



**To:** Visit McKinney Board

**From:** F. Marie Woodard – Interim Executive Director

**Date:** January 25, 2021

**RE:** Visit McKinney November 2021-Staff Report

**Goal 1 Operational Excellence**

**Strategies:**

**1. Education/Webinars:**

- **Beth: 4**
  1. Simpleview Consumer Reports/Search Training during staff meeting/on own
  2. In-person training with Shawn (Simpleview) on running reports and creating media and marketing contacts in the CRM as well as running letters to partners for service requests
  3. Training on AED with Merit from the MFD
  4. KLEAR Training
- **Dee-dee: 2**
  1. Destination Analysis 11/30/21
  2. Training on AED and Ready to React w/Merit
- **Marie: 3**
  1. State of the City
  2. Destinations International Webinar “Tourism Improvement Districts”
  3. Simpleview CRM Training
- **Rachel: 4**
  1. Simpleview: Top 10 Ways DMOs Can Leverage UGC in the New Tourism World
  2. State of the City
  3. Destination Analysts: The Value of DMO Visitor Guides
  4. Simpleview CRM Training
- **Sabine: 9**
  1. State of the City - Facebook Live
  2. Ready to React Training w/ Merit
  3. Admin Group Training: Pivot Tables - Expense Tracking
  4. Simpleview (online): Simpleview CRM: New User Overview
  5. Simpleview (online): Member/Partner: New User Overview
  6. Simpleview (online): Meeting Sales: New User Overview
  7. Simpleview (online) CRM Report Toolkit
  8. 3 Day onsite CRM training with Shawn from Simpleview
  9. KLEAR Training

## 2. Events/Services:

- **Marie**
  1. Krucial Staffing (Corporate)
- **Rachel**
  1. Texas Historical Commission (SMERF)
  2. Menorah Lighting
- **Beth**
  1. Met with high school students re: TikTok creation
  2. Signed contract with KLEAR – first two training sessions
  3. Met with board marketing committee re: grant applicants
  4. New feature review with VisitWidget – tours and challenges we can implement beginning with NTTW
  5. Sales call to hear pitch from Marlo with Locl – digital platform; not something we need/would spend money on
  6. Zoom call with CheckOut DFW for article/info sharing
- **Dee-dee**
  1. Meeting w/ Check Out DFW
  2. State of the City - Facebook Live
  3. Texas Statewide Historic Preservation Plan
  4. Veteran’s Service - Council Chambers
  5. Menorah Lighting

## 3. Venue: 6

- |                                |                  |
|--------------------------------|------------------|
| 1. Gather in Downtown McKinney | 4. The Sanctuary |
| 2. McKinney Performing Arts    | 5. The Augusts   |
| 3. Grand Ballroom              | 6. TUPPS         |

## 4. Hotel Calls: 12

- |                      |                         |
|----------------------|-------------------------|
| 1. Hampton Inn       | 7. Econolodge           |
| 2. SpringHill Suites | 8. Super 8              |
| 3. Home2             | 9. Red Roof Inn         |
| 4. Holiday Inn       | 10. Motel 6             |
| 5. Sheraton          | 11. La Quinta           |
| 6. TownePlace        | 12. Holiday Inn Express |

## Goal 2 Financially Sound Government

### Strategies:

- **Balance resources generated by Hot tax**
- **Develop and utilize performance measures to ensure successful and efficient operations**

### **HOT Tax Collection reported by City: 2021-2022**

- **MOM 2021 vs. 2022 (17-Hotels &. 6-B&B/VRBO reporting)**
  - November 2021: \$176,216
  - November 2020: \$123,499
    - **42.69%**
- **YOY 2021 vs. 2022 (17-Hotels &. 6-B&B/VRBO reporting)**
  - November 2021: \$342,228
  - November 2020: \$254,744
    - **34.34 %**

**ASSOCIATION/CORPORATE/SMERF/GOVERNMENT COMPLETED in November 2021: TTL Room nights 2859; TTL Rev.: \$262,289**

**ASSOCIATION:** 0 Total Room nights; \$0 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
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**CORPORATE:** 2,500 Total Room nightd; \$222,500 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Nov 1-30*	Krucial Staffing	Sheraton	2,500	\$89	\$222,500

\*Rooms from 10/22-30 to 11/30/2021

**SMERF:** 0 Total Room nights; \$0 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
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**Social:** 158 Total Room Nights; \$17,222 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Nov 6-7	Troubadour Festival	SpringHill Suites	90	\$109	\$9810
Nov 6-7	Troubadour Festival	Home2	68	\$109	\$7412
Nov 18	Sandy Sammons – Sammons Reunion	Grand Hotel	0	0	0

**Military/Government:** 6 Total Room Nights; \$576 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Nov 30	Texas Historical Commission	Hampton Inn	6	\$96	\$576

**Education: 0**

**Religious: 0**

**Fraternal: 0**

**Weddings:** 168 Total Room Nights; \$19,648 Total Revenue

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Nov 6	Adams/Williams Wedding	Grand Hotel	34	\$159	\$5406
Nov 7	Scalf/Salgado Wedding	Hampton Inn	0	0	0
Nov 7	Scalf/Salgado Wedding	Holiday Inn Express	0	0	0

Nov 12	Wilson/Edwards Wedding	Holiday Inn	1	\$90	\$90
Nov 12	Wilson/Edwards Wedding	TownePlace Suites	0	0	0
Nov 12	Wilson/Edwards Wedding	Sheraton	1	\$104	\$104
Nov 13	Melnick/Kronewitter Wedding	Sheraton	25	\$104	\$2600
Nov 20	Rogers/Lewendowski Wedding	Hampton Inn	8	\$99	\$792
Nov 20	Rogers/Lewendowski Wedding	Sheraton	75	\$104	\$7800
Nov 27	Richardson/Webster Wedding	Grand Hotel	8	\$159	\$1272
Nov 27	Richardson/Webster Wedding	Hampton Inn	16	\$99	\$1584

**Sports: 27 Total Room Nights; \$2,343 Total Revenue**

Date(s)	Group	Hotels/Venues	Total Room Nights	Rate	TTL Rev
Nov 6-7	Solar Soccer	Holiday Inn Express	0	0	0
Nov 12-14	McKinney Fall Classic – McKinney Soccer Association	Home2	0	0	0
Nov 12-14	McKinney Fall Classic – McKinney Soccer Association	Holiday Inn	7	\$109	\$763
Nov 12-14	McKinney Fall Classic – McKinney Soccer Association	LaQuinta	20	\$79	\$1580
Nov 12-14	McKinney Fall Classic – McKinney Soccer Association	Holiday Inn Express	0	0	0
Nov 20-21	Solar Soccer	Holiday Inn Express	0	0	0

**Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls: 260**

- Association: Available Upon Request: 124
- Corporate: Available Upon Request: 71
- SMERF: Available Upon Request: 65
- McKinney Corporate: 0

**VISIT MCKINNEY Calendar of Events 2020-2025: 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.

**2021**

Month	Group	Venue	Room Nights	Attendance
<i>November</i>				
11/2-4/21	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40

11/6-7/21	Troubadour Music Festival – Old Celina Park	Blocks at SpringHill Suites & Home2	80	1,500
11/30/21	Texas Historical Commission	MPAC & Hotel TBD	15	75
10/2021	T.E.A.C.H	Sheraton	180	90
<b>December</b>				
12/7-9/21	Care Comm	Sheraton	240	80
12/2021	Lone Star Justice Alliance	Sheraton	150	75
2021	Libertarian Party of Texas	Sheraton	220	110
12/2021	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000

**2022**

<b>Month</b>	<b>Group</b>	<b>Venue</b>	<b>Room Nights</b>	<b>Attendance</b>
<b>January</b>				
1/24-26/22	Target Corporation	Sheraton	195	65
<b>February</b>				
2/3/22 or 2/10/22	James Pogue Enterprises	Sheraton	0	150
2/15-17/22	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
3/25-26/22	Order of the Eastern Star	McKinney Masonic Lodge	15	40
2/2022	Texas Parks & Wildlife Department –TPWD	Sheraton and will find overflow as needed.	1300 Need 12,000 sf. Meeting Space	260
2/2022	Council of Administration of Special Education-Hybrid Conference	Sheraton	N/A	124
2/2022	National African American Education Association	Sheraton	285	120
<b>March</b>				
3/1-3/22	Emerson-1106-Gas Reg Troubleshooting	Holiday Inn & Suites	40	40
3/6-7/22	STEP (Society of Talent & Entertainment Professionals)	Undecided	20	50
<b>April</b>				
4/2022	CBD Expo	Sheraton	150	600
4/3, 17, 24/2022	Dallas Fort Worth Association Executives	Sheraton	60	300

4/21-23/22	NAIA Women's Beach Volleyball National Invitational Attendees:	Sheraton	150	120
4/29-30/22	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! Meeting Space for 2-days / 1 Breakfast, 2 Lunches. 1 General session for 100 / 2-3 breakout rooms.	Sheraton- WON	120	85
<b>May</b>				
5/2022	Byron Nelson	City Wide	Unknown	Unknown
<b>June</b>				
06/2022	Texas Division Sons of Confederate Veterans	Sheraton	440	250-300
<b>July</b>				
Summer	Texas A&M, Summer CFO Meeting	Sheraton	41	50
7/11-16/22	Auvoria Prime	Sheraton	321	100
<b>August</b>				
<b>September</b>				
9/22	CEMRF Tax Institute	Sheraton & Holiday Inn	135	63
9/27-29/22	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
<b>October</b>				
10/11-13/22	Emerson-1106-Gas Reg Troubleshooting	Holiday Inn & Suites	40	40
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>November</b>				
11/15-17/22	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
11/29-12/1/21	Emerson-1106-Gas Reg Troubleshooting	Holiday Inn & Suites	40	40
<b>December</b>				
12/2022	Lone Star Justice Alliance	Sheraton	150	75

12/2022	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000
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**2023**

Month	Group	Venue	Room Nights	Attendance
<b>March</b>				
3/20-24/23	Texas Police Chief Leadership	Sheraton	200	1000
<b>April</b>				
4/20-23/23	NAIA Women's Beach Volleyball National Invitational	Sheraton	120	150
<b>May</b>				
5/2023	Byron Nelson	City Wide	Unknown	Unknown
<b>September</b>				
<b>December</b>				
12/2023	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000

**2024**

Month	Group	Venue	Room Nights	Attendance
<b>December</b>				
11/2024	NCAA D2 Football Championship	MISD Stadium/City Wide	500	500
<b>April</b>				
<b>May</b>				
5/2024	Byron Nelson	City Wide	Unknown	Unknown

**2025**

Month	Group	Venue	Room Nights	Attendance
<b>December</b>				
12/2025	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000
<b>May</b>				
5/2025	Byron Nelson	City Wide	Unknown	Unknown
<b>June</b>				
6/2025	2025 Texas Police Games	Citywide	140	1,500

Events the VISIT MCKINNEY assists with: We help to advertise & promote these events (No Hotel Rooms or Venues):

- Main Street
  - Home for the Holidays
  - Arts in Bloom
  - 4th of July Parade
  - Oktoberfest
  - Krewe of Barkus
  - 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
  - Prairie Camp

- Farmers Market
- Farm to Table Dinners
- 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!
  - Holiday Trail of Lights
  - Butterfly Gardens & House
  - Halloween at the Heard
  - Spring & 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/ Paula Nasta & Tonya Fallis
- Food Tours
- Steak 101 Class
- The Cove
- Comedy Arena
- Arcade 92
- The Escape Room
- North Texas Wineries

**The McKinney Market:**

- November 2021 Gross Sales \$1,799.44
  - Rent check: 355.00
  - 10%: \$29.94

**Total: \$384.94**

**Visitors: FYTD Total (November '21): 1,179**

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

- Out of State: 11
- Out of Country: 0
- Texas Residents: 2
- McKinney Residents: 6
- Register Total: 19
- Ticker Counter: 546

**Day Trips-0**

**Site Visit: 1**

**Association: 0**

**Corporate: 0**



**SMERF: 1**

1. AT&T Byron Nelson – May 9-15, 2022 – Checking out hotels for Players, Caddies & Families – TownePlace Suites, Sheraton, Holiday Inn, SpringHill Suites, Home2, Holiday Inn Express, La Quinta, Hampton Inn, Fairfield Inn – Est 250 rooms

**RFP's: 11**

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

**Corporate: 4**

1. A2E Communications Group, National Sales Meeting – Cvent RFP received on Monday, November 1, 2021. Dates of Event: February 5-9, 2022 / 180 attendees for total of 577 sleep rooms / Room Block of 5-5-189-189-189-189 under 1-roof / Meeting Space for 3-days / 4 Breakfast, 3 Lunches, 1 Dinner / 1 general session room for 200 / 3-4 breakout rooms for 30 people each. Based on meeting space requirements, RFP sent to Sheraton only.
2. Stat Medical Systems, Annual Meeting & Awards – Cvent RFP received on Tuesday, November 2, 2021. Dates of Event: March 23-26, 2022 / 300 attendees for total of 580 sleep rooms / Room Block of 145-145-145-145 under 1-roof / Meeting Space for 4-days / 3 Breakfast, 3 Dinners / 1 general session room for 300. Based on meeting and sleep room requirements, RFP sent to Sheraton only.
3. Progressive Dental Marketing, The Institute Bootcamp – Cvent RFP received on Thursday, November 4, 2021. Dates of Event: June 23-25, 2022 / 150 attendees for total of 138 sleep rooms / Room Block of 69-69-0 under 1-roof / Meeting Space for 2-days / 1 Lunch, 2 Dinners / 1 general session for 150, 2 breakout rooms and space for 9-10 exhibitors as well as cocktail reception space. Based on event needs, RFP sent to Sheraton only.
4. Lawyers With Purpose, Legal Conference – Cvent RFP received on Tuesday, November 23, 2021. Dates of Event: October 17-21, 2022 / 125-150 attendees for total of 230 sleep rooms / Room Block of 15-25-40-75-75 under 1-roof / Meeting space for 5-days / 1 general session room for 125-150 and secured office space for staff / No meals or breaks requested. Based on meeting space requirements, sent to Sheraton for bid consideration. **UPDATE:** November 29, 2021 - Sheraton submitted proposal and event planner is interested. Working out meeting logistics and rates.

**Association: 0****SMERF: 7****Social:****Military/Government:****Education: 1**

1. Texas A&M, Summer CFO Meeting – Cvent RFP received on Tuesday, November 2, 2021. Dates of Event: June 8-11 or 9-12, 2022 / 50 attendees for total of 41 sleep rooms / Room Block of 1-1-40 / Meeting Space for 1-day (staff there for 2 days prior to event) / 1 Breakfast, 1 Lunch / 1 general session for 50, no breakouts. Require 4 or 5 star property which McKinney doesn't have at this time. LOST

**Religious: 0****Fraternal: 0****Weddings: 2**

1. Ashley Caitlyn (Bride) Wedding – March 12, 2022 - Magnolia Grace – Hotel TBD
2. Schoening/Parker Wedding – September 24, 2022 – Stone Crest – Hotel TBD

**Sports: 4**

1. AYES – Soccer Tournament – January, 14-16, 2022 – Fairview Soccer Complex & Craig Ranch – Hotels TBD
2. Five Tool Youth Melissa Classic – March 19, 2022 – Melissa – Hotel TBD
3. Five Tool Youth Elite Invitational – April 16, 2022 – Melissa – Hotel TBD
4. Five Tool Youth May Showdown – May 14, 2022 – Melissa – Hotel TBD

### **Ongoing Leads:**

#### **Corporate: 2**

1. Globelife: Emailed Planner. No response. I believe they are still working from home.
2. Baylor Scott & White: Emailed planner. She responded that they are doing great. She will reach out if they need anything.

#### **SMERF: 29**

##### **Social:**

##### **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: 20**

1. Rae/Macmullen Wedding – December 10, 2021 – Bingham House – Sheraton & LaQuinta – 100 attendees – 15 room nights
2. Kimberly Fulmer (Bride) – January 2, 2022 – Rosemary Barn – The Grand Hotel – 10 room nights
3. Hayes/Allday Wedding – January 8, 2022 – D’Vine Grace – Grand Hotel & Fairfield Inn – 150 attendees – 10 room nights
4. Chase Wedding – January 21, 2022 – Rustic Grace – Fairfield Inn – Est 10 Rooms
5. Jackson/Gonzales Wedding – January 25, 2022 – The Station – Holiday Inn Express – Est 10 rooms
6. Ahlgrimm Wedding – January 29, 2022 – Magnolia Grace
7. Johnson/Harland Wedding – March 4, 2022 – The Sanctuary – Home2 – Est 10 rooms
8. Bryant/Keeton Wedding – March 6, 2022 – Rustic Grace – Hampton Inn – 100 attendees – 20 room nights
9. Ashley Torres – March 22, 2022 – Magnolia Grace
10. Blas Duran (Groom) – April 2, 2022 – Rustic Grace – Fairfield Inn – 10 room nights
11. Miller/Dooley Wedding – April 23, 2022 – River Road Chateau – Hampton Inn – Est 20 rooms
12. Sosa/Horsley Wedding – May 5, 2022 - D’Vine Grace – The Grand – Est 10 rooms
13. Hermosillo/Arias Wedding – May 7, 2022 – The Sanctuary – Sheraton – 95 attendees – 10 room nights
14. Lauren Walsh – June 18, 2022 – Magnolia Grace
15. Edel/Bouillion Wedding – June 24, 2022 – Stone Crest
16. Elizabeth Cantu – July 11, 2022 – Stone Crest
17. Renteria Wedding – July 23, 2022 – Rosemay Barn
18. Anderson/Diaz Wedding – August 6, 2022 – Rustic Grace
19. Pruitt Wedding – October 1, 2022 – The Springs – The Grand – Est 10 rooms
20. Melissa Eason (MOB) – November 5, 2022 – The Springs in Aubrey – The Neathery

##### **Sports: 5**

1. Solar Soccer – December 5, 2021 – Holiday Inn Express – attendees unknown – 5 room nights
2. Solar Soccer – December 11-12, 2021 – Holiday Inn Express – attendees unknown – 5 room nights
3. Solar Soccer – March 26, 2022 – Holiday Inn Express – attendees unknown – 5 room nights
4. Solar Soccer – April 24, 2022 – Holiday Inn Express – attendees unknown – 5 room nights
5. Solar Soccer – April 20-May 1, 2022 – Holiday Inn Express – attendees unknown – 5 room nights

### **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**
- **Continue efforts to bring convention groups into Downtown McKinney**

**Bags Serviced: 291**

**Mailing Leads Processed:**

- Tour Texas: 62

**Top Five States requesting information:**

- Texas
- California
- Minnesota
- Florida
- Colorado

**Advertising/Marketing/Media**

<b>NOVEMBER 2021 -ROBLY Email Stats</b>	
Average Open Rate	48.80%
Average Click-thru Rate	14.50%
Total Audience	3,530

**NOVEMBER 2021 SUBMITTED: Photos, Text Written, Marketing Materials and Ads**

- Texas State Travel Guide annual web banner ad – free/value added
- Texas Meetings + Events leaderboard ad
- Blog entries on Small Business Saturday, Thanksgiving dining options, shop dogs, November events
- Our Community Dallas (LGBTQ) ad
- Submitted materials for ConventionSouth free editorial coverage
- NCAA posts on D2 Facebook page
- Fort Worth Weekly – submitted NCAA ads
- Created landing page for Texas Historical Commission meeting on Nov. 30
- Texas Events Calendar spring ad
- Lakes Trail map
- Tourism Partner of the Year staff recommendations
- Entered influencers/media people into the CRM
- Contacted list of photographers about helping with images
- Requested changes to McKinney video from Paul Reynolds. He will do it at no cost

**SOCIAL MEDIA STATS**

<b>FACEBOOK FY 21-22</b>	<b>New Likes</b>	<b>Lifetime Likes</b>	<b>Post Reach</b>
OCT. 2021	139	13,383	22,044
NOV. 2021	80	13,463	22,601
<b>TOTALS</b>	<b>219</b>	<b>N/A</b>	<b>44,645</b>

<b>INSTAGRAM 2021-22</b>	
From 2019-20	<b>5,633</b>
Oct. 2021	<b>94</b>
Nov. 2021	<b>89</b>
<b>TOTAL</b>	<b>5,816</b>

TIKTOK FY 21-22	Followers	Video Likes	Profile Views	Video Views	Shares
OCT. 2021	17	88	65	1,682	5
NOV. 2021	18	73	38	5,020	21
<b>TOTALS</b>	<b>35</b>	<b>161</b>	<b>103</b>	<b>6,702</b>	<b>26</b>

YOUTUBE 2021-22		
Month	Views	Subscribers
<i>Historical #s</i>	<b>17,160</b>	<b>81</b>
OCT. 2021	148	1
NOV. 2021	176	-1
<b>TOTAL</b>	<b>17,484</b>	<b>81</b>

Google Business Page – 2021-22		
Month	Page Views	Web visits
Historical #	69,114	828
OCT. 2021	2,777	34
NOV. 2021	3,480	51
<b>TOTAL</b>	<b>75,371</b>	<b>913</b>

Website - 2021-22			
Month	Sessions	Pageviews	Users
OCTOBER 2021	11,700	22,702	9,550
NOVEMBER 2021	10,815	20,574	9,089
<b>TOTAL</b>	<b>22,515</b>	<b>43,276</b>	<b>18,639</b>

NOVEMBER 2021	Users
Mobile	6,066
Desktop	2,761
Tablet	262
<b>TOTAL</b>	<b>9,089</b>

Top Countries - NOVEMBER 2021			
Country Breakdown	Users	New Users	Sessions
United States	8,782	8,639	10,499
India	49	49	52
Ireland	42	42	42
Canada	27	27	28

Philippines	18	17	20
China	17	17	17
Germany	14	14	14
Mexico	12	12	12
Sweden	11	11	11
(not set)	11	11	11

<b>Top States – NOVEMBER 2021</b>			
<b>State Breakdown</b>	<b>Users</b>	<b>New Users</b>	<b>Sessions</b>
Texas	6,815	6,655	8,279
Virginia	257	256	258
California	237	232	270
Kansas	128	128	129
Oklahoma	104	96	109
New York	90	89	104
Florida	84	84	93
North Carolina	75	74	82
Illinois	73	71	81
Georgia	57	56	59

<b>Top Cities – NOVEMBER 2021</b>			
<b>City Breakdown</b>	<b>Users</b>	<b>New Users</b>	<b>Sessions</b>
McKinney	2,307	2,148	2,928
Dallas	1,804	1,697	1,977
Plano	353	337	403
Allen	284	271	318
Frisco	236	221	276
Houston	222	203	252
Ashburn, VA	210	210	210
Prosper	98	93	106
Austin	94	89	99
Melissa	87	83	91

<b>BLOG VISITS - FY 21-22</b>	
<b>Month</b>	<b>Sessions</b>
OCT. 2021	1,055
NOV. 2021	3,355
<b>TOTAL</b>	<b>4,410</b>

**Blogs (Top 5) for NOVEMBER 2021: 2,241**

- Open for Thanksgiving - 903
- Thanksgiving Meal Options - 685
- Shop Dogs - 427
- November events - 160
- Patio Dining – 66

<b>NOVEMBER 2021 - TOP 10 WEB PAGES</b>		
<b>Page</b>	<b>Pageviews</b>	<b>Unique Pg Views</b>
Home page	2,913	2,384
Events main page	1,013	845
Thanks. Open blog post	903	849
Downtown McK shopping	728	626
Thanks. Meal Op. blog post	685	625
Vintage Market days	643	571
Things to Do	559	449
Events - date rate drilldown	465	376
Visitors Guide	434	367
Shop Dogs Blog post	427	409

<b>NOVEMBER 2021: TOP REFERRAL PG</b>	
newsbreakapp.com	718
m.Facebook.com	511
lm.facebook.com	121
Robly	70
l.facebook.com	57
l.instagram.com	44
McKinneyTexas.org	33
flytki.com	23
facebook.com	20
siterecipe.com	18
<b>TOTAL</b>	<b>1615</b>

<b>NOVEMBER-KPIs &amp; Groups</b>	
KPIs	3
Turlaxin	2
Byron Nelson	9
koha USA	1
Holidays Ideas Groups	1
<b>TOTAL:</b>	<b>16</b>

<b>NOVEMBER 2021 - Landing/QR CODES</b>	
Certified Dallas Map	2
Fall Tx Events Calendar	1
Authentic Texas Mag	4
Bus Tours Magazine	2

Walking Tour Sign	3
El Paso Holiday Co-Op Ad	2
Our Community Dallas	1
Lakes Trail Map	9
Rack Cards	7
<b>TOTAL</b>	<b>31</b>

<b>NOVEMBER 2021 – MPG Page Views</b>	
Main Page	50
Venues by Capacity	27
Request Info/RFP	6
Venues/Videos	7
Helpful resources	354
Vendors	5
Site visits	19
Tour Options/Itineraries	301
<b>TOTAL:</b>	<b>769</b>

#### OTHER STATS

<b>CROWDRIFF – NOVEMBER 2021</b>			
<b>Gallery</b>	<b>Interactions</b>	<b>Views</b>	
Being Social	0	2	
History/Dwntn	224	562	
Home Gallery	26	612	
McK Dining	28	275	
McK Events	1	70	
Explore	93	200	
Weddings	12	60	
Shopping	46	171	
Chestnut Square	0	9	
McK Music	1	20	
Murals	14	13	
Dogs in McKinney	0	14	
Filming in McK	9	14	
Erwin	21	10	
Christmas	6	7	
Adriatica	64	184	NEW
Art in McKinney	0	23	
Byron Nelson	1	4	NEW
Small Bus.Sat.	20	61	NEW
Cadence Blog	3	4	
<b>TOTAL</b>	<b>569</b>	<b>2,315</b>	

VISIT WIDGET - NOVEMBER.2021				
	Users	Sessions	Page Views	New Downloads
<b>Widget</b>	<b>61</b>	<b>67</b>	<b>208</b>	
<i>Desktop</i>	51	55	187	
<i>Mobile</i>	10	12	21	
<b>Mobile APP</b>	<b>333</b>	<b>534</b>	<b>1,941</b>	
<i>App-iOS</i>	289	492	1737	<b>68</b>
<i>App-Android</i>	44	42	204	<b>8</b>
<b>TOTAL</b>	<b>394</b>	<b>601</b>	<b>2,149</b>	<b>76</b>

**TOP LOCATIONS USING VISIT WIDGET**

McKinney, TX
Dallas, TX
Prosper, TX
Houston, TX
Plano, TX
Melissa, TX
Ashburn, VA
Roseville, CA
Bhopal, Madhya Pradesh
San Antonio, TX
Austin, TX

TourTexas.com 2021-22					
	<i>McKinney Page</i>	<i>Things to Do</i>	<i>Events</i>	<i>Attractions</i>	<i>Native Texan</i>
October	398	345	269	3,343	375
November	274	181	231	4,779	314
	<b>672</b>	<b>526</b>	<b>500</b>	<b>8,122</b>	<b>689</b>

**FREE PUBLICITY:**

FY 21-22	Budgeted Amount
<b>Adv. &amp; Promo TTL</b>	<b>\$195,023</b>

November 2021 - Free/Earned Media Coverage for Visit McKinney					
Publication/Station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
StatePoint Media	Holiday Feature	\$0	\$16,358	\$49,074	2,979,861
<b>TOTALS</b>		\$0	\$16,358	\$49,074	2,979,861
<b>FY 21-22 Running Totals</b>		\$8,960	\$18,958	\$83,754	3,172,361



**Top 5 McKinney Hotels 2020-2021 Occupancy Rates: %**

**OCCUPANCY RATES:**

Hotel	Oct. '21	Nov. '21	Dec. '21	Jan. '22	Feb. '22	Mar. '22	Apr. '22	May '22	Jun. '22	Jul. '22	Aug. '22	Sept. '22
Comfort	58.53											
Hampton	100.0											
Holiday Inn	78.51											
Holiday Inn Exp. (CR)	80.16											
Home 2	77.03											
La Quinta	64.39											
Sheraton	79.63											
Springhill	86.86											

**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	FY 21-22
October	N/A	67.28%	75.19%	96.77%	85.79%	79.61%	48.99%	79.63%
November	N/A	61.35%	75.20%	N/A	77.95%	76.43%	30.37%	
December	N/A	69.24%	57.74%	N/A	66.66%	67.16%	22.94%	
January	N/A	61.62%	69.54%	72.13%	69.83%	70.19%	28.01%	
February	N/A	71.58%	79.77%	79.03%	83.67%	75.03%	39.63%	
March	24.60 %+	63.53%	77.04%	75.54%	78.16%	31.5%	52.03%	
April	39.29%	82.34%	84.81%	78.06%	77.79%	2.05%	53.89%	
May	50.47%	64.60%	81.11%	78.87%	75.28%	8.35%	61.24%	
June	69.70%	75.03%	88.88%	81.25%	78.70%	33.16%	60.36%	
July	75.60%	72.61%	N/A	77.76%	73.50%	38.42%	66.84%	
August	56.22%	63.86%	76.00%	72.64%	70.90%	36.97%	56.22%	
September	56.43%	72.50%	N/A	78.98%	75.40%	85.45%	54.40%	

**LOST BUSINESS:** 0 Corporate Group, 0 Association Groups and 1 SMERF Group; Lost Revenue: \$11,159

**CORPORATE:**

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

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

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
July 2022	Texas A&M, Summer CFO Meeting	Sheraton, Not a 4 or 5-star Property	41	50	\$11,159
				SMERF Lost:	\$11,159

**ASSOCIATION:**

<b>Dates</b>	<b>Group</b>	<b>Venue/Notes</b>	<b>Total Room Nights</b>	<b>Attendance</b>	<b>Lost Business Revenue \$</b>
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				Association Lost:	\$0

**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.**