



To: Visit McKinney Board
From: Dee-dee Guerra – Executive Director
Date: February 23, 2021
RE: Visit McKinney January 2021-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Education/Webinars:**
 - **Beth: 7**
 1. TACVB Mid-Winter Conference via Zoom 1/25-27/21
 2. City online security training
 3. N. American Travel Journalists Assoc. webinar - What Does it Mean to Advance Diversity, Equity, Inclusion, and Accessibility?
 4. U.S. Travel Association webinar: Exploring the Impact of the COVID-19 Vaccine on the Recovery of Travel
 5. Webinar: Understanding the Save Our Stages Act - How Music Venues Apply For SBA Pandemic Assistance
 6. Organizational Development Training - Anti-Harassment & Bullying Compliance Training
 7. Crowdriff webinar: Keeping Your DMO's Website Relevant in 2021
 - **Dee-dee: 6**
 1. Destination Analyst- 1/6, 12, & 19/21
 2. "Hyper-Local" Strategies to drive Visitation in 2021-1/6/21
 3. PPP Eligibility for DMOs
 4. Leadership Dev Sessions During ELT: "Servant Leadership Conference 2021 1/27-28/21
 - **Marie: 6**
 1. City Cyber Protection Online Courses: *10 Ways to Avoid Phishing Scams* and *Back to Work Security Refresher*
 2. TACVB Mid-Winter Conference via Zoom 1/25-27/21
 3. Emerging Leaders Series via Zoom 01/19, 21, 26, 28
 4. City Webinar "*Anti-Harassment & Bullying Training*" – 1/20/21
 5. Austin Leadership via Zoom – 1/20
 6. McKinney Chamber's Links Meeting via Zoom – 1/27
 - **Sabine: 6**
 1. Insights from Simpleview On the Recovery of the Travel Industry - Travel and Tourism Research Association
 2. Essential Hyper-Local Strategies to Drive Visitation

3. Organizational Development Training - Keeping the Dream Alive: Overcoming Lingering Prejudice in Today's World
 4. KnowBe4 Cybersecurity Awareness Training for Texas
 5. Emerging Leaders 2021 Series, Sessions 1 through 4
 6. TACVB-Mid-Winter Conference via Zoom 1/25-27/21
- **Events/Services: 6**
 1. Springs Bridal Open House 1/5/21
 2. Sanctuary Bridal Open house 1/9/21
 3. Magnolia Grace Bridal Show 1/24/21
 4. Simpleview CRM Demo | Visit McKinney
 5. McKinney Prototype Presentation 1/20/21 (Marketing Committee) & 1/26/21 (Board)
 6. TACVB Mid-Winter 1/25-28/21
 - **Venue Calls: 1**
 1. Magnolia Grace
 - **Hotel Calls: 12**
 1. Holiday Inn
 2. La Quinta
 3. Holiday Inn Express
 4. Comfort Suites
 5. Hampton Inn
 6. Home 2 Suites
 7. SpringHill Suites
 8. Townplace Suites
 9. Sheraton
 10. The Grand
 11. Neathery
 12. Red Gate

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 (19-Hotels & 4-B&B/VRBO reporting)**
 - January 2021: \$85,233
 - January 2020: \$137,232
 - **- 37.89%**
- **YOY 2021 vs. 2020**
 - Oct. '20 - Sept. '21: \$438,998
 - Oct. '19 - Sept. '20: \$602,152
 - **-27.10%**

ASSOCIATION/CORPORATE/SMERF COMPLETED in January 2021: TTL Room Nights: 160; TTL Rev: \$15,376

WEDDINGS COMPLETED-January 2021- Wedding Room Blocks: TTL Room Nights: 52; TTL Rev: \$7,003

1. Slappa Wedding-Sheraton:TTL Room Nights: 21; TTL Rev: \$2,184
2. Tuner/Garcia Wedding-Grand: TTL Room Nights: 31; TTL Rev: \$4,819

No Pick up:

1. Hightower Wedding: Sheraton & Hampton Inn

Association COMPLETED-January 2021: TTL Room Nights: 0; TTL Rev: \$0

Corporate COMPLETED-January 2021: TTL Room Nights: 0; TTL Rev: 0

SMERF COMPLETED-January 2021: TTL Room nights: 0; TTL Rev.: \$0

SPORTS COMPLETED-January 2021: TTL Room nights: 108; TTL Rev.: \$8,373

1. Michael Johnson Performance Center-Sheraton: TTL Room nights: 89; TTL Rev.: \$6,586
2. Texas Best Gymnastics-Springhill Suites: TTL Room nights: 19; TTL Rev.: \$1,787

Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls: 414

- **Association: Available Upon Request: 177**
- **Corporate: Available Upon Request: 71**
- **SMERF: Available Upon Request: 163**
- **McKinney Top 25: McKinney Corporate: 3**
 1. Byron Nelson-Discussed Economic Impact Study on 1/14/21
 2. Sid Nandi (DigitalTass-TOTES) 1/25/21. Introduced him to Danny Chavez (MEDC) & Amy Rosenthal (Main St.). We also did a site visit of Tech Culture on 1/25/21
 3. MEDC Meeting w/ Sheraton & Grand regarding Hotels for the Byron Nelson

VISIT MCKINNEY Calendar of Events 2020-2024: 11

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
January				
1/1/21-3/11/21	Michael Johnson Performance Center	Sheraton:	3	6
1/29/21	Texas Best Gymnastics	Springhill Suites	10	350
February				
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
2/19-21/21	Summit Volleyball Tournaments	(Collin County Wide: Sheraton, Hampton Inn, Home 2 & Springhill Suites)	350	1300
2/20/21	Frisco Home School Group	Springhill Suites & The Station	10	40
2/21-23/21	Emerson	Sheraton	40	20
April				
4/2021	Clown Education Promotions	Sheraton	310	150
4/22-25/21	Mid-South Pickleball Tournament	City Wide	800	1000
4/19-21/21	Texas Justice Courts Training Center, Justice of the Peace Seminar.	Sheraton	300	150
May				
5/28-31/21	U90C Sports Dallas Open	City Wide	390	260
June				
6/11-13/21	U90C Sports premier Copa	City Wide	250	125
6/9-11/21	Melissa ISD Band	Sheraton: Springhill Home 2	320 180 120	250
July				
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
August				
8/20-22/21	U90C Sports Summer Smash	City Wide	270	130

September				
9/3-6/21	U90C Sports Labor Day Open	City Wide	450	300
9/2021	S Pharma POA III LOST	Sheraton	563	232
9/2021	TX Assoc. Of Education for Young Children Annual Conf.	Sheraton	300	150
November				
10/2021	T.E.A.C.H	Sheraton	180	90
December				
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
September				
9/2021	Synergy Meeting	Sheraton & Holiday Inn	565	230

2022

Month	Group	Venue	Room Nights	Attendance
2/2022	Council of Administration of Special Education-Hybrid Conference	Sheraton	N/A	124
2/2022	Qdoba	Sheraton- LOST	495	192
2/2022	National African American Education Association	Sheraton	285	120
March				
April				
4/21-23/22	NAIA Women's Beach Volleyball National InvitationalAttendees:	Sheraton	150	120
June				
06/2022	Texas Division Sons of Confederate Veterans	Sheraton	440	250-300

September				
9/22	CEMRF Tax Institute	Sheraton and Holiday Inn	135	63
November				
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
December				
12/2022	Lone Star Justice Alliance	Sheraton	150	75
12/2022	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000

2023

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

2024

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

Month	Group	Venue	Room Nights	Attendance
December				
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 Market:

- January 2021 Gross Sales \$270.00

- Rent check \$300.00

Visitors: FYTD Total (Jan. '21): 701

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

- Out of State: 16
- Out of Country: 0
- Texas Residents: 9
- McKinney Residents: 10
- Register Total: 35
- Ticker Counter: 83

Day Trips-0

RFP's: 12 (3-Association, 2 -Corporate, 0-Weddings, 2-Social, 0- Military, 2-Education, 0-Religious, 3-Sports, 0-Fraternal)

Association: 3

1. Qdoba Franchise Association – 12/31 received RFP from Cvent for February 2022 business; forwarded to Sheraton the same day for their review and consideration. 1/4/21 Sheraton advised unable to bid due to space requirements under 1-roof – Bidding; 1/25 **LOST**
2. CEMRF Tax Institute – 1/21 received RFP from Cvent for September 2022 business; forwarded to Sheraton and Holiday Inn for their review and consideration. Holiday Inn advised they are bidding.
3. National African American Education Association – 1/25 received RFP from Cvent for February 2022 conference. With 10 breakouts, believe too large but emailed to Sheraton for their determination and response.

Corporate: 2

1. Synergy Meeting – 1/25 received RFP from Cvent for March 2021; immediately shared with Holiday Inn and Sheraton to bid.
2. S Pharma POA III – 12/29 received RFP from Cvent for September 2021 business; forwarded to Sheraton same day for their review and consideration. 1/4/21 Sheraton advised unable to bid due to space requirements under 1-roof – NO BID, this event too large (had contacted them in August 2020) **LOST**

SMERF: 7

Social: 2

1. Texas Division Sons of Confederate Veterans – 1/25 Followed up with Mr. May, who did a site visit on January 21st. He will be returning to the McKinney Sheraton with the State Director on 2/4/21 for a second site visit for their June 2022 convention.
2. Texas Division United Daughters of the Confederacy – 1/25 Based on Mr. May's suggestion, reached out to Tami Hurly regarding their annual conference and state our strong interest to host them.

Military: 0

Education: 2

1. Secured room block (10 rooms, possibly more) for Frisco Home School Group at the Springhill Suites. Dates: 2/20/21. Their training will take place at the Station in downtown Mck.
2. Working with Melissa ISD Band for a band concert they will host in June in McKinney. June 9-11, 2021. Sheraton: 320 total room block; Springhill Suites: 180 total room block; Hilton Home 2 Suites:

120 total room block.

Religious: 0

Government: 0

Weddings: 0

Sports: 3

1. Mid-South Pickleball Tournament April 22-25, 2021, The Courts over 1000 attendees.
2. Summit Volleyball Tournaments (Collin County Wide): 2/19-21/21 (Sheraton, Hampton Inn, Home 2 & Springhill Suites). Room nights 100: Attendees: 1300.
3. Secured room block (10 rooms, possibly more) for Texas Best Gymnastics at the Springhill Suites. Rates: \$89 & \$92 This is repeat business – they will have a tournament in McKinney the weekend of January 29, 2021.

Site Visits: 2

1. Site visit w/Tommy May - SCV North Texas Chapter
2. Site visit w/Sid Nandi – Tech Culture

ONGOING PROSPECTS/LEADS:27 SMERF (3-Social, Military, Education, Religious, & Fraternal): 18-Weddings, 6 - Sports, 0-Day Trips)

SMERF: 3

1. Journaling Retreat/Conference – February 3-7, 2021 (Creative Cottage)
2. Library Conference, KOHA – September 20-23, 2021 (The Grand & MPAC)
3. 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: 18

1. Marc Cholak; February 27, 2021 – Springs
2. Sara Redfearn; February 2021 – Springs
3. Cathy Trinh Wedding; February 29, 2021 – Magnolia Grace
4. Jake Vinson Wedding, March 2021 – The Gather in Downtown McKinney
5. Danielle Faulkner; March 27, 2021 – Magnolia Grace
6. Ashley Sackinger; April 17, 2021 – Magnolia Grace
7. Andrew Brown; April 17, 2021 – Magnolia Grace
8. Kathryn Vela; April 25, 2021 – Magnolia Grace
9. Alyssa Wasilewski; April 2021 – Reception only
10. Katie Huntsman; May 2021 – The Grand Ivory
11. Maren Holyoak; May 2021 – Magnolia Grace
12. Brelayshia Hodges; May 2021 – Magnolia Grace
13. Megan Jordon; June 12, 2021 – Rustic Grace
14. Randi Cole; June 19, 2021 – Magnolia Grace
15. Victoria Nicholson; October 2021 – Magnolia Grace
16. Madison Krell; October 10, 2021 – Magnolia Grace
17. Brittney Larocca; October 16, 2021 – Magnolia Grace
18. Hannah Wilson; Date TBD – Magnolia Grace

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: 130

Mailing Leads Processed: 91

- Tour Texas: 91

Top Five States requesting information:

- Texas
- California
- Missouri
- Colorado
- Indiana

Advertising/Marketing/Media

JAN. 2021 -ROBLY Email Stats	
Average Open Rate	38.40%
Average Click-thru Rate	6.00%
Total Audience	2,973

Note: Robly overall audience dropped from last month because I removed non-engaged subscribers from the past six months so that we could add more contacts from Tour Texas and planner emails. (Not sending to unengaged email addresses keeps our rates from going up.) The open and click rates dropped a bit, too, because of the new email addresses receiving a first email from us.

JANUARY 2021 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Wrote an article for TML’s TC&C Magazine about DMO reimagining their destinations
- Wrote Valentine’s Day idea blog
- Submitted 15-second video to Travel Texas (state travel office)
- Created a video for The 99s/social media
- Updated YOLO TX blog and home page button to reflect The Celt episode on Jan. 31.
- Created landing page for Pickleball tournament
- Submitted text and photo for Daytripper February e-newsletter
- Updated the Byron Nelson landing page
- Updated COVID safety information and added an updated button/message to the homepage.
- Created and sent Corporate and Association planner Winter 2021 e-newsletter

SOCIAL MEDIA STATS

FACEBOOK STATS					
FY 20-21	New Likes	Lifetime Likes	Engaged Users	Total Reach	Impressions
OCT. 2020	84	10,313	38,955	209,565	1,079,909
NOV. 2020	48	10,361	30,843	197,215	1,047,241
DEC. 2020	80	10,441	32,452	221,793	1,191,049
JAN. 2021	100	10,541	32,752	214,596	997,075
TOTALS	312	N/A	135,002	843,169	4,315,274

INSTAGRAM 2020-21	
From 2019-20	3,526
OCT. 2020	247
NOV. 2020	88
DEC. 2020	103
JAN. 2021	167
TOTAL	4,131

TWITTER - JANUARY 2021	
Total Followers	5,517
New Followers	-128
Tweets	19
Tweet Impressions	8,078
Profile Visits	234
Mentions	3

As of Jan. 2021, Twitter no longer counts locked accounts in a profile's follower metrics, thus the drop.

YOUTUBE 2020-21		
<i>Month</i>	<i>Views</i>	<i>Subscribers</i>
<i>Historical #s</i>	14,352	63
OCT. 2020	548	4
NOV. 2020	259	2
DEC. 2020	174	0
JAN. 2021	231	0
TOTAL	15,564	69

Google Business Page – 2020-21		
<i>Month</i>	<i>Page Views</i>	<i>Web visits</i>
Historical #	30,725	325
OCT. 2020	2,080	45
NOV. 2020	1,920	33
DEC. 2020	1,690	24
JAN. 2021	1,800	37
TOTAL	38,215	464

WEBSITE DATA – JANUARY 2021

Website - 2020-21			
Month	Sessions	Pageviews	Users
OCT. 2020	4,650	9,578	3,976
NOV. 2020	3,643	7,261	3,154
DEC. 2020	3,641	7,567	3,074
JAN. 2021	3,352	6,948	2,950
TOTAL	15,286	31,354	13,154

JAN. 2021	Users
Mobile	1,628
Desktop	1,240
Tablet	82
TOTAL	2,950

JAN. 2021: HOME BUTTONS	
Weekend Update	77
Romantic Getaway	31
Valentine's Day	27
YOLO The Celt	23
McKinney Monarchs	9
Byron Nelson	9
MPAC Events	5
TOTAL	181

Top Countries - JANUARY 2021			
Country Breakdown	Users	New Users	Sessions
United States	2,747	2,678	3,135
United Arab Emirates	68	68	68
undetermined	35	35	36
Denmark	15	15	15
Philippines	10	10	12
Germany	8	8	8
France	8	8	8
United Kingdom	8	8	9
India	7	7	7
Canada	5	5	11

Top States – JANUARY 2021			
State Breakdown	Users	New Users	Sessions
Texas	1,660	1,598	1,987
Virginia	180	180	180
California	143	141	150
Kansas	137	137	140
(undetermined)	50	47	55
Washington	64	63	68
Florida	47	46	54
Oklahoma	38	38	43
Illinois	36	34	43
New York	35	35	37

Top Cities – JANUARY 2021			
City Breakdown	Users	New Users	Sessions
McKinney	497	460	668
Dallas	386	364	425
Ashburn, Virginia	158	158	158
Coffeyville, Kansas	82	82	82
Frisco	69	66	79
Allen	68	67	76
Plano	65	63	76
Prosper	41	38	48
San Jose, CA	36	36	36
Fort Worth	32	32	35

JANUARY 2021 - TOP 10 WEB PAGES		
Page	Pageviews	Unique Pg Views
Home page	1,627	1,405
Calendar - Jan.	377	284
Dining in McKinney	232	177
Visitors Guide	162	123
Monthly/Annual Events	130	119
Blog: NTTA	130	119
Bed & Breakfast search	118	113
Explore	108	90
About McKinney	104	88
Events	103	87

JAN. 2021: TOP REFERRAL PG	
Facebook	42
Bubblelife	24
McKinneyTexas.org	24
flytki.com	19
Instagram	10
The Knot	9
McK.Philharmonic	7
Robly	5
TravelTexas	3
TOTAL	143

JAN. 2021-KPIs & Groups	
KPIs	7
Pickleball	4
Byron Nelson	78
TOTAL:	89

BLOG VISITS - FY 20-21	
Month	Sessions
OCT. 2020	537
NOV. 2020	680
DEC. 2020	770
JAN. 2021	465
TOTAL	2,452

Blogs (Top 5) for JANUARY 2021:

- NTTA - 130
- Valentine's Day - 70
- YOLO TX Visits McKinney - 47
- Romantic Guide (Guest Blog) - 22
- Benji House - 21

JAN. 2021 -Ad Landing Pages	
Daytripper Newsletter	7
Convention South	1
County Line Magazine	2
TM+E	1
Stonebridge Ranch	2
TOTAL	13

JANUARY 2021 – MPG Page Views	
Main Page	61
RFP	5
Venues/Videos	50
Sports Planning	25
Group Services	13
Tour Options/Itineraries	125
TOTAL:	279

OTHER STATS

CROWDRIFT – JANUARY 2021		
Gallery	Interactions	Views
Being Social	0	12
History/Dwnntn	2	45
Home Gallery	217	599
McK Dining	22	176
McK Events	7	108
Explore	34	59
Weddings	1	41
Shopping	13	50
TOTAL	296	1,090

MEDIA HUB - 2020-21		
Month	Downloads	Requests
OCT. 2020	5	1
NOV. 2020	9	1
DEC. 2020	0	1
JAN. 2021	0	0
TOTAL	14	3

TourTexas.com 2020-21					
Month	McKinney Page	Things to Do	Events	Attractions	Native Texan
OCT. 2020	469	1,197	112	4,659	305
NOV. 2020	449	165	69	2,997	338
DEC. 2020	387	161	67	1,788	202
JAN. 2021	374	173	100	2,221	334
TOTAL	1,679	1,696	348	11,665	1,179

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%	48.99%
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%	
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: 29; Lost Revenue: \$26,456,085

Association /Corporate Lost Business: Groups: Groups: 29; Lost Revenue \$26,456,085

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
Oct 2023	International Women's Insolvency & Restructuring Confederation – DFW Chapter Annual Fall Conference	Sheraton Too Large	2,000	1,000	\$460,000
Sep 2023	(The) Great Game of Business – Annual Conference	Sheraton Too Large	1,900	950	\$421,500
Sep 2021	S Pharma POA III Conference	Sheraton All sleep rooms and meeting space under 1-roof	563	232	\$67,480
Feb 2022	Qdoba Franchise Assn	Sheraton 14,000 exhibit hall & multiple breakouts under 1-roof	495	190	\$113,605
Feb, Apr, Jul 2023	Women Empower X Conference	Sheraton Too Large	3,000	1,500	\$605,000
Oct 2024	International Assn of Chiefs of Police	Sheraton Too Large	45,000	15,000	\$8,550,000
Feb 2025	American Academy of Forensic Sciences – Annual Meeting	Sheraton Too Large	4,500	900	\$930,000

Oct 2024	International Assn of Bloodstain Pattern Analysts – Annual Conf	Sheraton Too Large	6,000	1,200	\$1,105,000
Feb 2023	American Assn for Justice – Winter Convention	Sheraton Too Large	1,200	400	\$325,000
Fall 2024	Corporate Counsel Women of Color	Sheraton Too Large	2,800	1,400	\$550,000
Nov 2024	Mothers Against Drunk Driving National Convention	Sheraton Too large	4,000	2,000	\$730,000
Nov 2025	Academy of Managed Care Pharmacy – Nexus Conf	Sheraton Too large	6,000	2,000	\$1,210,000
Mar 2025	Academy of Managed Care Pharmacy – Annual Mtg	Sheraton Too large	4,200	1,400	\$836,000
Jun 2025	American Assn of Pharmaceutical Scientists – Annual Conf	Sheraton Too large	3,600	1,800	\$708,000
Jul 2024	American Assn of Colleges of Pharmacy – Annual Conf	Sheraton Too large	12,000	3,000	\$2,490,000
Feb 2025	American Assn of Colleges of Pharmacy – Interim Conf	Sheraton Too Large	3,000	1,100	\$670,000
Oct 2024	American College of Chest Physicians – Annual Meeting	Sheraton Too Large	7,200	1,800	\$1,422,000
Apr 2024	Hematology-Oncology Pharmacy Assn – Annual Conf	Sheraton Too Large	2,100	700	\$418,000
Feb 2024	National Assn of Chain Drug Stores – Regional Chain Conf	Sheraton Too Large	1,200	400	\$276,000
Mar 2024	National Assn of Chain Drug Stores – Annual Meeting	Sheraton Too Large	2,700	900	\$573,000
Oct 2024	Society of Critical Care Medicine – Symposium	Sheraton Too Large	300	300	\$79,000
Jun 2024	Society of Critical Care Medicine – Annual Business Meeting & Award Banquet	Sheraton Too Large	1,400	700	\$306,000

Jun 2024	American Orthopaedic Assn – Annual Leadership Mtg	Sheraton Too Large	2,500	500	\$552,500
Mar 2025	American Accounting Assn – SW Region Meeting	Sheraton Too Large	2,000	500	\$430,000
Feb 2024	Society for Protective Coatings – Coatings+ Conf & Expo	Sheraton Too Large	2,700	900	\$556,000
Apr 2024	Assn of Briefing Program Managers – Annual Conference	Sheraton Too Large	1,800	900	\$365,000
May 2025	Experian – Vision Conference	Sheraton Too Large	2,400	800	\$443,000
Mar 2024	African American Educators Assn – Annual Conference	Sheraton Too Large	600	300	\$84,000
Sept 2025	ASIS – Global Security Exchange Conference & Tradeshow	Sheraton Too Large	18,000	4,500	\$1,180,000
Totals:			145,158	42,272	\$26,456,085

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: 0; Lost Revenue: \$0

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