



To: Visit McKinney Board
From: Dee-dee Guerra – Executive Director
Date: September 24, 2019
RE: Visit McKinney August 2019-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Board:**
 - Approved DBA name change to Visit McKinney
 - Worked on Strategic Plan for FY 19-20

- **Advertising/Marketing:**
 - Secured a greatly-discounted full-page regional buy ad spot in the Austin/Round Rock area November issues of Women’s Day and Good Housekeeping. Main Street is splitting the cost with us and we’re focusing on downtown shopping for the holidays.
 - Submitted info for the 2019-20 MPI Dallas/Fort Worth Chapter directly. This ad will put us in front of regional meeting planners in order to assist us in booking more meetings/conferences.
 - Running digital ads for the “McKinney to Munich” giveaway for Oktoberfest on Community Impact’s website in four of their markets: Fort Worth/Roanoke, three areas of Houston, and two areas of Austin. We’ve seen a slight increase already in our web traffic from those two cities.
 - Visit McKinney brought home four People’s Choice marketing and promotions awards from the annual TACVB convention in Denton on Aug. 15. Two awards were second place and two were third place. There were 116 total entries in the Idea Fest Marketing competition.
 - 2nd place in Video for the co-op video project with The Daytripper, Chet Garner. Thank you to MDCD, Main Street, and City Communications for partnering with us on this.
 - 2nd place in Sports Marketing for the NCAA Div. II Fan Fest at TUPPS.
 - 3rd place in Cooperating Marketing for coordinating with the Historic Preservation Officer (Guy) and GIS (Tonya) host free walking tours, as well as connecting them with a few of our tourism partners to create digital tours for them.
 - 3rd place in Tourism Promotion for the Night of Artists & Chefs. Visit McKinney worked closely with a TV producer to secure a venue, pull in local chefs and artists, and coordinating the promotion of the ticket sales for the three-night event. The events were filmed with footage being turned into a TV pilot episode to be sold to a network.
 - Working with this same TV producer and MPAC to host a free premiere screening of the completed episode. It will be on Sunday, Sept. 15, at 4 p.m. at MPAC. We’re promoting it via social media and on Eventbrite as well as our website. So far more than half of the seats have already been reserved.
 - We are now accepting applications for tourism grants. The deadline for our first round of 2019-20 grants is Oct. 1. Details can be found on our website.
 - Working with City Communications to create a graphics-rich version of our Strategic Plan for 2019-20.

- **Education/Webinar:**

- D. Guerra: 2
 - TACVB Annual Conf. 8/15/19
 - BRE Overview & Training w/ MEDC-Danny Chavez 8/28/19
- B. Shumate: 5
 - TACVB Annual Conf. 8/14-15/19
 - Webinar – 7 Key Insights into Social Media Strategy
 - Webinar - 7 Psychological Triggers Every Marketer Should Master
 - Webinar – TTIA: Strategic Planning
 - Webinar - TTIA: Content Marketing Strategies
- V. Rhodes: 3
 - Time Management Skills for Employees– Online training class
 - TACVB Annual
 - IDSS Training
- S. Smith: 8
 - TACVB Annual
 - Admin Lunch A/P & Purchasing Training
 - iDSS Leads Training – Online (not effective)
 - iDSS Inquiries Training – Online (not effective)
 - iDSS Email Campaign Training – Online (not effective)
 - iDSS In-Person Training with Mark
 - End of year Finance Training
 - City Secretary Forum Lunch and Learn, Board Alternates and referring Minutes

- **Events/Services:**

- Events:
 - Staff attended:
 - DCI Championships in Indianapolis to see the logistics, Impact Band/Bandtastic, & Drumline battle. DCI will be in McKinney July 20-21, 2020, the contract is for 2020-2023. Met with Music for All E.D. James Stephens Jr. about hosting a Regional Competition at the MISD Stadium (potential new-business).
 - Leadership McKinney Orientation-V. Rhodes Class of 2020 & D. Guerra –Leadership Alumni.
 - Bridal Show: Magnolia Grace-Leonard, TX
 - TACVB - attended Friends of Travel Give Back service day (V. Rhodes & B. Shumate)
 - TACVB Annual Conference
 - Connect Tour Conference
 - Anna Chamber Network
 - Interurban Chamber Network
 - McKinney Chamber – Links
 - Texas Lake Trails Board Meeting 8/21/19
 - Lone Star Conference Media Day-NCAA

- **Sales:**

- The Sheraton won the bid from the Texas Academy of General Dentistry's Strategic Retreat and Board Meeting, taking place April 17-19, 2020. Total room nights: 25, total attendees: 30.
- 8/13/19-Sales Call w/ Simpson Strong-Tie meeting planner. Introduced her to Matty Luongo from the Sheraton. Trying to convince her to bring the room nights they are sending to Allen Marriott to the Sheraton in McKinney.
- National Interscholastic Athletic & Afterschool Safety & Security Summit. Dates: Feb. 3-6, 2020, TTL Room nights: 100, Attendees: 125, sent to the Sheraton, using meeting space at MISD CEC.
- NCAA Meetings –Fan Fest, ETF, & Marketing/Advertising have commenced.
- Staff attended Connect Tour –Louisville, KY 8/26-28/19.

- **Venue Visits: 2**

- Myers Park
- The Springs
- **Hotel Visits: 8**
 - Sheraton
 - Towneplace Suites
 - Super 8
 - Econo Lodge
 - Holiday Inn
 - Comfort Suites
 - La Quinta
 - Holiday Inn Express

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 Collections: 2018-2019

HOT TAX collection reported by City:

- MOM 2019 vs. 2018 (18-Hotels & 7-B&B/VRBO reporting)
 - August 2019: \$156,156
 - August 2018: \$157,448
 - **-0.82%**
- YTD: 2019 vs 2018
 - FY 18-19: \$1,545,595
 - FY 17-18: \$1,577,257
 - **-2.01%**

ASSOCIATION/CORPORATE/SMERF COMPLETED in August 2019: TTL Room nights: 451; TTL Revenue: \$46,308

WEDDINGS COMPLETED-August 2019 - TTL Room Nights: 146 TTL Rev.: \$16,488

- Thomas/Hutchens Wedding – Sheraton: TTL room nights: 10, TTL Rev.: \$1,030; Grand: TTL room nights: 29, TTL Rev.: \$4,431
- Demetro/Worsham Wedding – Sheraton: TTL room nights: 30, TTL Rev.: \$3,240
- Heather Cook – Grand: TTL room nights: 1, TTL rev; \$179
- Alpert Wedding – Hampton Inn: TTL room nights: 5, TTL Rev.: \$495
- McKamie/Fuerst Wedding – Hampton Inn: TTL room nights: 14, TTL Rev.: \$1,506
- Wilson/Tew Wedding – Hampton Inn: TTL room nights: 36, TTL Rev.: \$4,137
- Falk/Tate Wedding – One Preston Events in Gunter TX – 10 rooms at La Quinta and 10 at Holiday Inn & Suites, however, they were not in block, therefore unable to obtain a pick-up report. (these rooms are not included in the total room nights figure) 21 room nights were picked up from the Comfort Suites booking link they provide, this link provides 20% off of available rates at time of booking. (Rate Averages around \$70). Avg TTL rev: \$1470

Assisted following wedding parties with hotel quotes/info, however, no hotel room blocks made or welcome bags provided.

- Jessica Harshman – Chandlers Garden
- Parker Juarez - Rosemary Barn
- Lourdes Vasquez –Springs

ASSOCIATION/CORPORATE/SMERF COMPLETED in August 2019: TTL Room nights: 305; TTL Revenue: \$29,820

ASSOCIATION – TTL Room Nights: 49; TTL Rev.: \$4,931

- Texas Christmas Tree Growers Association – Sheraton: TTL room nights: 45 Total Rev.: \$4,455
- Texas Lake Trails – Grand: TTL room nights: 4, TTL Rev.: \$476

CORPORATE – TTL Room Nights: 157; TTL Rev.: \$15,229

- Torchmark-LNL 101- 8/5-8/19, Sheraton: TTL room nights: 0; TTL Rev. \$ **Class didn't make**
- Torchmark-AIL 201- 8/12-14/19, Sheraton: TTL room nights: 103; TTL Rev. \$9,991
- Torchmark-LNL 301- 8/25-28/19, Sheraton: TTL room nights: 54; TTL Rev. \$5,238

SMERF: TTL Room nights: 0; TTL Rev.: \$ N/A

SPORTS: TTL Room nights: 99; TTL Rev.: \$9,660

- Southwest football college Officials-Sheraton: TTL room nights: 99; TTL Rev. \$9,660

Sales Calls: ASSOCIATIONS-/CORPORATE/SMERF Sales Calls:

Association: 2

1. TTIA – Contact: Jennifer Roush. Texas Travel Counselors Conference for 2021 or 2022.
2. National Horseshoe Pitchers Association – Contact: Laurie Lampkin. We do not have facilities to accommodate their needs. They need a minimum of 50,000 square feet for this event.

Corporate: 2

1. Adams Travel – Cheryl Adams. Cheryl stated that the corporate meetings she plans might consider McKinney. Extended a site visit to her and will follow up for leads.
2. Peak Performance Meetings & Incentives – Beverly Coscia. This company may be a good fit for McKinney; Beverly oversees corporate meetings and sales meetings that range in size of 75-100 attendees. Offered a site visit to Beverly and will follow up with email.

SMERF: 30

1. Juan Solis – June 2020 Quinceañera. Assisting Juan with information/planning Quinceañera for his daughter in June 2020.
2. McKinney Soccer/FlameFest – Contact: Norma Trujillo. Event: June 2020. Working with Norma to secure hotels in McKinney for Flamefest.
3. FC Premier – Ray Hirsch. Tournament December 13-15, 2019 at Craig Ranch. Tournament name: Dallas Blue Cup.
4. Sue Dawr – All Seasons Travel – left a message for Sue in regards to sports teams that she handles.
5. A & L Tours – Arnold Parker. He is interested in historical sites as well as African American heritage for the tours he creates.
6. Sunshine Vacations – Nancy Harkey. She is interested in coming to McKinney if we offer a FAM trip.
7. Tour Washington – Jennifer & James Rider. They book mainly African American Heritage tours, however, Jennifer stated they are branching out to faith and student tours.
8. Tours Limited, LLC – Madhavi Chimalapati. This is a destination management company based out of Atlanta and is geared towards education tours for students coming to the United States from other countries.
9. Star Destination – Jennifer Eason. Jennifer stated that she is open to bringing a tour to McKinney if we would create an itinerary that would encompass our surrounding area.
10. Meridian Guided Tours – Matthew Maturo. Matt stated that his target audience is 65+ leisure groups. Matthew is interested in events taking place in McKinney and would possibly use those events to build an itinerary for his groups. I will follow up with him.
11. Big Ben Transportation – Ben Rakhmanov – Ben stated that Texas was too far for the group tours that he plans. He only plans tours in the North East.
12. Jackson Travel & Tours – Larry Jackson. Dropped off McKinney information.
13. Go Green Tours – Arlesia Crooms. Dropped off McKinney information.
14. Niagara Bound Tours – Lezlie Harper. Lezlie advised Texas was not a state she promotes for her tours, that we were too far south for her target audience.
15. G2 Travel - Jerry Varnes. G2 is a Florida based company that sells travel packages business to business. Not a good fit, they are geared more to work with hotels to secure static rates for their packages.
16. GTS – Gabriel Nunez. GTS is a wholesale operation that sells its packages to various groups.
17. Attractions 4 Us – Tracy Harris. Dropped off information with Tracy.

18. Baron Tours – Claudine Halbi. Not a good fit for us, she is mainly a bus company/coordinator that works with tour operations to ensure they have the busses they need.
19. Living in the City Tours – Charles Williams. Charles mainly offers African American Heritage tours throughout the U.S. He stated he would be open to a Texas Tour in which the itinerary would consist of hitting several Texas cities.
20. Westlake Tours – Bill Westlake. The 2020 tours have been booked and Bill will begin to look for locations for 2021 tours in January 2020. Bill stated 85% of his clientele are senior citizens and should he consider coming to Texas he would entertain coming to McKinney.
21. Columbia Crossroads Inc. – Cynthia Billette. Typically, their tours take place in the Pacific Northwest, however, Cynthia stated this is a custom tour company and will travel the U.S. if there was a demand.
22. Terranea Inbound Travel – Julie Charros-Betancor. Jill stated she mainly does wine tour trips.
23. Bookhotel – Sheila Martinez. Sheila sells to Latin America audience and looks for tours that entail shopping.
24. Taylor Tours – Sally Taylor. Sally only books two tours a year. Her audience is senior adults that enjoy heritage tours. Based in Kentucky, this tour company usually departs from Kentucky and usually provides tours in the south/east coast destinations.
25. Cross Country Tours Inc. – Curtis Herron. Their clientele consists of student groups and family reunions.
26. Gati Event Management Company – Mo Regnier. Their clientele is from across the U.S. They create “great adventure” tours for students and the leisure market.
27. Travel Info 2Go – Jann Parker. They are a business-to-business wholesale tour company. Jann advised he has 13 tour agencies and their business model is similar to Orbitz in which people individually book trips/vacations.
28. Montague Tour Design – Diane Montague. Diane creates custom tours that she sells to travel clubs. She does have a client that is interested in a “Bluebonnet” tour of Texas, as well as Historic cities in Texas.
29. Bloom Tour & Charter Services – Erin Ducharme. I will follow up with Erin regarding booking a tour in our area. She stated she mainly books the Northeast.
30. Flair Tours – Carl Stasiunas. Flair Tours clientele consist of 55+ and some corporate groups. Carl stated he has never booked a tour to Texas and would consider a Texas destination.

Weddings: 5

1. Terry Bracken (MOB) – October 2019, River Rd Chateau
2. Lindi Blake – April 2020, Rosemary Barn
3. Megan White – May 2020, Stone Crest
4. Brooke Barnes – February 2020, Magnolia Grace Ranch
5. Erin Horomanski – August 2020, Stone Crest

McKinney Top 25: McKinney Corporate: 3

1. BRE Meeting w/Popular Ink- Nothing at this time, will call if they need any assistance.
2. BREP Meeting- Vazata- assisting w/Tech Culture space as a venue.
3. BREP Meeting-Watson Chalin- assisting w/Hotels & Mayor to attend Veterans Day Memorial at their establishment.

VISIT MCKINNEY Calendar of Events 2018-2020: 4

Yellow highlight=New business & Red type=indicates Lost Business

Month	Group	Venue	Room Nights	Attendance
August				
8/1-3/19	Southwest College Football Officials (SWCFO)	Sheraton	62	250
8/2019	Texas Lake Trail Annual Board Meeting	Meeting Space Only	50	50-75
08/05 – 08/08/2019	Torchmark LNL 401	Sheraton	20	20
08/12 – 08/14/2019	Torchmark AIL 201	Sheraton	80	80
8/23-25/19	Texas Christmas Tree Growers Assoc.	Sheraton	60	120

08/25 – 08/28/2019	Torchmark LNL 301	Sheraton	20	20
September				
09/15 – 09/19/2019	Torchmark LNL 101	Sheraton	100	100
9/13-22/19	Mckinney Kniterry Yarn Crawl	Grand Hotel, Towne Place Suites, and the Best Western	10	500-600
09/23 – 09/25/2019	Torchmark AIL 301	Sheraton	50	50
October				
10/20 - 10/23/2019	Torchmark LNL 201	Sheraton	30	30
10/22 - 10/23/2019	Torchmark FHL 101	Sheraton	22	44
10/27 - 10/29/2019	Torchmark FHL 201	Sheraton	15	30
10/27 - 10/30/2019	Torchmark AIL 101	Sheraton	100	100
November				
11/03 - 11/07/2019	Torchmark LNL 101	Sheraton	100	100
11/5-7/19	Emerson FC1605/1100	Holiday Inn	15	30
11/12-14/19	Emerson IV 1006	Holiday Inn	15	30
11/19-21-19	Emerson IV 1100	Holiday Inn	15	30
December				
12/3-5/19	Emerson IV 1006	Holiday Inn	15	30
12/18-21/19	NCAA D2 Folltball Championship	Sheraton/Delta	320	80

2020

Month	Group	Venue	Room Nights	Attendance
January				
1/7-9/20	Emerson IV 1100	Holiday Inn	15	30
1/14-16/20	Emerson IV 1106	Holiday Inn	15	30
February				
2/4-6/20	National Interscholastic Athletic & Afterschool Safety & Security Summit	Sheraton	100	125
April				
4/17/20	Texas Academy of General Dentistry – TAGD Strategic Retreat & Board Meeting.	Sent RFP to the Grand Hotel and The Sheraton.	25	30

June				
6/2-4/20	Emerson IV 1100	Holiday Inn	15	30
6/9-11/20	Emerson IV 1006	Holiday inn	15	30
June 2020	Craig Family Reunion.	Working with planners to secure meeting/event location.	N/A	50-75
July				
7/2020	Council on Occupational Education	Sheraton	125	350
November				
11/10-12/20	Emerson IV 1000	Holiday Inn	15	30
11/17-19/20	Emerson IV 1006	Holiday Inn	15	30

2021

Month	Group	Venue	Room Nights	Attendance
July				
7/2021	National Horseshoe Pitchers Association	City Wide	550	1500

2022

Month	Group	Venue	Room Nights	Attendance
October				
10/2022	Floor Covering Installation Contractors Association (FCICA)	Sheraton	200	75
April				
4/2022	TTIA - 67th Texas Travel Counselors Conference	Sheraton	425	225
July				
7/2022	National Horseshoe Pitchers Association	City Wide	550	1500

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
 - Second Saturday
 - Krewe of Barkus
 - Arts in Bloom
- 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
- o Collin County Historical Society Museum (all exhibits)
- o 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
 - Texas Heritage Day
- o Third Monday Trade Days
- o Myers Park Events (Dogs Show, Horse Show, & Master Gardener Events)
- o State of the City - McKinney
- o Volunteer McKinney
- o Chamber (Community Awards/Leadership)
- o Pumpkinville at Tucker Hill
- o Adriatica Events (at Sanctuary, Love Life & Smiles Concert)
- o Franconia Brewery Tour
- o Tupps Brewery Tour
- o Wales Manor Music Under the Stars
- o Live music at local restaurants/pubs/wine bars
- o Stonebridge Spooktacular

The McKinney Shop:

- **August 2019 Gross Sales \$847.00**
 - o **Rent check \$355.00**

Visitors: FYTD Total (Oct.'18– Sept. '19): 4,726

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

- Out of State: 67
- Out of Country: 34
- Texas Residents: 24
- McKinney Residents: 5
- Register Total: 130
- Ticker Counter: 448

Day Trips: 1

1. Docents from the DeGolyer House at the Arboretum will be hosting a day trip to McKinney on August 14th. They will start at the Heard Craig House then enjoy shopping downtown. I will welcome them on Wednesday and give them coupons from the downtown merchants.

RFP's: 9 (4-Association, 0-Corporate, 5-Weddings, 0-Social, 0-Religious, 0-Sports, 0-Day Trips)

Association: 4

1. TTIA 66th Texas Travel Counselors Conference – Spring 2021. April date with a Sunday-Friday pattern. Attendance: Approximately 225. Gave to Sheraton. Room nights: approximately 425
2. TTIA 67th Texas Travel Counselors Conference – Spring 2022. April date with a Sunday-Friday pattern. Attendance: Approximately 225. Gave to Sheraton. Room nights: approximately 425
3. National Horseshoe Pitchers Association – July 2022, 2-week event with a Monday-Saturday pattern. Peak room nights: 550 Approximately 1,000 -1,600 participants with approximately 5,000 spectators.

4. National Interscholastic Athletic & Afterschool Safety & Security Summit: Dates: Feb. 4-6, 2020. Arrival Date Feb. 3, 2020. TTL Room nights: 100; Attendees: 125. Meeting: MISD CEC

Corporate: 0

SMERF: 5 (5-Weddings, 0-Social, 0-Sport, 0-Religious)

1. Terry Bracken (MOB) – October 2019, River Rd Chateau
2. Lindi Blake – April 2020, Rosemary Barn
3. Megan White – May 2020, Stone Crest
4. Brooke Barnes – February 2020, Magnolia Grace Ranch
5. Erin Horomanski – August 2020, Stone Crest

Site Visits: 4

1. Keisha Mayer – Bride, December 15, 2019 Wedding
2. 8/20/19-NCAA D2 Football Committee: McKinney: Sheraton & Springhill Suites. Allen: Delta & Pin Stack.
3. Lone Star Reel- Hotels, Venues, Restaurants, & Attractions. This is a result of the BREP joint Sales Calls.
4. National Interscholastic Athletic & Afterschool Safety & Security Summit. Dates: Feb. 3-6, 2020, TTL Room nights: 300, Attendees: 150, sent to the Sheraton, using meeting space at MISD CEC, Using Tupps for one evening & catering in Mexican food for dinner. Assisting with a webpage link to our Visit McKinney website of things to do & see while this group is in town in February.

Ongoing Prospects: SMERF (Social, Military, Education, Religious, & Fraternal): 23 (23-Weddings, 0-Social, 0 -Sports, 0-Day Trips)

Weddings:

1. Cox Wedding – September 2019, Springs
2. Grassley/McDonald Wedding - September, Grand Ivory
3. Holmes Wedding - September 2019, River Rd
4. Graves Wedding - September 2019, Springs
5. Carrier & Zach Hood – September 2019, Bella Donna
6. Terry Bracken – October 2019, River Rd. Chateau
7. Yesenia Gallegos Wedding – October 2019, Magnolia Grace
8. Christy Skertchly – October 2019, Stonecrest
9. Stutzman Wedding – October 2019, Stonecrest
10. Gloria Martinez - November 2019, Springs
11. Vonderschmidt Wedding - November 2019
12. Lamberson Wedding – November 2019, Stone Crest
13. Morrison/Alvarado Wedding – December 2019, Rustic Grace
14. Kelsha Mayers - December 2019, Springs
15. Kerarra Comer - December 2019, Springs
16. Erin Fanatico Wedding - December 2019
17. Morrison Wedding – December 2019, Rustic Grace
18. Brooke Barnes – February 2020, Magnolia Grace Ranch
19. Symm Wedding – February 2020, Springs
20. Lindi Blake – April 2020, Rosemary Barn
21. Megan White – May 2020, Stonecrest
22. Cindy Miller Wedding – May 2020
23. Erin Horomanski – August 2020, Stonecrest

Social: 0

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.

Newsletter Email Database (Robly) TTL: 32.5 % average open rate (December)

Bags Serviced: 385

Mailing Leads Processed: 59

- Tour Texas: 59

Top Five States requesting information:

1. Texas
2. Ohio
3. Oklahoma
4. Alabama
5. Illinois

Advertising/Marketing/Media

Blogs (Top 5) for AUGUST 2019:

Blog Home Page - 94
NTTA – 94
Plan Your Trip (Visit Widget) – 44
McKinney Community Concerts -31
Organ Concert – 23

BLOG VISITS - FY 18-19	
MONTH	Sessions
Oct. 2018	384
Nov. 2018	250
Dec. 2018	232
Jan. 2019	380
Feb. 2019	294
Mar. 2019	298
April.2019	367
May.2019	467
June.2019	379
July.2019	500
August.2019	495
FY 18-19	4,046

AUGUST 2019 Visits on Homepage News Flash buttons & landing pages:

Weekend Update page – 194
McKinney to Munich – 152
Ask a Local - 58
Tours - 15
Grants – 14
Getting Around Downtown – 10
KPIs – 8
Meeting Planners Guide – 170

Yarn Crawl – 85

THSLL - 5

AUGUST 2019 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Bus Tours Magazine info submitted for Sept.-Oct. 2019 issue
- Updated the McKinney-to-Munich page with the new contest logo and other info
- Submitted MPI-DFW Partner info
- Submitted email newsletter info for Tour Texas September 2019
- Submitted Texas Event Calendar events for winter (Dec.-Feb.)
- Made Board’s changes to Strategic Plan and submitted to City Comm.
- Created coupon sheets for:
 - Yarn Crawl
 - Dallas Arboretum DeGloyer House docents
 - Texas Lakes Trail

Advertising- Website & Publication ROI Tracking:

- Business 360 – 3
- Texas Meetings+Events – 1
- Tour Texas – 1
- Small Market Meetings – 1
- Boyd Broncos – 15
- MHS Lions – 5
- MHNS Bulldogs - 3
- Polka News – 2
- Texas State Travel Guide – 1
- Stonebridge Ranch News – 12
- Texas Highways – 10
- Meet Texas – 1
- Historic Calendar - 3

AUGUST 2019 SOCIAL MEDIA

FACEBOOK STATS					
FY 18-19	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct. 18	97	7,491	92,814	378,097	2,678,708
Nov. 18	65	7,556	88,311	449,685	2,860,148
Dec. 18	63	7,619	159,866	1,042,216	4,343,739
Jan.19	76	7,695	135,200	1,022,782	4,626,660
Feb. 19	146	7,845	129,516	831,301	4,108,790
March.19	106	7,951	194,190	1,322,497	5,951,768
April.19	144	8,095	135,964	812,985	5,175,251
May.19	144	8,239	108,763	901,480	4,185,610
June.19	110	8,349	94,367	511,199	3,682,075
July.19	110	8,459	119,343	490,099	4,686,919
August.19	304	8,763	104,625	438,578	4,586,953
TOTALS	1,365	N/A	1,362,959	8,200,919	46,886,621

INSTAGRAM	New Followers
Historical	761
Oct. 2018	126
Nov. 2018	164
Dec. 2018	94
Jan. 2019	56
Feb. 2019	59
March-19	75
April-19	77
May-19	61
June.19	71
July.19	79
August.19	88
TOTAL	1,711

TWITTER – AUG. 2019	
Followers	5,237 (+47)
Tweets	6818 (+63)
Tweet	140,000
Profile Visits	129
Mentions	10

YOUTUBE	Views	Subscribers
Historical numbers	6,699	30
Oct. 2018	217	0
Nov. 2018	222	4
Dec. 2018	232	3
Jan. 2019	124	1
Feb. 2019	155	1
March.2019	142	3
April.2019	141	0
May.2019	135	0
June.2019	166	3
July.2019	203	1
August.2019	445	2
TOTAL	8,881	48

AUGUST 2019 Website Numbers

<i>Google Bus. Page</i>	<i>Page Views</i>	<i>Web visits</i>
Oct. 2018	1,960	27
Nov. 2018	1,970	30
Dec. 2018	1,195	40
Jan. 2019	1,850	34
Feb. 2019	1,970	29
March.2019	2,240	31
April.2019	2150	56
May.2019	2,060	45
June.2019	2,144	29
July.2019	1,860	35
August.2019	1,490	34
TOTAL	20,889	390

Month	Sessions	Pageviews	Users
Oct. 2018	3,061	7,459	2,496
Nov. 2018	3,565	7,585	3,140
Dec. 2018	3,043	6,689	2,640
Jan. 2019	2,880	7,381	2,383
Feb. 2019	2,632	6,433	2,200
Mar. 2019	2,900	6,705	2,440
April.2019	3,591	8,387	2,937
May.2019	9,272	17,251	7,837
June.2019	6,503	13,314	5,598
July.2019	6,596	13,422	5,670
August.2019	8,046	15,664	6,933
FY 18-19	52,089	110,290	44,274

AUGUST 2019 Web Traffic	Users
Mobile	4,554
Desktop	1,750
Tablet	629
TOTAL	6,933

AUGUST 2019 - TOP 25 WEB PAGES

Page	Pageviews	Unique Page Views
Home Page	3,075	6,345
Calendar	2,325	2,400
McKinney to Munich	1,979	1,395
Visitors Guide	225	168
Explore	200	151
Events	196	159
Monthly Annual Events	193	177
Shopping Centers	191	170
Weekend Update	178	143
Dining	161	107
Event Planning	149	132
McK-to-Munich home button	137	105
Ask a Local	126	113
Calendar entry	118	103
Parks Trail Map	117	109
Weekend Update sign-up	115	98
Accommodations	114	100
Calendar item	106	84
Calendar Item	104	87
Blog main page	94	88
Blog – toll tag	94	78
Shopping	92	90
About McKinney	90	63
Tours	88	69
Yarn Crawl Landing page	85	62
Bed & Breakfasts	84	73

Top Countries – AUGUST 2019

Country Breakdown	Users	New Users	Sessions
United States	6,459	6,221	7,537
Canada	313	312	328
France	40	40	40
Germany	21	21	22
India	20	20	20
South Korea	13	13	13
(not set)	12	12	12
United Kingdom	10	10	10
Mexico	7	6	8
Denmark	5	5	5

Top States

State Breakdown	Users	New Users	Sessions
Texas	4,885	4,653	5,815
Virginia	132	128	144
California	115	111	122
Oklahoma	112	111	118
Illinois	82	79	100
New York	74	56	63
Pennsylvania	67	67	72
Florida	66	64	71
Missouri	47	44	49
Tennessee	53	52	58

Top Cities

City Breakdown	Users	New Users	Sessions
Dallas	1,481	1,392	1,642
McKinney	1,444	1,285	1,846
Plano	247	237	268
Allen	187	171	219
Frisco	114	137	165
Austin	98	95	115
Prosper	94	90	105
Houston	78	75	84
Fort Worth	75	75	76
Richardson	69	66	83

VISIT WIDGET - AUGUST 2019				
	Users	Sessions	Page Views	New Downloads
Widget	55	57	254	
<i>Desktop</i>	36	38	181	
<i>Mobile</i>	19	19	73	
Mobile APP	168	169	961	
<i>App-iOS</i>	136	137	812	57
<i>App-Android</i>	32	32	149	21
TOTAL	223	226	1215	78

CROWDRIF GALLERIES - AUGUST 2019		
Gallery	Interactions	Views
Being Social	19	20
Explore	87	164
Dining	8	145
History (Downtown)	30	76
Events	16	168
Home Gallery	69	1,100
TOTAL	229	1,673

Publicity: Does not include \$30,000 for Grants

FY 18-19	Budgeted Amount
Adv. & Promo TTL	\$ 141,470

AUGUST 2019 FREE MEDIA					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
Bubble Life	Shared Blog/web updates (10 times)	\$0	\$10,000	\$30,000	700,000
Courier Gazette	Article from info sent to them	\$756	\$1,000	\$5,268	75,000
Courier Gazette	1/2 pg. Article: Guy discusses tours and Visit McKinney	\$2,324	\$1,000	\$9,972	75,000
Meetings Today	Full page article about Visit McKinney/TDA conf.	\$11,000	\$3,000	\$43,500	98,601
TOTALS		\$14,080	\$15,000	\$88,740	948,601
FY 18-19		\$54,467	\$255,515	\$933,926	17,378,601

OCCUPANCY RATES:

Top 5 McKinney Hotels 2018-2019 Occupancy Rates: %

Hotel	Oct. '18	Nov. '18	Dec. '18	Jan. '19	Feb. '19	Mar. '19	Apr. '19	MAY '19	Jun. '19	Jul. '19	Aug. '19	Sep. '19
Comfort	64.57	66.03	56.17	50.79	55.73	76.24	70.42	68.36	74.50	69.84		
Hampton	73.87	62.03	87.46	93.30	98.19	98.41	96.37	90.69	100.0	98.00		
Holiday Inn	63.70	72.00	67.48	57.93	66.23	73.77	79.83	73.51	82.56	75.99		
Holiday Inn CR	65.16	72.96	52.30	51.73	57.63	66.85	77.71	68.27	74.04	74.48		
La Quinta	58.96	77.17	73.79	63.90	67.36	72.85	68.44	82.40	95.61	95.02		
Sheraton	85.79	77.95	66.66	69.83	83.67	78.16	77.79	75.28	58.62	58.62		
Townplace	59.48	65.54	54.19	51.65	59.95	75.32	77.34	69.26	67.38	70.79		

Sheraton Occupancy Rates:

Month	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19
October	N/A	67.28%	75.19%	96.77%	85.79%
November	N/A	61.35%	75.20%	N/A%	77.95%
December	N/A	69.24%	57.74%	N/A%	66.66%
January	N/A	61.62%	69.54%	72.13%	69.83%
February	N/A	71.58%	79.77%	79.03%	83.67%
March	24.60 %	63.53%	77.04%	75.54%	78.16%
April	39.29%	82.34%	84.81%	78.06%	77.79%
May	50.47%	64.60%	81.11%	78.87%	75.28%
June	69.70%	75.03%	88.88%	81.25%	58.62%
July	75.60%	72.61%	N/A	77.76%	
August	56.22%	63.86%	76.00%	72.64%	
September	56.43%	72.50%	N/A	78.98%	

LOST BUSINESS: 3

1. TTIA 66th Texas Travel Counselors Conference – Spring 2021. April timeframe with a Sunday-Friday pattern. Attendance: Approximately 225. Gave to Sheraton. Conference Travel Expo space requirements are too large for Sheraton, unable to accommodate 70 – 10'x10' booths with 8' high back and 10' in between rows.
2. TTIA 67th Texas Travel Counselors Conference – Spring 2022. April timeframe with a Sunday-Friday pattern. Attendance: Approximately 225. Gave to Sheraton. Conference Travel Expo space requirements are too large for Sheraton, unable to accommodate 70 – 10'x10' booths with 8' high back and 10' in between rows.
3. National Horseshoe Pitchers Association – July 2022, 2-week event with a Monday-Saturday pattern. Peak room nights: 550 Approximately 1,000 -1,600 participants with approximately 5,000 spectators. Wanted walkability from the hotel to the venue.