

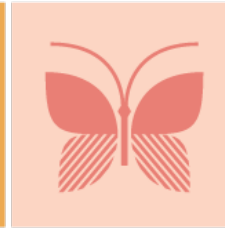
# visit McKinney Monthly Report

June - 2022



Prepared For : McKinney Economic Development Corporation  
McKinney Community Development Corporation  
Prepared By : Aaron Werner - Executive Director

[www.visitmckinney.com](http://www.visitmckinney.com)



## Visit McKinney – June 2022 – MCDC/MEDC Report

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

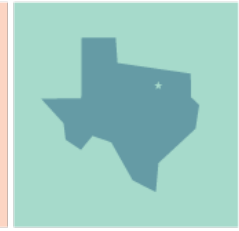
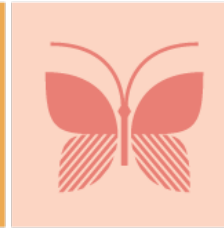
- **MOM 2021 vs. 2022 (20-Hotels &. 6-B&B/VRBO reporting)**
  - April 2022: \$217,005
  - April 2021: \$169,605
  - 27.95%
- **YOY 2021 vs. 2022 (20-Hotels &. 6-B&B/VRBO reporting)**
  - April 2022: \$1,236,550
  - April 2021: \$848,038
  - 45.81

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

- **MOM 2021 vs. 2022 (20-Hotels &. 7-B&B/VRBO reporting)**
  - May 2022: \$225,482
  - May 2021: \$160,769
  - 40.25%
- **YOY 2021 vs. 2022 (20-Hotels &. 7-B&B/VRBO reporting)**
  - May 2022: \$1,462,032
  - May 2021: \$1,008,807
  - 44.93 %

### ASSOCIATION/CORPORATE/SMERF/GOVERNMENT COMPLETED in April & May 2022: TTL Group Room nights 511; TTL Group Rev.: \$65,431

HOT Tax Collections via Visit McKinney: 2021-2022 – April & 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	\$7,371
<b>Association Sub Total</b>					<b>63</b>		<b>\$7,371</b>
Military/Gov	Sheraton	Texas Historical Foundation, Board Meeting	4/21/2022	4/23/2022	52	\$139	\$7,228
<b>Military/Gov. Sub Total</b>					<b>52</b>		<b>\$7,228</b>
Sports	Best Western	THSLL Super Regionals	4/29/2022	5/1/2022	0		\$
Sports	Sheraton McKinney	THSLL Super Regionals	4/29/2022	5/1/2022	0		\$
Sports	Holiday Inn Express & Suites	USA Pickleball Mid-South Regional Championship	4/25/2022	5/2/2022	0		\$
Sports	La Quinta	USA Pickleball Mid-South Regional Championship	4/25/2022	5/2/2022	0		\$



Sports	Sheraton McKinney	USA Pickleball Mid-South Regional Championship	4/25/2022	5/2/2022	0		\$
Sports	SpringHill Suites	USA Pickleball Mid-South Regional Championship	4/25/2022	5/2/2022	0		\$
Sports	Towneplace Suites	USA Pickleball Mid-South Regional Championship	4/25/2022	5/2/2022	0		\$
Sports	Sheraton McKinney	2022 ATTBN - MEDC	5/11/2022	5/15/2022	15	\$189	\$2,835
Sports	Fairfield Inn	2022 AT&T Byron Nelson	5/7/2022	5/16/2022	18	\$149	\$2,682
Sports	Hampton Inn & Suites	2022 AT&T Byron Nelson	5/7/2022	5/16/2022	0	\$99	\$
Sports	Holiday Inn Express & Suites	2022 AT&T Byron Nelson	5/7/2022	5/16/2022	0		\$
Sports	Holiday Inn Hotel & Suites	2022 AT&T Byron Nelson	5/7/2022	5/16/2022	0	\$99	\$
Sports	Home2 Suites	2022 AT&T Byron Nelson	5/7/2022	5/16/2022	7	\$146	\$1,023
Sports	La Quinta	2022 AT&T Byron Nelson	5/7/2022	5/16/2022	15	\$99	\$1,485
Sports	Sheraton McKinney	2022 AT&T Byron Nelson	5/7/2022	5/16/2022	84	\$159	\$13,356
Sports	SpringHill Suites	2022 AT&T Byron Nelson	5/7/2022	5/16/2022	8	\$134	\$1,072
Sports	Towneplace Suites	2022 AT&T Byron Nelson	5/7/2022	5/16/2022	96	\$99	\$9,504
<b>Sports Sub Total</b>					<b>243</b>		<b>\$31,957</b>
<b>Wedding Sub Total</b>					<b>153</b>		<b>\$18,875</b>
<b>TOTAL</b>					<b>511</b>		<b>\$65,431</b>

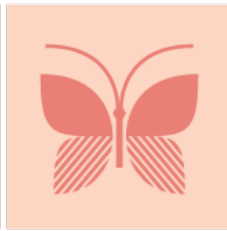
RFP's: Total 14								
	Market Segment	Account Name	Lead Name	Event Start Date	Event End Date	Estimated Rooms	Event Facility	Tournament Location
1	Association	Texas Association of Convention & Visitors Bureaus – Winter Conference		1/16/2024	1/18/2024	280	Sheraton	
2	Social	Hunter 60 <sup>th</sup> Birthday		8/20/2022	8/20/2022	80	TBD	
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	
5	Sports	THSL Super Regionals		4/30/2022	5/1/2022	3	Citywide	
6	Sports	2022 USSSA World Series		6/25/2022	6/30/2022	42	Citywide	
7	Corporate	Neiman Marcus	Top Sellers Celebration Conference	10/17/2022	10/19/2022	300		
8	Fraternal	Texas Division, Sons of Confederate Veterans	Texas Division Reunion 2022	6/3/2022	6/5/2022	4	Sheraton	
9	Fraternal	General Federation of Women's Clubs of Texas	GFWC State Meeting 2024	4/25/2024	4/28/2024	125	Sheraton	
10	Social	Social 2022	Pence Birthday	6/18/2022	6/18/2022	5	The Grand	
11	Wedding	Weddings 2022	Czarnik/Dunn Wedding	5/14/2022	5/14/2022	0	La Cour	
12	Wedding	Weddings 2022	Sigmund/Sauer Wedding	5/28/2022	5/28/2022	30	Stone Crest	
13	Wedding	Weddings 2022	Grant/Girard Wedding	9/2/2022	9/2/2022	40	Stone Crest	
14	Wedding	Weddings 2022	Rubio/Guamancela Wedding	10/22/2022	10/22/2022	8	The Springs	
<b>Total Estimated Rooms</b>						<b>1,052</b>		

**LOST BUSINESS: 0 Corporate Group, 3 Association Groups and 2 SMERF Group; Lost Revenue: \$872,192**

Category	Account Name	Lead Name	Lost Reason	Lost Comments	Date	Requested Rooms	Lost Rate	Total Lost Revenue
Association	Texas Travel Alliance	Texas Travel Summit	Insufficient Rooms	Not enough sleep rooms under 1-roof; comps by DMO and hotel are too high for us right now	9/20/2023	303	\$129.00	\$39,087.00
Association	American Society of Civil Engineers	Structural Engineering Institute - Structures Congress	Insufficient Meeting Space	Not enough meeting & exhibit hall space and not enough sleep rooms under 1-roof	4/11/2025	1067	\$165.00	\$176,055.00
Association	National Association of Legal Assistants	Annual Conference & Expo	Insufficient Meeting Space	Too large for McKinney to bid on at this time	7/22/2026	3150	\$155.00	\$488,250.00



SMERF	Wedding	Mehra Wedding	Unknown	100 Attendance	4/16-17/22	0	\$0.00	\$1,100.00
SMERF	ALERRT Center	ALERRT Conference 2024	CVB Declined to Bid	Based on 400 sleep rooms under 1-roof, insufficient mtg space	10/15/2024	1300	\$129.00	\$167,700.00
<b>TOTAL</b>						<b>5820</b>		<b>\$872,192</b>

Visitors Info	
Out of State	22
Out of Country	7
Texas Residents	7
McKinney Residents	5
Register Total	41
Ticker Counter	1,156
<b>FYTD Total (Oct 2021 - May 2022)</b>	<b>3749</b>
Total: (includes all individuals that have come through the visitor's center)	

**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

**May 2022 Submitted: Photos, Text Written, Marketing Materials and Ads**

- Took pics during Byron Nelson
- Submitted ad for Daytripper newsletter (TMR – June)
- Repurposed film friendly blog
- Created app Challenges landing page
- Created Library challenge within app
- Worked with Sarah to create videos for use in promoting Library challenge
- Submitted Sept.-Nov. events to Texas Events Calendar/Texas Highways
- Sent leisure leads emails to May 2022 TourTexas list – 83 contacts
- Submitted new photos for Heard-Craig, Chestnut Square, MPAC, and Collin County History Museum to Lakes Trail (Jill) for their new website
- Met with Heard-Craig team to go over events/website/social promotion



- Phone meeting with Renee Thornton about supporting their upcoming I Spy McKinney event on our app (as a challenge)
- Updated annual listing information for Texas State Travel Guide

## 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
MAY.2022	13,923	50,035	14,099
<b>TOTALS</b>	<b>N/A</b>	<b>177,182</b>	<b>25,800</b>

INSTAGRAM 2021-22	
From 2019-20	<b>5,633</b>
Oct. 2021	<b>94</b>
Nov. 2021	<b>89</b>
Dec. 2021	<b>102</b>
Jan. 2022	<b>27</b>
Feb. 2022	<b>235</b>
March.2022	<b>92</b>
April.2022	<b>55</b>
May.2022	<b>111</b>
<b>TOTAL</b>	<b>6,438</b>

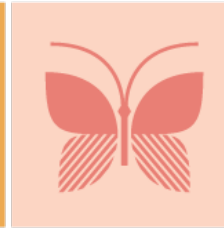
YOUTUBE 2021-22	
Month	Views
<i>Historical #s</i>	<b>17,160</b>
OCT. 2021	148
NOV. 2021	176
DEC. 2021	116
JAN. 2022	209
FEB.2022	716
MARCH.2022	368
APRIL.2022	363
MAY.2022	1,111
<b>TOTAL</b>	<b>20,367</b>

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
MAY.2022	12
<b>TOTALS</b>	<b>314</b>

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

MAY 2022 WEEKEND UPDATE STATS:	
Average Open Rate	45.10%
Average Click-thru Rate	12.60%
Total Audience	5,920

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



VISIT WIDGET - MAY 2022				
	Users	Sessions	Page Views	New Downloads
Widget	408	477	1,241	
Mobile APP	1,267	1,098	7,006	
<b>Downloads</b>				
<i>iOS</i>				315
<i>Android</i>				59
<b>TOTAL</b>	<b>1,675</b>	<b>1,575</b>	<b>8,247</b>	<b>374</b>

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
<b>TOTALS</b>		<b>\$4,544</b>	<b>\$450</b>	<b>\$25,200</b>	<b>300,000</b>
<b>FY 21-22 Running Totals</b>		<b>\$19,144</b>	<b>\$2,170,208</b>	<b>\$6,578,273</b>	<b>53,469,726</b>

MAY 2022 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
CBS Channel 11	McKinney steps into the national spotlight with the AT&T Byron Nelson	\$0	\$15,066	\$45,200	9,000,000
<b>TOTALS</b>		<b>\$0</b>	<b>\$15,066</b>	<b>\$45,200</b>	<b>9,000,000</b>
<b>FY 21-22 Running Totals</b>		<b>\$19,144</b>	<b>\$2,185,274</b>	<b>\$6,623,473</b>	<b>62,469,726</b>

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
MAY.2022	34,903	54,051	29,660
<b>TOTAL</b>	<b>121,934</b>	<b>214,917</b>	<b>102,003</b>