

visit McKinney

Monthly Report

August - 2022



Prepared For : MEDC & MCDC
Prepared By : Aaron Werner - Executive Director

www.visitmckinney.com



Operations:

- VM Staff is reevaluating our annual KPIs to make sure we are tracking appropriate data - Ongoing project
- Held our final budget meeting with the City Manager's office
- Working with vendors and contractors to secure bids for the Visitor Center refresh
- Getting the Visit McKinney Promotional Grant ready to publish and promote - Presentation will occur at the October board meeting
- Executive Director Meetings - Main Street Business Monthly Meeting, Main Street Board Meeting, Executive Leadership Team Meeting, City Directors Meeting, and City Council

Sales Team:

- Six in-person site visits to McKinney Hotel Partners - RT
- DCI McKinney - RT/AW Assisted with the TUPPS Drum Line Battle and the DCI VIP suite at MISD Stadium.
- Event Planning and Prep for Byron Nelson's staff at Gather McKinney - RT & AW
- Attended the NCAA Lone Star Conference Media Day at MISD Stadium - AW

Marketing & Communications:

- Met with the City Communications and Marketing team and will begin strategy meetings with their staff and the VM staff over the next several weeks - AW
- Submitted ads: Texas Highways Magazine (Sept.), all three high school sports programs, Meetings Today, Historic Calendar - BS
- Worked on the Lost Business page of the website
- Created silo project landing page - BS
- Updated the landing page for DCI with new photos, rankings, etc. - BS

Education & Webinars:

- Aaron Werner
 - GovOS Short Term Rental Solutions Affinity Program Demo - Webinar
 - Maximizing Short-Term Rental Revenue to Power Community Initiatives - Webinar
- Beth Shumate:
 - Webinar with Texas Music Office – TTIR grants
- Sabine Smith:
 - TTA Webinar - Short Term Rental Solutions Product Demo
 - (3) Simpleview Training Sessions with RT & AW
- Marie Woodard:

Upcoming Sales Events, Trade Shows, and Conferences:

- August 29 - September 2 - 2022 TACVB Annual Conference, South Padre Island, Aaron Werner & Sabine Smith to attend
- September 19 - 21 - 2022 Texas Travel Summit, Galveston Island, Aaron Werner to attend

Upcoming Events:

- August 31 - Silo Ribbon Cutting
- September 23-25 - McKinney Oktoberfest, Downtown McKinney
- October 15 - McKinney Dia de los Muertos - Dr. Glenn Mitchell Memorial Park
- October 15 - McKinney Wine and Music Festival
- November 25-27 - Home for the Holidays, Downtown McKinney

Committee Meetings:

- Finance Committee - meets the Friday before the Visit McKinney board meeting
- HR Committee - meets on an as-needed basis
- Marketing Committee - meets on an as-needed basis
- Retail Review Committee - met August 11, 2022

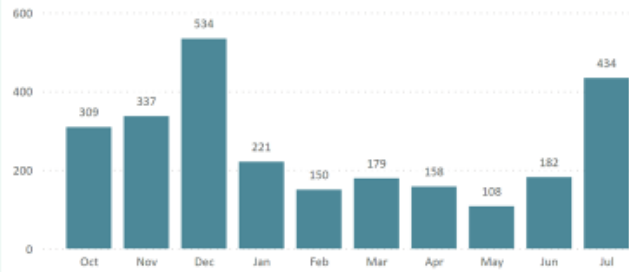


2616
Sales Calls YTD

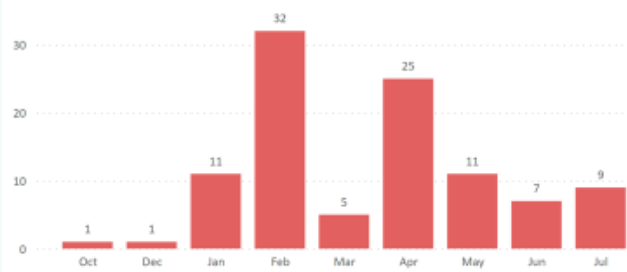
102
Event Mgmt YTD

6,720
Total Welcome Bags

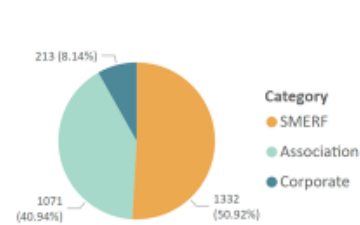
Sales Calls by Month



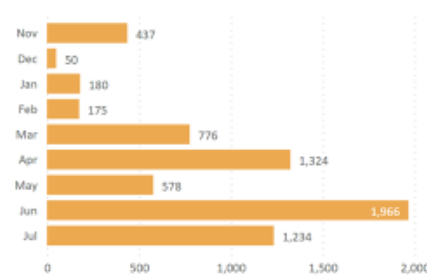
Event Mgmt by Month



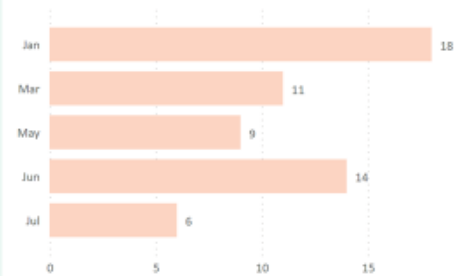
Sales Calls by Category



Event Services by Month



Partner Check-In by Month

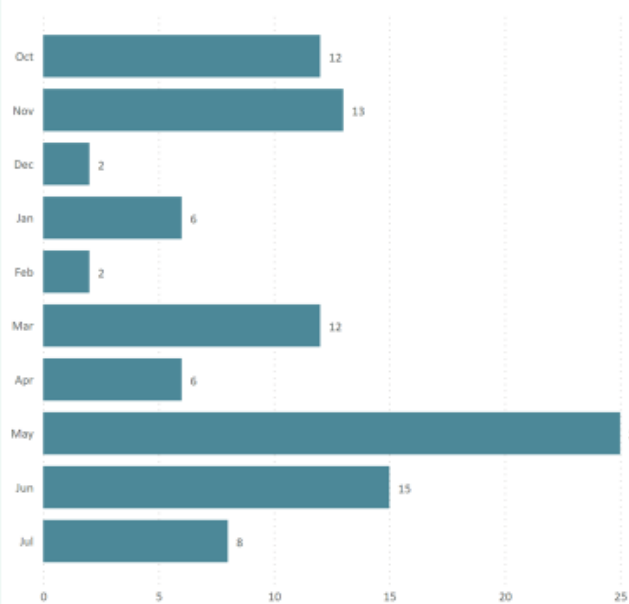


101
Leads YTD

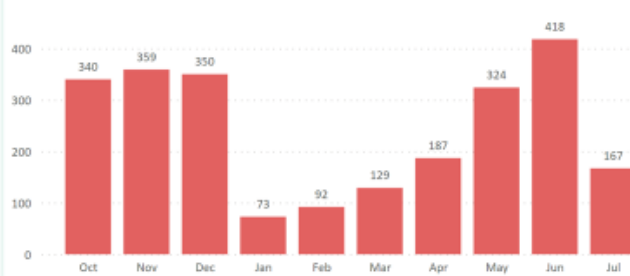
2,439
Total Rooms Nights

\$289,462
Total Revenue

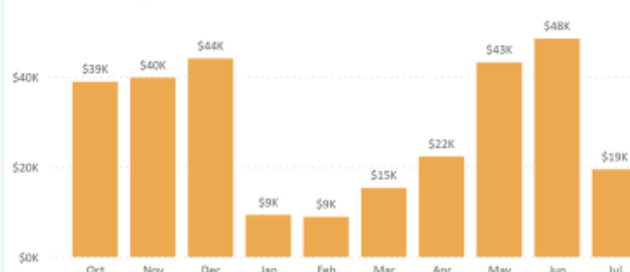
Leads by Month



Total Room Nights by Month



Total Revenue by Month



Pickup Report Continued:



Pickup Report - Details

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Last Refreshed



| End Date | Account Name | Lead Name | Category | Market Segment | Total Rooms | Total Revenue | Hotel |
|------------------------|--------------------------|--------------------------|----------|----------------|-------------|-----------------|---|
| Saturday, July 2, 2022 | Weddings 2022 | Wagon/Collum Wedding | SMERF | Wedding | 36 | \$4,284 | Fairfield Inn |
| Monday, July 4, 2022 | Michele Coe-Walker | Coe Family Reunion | SMERF | Social | 34 | \$3,366 | Fairfield Inn |
| Monday, July 4, 2022 | Weddings 2022 | Delmast/Robinson Wedding | SMERF | Wedding | 50 | \$5,500 | Holiday Inn Express & Suites McKinney - Frisco East |
| Sunday, July 10, 2022 | Weddings 2022 | Franz/Lantefield | SMERF | Wedding | 3 | \$297 | Best Western Plus McKinney Inn & Suites |
| Sunday, July 10, 2022 | Weddings 2022 | Franz/Lantefield | SMERF | Wedding | 21 | \$3,339 | Grand Hotel & Ballroom |
| Monday, July 11, 2022 | Weddings 2022 | Cantu/Bobadilla Wedding | SMERF | Wedding | 0 | \$0 | Hampton Inn & Suites McKinney |
| Monday, July 11, 2022 | Weddings 2022 | Cantu/Bobadilla Wedding | SMERF | Wedding | 1 | \$116 | Sheraton McKinney Hotel & Conference Center |
| Tuesday, July 26, 2022 | Drum Corps International | 2022 DCI McKinney | SMERF | Music & Film | 22 | \$2,508 | SpringHill Suites by Marriott |
| Total | | | | | 167 | \$19,410 | |



RFPs
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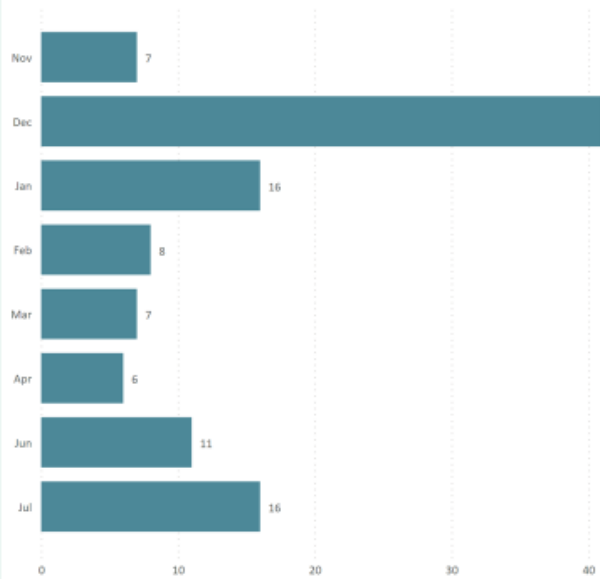
112

New RFPs YTD

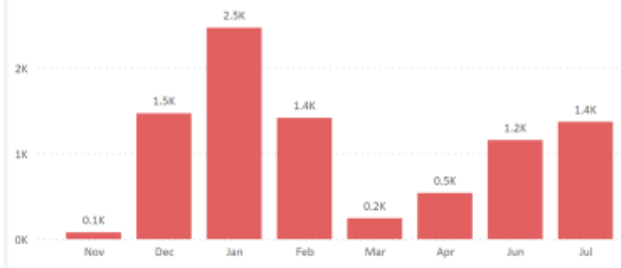
8,762

Estimated Rooms

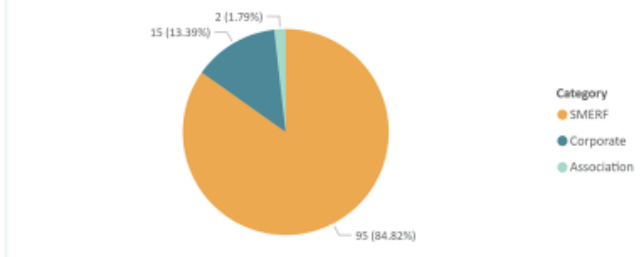
New RFPs by Month



Total Room Nights by Month

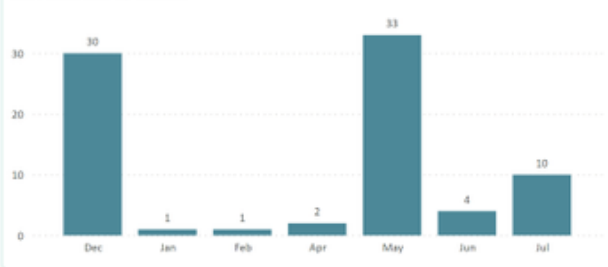


New RFPs by Category

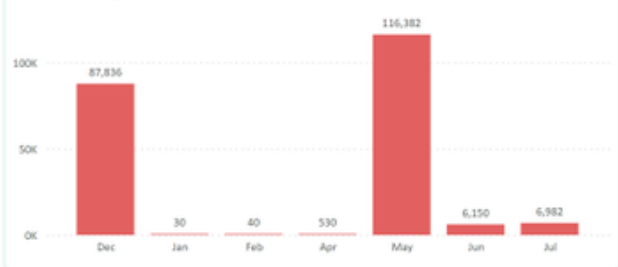


| Lead Created Date | Account Name | Lead Name | Event Start Date | Event End Date | Estimated Rooms | Category | Market Segment | Event Facility |
|--------------------------|--------------------------------|-------------------------------------|------------------------------|------------------------------|-----------------|-----------|------------------|-------------------------|
| Friday, July 1, 2022 | Lantheus Medical Imaging | West Regional Meeting | Monday, September 12, 2022 | Thursday, September 15, 2022 | 220 | Corporate | Corporate | |
| Wednesday, July 6, 2022 | Weddings 2022 | Franz/Lantefield | Sunday, July 10, 2022 | Sunday, July 10, 2022 | 15 | SMERF | Wedding | Chandler Ga |
| Thursday, July 7, 2022 | Shield AI | Shield AI Industry Day | Monday, September 12, 2022 | Tuesday, September 13, 2022 | 100 | Corporate | Corporate | |
| Thursday, July 7, 2022 | Citi Corp | PBWM O&T Women's Conference | Wednesday, November 9, 2022 | Thursday, November 10, 2022 | 80 | Corporate | Corporate | |
| Thursday, July 7, 2022 | Academy Sports & Outdoors | December Board of Directors Meeting | Sunday, December 4, 2022 | Tuesday, December 6, 2022 | 78 | Corporate | Corporate | |
| Tuesday, July 12, 2022 | Active Network | Sales & Marketing Kick Off 2023 | Monday, January 23, 2023 | Tuesday, January 24, 2023 | 50 | Corporate | Corporate | |
| Wednesday, July 13, 2022 | Texas Cello School | 2022 TCS Summer Intensive | Monday, August 1, 2022 | Saturday, August 6, 2022 | 38 | SMERF | Educational | McKinney Pe Arts Center |
| Tuesday, July 19, 2022 | Eisai Merck, Inc. | RCC Ad Board Meeting | Thursday, September 29, 2022 | Friday, September 30, 2022 | 32 | Corporate | Health & Medical | |
| Wednesday, July 20, 2022 | Cash Capital Investment Group | Business Meeting | Friday, November 4, 2022 | Sunday, November 6, 2022 | 150 | Corporate | Corporate | |
| Thursday, July 21, 2022 | Health & Wellness Partners | Urovant Speaker Training | Thursday, October 6, 2022 | Saturday, October 8, 2022 | 95 | Corporate | Corporate | |
| Tuesday, July 26, 2022 | Strategic Government Resources | SGR Servant Leadership Conference | Wednesday, January 25, 2023 | Thursday, January 26, 2023 | 260 | Corporate | Corporate | |
| Thursday, July 28, 2022 | MegaGen America | Education Seminar | Tuesday, September 20, 2022 | Tuesday, September 20, 2022 | 0 | Corporate | Corporate | |
| Thursday, July 28, 2022 | Weddings 2022 | Taylor/Ibrahim Wedding | Sunday, November 6, 2022 | Sunday, November 6, 2022 | 25 | SMERF | Wedding | Chestnut Sq |
| Total | | | | | 1,373 | | | |

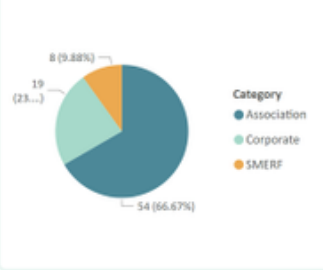
Lost Business by Month



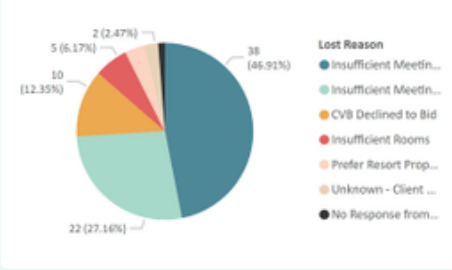
Lost Room Nights by Month



Lost by Category



Lost by Reason

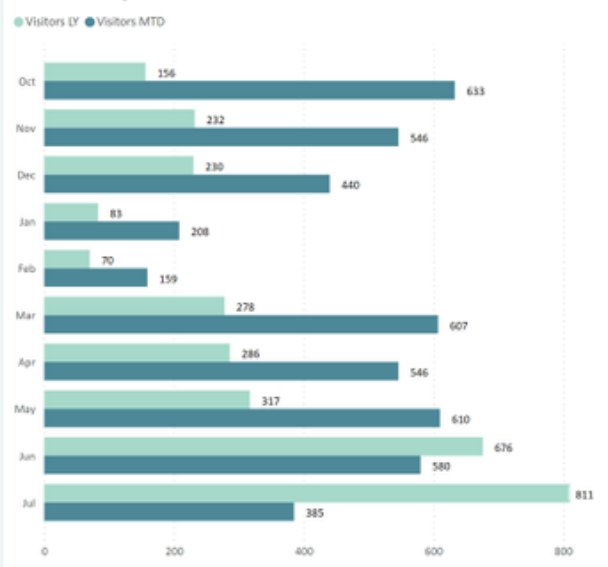


Lost Revenue by Month

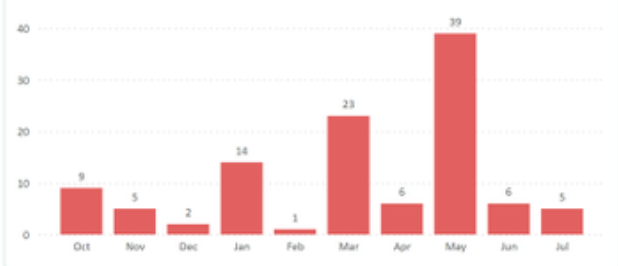


| Lost Business Date | Account Name | Lead Name | Requested Rooms | Total Lost Revenue | Lost Reason | Lost Comments |
|--------------------------|--|---------------------------------------|-----------------|--------------------|--------------------------------------|--|
| Friday, July 1, 2022 | Aetna | NA/EA/PL Sales Launch 2022 | 860 | \$162,540 | Insufficient Meeting Space | General session for 450-500; 6 brew separate room for meals; welcome 1-roof |
| Wednesday, July 6, 2022 | Texas Probation Association | TPA Conference | 615 | \$79,950 | Insufficient Meeting Space and Rooms | clients requests all sleeping rooms to restaurants, needs double the cc Sheraton |
| Thursday, July 7, 2022 | Concord Church | E.K. Bailey Preaching Conference 2023 | 675 | \$100,575 | Insufficient Rooms | Sleep rooms only - 225 per night u |
| Thursday, July 7, 2022 | Eisai Merck, Inc. | 2023 Oncology National Meeting | 1,315 | \$295,875 | Insufficient Meeting Space | General session for 450; 3 'pop up' office; staff office; 3 'sleeve' rooms 10; 400 sleep rooms, prefer under |
| Thursday, July 7, 2022 | Texas Center for the Judiciary | Regional Conference A | 580 | \$89,320 | Insufficient Meeting Space | General session for 300; 4 breakou sleep rooms, prefer under 1-roof b |
| Friday, July 8, 2022 | Western Swing Music Society of the Southwest | Winter Showcase Dance & Jam 2022 | 280 | \$30,520 | Insufficient Meeting Space | Client would be happy to have roo meeting space off-site from a hotel availability for this event this year. events. |
| Tuesday, July 12, 2022 | Global ITAD Institute | Mobile Digest 2023 | 420 | \$75,600 | Insufficient Meeting Space | Meeting Room 1 - 15,000sf / Meeti rooms, prefer under 1-roof |
| Wednesday, July 13, 2022 | Nissan USA | Nissan EM Series 2023 | 675 | \$151,875 | Insufficient Meeting Space | 250 sleep rooms, 1-roof; max 30 m Session for 250-275 of 16,000sf; 10 |
| Thursday, July 21, 2022 | American Rheumatology Network | 2023 Spring Summit | 267 | \$66,750 | Insufficient Meeting Space | Exhibit Hall for 100 10x10 booths; 4 meeting room for 15; |
| Tuesday, July 26, 2022 | Gavel International | Pharma Launch | 1,295 | \$291,375 | Insufficient Meeting Space and Rooms | Business Meeting - 18,000 sf that 1-roof |
| Total | | | | 6,982 | \$1,344,380 | |

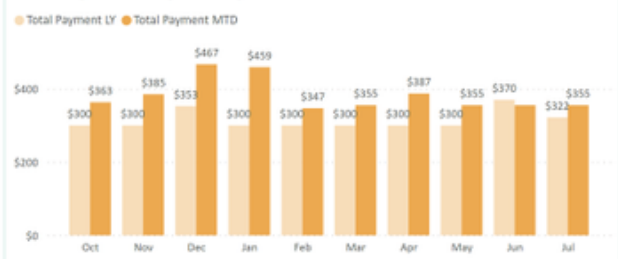
Total Visitors by Month



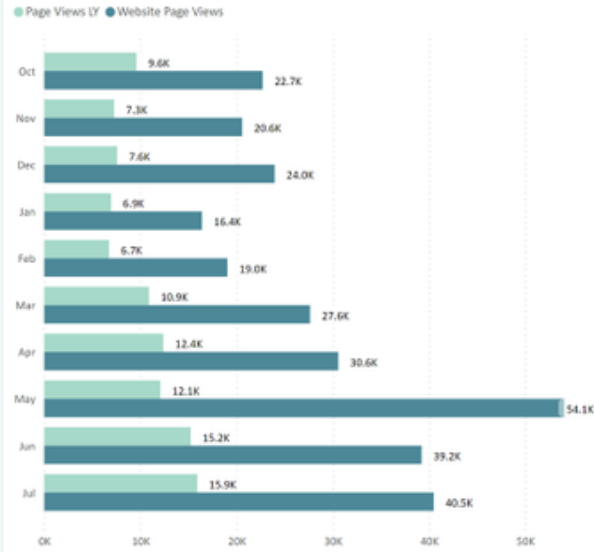
Tour Attendees by Month



McKinney Market Payments by Month



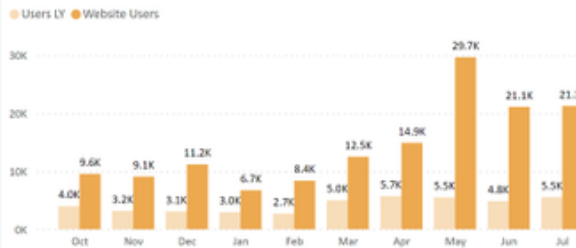
Page Views by Month



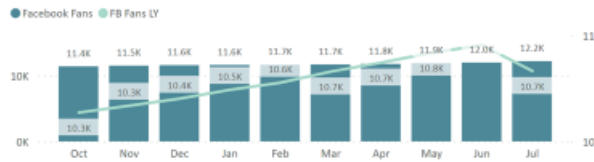
Sessions by Month



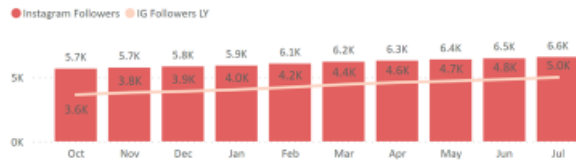
Users by Month



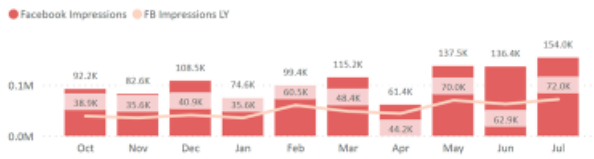
Facebook Fans by Month



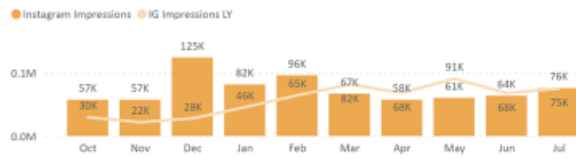
Instagram Followers by Month



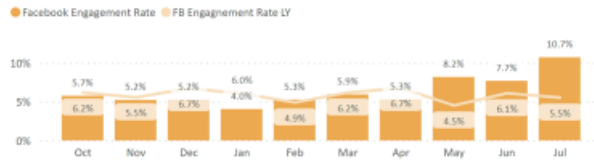
Facebook Impressions by Month



Instagram Impressions by Month



Facebook Engagement Rate per Impression



Instagram Engagement Rate per Impression



Sponsored DCI Event Post:



TUE, JUL 26 - 8:00 PM
Drum Corps International (DCI) Competition in McKinney
McKinney ISD Stadium

Event Performance

Last 7 Days: Aug 8 - Aug 15



People Reached

55,914

+41 last 7 days



Responses

1,588

+0 last 7 days



Ticket Clicks

33

+0 last 7 days

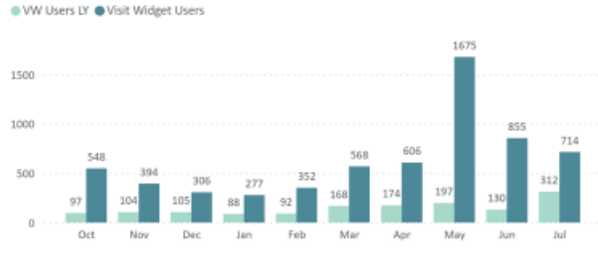
6,295
Visit Widget Users YTD

6,957
VW Sessions YTD

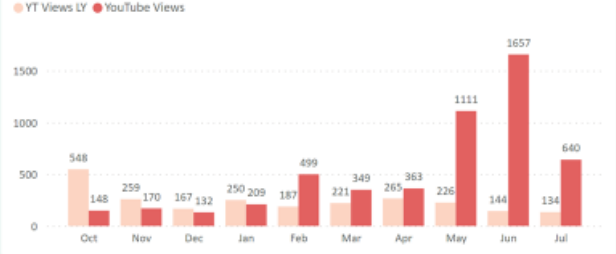
5,278
YouTube Views YTD

37,584
Impressions

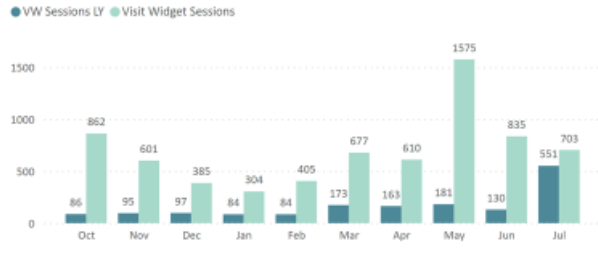
Visit Widget Users by Month



YouTube Views by Month



Visit Widget Sessions by Month



YouTube Impressions by Month

