



OCTOBER 2020

I. **ASSOCIATION/CORPORATE/SMERF COMPLETED in October 2020: TTL Room nights: 330; TTL Rev.: \$35,294**

WEDDINGS COMPLETED-October 2020- Wedding Room Blocks: TTL Room Nights: 176; TTL Rev: \$19,819

- Walker/Bernas Wedding -Venue: Cotton Mill
 - Sheraton: TTL room nights: 32; TTL rev.: \$3,680
- Bartels/Williams – Venue: FUMC
 - Grand Hotel: no pickup. (got married in March, planned to have the reception in October, postponed again to April 2021)
- Johnson/Stout Wedding –Venue: Springs
 - Hampton Inn: TTL room nights: 7, TTL rev: \$783
- Groenedyk/Riberio Wedding – Venue: Springs – no pickup
- Collins Wedding – Venue: Springs; Wedding was canceled
- Keys/Sikes Wedding – Venue: Springs
 - Grand Hotel: TTL room nights: 22, TTL rev: \$3,558
- McKiddy/Curio Wedding – Venue: Springs
 - Hampton Inn: TTL room nights: 43, TTL rev: \$4,544
- DeLoach Wedding –Venue: River Road Chateau
 - Sheraton: TTL room nights: 60, TTL rev: \$6,000
- Rush Wedding–Venue: Avalon Legacy
 - Hampton Inn: TTL room nights: 12, TTL rev: \$1,254
- Ryland Wedding –Venue: Magnolia Grace – no pickup

ASSOCIATION/CORPORATE/SMERF COMPLETED in October 2020: TTL Room nights: 154; TTL Rev.: \$15,475

- **Assoc./Corp. HOTEL ROOMS- TTL Room nights: 16, TTL Revenue: \$2064**
 - Ardagh Group 10/3-9/20 @ Grand Hotel 3 attendees/16 roomnights.
- **SMERF COMPLETED in October 2020: TTL Room nights 79; TTL Rev.: \$7,821**
 - Waterford Early Learning: Sheraton-TTL room nights: 79; TTL Rev.: \$7,821
- **SPORTS COMPLETED in October 2020: TTL Room nights: 59; TTL Rev.: \$5,590**
 - Turlaxin Lacrosse Tournament: October 16-18, 2020
 - Hilton Home 2: TTL room nights: 6, TTL rev: \$564
 - Springhill Suites: TTL room nights: 33, TTL rev: \$3,102
 - Turlaxin Lacrosse Tournament: October 23-25, 2020
 - Hilton Home 2: TTL room nights: 4, TTL rev: \$376
 - Springhill Suites: TTL room nights: 12, TTL rev: \$1,128
 - Hampton Inn: TTL room nights: 4, TTL rev: \$420

- Turlaxin Lacrosse Tournament: October 30-Nov 1, 2020
 - Hilton Home 2: - no rooms picked up
 - Springhill Suites: - no rooms picked up

II. Visitors: FYTD Total (Oct.'20): 156

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

- Out of State: 11
- Out of Country: 0
- Texas Residents: 8
- McKinney Residents: 9
- Register Total: 28
- Ticker Counter: 156

Top Five States requesting information:

- Texas
- California
- Florida
- Louisiana
- Ohio

Day Trips- 0

III. RFP's: 24 (0-Association, 3-Corporate, 4-Weddings, 0-Social, 0-Religious, 17-Sports, 0-Gov't)

Association: 0

Corporate: 3

1. Moss Construction 11/1-3/20 @ Springhill Suites, 1 attendee/2 room nights. New Hire Training.
2. Moss Construction 11/15-21/20 @ Springhill Suites, 1 attendee/6 room nights. New Hire Training.
3. Ardagh Group 10/3-9/20 @ Grand Hotel 3 attendees/16 room nights.

SMERF: 21

Social: 0

Religious: 0

Government: 0

Weddings: 4

1. Hudson/Lawley Wedding, December 12, 2020–Rustic Grace
2. Katie Huntsman Wedding, May 7, 2021 –The Grand Ivory
3. Pattie Adams Wedding, November 13, 2020 –Rustic Grace
4. Jake Vinson Wedding, March 6, 2021 –The Gather in Downtown McKinney

Sports: 17

1. NCAA D2 Football December 2022; room nights: 600 Attendees: 4500
2. NCAA D2 Football December 2023; room nights: 600 Attendees: 4500

3. NCAA D2 Football December 2024; room nights: 600 Attendees: 4500
4. NCAA D2 Football December 2025; room nights: 600 Attendees: 4500
5. U90C Sports – Spring Kickoff Dallas. Feb 4-7, 2021. Total Room Nights Secured: 345; Attendees: 230
6. U90C Sports – Dallas Open. May 28-31, 2021. Total Room Nights Secured: 390; Attendees: 260
7. U90C Sports – Premier Copa Dallas. June 11-13, 2021 Total Room Nights Secured: 250; Attendees: 250
8. U90C Sports – Summer Splash. August 20-22, 2021. Total Room Nights Secured: 270; Attendees: 250
9. U90C Spots – Labor Day Open. September 3-6, 2021. Total Room Nights Secured: 450; Attendees: 300
10. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites; October 10-11, 2020;
11. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites; October 17-18, 2020
12. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites; October 24-25, 2020
13. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites; October 21-November 1, 2020
14. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites; November 7-8, 2020
15. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites; November 14-15, 2020
16. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites; November 21-22, 2020
17. Solar Soccer League/All Seasons Travel –Room blocks at Holiday Inn Express & Springhill Suites. December 5-6, 2020

Site Visits: 1

1. Cirrus Aircraft: Introduction to TPC Golf & Byron Nelson.

Ongoing Prospects: 2-SMERF (Social, Military, Education, Religious, & Fraternal): 27-Weddings, 1 - Sports, 1-Day Trips)

SMERF: 2

1. Library Conference, KOHA – September 21-27, 2020 (The Grand & MPAC) – Postponed UFN/TBD
2. The 99's – October 15-17, 2021 (The Sheraton)

Day Trips: 1

1. Arlington Ladies Group – November 11, 2020

Sports: 1

1. Solar Soccer Club League/All Seasons Travel -Contact: Sue Davis. Hotels Secured: Holiday Inn Express and Springhill Suites. Various dates October-December 2020

Weddings: 27

1. Stasia Milam; November 24, 2020 – Magnolia Grace
2. Ashley Lester; November 21, 2020 – Magnolia Grace

3. Jordan Roach; November 2020, - Magnolia Grace
4. Michael Herring; November 2020 – Springs (this was a May wedding that was postponed)
5. Ivy Alexander; December 2020 – Magnolia Grace
6. Sequoia Grant; December 2020 – Stone Crest
7. Jessica Seay; December 2020 – Rustic Grace
8. Marquine Malone; December 17, 2020 – Springs
9. Molly Hightower; January 2, 2020 – Magnolia Grace
10. Darcy Thompson (MOB); January 17, 2021 – Magnolia Grace
11. Cathy Trinh Wedding; February 29, 2021 – Magnolia Grace
12. Danielle Faulkner; March 27, 2021 – Magnolia Grace
13. Ashley Sackinger; April 17, 2021 – Magnolia Grace
14. Andrew Brown; April 17, 2021 – Magnolia Grace
15. Kathryn Vela; April 25, 2021 – Magnolia Grace
16. Alyssa Wasilewski; April 2021 – Reception only
17. Marc Cholak; February 27, 2021 – Springs
18. Sara Redfearn; February 2021 – Springs
19. Maren Holyoak; May 2021 – Magnolia Grace
20. Megan Jordon; June 12, 2021 – Rustic Grace
21. Randi Cole; June 19, 2021 – Magnolia Grace
22. Victoria Nicholson; October 2021 – Magnolia Grace
23. Madison Krell; October 10, 2021 – Magnolia Grace
24. Brittney Larocca; October 16, 2021 – Magnolia Grace
25. Hannah Wilson; Date TBD – Magnolia Grace
26. Brelayshia Hodges; Date TBD – Magnolia Grace
27. Bethany Mawman; date not secured at the time of discussion – Springs

IV. Advertising/Marketing/Media

Newsletter Email Database (Robly) Last 6 months:

OCT. 2020 -ROBLY Email Stats	
Average Open Rate	38.50%
Average Click-thru Rate	11.10%
Total Audience	7,190

OCTOBER 2020 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Ad submitted to Convention South and Oxford American
- Created video from photos provided by McKinney Coffee Company for social media
- Wrote/posted four blogs to the website
- Proofed Directors Column for City Comm
- Completed End of Year PowerPoint for the board meeting
- Lots of social media – tracking influencer My Curly Adventures when she started posting

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
TOTALS	84	N/A	38,955	209,565	1,079,909

INSTAGRAM 2020-21	
From 2019-20	3,526
Oct. 2020	247
TOTAL	3,773

TWITTER - October 2020	
Total Followers	5,640
New Followers	12
Tweets	14
Tweet Impressions	12.3K
Profile Visits	91
Mentions	30

YOUTUBE 2020-21		
Month	Views	Subscribers
Historical #s	14,352	63
Oct. 2020	548	4
TOTAL	14,900	67

Google Business Page – 2020-21		
Month	Page Views	Web visits
Historical #	30,725	325
Oct. 2020	2,080	45
TOTAL	32,805	370

WEBSITE NUMBERS – 2020-21

Month	Sessions	Pageviews	Users
Oct. 2020	4,650	9,578	3,976
TOTAL	4,650	9,578	3,976

OCT. 2020	Users
Mobile	2,052
Desktop	1,812
Tablet	112

TOTAL	3,976
--------------	--------------

Top Countries - OCTOBER 2020			
Country Breakdown	Users	New Users	Sessions
United States	3,800	3,715	4,650
United Arab Emirates	56	56	57
(not set)	20	20	20
India	10	10	11
Canada	7	7	7
China	7	7	7
Germany	7	7	7
Argentina	6	6	6
Philippines	6	6	7
France	5	5	5

Top States – OCTOBER 2020			
State Breakdown	Users	New Users	Sessions
Texas	2,804	2,732	3,367
California	141	137	160
Kansas	120	120	125
Virginia	83	83	83
Oklahoma	65	65	70
(not set)	56	56	57
New York	55	52	59
Illinois	48	47	48
Florida	31	29	39
New Jersey	26	26	27

Top Cities – OCTOBER 2020			
City Breakdown	Users	New Users	Sessions
McKinney	798	754	1053
Dallas	683	650	748
Plano	268	251	302
Allen	107	101	120
Frisco	91	88	97
Houston	74	68	79
Prosper	55	53	57
Fort Worth	51	49	54

San Antonio	41	40	50
Austin	38	36	38

OCT. 2020: TOP REFERRAL PG	
FlyTKI	21
McKinneytexas.org	11
Facebook	69
Bubblelife	43
Instagram	27
Robly	12
SportsConnect	12
Twitter	37
TOTAL	232

OCT. 2020-KPIs & Groups	
KPIs	6
Turlaxin	270
TOTAL:	276

OCT. 2020: HOME BUTTONS	
Weekend Update	131
Fall Family Fun	38
Monarchs	32
Romantic getaway	20
Grants	12
YOLO	6
NewsAlert landing pg	5
TOTAL	244

BLOG VISITS - FY 20-21	
Month	Sessions
Oct. 2020	537
TOTAL	537

Blogs (Top 5) for OCTOBER 2020:

- Five-Plus Fun Fall Family Activities in October - 183
- NTTA - 122
- Blog Home page - 37
- Traveling to McKinney during COVID – 29
- Benji House - 25

OCT. 2020 -Ad Landing Pages	
Daytripper Dino/HFH	4
McKinney High Lions	2
Boyd Broncos	1
County Line Magazine	7
Meet Texas	1
TOTAL	15

OCTOBER 2020 – MPG Page Views	
Main Page	9
RFP	6
Venues/Videos	15
Sports Planning	3
Group Services	6
Tour Options/Itineraries	129
TOTAL:	168

OTHER STATS

CROWDRIFT – OCTOBER 2020		
Gallery	Interactions	Views
Being Social	13	8
History/Dwntn	18	54
Home Gallery	160	585
McK Dining	11	129
McK Events	14	168
Explore	4	66
Weddings	1	34
Shopping	1	46
TOTAL	222	1090

MEDIA HUB - 2020-21		
Month	Downloads	Requests
OCT. 2020	5	1
TOTAL	5	1

October 2020-TourTexas.com 2020-21				
McKinney Page	Things to Do	Events	Attractions	Native Texan

469	1,197	112	4,659	305
469	1,197	112	4,659	305

VISIT WIDGET - OCTOBER 2020				
	Users	Sessions	Page Views	New Downloads
Widget	31	31	64	
<i>Desktop</i>	21	21	43	
<i>Mobile</i>	10	10	21	
Mobile APP	66	55	235	
<i>App-iOS</i>	51	43	199	6
<i>App-Android</i>	15	12	36	2
TOTAL	97	86	299	8

FREE PUBLICITY:

FY 20-21	Budgeted Amount
Adv. & Promo TTL	\$187,267

OCTOBER 2020 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
Community Impact	Sales/hotel tax article - 2 full pages	\$9,090	\$2,000	\$33,270	500,000
Community Impact	NCAA through 2025	\$0	\$2,000	\$6,000	500,000
Courier Gazette	Directors Column	\$1,536	\$700	\$6,708	75,000
Dallas Morning News	Wine & Music Walk	\$0	\$2,700	\$8,100	1,456,333
County Line Magazine	Wine & Music Walk	\$2,000	\$500	\$7,500	50,000
Bubble Life	Shared content 3 times	\$0	\$3,500	\$10,500	220,000
TOTALS		\$12,626	\$11,400	\$72,078	2,801,333
FY 20-21 Totals		\$12,626	\$11,400	\$72,078	2,801,333

V. TOTAL LOST BUSINESS: 20; Lost Revenue: \$15,847,040

Association /Corporate Lost Business: 16 Groups; Lost Revenue: \$15,803,400

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

April 2022	Texas Retired Teachers Assn	Sheraton Too Large	2,000	1,000	\$370,000
Sept 2023	Assn of Progressive Rental Organizations	Sheraton Too Large	2,400	800	\$504,000
Jul 2022	Assn of Texas Professional Educators	Sheraton Too Large	1,200	600	\$260,800
Oct 2023	American Society of Human Genetics	Sheraton Too Large	32,400	8,500	\$5,334,000
June 2023	Republican Party of Texas	Sheraton Too Large	8,000	4,000	\$1,360,000
May 2022	LeadingAge Texas	Sheraton Too Large	1,800	600	\$378,000
Oct 2020	Copart, Inc.	Sheraton	150	50	\$13,200 Lost to Allen
Apr 2023	Health Occupations Students of America, Texas Chapter	Sheraton Too Large	1,600	800	\$260,000
Nov 2023	Auto Body Assn of Texas	Sheraton Too Large	6,000	3,000	\$1,174,000
Oct 2023	South Central Chapter, Medical Library Assn	Sheraton Too Large	7,000	1,400	\$1,360,000
Feb 2023	Southwest Car Wash Assn	Sheraton Too large	3,000	1,500	\$615,000
Jul 2023	National Assn of Letter Carriers	Sheraton Too large	6,000	2,000	\$1,240,000
Jun 2023	National Association of Postmaster of U.S., Tx Chapter	Sheraton Too large	3,000	1,000	\$510,000
Jul 2023	Texas Independent Automobile Dealers Assn	Sheraton Too large	600	300	\$158,000
Jun 2022	Electronic Security Assn	Sheraton Too large	3,600	1,200	\$734,400
Apr 2023	National Service Dealers Assn / National Electronic Service Dealers Assn	Sheraton Too Large	8,000	2,000	\$1,532,000
TOTAL			86,750	28,750	\$15,803,400

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: 3; Lost Revenue: \$29,640

Date	Group	Venue	Room Nights	Attendance	Lost Business Revenue \$
9/29/20-10/2/20	Globelife FHL 101	Sheraton	105	35	\$10,920
10/11-14/20	Globelife AIL LA 201	Sheraton	120	40	\$12,480
10/14-17/20	Globelife FHL 201	Sheraton	60	20	\$6,240
Total			285	95	\$29,640

SMERF: Total: 1 RFP's/Groups; Lost Revenue: \$14,000

Dates	Group	Hotel/Venue	Total Room nights	Attendance	Lost Business Revenue \$
July 27-Aug 1, 2021	Christian Communicators	The Riley Center	140	35	\$14,000
Total			140	35	\$14,000

*I spoke to this organization about coming to McKinney, however never officially received an RFP from them. They decided on Ft. Worth due to proximity to DFW airport