



To: MCVB Board
From: Dee-dee Guerra – Executive Director
Date: July 23, 2019
RE: McKinney CVB June 2019-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Advertising/Marketing:**
 - The staff is working with Carol Sullivan of CW Designs to finalize an interactive/animated map that will complement the printed tear-off maps she creates for us (These printed maps are used in the hotels and the Visitors Center).
 - Staff completed a sales video (working with Paul Reynolds) for use in support of a local member of the National Pygmy Goat Association's bid to bring their national conference to McKinney.
 - The MCVB is considering, although with the other component group partners, running a promotional campaign for Oktoberfest through the WeatherChannel.com website and app. A team from the marketing agency attended the last roundtable to make their presentation and answer questions. The group will be making a decision soon.
- **Education/Webinar:**
 - D. Guerra:
 - TTIA Travel College 6/28-30/19- Accreditation
 - B. Shumate:
 - TTIA Travel College 6/25-30/19- Year 1
 - Instagram webinar
 - V. Rhodes:
 - Office Ergonomics – Online Training Class
 - Webinar: TxMet/IDSS, Navigating TxMet
- **Events/Services:**
 - Events:
 - Anna Chamber Breakfast Network
 - Serve McKinney 6/6/19
 - Collin County History Museum-Lunch & Learn-Poor Farm 6/11/19
 - Bonnie Wenk Grand Opening 6/15/19
- **Sales:**
 - BRE Meeting Discussion w/ MEDC (John Valencia) & Chamber (Kathy Blank) 6/20/19
 - Met with Ginger Hale Re: 2019 Yarn Crawl (September)
 - Meeting with Melissa Sports Complex – Paul Anderson, and Cindy Kasson
 - Meeting with Texas Tree Growers Association & Sheraton to discuss August 2019 Conference.
 - Presented to Natl Pygmy Goat Assoc. for 2020 Conference.
 - Lost bid to host 2020 Conference for the National Pygmy Goat Association. The Bid went to Loveland CO. We lost the bid due to the \$12,000 incentive package the Chamber provided from Local Business Sponsors and the fact that they had never had the Conference in Colorado before. This event has been held in Texas twice in the past. Expected attendees: approximately 250-300, Dates: June 2020.
 - Notes from NPGA Board:

Hello Vanessa,

We enjoyed meeting you and hearing all about McKinney. You gave a wonderful presentation and it was a very difficult decision. I do hope to visit your lovely town someday.

Thank you for coming to Boise and meeting with NPGA.

Sharon Irving

Vanessa,

Thank you! Great presentation!! Thank you for coming and presenting. Well done.

Shad

- Meet with Ginger Hayes from the McKinney Knittery. We are working together on a Yarn Crawl, September 13-22, 2019. She is expecting 500-600 in participation. Some will come in from our neighboring states, however, she does not have an exact count, as this is the first year for her to organize this event.
- **Hotel Visits: 1**
 - Sheraton – Steven Yearwood. Met with Steven to discuss upcoming sales calls to Austin. We have tentatively scheduled for July 2019.

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: 2018-2019

HOT TAX collection reported by City:

- MOM 2019 vs. 2018 (17-Hotels & 7-B&B/VRBO reporting)
 - June 2019: \$ 150,125
 - June 2018: \$ 148,142
 - 1.34%
- YTD: 2019 vs 2018
 - FY 18-19: \$ 1,227,767
 - FY 17-18: \$ 1,258,863
 - -2.47%

ASSOCIATION/CORPORATE/SMERF COMPLETED in June 2019: TTL Room nights: 461; TTL Revenue: \$51,750

WEDDINGS COMPLETED- June 2019 - TTL Room Nights: 114, TTL Rev: \$16,459

- Keil/Macready Wedding-Grand Hotel: TTL room nights: 53, TTL rev: \$8,127
- Coker/Ward Wedding -Grant Hotel: TTL room nights: 26, TTL rev: \$4,182
- Bysani/Swift Wedding -Hampton Inn: TTL room nights: 8, TTL rev: \$992
- Lewin/Neal -Hampton Inn: TTL room nights: 12, TLL rev: \$1,428
- Caitlin Child Wedding-Hampton Inn: TTL room nights: 4, TTL rev: \$476
- Koester/Collier-Hampton Inn: TTL room nights: 11, TTL rev: \$1,254

Assisted following wedding parties with hotel quotes/info, however, no hotel room blocks made or welcome bags provided.

- Megan Neth-June 2019, River Road Chateau

Wedding Parties lost due to new hotels not being open. (They were moved to Allen/Fairview)

- Basile/Senkel-Residence Inn (the block was at the Hilton Home 2)
- Johnson/Arko-Home 2 in Fairview

ASSOCIATION/CORPORATE/SMERF COMPLETED in June 2019: TTL Room nights: 347; TTL Revenue: \$35,201

ASSOCIATION – TTL Room Nights: 36 TTL Rev: \$4,319

- Texas Volunteer Management Conference: Hampton Inn: TTL room nights: 24, TTL rev: \$ 2,856; Grand Hotel: TTL room nights: 12, TTL Rev: \$1,458

CORPORATE – TTL Room Nights: 302 TTL Rev: \$29,798

- Vittatote Consulting, LLC-Grand Hotel: TTL room nights: 5, TTL rev: \$795
- Torchmark-6/16-19/19-AIL 101:TTL room nights: 190 ; TTL Rev. \$ 18,430
- Torchmark-6/23-26/19-LNL 201:TTL room nights: 107; TTL Rev. \$ 10,573

SMERF: TTL Room nights: 3 TTL rev: \$477

- Ingal 50th Wedding Anniversary – Grand Hotel: 3 room nights, TTL Rev: \$477

SPORTS: TTL Room nights: 6 TTL Rev: \$612

- Triple Creek Baseball Tournament – TTL Rooms: 6, TTL rev: \$612

Sales Calls: ASSOCIATIONS-/CORPOARTE /SMERF Sales Calls: 32

Association: 13

1. National Pygmy Goat Association – Contact: Chad Hudson. Follow up discussion for an upcoming presentation to board for consideration of hosting an annual event in McKinney in June 2020.
2. American Cancer Association – Contact: Katie Rose. Left messages on voice mail asking for a conversation to discuss future conferences/seminars to take place in McKinney.
3. Collin County Association of Realtors – Contact: Christa Fulton. I have left several messages for Christa, however, we have not been able to connect.
4. Texas Pecan Growers Association – Contact: Erin Diserens. Discussed bringing the TPGA conference to McKinney in 2022. They are booked through 2021 (2019- Frisco, 2020 and 2021 will be in San Marcos). Attendees: 600-700, this number varies based on the location of the conference. Travel Pattern is Saturday –Wednesday.
5. Texas Municipal League – Contact: Cheryl Ribich. Cheryl advised they will hold their conference in Allen in 2020, additionally asked if any development has happened near/around the Sheraton Hotel. She will consider McKinney when there is development/walkability in that area. The attendance for their meetings is 100-200.
6. Texas Christmas Tree Growers Association – Contact: Frances Fredrick. Follow up call and meeting to discuss the upcoming conference. Hotel: Sheraton, Room Block: 50; Dates: August 23-25, 2019. Attendees: Approx. 150
7. Texas Federation of Republican – Contact: Cindy Macintyre. Cindy advised they will host their 2020 meeting in Allen in January and will consider this area again in four years. She did state that she is looking at smaller towns instead of the larger cities. I sent her a follow email to keep the lines of communication open.
8. Texas Fire Chiefs Association – Contact: Tonya Childs. Tonya advised the association does not have anything to bid at this time. I sent her a follow email to keep the lines of communication open.
9. Texas Podiatric Medical – Contact: Melinda Daise. Left several messages for Melinda to discuss upcoming conferences that she oversees. I also followed up with an email.
10. WINGS – Contact: Laura Gray. Spoke with Laura, asking her to consider McKinney as a location for the Business Planning & Development classes they offer. Laura stated they have facilities in Dallas.
11. Children’s Association for Maximum Potential – Contact: Stephanie Hernandez. Offered site visit to Stephanie for consideration of executive retreats/meetings. At this time, they do not have any dates scheduled.
12. Volunteer Now – Contact: Judy Shannon. Spoke with Judy regarding utilizing McKinney for the various conferences/seminars she oversees. Also sent her a follow-up email.
13. Alive – Contact: Gretchen Jordan. Sent Gretchen an introductory email to open lines of communication. This is a lead from the Texas Volunteer Management Conference held here in McKinney 2019.

Corporate: 3

1. LaCore International, LLC – Contact: Jade. Dropped off information. I was advised she handles the entire hotel booking needs for company; she was out at the time. Left her a message.
2. MCM Nutrition – Contact: Cash Riley. Spoke with Cash regarding an opportunity to utilize McKinney Hotels for any upcoming pieces of training or seminars his organization hosts. He stated he would keep our information on hand.
3. Texas Mortgage Bankers – Contact: Alexa Lopez. I left a message on her voice mail; she is out of the office until July.

SMERF: 5

1. Anna Sports Group – Contact Clark Miller. Discussed using McKinney hotels for any tournaments that they may bring to the area. We discussed the possibility of a Texas/Oklahoma/Louisiana Tournament in the future. We will keep the communication open and discuss any changes.
2. Young Living – Contact: Missy Miller. Offered to assist Missy with securing meetings space and or hotel needs for the training classes or demonstrations that she facilitates.
3. McKinney Knittery – Contact: Ginger Hayes. September 13-22, 2019 Yarn Crawl. Expecting 50-60 people to participate in this event. Some coming from out of the area. Sent RFP to Grand Hotel, Towne Place Suites, and the Best Western. (looking to block 10 rooms at each hotel – planner was not sure of how many people would need hotel accommodations)
4. Melissa Sports Complex – Contact: Paul Anderson & Cindy Kasson. Meet with Cindy to discuss tournaments held at the sports complex. She will keep me informed. Cindy will send me the contact information of Five Tool, a third-party housing company.
5. DeGolyer House – Contact: Charlotte Gibbons. Working with Charlotte to bring a group of docents from the DeGolyer house to McKinney for a day trip. Scheduled for August 14, 2019.

Weddings: 6

1. Paul Henfy, September 2019
2. Tiffany Kane, December 2019 – Rosemary Barn
3. Paige Wheeler/Byron Carman Wedding, December 2019 – Magnolia Grace Ranch
4. Laura Driskell (Bride) & Mary Driskell (MOB) – December 14, 2019 -The Springs
5. Hannah Lewin/Brian Neal – June 29, 2019 – Springs
6. Alexandra Lee/Chase Cooper – July 6, 2019 – The Grand Hotel

McKinney Top 25: McKinney Corporate: 5

1. PSA McKinney- 6/4/19: Met w/ Mort Kramer, follow up on leads & tournament.
2. Manner Plastics- 6/13/19: Dee Deluca – Was on her way out. Followed up with Email 6/14/19.
3. Traxxas- 6/13/19: Spoke To Sarah left sales kit. They have meeting space on-site wit hee new expansion. She will call if they need hotel room nights.
4. Ag-Power- Spoke to the receptionist, Bethany has been moved to the Gainesville store and is working from there. Followed up with an email 6/14/19.
5. Independent Bank- 6/13/19 Emailed w/Peggy Smollen, trying to set up a date to meet.

MCVB Calendar of Events 2018-2020: 5

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

Month	Group	Venue	Room Nights	Attendance
June				
6/27-28/2019	Texas Volunteer management Conference	Grand/Hampton Inn	12	200
06/16 -19/2019	Torchmark AIL 101	Sheraton	100	100
06/23 -26/2019	Torchmark LNL 201	Sheraton	30	30
July				
7/19/19	Verity (Baylor Scott & White partner)	Hampton, Holiday Inn, Holiday Inn Express, Hilton Home 2, Springhill Suites & Towneplace	50	50

07/15 – 07/17/2019	Torchmark AIL SGA Improvement Seminar	Sheraton	15	15
07/21 – 07/25/2019	Torchmark FHL 101	Sheraton	22	44
07/24 – 07/26/2019	Torchmark FHL 301	Sheraton	9	18
7/22-26/19	Texas Extension Association of Family & Consumer Sciences-Texas Agri-Life	Sheraton	100	300
7/2019	Texas Retailers	Sheraton	149	250
7/5-6/19	Religious Conf. Overflow- Allen	City Wide	300	700
August				
8/1-3/19	Southwest College Football Officials (SWCFO)	Sheraton	65	250
8/2019	Texas Lake Trail Annual Board Meeting	Meeting Space Only	50	50-75
08/05 – 08/08/2019	Torchmark LNL 401	Sheraton	20	20
08/12 – 08/14/2019	Torchmark AIL 201	Sheraton	80	80
8/23-25/19	Texas Christmas Tree Growers Assoc.	Sheraton	60	120
08/25 – 08/28/2019	Torchmark LNL 301	Sheraton	20	20
September				
9/13-22/19	McKinney Knittery - Yarn Crawl	Grand Hotel, Towne Place Suites, and the Best Western	10	500-600
09/15 – 09/19/2019	Torchmark LNL 101	Sheraton	100	100
9/19-21/2019	3e United-Union Event September 19-21, 2019 at MPAC	Sheraton/MPAC	100 (?)	1200
09/23 – 09/25/2019	Torchmark AIL 301	Sheraton	50	50
9/2019	Claims Prevention & Procedure Council	Sheraton	225	90
October				
10/2019	Destination Planning Corporation – Contact: 10/19 or 11/19.	Sheraton	877	200
10/2019	God Said Glow	Sheraton	450	150

10/20 - 10/23/2019	Torchmark LNL 201	Sheraton	30	30
10/22 - 10/23/2019	Torchmark FHL 101	Sheraton	22	44
10/27 - 10/29/2019	Torchmark FHL 201	Sheraton	15	30
10/27 - 10/30/2019	Torchmark AIL 101	Sheraton	100	100
November				
11/03 - 11/07/2019	Torchmark LNL 101	Sheraton	100	100
11/2019	Texas Public Purchasing Association	Sheraton	280	120

2020

Month	Group	Venue	Room Nights	Attendance
January				
1/20-22/20	TACVB 2020 Winter Education Conference	Sheraton	259	120-150
February				
2/9-12/20	Texas Parks and Wildlife Department	Sheraton	260	260
April				
	Franchise Meeting Group/Event Prep	Sheraton	225	250
June				
6/11-16/20	National Pygmy Goat Association	Sheraton, Springhill Suites & Hilton Home 2	100	400-500
July				
Week of July 4, 2020	Profoundly Gifted Retreat 2020	Sheraton	380	250-300
7/2020	Council on Occupational Education	Sheraton	125	350
September				

2021

Month	Group	Venue	Room Nights	Attendance

2022

Month	Group	Venue	Room Nights	Attendance
October				
10/2022	Floor Covering Installation Contractors Association (FCICA)	Sheraton	200	75

Events the MCVB assist 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
 - Bike the Bricks
 - Arts in Bloom
- 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

The McKinney Shop:

- **June 2019 Gross Sales \$1,310**
 - **Rent check \$355.00**

Visitors: FYTD Total (Oct.'18– Sept. '19): 3,821

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

- Out of State: 49
- Out of Country: 21
- Texas Residents: 13
- McKinney Residents: 18
- Register Total: 101
- Ticker Counter: 601

Day Trips: 1

1. Irving Senior Center – Visited Heard-Craig House 6/3/19.

RFP's: 11 (3-Association, 0-Corporate, 6-Weddings, 1-Social, 0-Religious, 1-Sports, 0-Day Trips)

Association: 3

1. TACVB 2020 Winter Education Conference – Approximate attendees: 120-150; Approximate total room nights: 259; Conference Pattern: Monday-Wednesday; Conference Proposed Dates: January 20-22, 2020. Meeting specs are too large for the Sheraton, unable to accommodate.
2. Texas Parks and Wildlife Department – Approximate attendees: 260; Approximate total room nights: 260; Conference Pattern: Sunday-Thursday; Conference Proposed Dates: February 9-12, 2020. The Sheraton was unable to accommodate this group, due to size.
3. Profoundly Gifted Retreat 2020 – The Sheraton received the RFP for consideration, it was declined due to lack of availability. Event dates: Week of July 4, 2020, 4 nights/5days. Room nights requested 95 for four days, total attendance; 250-300.

Corporate: 0

SMERF: 8 (6-Weddings, 1-Social, 1-Sport, 0-Religious)

1. McKinney Knittery – Contact: Ginger Hayes. September 13-22, 2019 Yarn Crawl. Expecting 50-60 people to participate in this event. Some coming from out of the area. Sent RFP to Grand Hotel, Towne Place Suites, and the Best Western.
2. Destination Planning Corporation – Contact: Anne Urban. October 2019 or November 2019. Attendees: 200, Friday-Friday Pattern. Peak dates: Monday-Thursday. Sent to Sheraton.
3. Paul Henfy, September 2019, Undecided
4. Tiffany Kane, December 2019 – Rosemary Barn
5. Paige Wheeler/Byron Carman Wedding, December 2019 – Magnolia Grace Ranch
6. Laura Driskell (Bride) & Mary Driskell (MOB) – December 14, 2019 -The Springs
7. Hannah Lewin/Brian Neal – June 29, 2019 – Springs
8. Alexandra Lee/Chase Cooper – July 6, 2019 – The Grand Hotel

Site Visits: 2

1. Morgan Berigan (bride) – Visited Hotels: Sheraton, Grand Hotel, and Holiday Inn & Suites wedding guest block.
2. Trudi Kane (mother of the bride) – Visited Hotels: Hampton Inn, Comfort Suites, Holiday Inn, and Towne Place Suites.

Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal): 17 (17-Weddings, 0-Social, 0-Sports, 0-Day Trips)

Weddings:

1. Sauter Wedding – July 2019, River Rd
2. Parker Juarez, August 2019, Rosemary Barn
3. Charla Thomas (MOB) August 2019, Gather
4. Lourdes Vasquez – August 2019, Springs
5. Genny Holmes (MOB), Sept 21, 2019 – River Rd
6. Holmes Wedding, September 2019, River Rd
7. Graves Wedding, September 2019, Springs
8. Carrier & Zach Hood – September 2019, Bella Donna
9. Christy Skertchly – October 2019, Stonecrest
10. Stutzman Wedding – October 2019, Stonecrest
11. Gloria Martinez, November 2019, Springs
12. Vonderschmidt Wedding, November 2019, Undecided
13. Lamberson Wedding – November 2019, Stone Crest
14. Kerarra Comer, December 2019, Springs
15. Erin Fanatico Wedding, December 2019
16. Morrison Wedding – December 2019, Rustic Grace
17. Symm Wedding – February 2020, 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 (December)

Bags Serviced: 674

Mailing Leads Processed: 1817

- Tour Texas: 28
- See Texas First: 1789

Top Five States requesting information:

- Texas
- Florida
- California
- Illinois
- Ohio

Advertising/Marketing/Media

Blogs: 143

NTTA - 61

Summer Camps – 54

McKinney Coffee Guide - 16

NCAA Economic Impact - 12

Visits on Homepage News Flash buttons & landing pages:

Weekend Update page – 154

Summer Camps in McKinney – 24

Tours in McKinney - 18

Then & Now exhibit – 28

Ask a Local - 36

Event-Planning Pages/Meeting Planners Guide – 215

Visitors Guide – 211

KPIs – 8

SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Submitted Sept ad for Texas Highways
- Submitted Sept. ad for Polka Newsprint & digital
- Submitted Idea Fair entries
- Compiled information for SportsEvents magazine article
- Wrote/submitted an article about TDA conference for consideration for meeting planner magazine
- Created Pygmy Goat PowerPoint presentation for Vanesa
- Submitted See Texas First materials for Fall
- SEM write-up for Board meeting
- Created/submitted Bus Tours Magazine web banner

Advertising- Website & Publication ROI Tracking:

- Business 380 – 8
- Bus Tours Magazine – 3
- County Line Magazine – 2
- Polka News – 2
- Sports Destination Mgmt. – 2
- Stonebridge Ranch News – 2
- Texas Highways – 2
- Meet Texas - 1

JUNE 2019 SOCIAL MEDIA

FY 18-19	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct. 18	97	7,491	92,814	378,097	2,678,708
Nov. 18	65	7,556	88,311	449,685	2,860,148
Dec. 18	63	7,619	159,866	1,042,216	4,343,739
Jan.19	76	7,695	135,200	1,022,782	4,626,660
Feb. 19	146	7,845	129,516	831,301	4,108,790
March.19	106	7,951	194,190	1,322,497	5,951,768
April.19	144	8,095	135,964	812,985	5,175,251
May.19	144	8,239	108,763	901,480	4,185,610
June.19	110	8,349	94,367	511,199	3,682,075
TOTALS	951	N/A	1,138,991	7,272,242	37,612,749

JUNE 2019

INSTAGRAM	New Followers
Historical	761
Oct. 2018	126
Nov. 2018	164
Dec. 2018	94
Jan. 2019	56
Feb. 2019	59
March.2019	75
April.2019	77
May.2019	61
June.2019	71
TOTAL	1,544

TWITTER - JUNE 2019	
Followers	5,165 (+30)
Tweets	6,726
Tweet Impressions	11,800
Profile Visits	121
Mentions by users	19

JUNE 2019 Traffic	Users
Mobile	3,731
Desktop	1,374
Tablet	493
TOTAL	5,598

YOUTUBE	Views	Subscribers
Historical numbers	6,699	30
Oct. 2018	217	0
Nov. 2018	222	4
Dec. 2018	232	3
Jan. 2019	124	1
Feb. 2019	155	1
March.2019	142	3
April.2019	141	0
May.2019	135	0
June.2019	166	3
TOTAL	8,233	45

Google Bus. Pg.	Page Views	Web visits
Oct. 2018	1,960	27
Nov. 2018	1,970	30
Dec. 2018	1,195	40
Jan. 2019	1,850	34
Feb. 2019	1,970	29
March.2019	2,240	31
April.2019	2,150	56
May.2019	2,060	45
June.2019	2,144	29
TOTAL	17,539	321

JUNE 2019 Website Numbers

Month	Sessions	Pageviews	Users
Oct. 2018	3,061	7,459	2,496
Nov. 2018	3,565	7,585	3,140
Dec. 2018	3,043	6,689	2,640
Jan. 2019	2,880	7,381	2,383
Feb. 2019	2,632	6,433	2,200
Mar. 2019	2,900	6,705	2,440
April.2019	3,591	8,387	2,937
May.2019	9,272	17,251	7,837
June.2019	6,503	13,314	5,598
FY 18-19	37,447	81,204	31,671

JUNE 2019 - TOP 25 WEB PAGES

Page	Pageviews	Unique Page Views	Entrances
Calendar	3,001	2,502	2,378
Home Page	2,510	2,010	1,932
Shopping Centers	227	197	181
Visitors Guide	211	163	27
Explore	199	137	10
Events	172	134	17
Dining	166	101	26
Event Planning	160	144	108
Monthly/Ann. Events	160	151	81
Weekend Update	154	144	11
Calendar-June	139	99	9
Tours	126	89	44
Shopping	112	194	79
Parks/Trails/Maps	98	90	69
Blog – Summer Camps	98	84	54
History of McKinney	94	83	59
Staff Directory – Sabine	93	84	71
Dining/Nightlife	90	69	52
Accommodations	78	71	19
Staff Directory – main	78	51	12
About McKinney	77	64	4
Calendar-June 22	74	53	10
Weddings/Receptions	69	45	23
NTTA Blog	68	61	61
Cal.-Sanctuary concert	68	59	59

Top Countries – JUNE 2019

Country Breakdown	Users	New Users	Sessions
United States	5,300	5,132	6,192
Canada	172	172	180
(Not Set)	22	21	22
France	20	20	21
Germany	13	13	14
S. Korea	12	12	12
India	10	10	10
Australia	5	5	5
China	5	5	5
Denmark	5	5	5

Top States

State Breakdown	Users	New Users	Sessions
Texas	4,063	3,910	4,818
California	141	139	138
Illinois	96	94	103
Oklahoma	74	71	83

New York	67	67	70
Tennessee	54	51	56
Florida	50	49	51
Ohio	49	47	54
Pennsylvania	46	45	50
New Jersey	40	40	46

Top Cities

City Breakdown	Users	New Users	Sessions
Dallas	1,348	1,268	1,475
McKinney	1,080	982	1,402
Plano	164	158	180
Austin	116	113	132
Allen	114	107	128
Frisco	95	89	104
Houston	92	88	97
Prosper	69	64	75
Fort Worth	66	64	74
Chicago	50	49	52

VISIT WIDGET - JUNE 2019				
	Users	Sessions	Page Views	New Downloads
Widget	207	197	1,066	
Desktop	34	35	182	
Mobile	23	26	62	
App-iOS	150	136	822	23
App-Android	37	34	146	4
TOTAL	244	231	1,212	27

CROWDRIFT GALLERIES - JUNE 2019		
Gallery	Interactions	Views
Being Social	5	27
Explore	19	170
Dining	16	146
History (Downtown)	4	171
Events	4	138
Home Gallery	118	985
TOTAL	166	1,637

Publicity: Does not include \$30,000 for Grants

FY 18-19	Budgeted Amount
Adv. & Promo TTL	\$ 141,470

JUNE 2019 FREE MEDIA					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
Bubble Life	Shared Blog/web updates	\$0	\$10,000	\$30,000	720,000
Courier Gazette	2019 NCAA Economic Impact	\$1,680	\$1,000	\$16,500	100,000
Courier Gazette	Parade (print: pre-parade photo)	\$378	\$0	\$1,134	0
Community Impact	wedding follow-up print article	\$625	\$0	\$1,875	0
Community Impact	2019 NCAA Economic Impact	\$0	\$9,500	\$28,500	550,000
MISD Website	2019 NCAA Economic Impact	\$0	\$2,000	\$6,000	60,000
N.TX E-News	2019 NCAA Economic Impact	\$0	\$500	\$1,500	40,000
Collin Co. DFW Mag	Shared a CVB Instagram photo/mounted patrol	\$0	\$3,000	\$9,000	350,000
TOTALS		\$2,683	\$26,000	\$94,509	1,820,000
FY 18-19 Totals		\$39,547	\$219,515	\$949,742	14,121,000

OCCUPANCY RATES:

Top 5 McKinney Hotels 2016-2017 Occupancy Rates: %

Hotel	Oct. '18	Nov. '18	Dec. '18	Jan. '19	Feb. '19	Mar. '19	Apr. '19	MAY '19	Jun. '19	Jul. '19	Aug. '19	Sep. '19
Comfort	64.57	66.03	56.17	50.79	55.73	76.24	70.42	68.36				
Hampton	73.87	62.03	87.46	93.30	98.19	98.41	96.37	90.69				
Holiday Inn	63.70	72.00	67.48	57.93	66.23	73.77	79.83	73.51				
Holiday Inn CR	65.16	72.96	52.30	51.73	57.63	66.85	77.71	68.27				
La Quinta	58.96	77.17	73.79	63.90	67.36	72.85	68.44	82.40				
Sheraton	85.79	77.95	66.66	69.83	83.67	78.16	77.79	75.28				
Townplace	59.48	65.54	54.19	51.65	59.95	75.32	77.34					

Sheraton Occupancy Rates:

Month	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19
October	N/A	67.28%	75.19%	96.77%	85.79%
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%	
July	75.60%	72.61%	N/A	77.76%	
August	56.22%	63.86%	76.00%	72.64%	
September	56.43%	72.50%	N/A	78.98%	

LOST BUSINESS: 6

1. Basile/Senkel – Residence Inn (the block was at the Hilton Home 2)
2. Johnson/Arko – Home 2 in Fairview
3. Destination Planning RFP for Crunch Franchising, LLC. (This group was originally booked and confirmed in the Dominican Republic. Due to the travel advisory by the State Department, they chose to reschedule this conference.) The Sheraton received the RFP for consideration. Approximately 200 attendees; Approximate total room nights: 877; Conference Pattern: Friday-Friday, with peak days of Monday-Thursday. Conference Proposed Dates: October or November 2019. The Sheraton does not have the space to accommodate this group.
4. TACVB 2020 Winter Education Conference – Approximate attendees: 120-150; Approximate total room nights: 259; Conference Pattern: Monday-Wednesday; Conference Proposed Dates: January 20-22, 2020. Meeting specs are too large for the Sheraton, unable to accommodate.
5. Texas Parks and Wildlife Department – Approximate attendees: 260; Approximate total room nights: 260; Conference Pattern: Sunday-Thursday; Conference Proposed Dates: February 9-12, 2020. The Sheraton was unable to accommodate this group, due to size.
6. Profoundly Gifted Retreat 2020 – The Sheraton received the RFP for consideration, it was declined due to lack of availability. Event dates: Week of July 4, 2020, 4 nights/5days. Room nights requested 95 for four days, total attendance; 250-300.