unique Pg Views</b>
Home page	1,542	1,291
Calendar - Nov. Main	689	524
Monthly/Annual Events	166	154
Expired calendar list	150	139
Dining in McKinney	146	109
Visitors Guide	140	110
Events main pg	134	114
Shopping Centers	125	107
Events	154	132
NTTA blog	122	107
Thanksgiving Blog	112	100

<b>NOV. 2020: TOP REFERRAL PG</b>	
FlyTKI	15
McKinneytexas.org	18
Facebook	94
Bubblelife	24
Instagram	7
Robly	10
McK Philharmonic	8
Heard Museum	3
TravelTexas.com	3
AroundTownKids	36
<b>TOTAL</b>	<b>218</b>

<b>NOV. 2020-KPIs &amp; Groups</b>	
KPIs	6
Turlaxin	31
<b>TOTAL:</b>	<b>37</b>

<b>NOV. 2020: HOME BUTTONS</b>	
Weekend Update	85
Holiday Fun in McK	111
Monarchs	24
Byron Nelson	21
YOLO	2
<b>TOTAL</b>	<b>243</b>

<b>BLOG VISITS - FY 20-21</b>	
<b>Month</b>	<b>Sessions</b>
Oct. 2020	537
Nov. 2020	680
<b>TOTAL</b>	<b>1,217</b>

**Blogs (Top 5) for November 2020:**

- NTTA - 122
- McKinney Restaurants/Open Thanksgiving - 112
- Christmas in McKinney – 98
- Thanksgiving Pre-Cooked Food/Restaurants -76
- Blog Home Page - 39

<b>NOV. 2020 -Ad Landing Pages</b>	
Daytripper Christmas	4
Convention South	3
Boyd Broncos	1
Oxford American	6
County Line Magazine	2
<b>TOTAL</b>	<b>16</b>

<b>NOV. 2020 – MPG Page Views</b>	
Main Page	14
RFP	1
Venues/Videos	43
Sports Planning	2
Group Services	3

Tour Options/Itineraries	120
<b>TOTAL:</b>	<b>183</b>

**OTHER STATS**

<b>CROWDRIFT – NOV. 2020</b>		
<b>Gallery</b>	<b>Interactions</b>	<b>Views</b>
Being Social	0	3
History/Dwntrn	35	56
Home Gallery	91	515
McK Dining	2	103
McK Events	17	172
Explore	16	53
Weddings	7	20
Shopping	40	67
<b>TOTAL</b>	<b>208</b>	<b>989</b>

<b>MEDIA HUB - 2020-21</b>		
<b>Month</b>	<b>Downloads</b>	<b>Requests</b>
OCT. 2020	5	1
NOV. 2020	9	1
<b>TOTAL</b>	<b>14</b>	<b>2</b>

<b>TourTexas.com 2020-21</b>					
<b>Month</b>	<b>McKinney Page</b>	<b>Things to Do</b>	<b>Events</b>	<b>Attractions</b>	<b>Native Texan</b>
Oct. 2020	469	1,197	112	4,659	305
Nov.2020	449	165	69	2,997	338
<b>TOTAL</b>	<b>918</b>	<b>1,362</b>	<b>181</b>	<b>7,656</b>	<b>643</b>

<b>VISIT WIDGET – NOV. 2020</b>				
	<b>Users</b>	<b>Sessions</b>	<b>Page Views</b>	<b>New Downloads</b>
<b>Widget</b>	<b>34</b>	<b>35</b>	<b>102</b>	
<i>Desktop</i>	31	32	93	
<i>Mobile</i>	3	3	9	
<b>Mobile APP</b>	<b>70</b>	<b>60</b>	<b>285</b>	
<i>App-iOS</i>	47	42	234	4
<i>App-Android</i>	23	18	51	5
<b>TOTAL</b>	<b>104</b>	<b>95</b>	<b>387</b>	<b>9</b>

**FREE PUBLICITY:**

FY 20-21	Budgeted Amount
Adv. & Promo TTL	<b>\$187,267</b>

NOV. 2020 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
Community Impact	Getting to know Visit McKinney	\$2,273	\$2,000	\$12,819	500,000
Daytripper	Segment on The Yard in Burger episode	\$0	\$144	\$432	400,000
Bubble Life	Shared content 4 times	\$0	\$4,500	\$13,500	290,000
<b>TOTALS</b>		\$2,273	\$6,644	\$26,751	1,190,000
<b>FY 20-21 Totals</b>		<b>\$14,899</b>	<b>\$18,044</b>	<b>\$98,829</b>	<b>3,991,333</b>

**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											
Hampton	93.79											
Holiday Inn	39.07											
Holiday Inn Exp. (CR)	44.31											
Home 2	51.52											
La Quinta	41.40											
Sheraton	48.99											
Springhill	54.45											

**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%	<b>48.99%</b>
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%	31.5%	
April	39.29%	82.34%	84.81%	78.06%	77.79%	2.05%	
May	50.47%	64.60%	81.11%	78.87%	75.28%	8.35%	
June	69.70%	75.03%	88.88%	81.25%	78.70%	33.16%	
July	75.60%	72.61%	N/A	77.76%	73.50%	38.42%	
August	56.22%	63.86%	76.00%	72.64%	70.90%	36.97%	
September	56.43%	72.50%	N/A	78.98%	75.40%	85.45%	



**TOTAL LOST BUSINESS: 23; Lost Revenue: \$16,212,574****Association /Corporate Lost Business: 18 Groups; Lost Revenue: \$16,136,000**

	<b>Group</b>	<b>Venue/Notes</b>	<b>Total Room Nights</b>	<b>Attendance</b>	<b>Lost Business Revenue \$</b>
Nov 2023	Specialty Coffee Assn – Expo	Sheraton Too Large	2,000	1,000	\$450,000
Mar 2022	National Coffee Assn-USA	Sheraton Too Large	800	400	\$194,000
Oct 2022	The Toy Assn – Toy Fair	Sheraton Too Large	6,000	3,000	\$930,000
Jun 2023	The Toy Assn – Annual Business Conference	Sheraton Too Large	800	800	\$175,000
May 2023	United Inventors Assn	Sheraton Too Large	9,000	4,500	\$1,665,000
Feb 2022	Retail Packaging Assn	Sheraton Too Large	5,000	2,500	\$995,000
Fall 2022	American Forest & Paper Assn	Sheraton Too Large	3,000	1,500	\$597,000
Jan/Feb 2023	Cattlemen’s Beef Council	Sheraton Too Large	18,000	9,000	\$3,402,000
Oct 2023	Tree Care Industry Assn	Sheraton Too Large	8,000	4,000	\$1,480,000
Nov 2023	League of United Latin Americas (LULAC)	Sheraton Too Large	1,600	900	\$348,000
Jul 2023	Take Off Pounds Sensibly	Sheraton Too large	1,000	500	\$235,000
Feb 2023	College Band Directors National Assn	Sheraton Too large	3,800	2,300	\$513,000
Feb 2023	College Band Directors National Assn	Sheraton Too large	1,900	1,000	\$285,000
Aug 2023	Texas Advocates	Sheraton Too large	800	400	\$181,000
Oct/Nov 2022	International Textile & Apparel Assn	Sheraton Too large	5,400	2,000	\$1,026,000
Fall/Spring 2022	Home Furnishings Assn	Sheraton Too Large	5,000	2,700	\$1,000,000
Jan 2022	National Furniture Assn	Sheraton Too Large	6,000	3,000	\$1,140,000
Jul 2023	Assn of Woodworking & Furnishings Suppliers	Sheraton Too Large	8,000	4,000	\$1,520,000
<b>Totals</b>			<b>86,100</b>	<b>43,500</b>	<b>\$16,136,000</b>

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.

McKinney Corporate: Groups: 5; Lost Revenue: \$76,574

Dates	Company	Venue	Room Nights	Attendance	Lost Revenue \$
11/8-11/20	Globelife AIL LA 101	Sheraton	300	100	\$31,200
11/10-12/20	Emerson IV 1000	Holiday Inn	15	30	\$1,635
11/15-19/20	Globelife LNL LA 101	Sheraton	400	100	\$41,600
11/15-21/20	Moss Construction	Springhill Suites	6	1	\$504
11/17-19/20	Emerson IV 1006	Holiday Inn	15	30	\$1,635
<b>TOTALS</b>			<b>736</b>	<b>261</b>	<b>\$76,574</b>

SMERF: Total: Groups: 0; Lost Revenue: \$ 0