

visit McKinney

Monthly Report

June - 2022



Prepared For : Visit McKinney Board
Prepared By : Aaron Werner - Executive Director

www.visitmckinney.com



Visit McKinney – April, 2022 – Staff Report

Operational Excellence

Education/Webinars:

- | | |
|---|---|
| <p>1) Beth:</p> <ul style="list-style-type: none">a) None to Report <p>2) Marie:</p> <ul style="list-style-type: none">a) None to Report <p>3) Rachel:</p> <ul style="list-style-type: none">a) None to Report | <p>4) Sabine:</p> <ul style="list-style-type: none">a) Annual Procurement Requisition Procedures Trainingb) Canva research and training videosc) Organizational Development Training - Flourishing through Insight & Experienced) CSO: Special Events 101 |
|---|---|

Events/Services/Special Projects:

- | | |
|---|--|
| <p>1) Beth</p> <ul style="list-style-type: none">a) Monthly Main Street Business Meetingb) Cintas meeting with staffc) Staff meetingsd) Music Friendly liaison round table call with Texas Music Officee) Conference call with Texas Film Commission about upcoming symposium sponsorship/panel <p>2) Marie</p> <ul style="list-style-type: none">a) Staff Meetingsb) Cintas meeting with staffc) Vendor Fair from Purchasing Departmentd) TTA DIE Meeting (Zoom)e) Directors Meetingf) MEDC Meetingg) MCDC Meetingh) Carter Blood Care Opening Receptioni) M's Meeting <p>3) Rachel</p> <ul style="list-style-type: none">a) Gilroy/Rouse Weddingb) Staff Meetingsc) Toastmasters International, District 50 Conferenced) McKinney Garden Clube) Sheff/Lopez Weddingf) Hermosillo/Arias Weddingg) Texas Historical Foundation Meetingh) Miller/Dooley Wedding <p>4) Sabine</p> <ul style="list-style-type: none">a) Vendor Fair from Purchasing Departmentb) Cintas meeting with staffc) Staff meetings | <ul style="list-style-type: none">d) Idea Lab Meeting, Juneteenth Meetinge) Procurement Quarterly Meetingf) City's Health Fairg) Diversity and Inclusion Forumh) City Council, CSO Office: Proclamation for Administrative Professionals Dayi) Pickleball booth with Rachelj) Juneteenth Logistics, swag bags, raffle items, monetary donationsk) National Travel & Tourism Week Logistics: organize M-Group Participation and Food Sponsorshipsl) Cintas First Aid Cabinet: Meeting with Cintas sales team; create FPO to purchase itemm) Plan Board Logistics with Executive Session/Interviewsn) Cleaned up front area and refrigeratoro) Comprehensive price comparison promo items prior to purchasing new itemsp) CSO Logistics for Board and Commission Appointmentsq) Carter Blood Care Opening Receptionr) Administrative Professional Lunchs) Main Street Business Meeting Facebook Recording, Council, MEDC, MCDC Meetings |
|---|--|



Venue Calls: 0	
Hotel/B&B Calls/Visits: 10	
Best Western	Home2
Hampton	Fairfield Inn
Holiday Inn	Holiday Inn Express
Sheraton	LaQuinta
SpringHill	TownePlace Suites

HOT Tax Collection reported by City: 2021-2022

- **MOM 2021 vs. 2022 (20-Hotels & 6-B&B/VRBO reporting)**
 - April 2022: \$217,005
 - April 2021: \$169,605
 - 27.95%
- **YOY 2021 vs. 2022 (20-Hotels & 6-B&B/VRBO reporting)**
 - April 2022: \$1,236,550
 - April 2021: \$848,038
 - 45.81 %

ASSOCIATION/CORPORATE/SMERF/GOVERNMENT COMPLETED in April 2022:

HOT Tax Collections via Visit McKinney: 2021-2022 – May 2022							
Market Segment	Hotel	Lead Name	Start Date	End Date	Total Rooms	Avg. Daily Rate	Total Revenue
Association	Sheraton	Toastmasters International, District 50 Conference	4/29/2022	4/30/2022	63	\$117.00	\$7,371
Association Sub Total					63		\$7,371
Military/Gov.	Sheraton	Texas Historical Foundation, Board Meeting	4/21/2022	4/23/2022	52	\$139.00	\$7,228
Military/Gov Sub Total					52		\$7,228
Wedding	Fairfield Inn	Peltier/Duran Wedding	4/2/2022	4/2/2022	23	\$89.00	\$2,047
Wedding	Fairfield Inn	Dolan/Brooks Wedding	4/13/2022	4/14/2022	9	\$114.00	\$1,026
Wedding	Fairfield Inn	Gilroy/Rouse Wedding	4/14/2022	4/17/2022	30	\$114.00	\$3,420
Wedding	Hampton Inn	Miller/Dooley Wedding	4/23/2022	4/23/2022	10	\$119.00	\$1,190
Wedding Sub Total					72		\$7,683
Total					187		\$22,282

Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls		
Category	Market Segment	Count
Association	Association	0
Corporate	Corporate	0
SMERF	Athletic & Sports/Recreation	8
SMERF	Educational	4
SMERF	Environmental	0
SMERF	Fraternal	4



SMERF	Government, Public Administration	4
SMERF	Music & Film	3
SMERF	Religious	1
SMERF	Social	3
SMERF	Travel	104
SMERF	Wedding	23
SMERF	Other	4
Total		158

Services – Event Management: ASSOCIATIONS/CORPORATE/SMERF		
Ongoing event management for upcoming definite leads		
Category	Market Segment	Count
Association	Association	1
SMERF	Social	4
SMERF	Military/Government	4
SMERF	Education	0
SMERF	Religious	0
SMERF	Fraternal	0
SMERF	Athletic & Sports/Recreation	10
SMERF	Music & Film	4
SMERF	Wedding	2
Total		25

RFP's: Total 6								
	Market Segment	Account Name	Lead Name	Event Start Date	Event End Date	Estimated Rooms	Event Facility	Tournament Location
1	Association	Texas Association of Convention & Visitors Bureaus – Winter Conference		4/29/2022	4/30/2022	280	Sheraton	
Association Sub Total						280		
2	Social	Hunter 60 th Birthday		8/20/2022	8/20/2022	80	TBD	
Social Sub Total						80		
3	Wedding	Sheff/Lopez Wedding		4/23/2022	4/23/2022	35	The Grand	
4	Wedding	Ross/Green Wedding		4/29/2022	4/29/2022	100	Citywide	
Wedding Sub Total						135		
5	Sports	THSLL Super Regionals		4/30/2022	5/1/2022	3	Citywide	
6	Sports	2022 USSSA World Series		6/25/2022	6/30/2022	42	Citywide	
Sports Sub Total						45		
Total Estimated Rooms						540		



Event Services			
Company/Group	Full Name	Del/PU Date	Total Welcome Bags
Total Bags			432

LOST BUSINESS: 0 Corporate Group, 0 Association Groups and 1 SMERF Group; Lost Revenue: \$1,100								
Category	Account Name	Lead Name	Lost Reason	Lost Comments	Date	Requested Rooms	Lost Rate	Total Lost Revenue
SMERF	Wedding	Mehra Wedding	Unknown	100 Attendance	4/16-17/22			\$1,100
Total						0	0	\$1,100

These numbers are approximate and based on average usage/rates for the past 3 years of meeting history. 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.

Visitors Center Information:

Walking Tours		
	Historic	Art
Completed	2	0
Number of Adults	6	0
Number of Kids	0	0
Tour Dates:		
Historic – April 12, 23		
Art –		

Visitors Info	
Out of State	15
Out of Country	3
Texas Residents	4
McKinney Residents	0
Register Total	22
Ticker Counter	546
FYTD Total (April 2022)	3,139
Total: (includes all individuals that have come through the visitor's center)	

The McKinney Market - May 2022	
Gross Sales	\$637.50
Rent Check	\$355.00
Total	\$387.00

Advertising/Marketing/Media

APRIL 2022 Submitted: Photos, Text Written, Marketing Materials and Ads

- Took pics during Arts in Bloom, Pickleball, food judge class
- Refreshed ads for County Line Magazine online
- Created/scheduled posts for NTTW
- Refreshed ads for Naylor/TSAE
- Wrote blog for World Food Judge Class
- Created new landing page for State Travel office (Travel Tex) Instagram co-op program
- Wrote/distributed press release for National Travel & Tourism Week
- Submitted final materials for Travel Tex IG program
- Updated DCI landing page
- Created more challenges in Visit Widget for NTTW
- Final tweaks to Byron Nelson pages on website/Visit Widget updates



Website Stats - 2021-22			
Month	Sessions	Pageviews	Users
OCTOBER.2021	11,700	22,702	9,550
NOVEMBER.2021	10,815	20,574	9,089
DECEMBER.2021	13,268	23,954	11,197
JANUARY.2022	8,129	16,395	6,725
FEBRUARY.2022	10,041	19,041	8,375
MARCH.2022	14,806	27,626	12,504
APRIL. 2022	18,272	30,574	14,903
Total	87,031	160,866	72,343

April 2022 Digital Meeting Planner Section of Website

April 2022 – MPG Page Views	
Main Page	15
Venues by Capacity	80
Request Info/RFP	6
Venues/Videos	3
Helpful resources	8
Vendors/services	10
Tour Options/Itineraries	352
Total	474

APRIL 2022 – Leads Processed/Open Rates

APRIL 2022 - Emails sent to TourTexas and Texas Highways leads (Leisure)				
	Sales	Sales Open Rate	Leisure (TourTexas)	Open Rate
APRIL.2022	0	0.00%	79	37.14%
TOTALS	0		79	

SOCIAL MEDIA STATS

FACEBOOK FY 21-22	Lifetime Likes	Post Reach	Post Engagement
OCT. 2021	13,383	22,044	
NOV. 2021	13,463	22,601	
DEC. 2021	13,520	17,668	
JAN. 2022	13,549	18,086	
FEB. 2022	13,642	23,397	6,801
MARCH.2022	13,729	14,182	4,900
APRIL.2022	13,893	9,169	0
Totals	N/A	127,147	11,701

TIKTOK FY 21-22	New Followers
OCT. 2021	17
NOV. 2021	18
DEC. 2021	85
JAN.2022	81
FEB.2022	20
MARCH.2022	57
APRIL.2022	24
Totals	302

YOUTUBE 2021-22	
Month	Views
Historical #s	17,160
OCT. 2021	148
NOV. 2021	176
DEC. 2021	116
JAN. 2022	209
FEB.2022	716
MARCH.2022	368
APRIL.2022	363
Total	19,256

INSTAGRAM 2021-22	
From 2019-20	5,633
Oct. 2021	94
Nov. 2021	89
Dec. 2021	102
Jan. 2022	27
Feb. 2022	235
March.2022	92
April.2022	55
Total	6,327



VISIT WIDGET - APRIL 2022				
	Users	Sessions	Page Views	New Downloads
Widget	158	177	596	
Mobile APP	448	433	2,433	
Downloads				
<i>iOS</i>				107
<i>Android</i>				16
Total	606	610	3,029	123

APRIL 2022 WEEKEND UPDATE STATS:	
Average Open Rate	52.10%
Average Click-thru Rate	10.30%
Total Audience	5,775

APRIL 2022 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
Community Impact	Wedding Industry in McKinney – Full PG	\$4,544	\$450	\$25,200	300,000
TOTALS		\$4,544	\$450	\$25,200	300,000
<i>FY 21-22 Running Totals</i>		\$19,144	\$2,170,208	\$6,578,273	53,469,726