



To: Visit McKinney Board

From: Dee-dee Guerra – Executive Director

Date: March 24, 2020

RE: Visit McKinney February 2020-Staff Report

Goal 1 Operational Excellence

Strategies:

• **Advertising/Marketing:**

- Visit McKinney hosted Chet Garner and The Daytripper film crew for two days in McKinney while he filmed all around the city at prearranged locations. Many thanks to the following businesses/organizations who assisted in hosting him: The Neathery Estate B&B, Rick's Chophouse, Layered, Patina Green, Local Yocal, The Yard, Chestnut Square, Collin County History Museum, MPAC, the Heard Museum, Loco Cowpoke, The Groovy Coop, and Mom & Popcorn. The show will air in May; air date to be announced.
- **Texas Music Friendly Designation Update:** Visit McKinney hosted a Texas Music Friendly Community Workshop led by the director and the coordinator from the Texas Music Office (TMO), a division of the Governor's Office of Economic Development and Tourism. About 35 people from throughout McKinney with a connection to music – musicians, venue owners, instructors, music-based organizations, etc. – turned out to receive information and ask how they could be involved.
 - An advisory board has now been filed with the TMO, as has a preliminary Memorandum of Understanding between the TMO and the City of McKinney.
 - Finalizing a McKinney music database that will be uploaded to the TMO'S website as a resource for musicians across the state, and Visit McKinney will be serving as the McKinney Music Office liaison between the new McKinney advisory board and the TMO.
 - Working through the remaining steps required to finalize the designation to reach certification before TUPPS Brewery's McKinney Music Festival in May
- Submitted ads for Texas Meetings + Events & Texas Lakes Trail Map
- Submitted text/photos for editorial placement in Texas Meetings + Events' Spring issue
- Submitted info about McKinney company ShearShare to Dee-dee to share with EDC
- Call with CrowdRiff to make final tweaks to Media Hub connected to our website
- Submitted photos to a website that has selected McKinney for another good list. (Unable to give details at this time per request by website)
- Met with Susan Friedman and Matt Silva - about partnering with Local Yocal BBQ Grill for marketing purposes
- Set a date with travel influencer Jessica Serna (My Curly Adventures) for a three-day visit

- **Board: Visit McKinney Board: Meeting on Tuesday, 2/25/20 at 8:00 am at Gather.** Six tourism grant applications were submitted by Feb. 3 for this next round of grant awards. Requests listed below. The Marketing committee will meet to determine recommendations for a vote by the full board at the March board meeting on March 24, 2020. **The grant application requested total to \$36,280.00, the amount available to be awarded in Cycle 2 is \$22,088.69.**

The Heritage Guild of Collin County in the Amount of \$2,500 for the Advertisement and Promotion of Weddings at Chestnut Square on Yelp and Here comes the Guide
Marching Music Made in McKinney in the Amount of \$10,000 for the Advertisement and Promotion of Drum Corps International (DCI) competitions held in McKinney July 21, 2020
Heard-Craig Center for the Arts in the Amount of \$5280 for the Advertisement and Promotion of McKinney's 5th Annual Art Meets Floral Event
Game Day Foods, LLC (DBA Bernard's Gourmet Foods) in the Amount of \$2,500 for the Advertisement and Promotion of McKinney's 3 rd Annual Star-Spangled SalsaFest Benefitting the Community Garden Kitchen of Collin County
SBG Hospitality in the Amount of \$8,500 for the Advertisement and Promotion of the Expansion and New Location of the 4th Annual McKinney Wine & Music Festival
You're My Favorites dba McKinney Summer Opera in the Amount of \$7,500 for the Advertisement and Promotion of Mozart's Opera Marriage of Figaro in McKinney

- **Education/Webinars:**
 - **Beth:**
 - IDSS Training, 1 session
 - CrowdRiff webinar - Keeping Your Travel Website Relevant in 2020
 - CrowdRiff update training
 - Webinar: 2020 Travel Outlook From the Traveler, presented by Travelzoo
 - Webinar: The Kick-Off/Debrief by US Travel Association for NTTW 2020 - Travel Works
 - Internet Security – online
 - 2019 Your Role: Internet Security and You
 - 2016 Handling Sensitive Information
 - 2019 Kevin Mitnick Security Awareness Training - 30 Min
 - Captain Awareness: Detecting Suspicious Activity
 - **Dee-dee**
 - IDSS Training, 1 day
 - Internet Security – online
 - 2019 Your Role: Internet Security and You
 - 2016 Handling Sensitive Information
 - 2019 Kevin Mitnick Security Awareness Training - 30 Min
 - Captain Awareness: Detecting Suspicious Activity
 - **Sabine**
 - Administrative Professionals Forum, presentation by Tonya Hall, GIS

- IDSS Training, 2 days
 - Internet Security – online
 - 2019 Your Role: Internet Security and You
 - 2016 Handling Sensitive Information
 - 2019 Kevin Mitnick Security Awareness Training - 30 Min
 - Captain Awareness: Detecting Suspicious Activity
 - Sue
 - Internet Security – online
 - 2019 Your Role: Internet Security and You
 - 2016 Handling Sensitive Information
 - 2019 Kevin Mitnick Security Awareness Training - 30 Min
 - Captain Awareness: Detecting Suspicious Activity
 - Vanesa
 - IDSS Training, 2 days
 - Mold Hazards & Prevention
 - How to Prevent & Respond to Bullying at Work
 - Internet Security – online
 - 2019 Your Role: Internet Security and You
 - 2016 Handling Sensitive Information
 - 2019 Kevin Mitnick Security Awareness Training - 30 Min
 - Captain Awareness: Detecting Suspicious Activity
- **Events/Services: 4**
 - Chamber Awards
 - McKinney Chamber Links
 - Avalon Legacy Show/Open House
 - Anna Chamber Morning Network
- **Sales: 13**
 1. Site Visit- SWCFO Football Officials 7/17/20 at MISD Stadium-Looking to use city Soccer Fields for 200 attendees. Hotels: Springhill Suites & Sheraton
 2. **DCI-Update:**
 - Logo



- Corps coming to McKinney:
 - The Academy, AZ
 - #6 Boston Crusaders, MA
 - #4 Carolina Crown, SC
 - #11 Crossmen, TX
 - Genesis, TX
 - #10 Mandarins, CA
 - Pacific Crest, CA

- #12 Phantom Regiment, IL
- #3 Santa Clara Vanguard, CA
- Dates: July 19-21, 2020
 - Sunday, July 19, 2020
 - Corps will begin to arrive in the McKinney area and set up camp in local middle and high schools.
 - Monday, July 20, 2020
 - Three (3) DCI corps will participate in a drumline battle at TUPPs Brewery, who has the event on their calendar. This event will be a family-friendly event with high-energy drum line competitions and fan involvement.
 - Tuesday, July 21, 2020
 - **BANDtastic** all-day middle school band camp at MISD stadium (300 middle schoolers will be handpicked by their band teachers to attend)
 - **DCI Competition** from 7 pm-11 pm in MISD stadium, The BANDtastic campers will have a chance to play on the field with the DCI Corps!
- 3. Presentation to the Our Savior Lutheran Women's Mission group
- 4. Met with Marc Fein from Baseball Nation – provided hotel contact/introductions to help create a partnership between entities
- 5. Working with TWC to bring a Texas Conference for Employers to McKinney
- 6. Confirmed meeting with Jack Henry & Associates meeting planners – using the Grand Hotel for their board of directors meetings in May and August
- 7. Joint Effort with the Grand to host two new corporate groups in April. AVM Industries and ARDAGH Group
- 8. Met with reps from McKinney High School class of 1965 about their upcoming reunion
- 9. Met with Mort Kramer, PSA McKinney
- 10. Pogue Construction (Internship-Interviews) at the Grand, 5 attendees, 2/27/20
- 11. MISD Classic-RFP Sent to Kris Cumnock for August 27-29, 2020 football game. Oklahoma & Arkansas schools playing against all three MISD High schools
- 12. BRE Meetings:
 - FarmHouse Fresh 2/20/20
 - Stat Lab 2/24/20

- **Venue Calls: 1**

1. Bingham House

- **Hotel/B&B Visits: 13 Hotel visits(11-Hotels & 2-B&B)**

1. La Quinta
2. HiltonHome 2
3. Springhill Suites
4. Holiday Inn & Suites
5. Grand Hotel
6. Sheraton
7. Southern Chic Retreat
8. Memory Lane
9. Hampton Inn
10. Comfort Suites
11. Town Place Suites
12. Days Inn
13. Best Western

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: 2019-2020

HOT TAX collection reported by City:

- MOM 2020 vs. 2019 (19-Hotels & 8-B&B/VRBO reporting)
 - February 2020: \$134,986
 - February 2019: \$120,334
 - **12.18%**

ASSOCIATION/CORPORATE/SMERF COMPLETED in February 2020: TTL Room nights: 1,569; TTL Rev.: \$172,375

WEDDINGS COMPLETED-February 2020-12 Wedding Room Blocks: TTL Room Nights: 410; TTL Rev: \$46,482

Neathery Estate B & B

- 4 wedding blocks
- \$2,294 room revenue

Springhill Suites

- No pick-up

Hilton Home 2

- No pick-up

Sheraton Hotel

- 9 wedding blocks
- 370 total room nights
- \$40,468 room revenue

Hampton Inn

- 2 wedding blocks
- 28 total room nights
- \$2,848 room revenue

Holiday Inn & Suites

- 1 wedding block
- 8 room nights
- \$872 room revenue

Holiday Inn Express

- No pick-up

Comfort Suites

- No pick-up

ASSOCIATION/CORPORATE/SMERF COMPLETED in February 2020: TTL Room nights: 1,159; TTL Rev.: \$125,893

ASSOCIATION: TTL Room nights: 0 ; TTL Rev.: \$ 0

CORPORATE: TTL Room nights: 953; TTL Rev.: \$103,216

- Globe Life: 2/2-5/20: Sheraton-TTL room nights: 59; TTYL Rev.: \$6,136
- Nat'l Interscholastic Athletic & Afterschool Safety & Security Summit 2/4-6/20: Sheraton-TTL room nights:175; TTYL Rev.: \$20,475
- Globe Life: 2/9-12/20: Sheraton-TTL room nights:158 ; TTYL Rev.: \$16,432
- Globe Life:2/16-20/20: Sheraton-TTL room nights: 395; TTYL Rev.: \$41,080
- Globe Life: 2/19-21/20: Sheraton-TTL room nights: 32; TTYL Rev.: \$3,328
- Emerson: 2/19-21/20: Sheraton-TTL room nights: 57; TTYL Rev. \$7,467
- Globe Life: 2/23-25/20: Sheraton-TTL room nights: 47; TTYL Rev.: \$4,888
- Pogue: Grand- 2/24/20- TTL room nights: 5; TTYL Rev. \$595
- Tempest-Grand-2/27-28/20-TTL room nights: 10; TTYL Rev.: \$1,090
- ClaytonHomes-Grand-TTL room nights: 9; TTYL Rev.: \$981
- Haven Hill-Grand-TTL room nights: 6; TTYL Rev.: \$744

SMERF: TTL Room nights: 184; TTL Rev.: \$20,384

- Church 121-Sheraton- TTL room nights: 78; TTYL Rev.: \$8,170
 - F&B: \$18,900
- Significant Church Group-Grand-TTL room nights: 106; TTYL Rev.: \$12,214

SPORTS: TTL Room nights: 22; TTL Rev.: \$2,293

- Texas Best Gymnastics- Spring Hill Suites-TTL room nights: 16; TTYL Rev.: \$1,699
- Wrestling Tournament- Holiday Inn & Suites- TTL room nights: 6; TTYL Rev.: \$594.00

Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls:

Association: 13

1. Texas Workforce Commission – Kimberly Bradford-Brown
2. Texas Chiropractic Association – Andrea Howard
3. Texas District & County Attorneys Association – Robert Kepple
4. Texas Statewide Telephone Cooperative – Pat Holder
5. Texas Industrial Vocational Association – Jennifer Davis
6. Texas Federation of Retailers/Drug Stores – Anissa Kocian
7. Combined Law Enforcement Association of Texas – Tod Staples
8. Texas Hearing Aid Association – Scott/3rd party planner
9. Texas Pest Management Association – Melissa Wade
10. Texas Cotton Ginners Association – Aaron Nelson
11. Texas Taxpayers and Research Association – Betty Wranischar
12. Texas Association of Defense Counsel – Debbie Hutchinson
13. Texas Food & Fuel Association – Dana Fuller

Corporate: 6

1. Clayton Homes – Evelyn Radford
2. AVM Industries – Paul Miller
3. Certified Life Coach – Jennifer Bone
4. ARDAGH Group – John Shaddox
5. Jack Henry – Christie Dawson
6. Comedy Arena – Von Daniels

SMERF: 14

1. RoboBusiness & Robotics Business Review – Ron Trznadel

2. MHS Class of '65 – Carolyn Corbin/Betty Odell
3. First Baptist Church Dallas – Jennifer Belyayev
4. Create Church – Ellie Binkley
5. First Baptist Church Richardson –
6. The Heights Richardson – Angela Everheart
7. First United Methodist Church – Evens Coordinator
8. Arapaho Baptist Church – Receptionist
9. Girls Weekend Getaway – Janice Peacock
10. Redemption Point Alliance Church – Pastor Lindsey & Candy Alcosiba
11. UT Graduation Party – James Hutchinson
12. Star Center – Paige Duke/Brad Buckland
13. USA Hockey National Championship – Jodi Penn
14. ACHA 2020 National Championships – Tony Farina

McKinney Top 25: McKinney Corporate: 2

1. BRE Meeting w/FarmHouse Fresh 2/20/20
2. BRE Meeting w/Stat Lab 2/24/20

VISIT MCKINNEY Calendar of Events 2019-2022: 8

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.**

***Note: GlobeLife-formerly Torchmark**

2020				
Month	Group	Venue	Room Nights	Attendance
February				
2/2-5/20	Globelife FHL 101	Sheraton	105	35
2/4-6/20	National Interscholastic Athletic & After-school Safety & Security Summit	Sheraton	100	125
2/7-8/20	Church 121 –	Sheraton	50	120
2/8-9/20	Texas Best Gymnastics	BOOKING LINK	N/A	N/A
2/9-12/20	Globelife AIL LA 201	Sheraton	150	50
2/13/20	Clayton Homes	Grand	11	11
2/13/20	Quikrete Dallas	Grand	20	15
2/16-20/20	Globelife LML LA 201	Sheraton	400	100
2/18/20-3/1/20	American Guest	City Wide	700	300
2/19-21/20	Globelife FHL 201	Sheraton	60	20
2/19-21/20	Emerson	Sheraton	90	30
2/23-25/20	Globelife AIL LA 301	Sheraton	70	35
2/24/20	Pogue Construction	Grand Hotel	5	5

2/27-28/20	Tempest/iDSS Training	Grand Hotel	10	5
March				
3/5-7/20	CTTE (North TX College) Bid Awarded	Sheraton & Collin College Conference Center	30	50
3/22-25/20	Globelife LNL LA 301	Sheraton	75	25
April				
4/2-5/20	Pro Pickleball Association Tournament	Spring Hill Suites, Hilton Home 2, and the Sheraton	40	100
4/5-8/20	Mitas Group	Grand Hotel	120	40
4/6-8/20	ARDAGH Group	Grand	18	36
4/3-5/20	Eastern Stars	Springhill Suites	40	40-60
4/13-16/20	AVM Industries	Grand	60	20
4/14-16/20	Girls Weekend Getaway – Janice Peacock	Grand	28	14
4/19-21/20	Globelife FHL 301	Sheraton	48	16
4/17/20	Texas Academy of General Dentistry – TAGD Strategic Retreat & Board Meeting	Sheraton	25	30
4/21-24/20	Globelife FHL 101	Sheraton	105	35
4/24-25/20	Cottonwood Creek Church	Sheraton & Holiday Inn Express- BOOKING LINK	N/A	N/A
4/24-26/20	The 99's	Sheraton	50	100
4/26-29/20	Globelife AIL LA 101	Sheraton	300	100
4/26-29/20	Emerson	Sheraton	60	20
May				
5/2-3/20	Vasquez Taekwondo Academy- Hangamadang Tourney	BOOKING LINK	N/A	N/A
5/10-14/20	Globelife LNL LA 101	Sheraton	400	100
June				
6/2-4/20	Emerson IV 1100	Holiday Inn	15	30
6/9-11/20	Emerson IV 1006	Holiday inn	15	30
July				
7/12-14/20	Globelife FHL 201	Sheraton	60	20

7/14-17/20	Globelife FHL 101	Sheraton	105	35
7/19-22/20	Globelife LNL LA 101	Sheraton	120	40
July-Sept W-F Pattern, 10 rooms/20 room nights. Two day	Texas Workforce Commission	Sheraton	40	750
August				
8/2-5/20	Globelife AIL LA 101	Sheraton	300	100
8/16-20/20	Globelife LNL 101	Sheraton	40	20
8/20-21/20	Jack Henry Group	Grand	12	12
September				
8/31/20-9/3/20	Globelife AIL LA 201	Sheraton	120	40
9/13-16/20	Globelife LNL 301	Sheraton	75	25
9/21-23/20	Globelife AIL LA 301	Sheraton	60	30
9/27-29/20	Globelife FHL 301	Sheraton	96	16
9/27-29/20	Globelife FHL 401	Sheraton	96	16
October				
9/29/20- 10/2/20	Globelife FHL 101	Sheraton	105	35
10/11-14/20	Globelife AIL LA 201	Sheraton	120	40
10/14-17/20	Globelife FHL 201	Sheraton	60	20
November				
11/8-11/20	Globelife AIL LA 101	Sheraton	300	100
11/10-12/20	Emerson IV 1000	Holiday Inn	15	30
11/15-19/20	Globelife LNL LA 101	Sheraton	400	100
11/17-19/20	Emerson IV 1006	Holiday Inn	15	30

2021

Month	Group	Venue	Room Nights	Attendance
January				
February				
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
April				
4/2021	Clown Education Promotions	Sheraton	310	150

2022				
Month	Group	Venue	Room Nights	Attendance
February				
2/2022	Council of Administration of Special Education- <i>Hybrid Conference</i>	Sheraton	N/A	125
October				
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

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
 - 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
- Collin County Historical Society Museum (all exhibits)
- 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
- Third Monday Trade Days
- Myers Park Events (Dogs Show, Horse Show, & Master Gardener Events)
- State of the City - McKinney
- Volunteer McKinney

- Chamber (Community Awards/Leadership)
- Pumpkinville at Tucker Hill
- Adriatica Events (at Sanctuary, Love Life & Smiles Concert)
- Franconia Brewery Tour
- Tupps Brewery Tour
- Wales Manor Music Under the Stars
- Live music at local restaurants/pubs/wine bars
- Stonebridge Spooktacular
- Walking Tours w/ Guy Giersch & Tonya Fallis

The McKinney Shop:

- **February 2020 Gross Sales \$952.35**
 - **Rent check \$355.00**

Visitors: FYTD Total (Oct. '19– Sept. '20): 2,322

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

- Out of State: 8
- Out of Country: 6
- Texas Residents: 0
- McKinney Residents: 0
- Register Total: 14
- Ticker Counter: 432

Day Trips- 0

- N/A

RFP's: 17 (0-Association, 7-Corporate, 9-Weddings, 1 -Social, 0-Religious, 0-Sports)

Association: 0

Corporate: 7

1. Pogue Construction: Grand Hotel 2/24/20 - 5 attendees.
2. Tempest/iDSS Traning-Grand Hotel 2/27-28/20; 5 attendees.
3. Clayton Homes – Feb 13, 2020. Small Meeting, Host Hotel: Grand, 11 room nights.
4. AVM Industries – Paul Miller. April 13-16, 2020, 20 attendees, 20 room block at the Grand Hotel.
5. Jack Henry Group – Christi Dawson. August 20-21,2020, host hotel: Grand- 12 room block.
6. ARDAGH Group – John Shaddox. Host Hotel: Grand, 18 room nights, April 6-8. 2020.
7. Texas Workforce Commission– Kimberly Bradford-Brown. Timeframe: July-Sept, dates are open at this time. W-F Pattern, 10 rooms/20 room nights. Two-day classroom style conference, attendance: approximately 750. Sent RFP to the Sheraton.

SMERF:

Social: 1

1. Girls Weekend Getaway – Janice Peacock. Host Hotel: Grand, April 14-16, 2020, 14 room nights.

Sports: 0

Weddings: 9

1. Marisa O'Barten – September 26, 2020. La Cour
2. Tyler DeLoach – October 17, 2020. River Rd Chateau

3. Chesle Blair – August 1, 2020. Springs
4. Quinn Wedding – March 2, 2020. Grand Ivory
5. King Wedding – July 25, 2020. Magnolia Grace
6. Beth Walker – October 10, 2020
7. Gibert/Curry Wedding – November 7, 2020. Magnolia Grace
8. Ashley Gaspard – April 4, 2020. First United Methodist Church
9. McElyea Wedding – June 13, 2020. Davis & Gray Farms

Site Visits: 2

1. Site Visit- SWCFO Football Officials 7/17/20 at MISD Stadium-Looking to use city Soccer Fields for 200 attendees. Hotels: Springhill Suites & Sheraton
2. Amber Shelton – Solar Soccer Club, meet at Sheraton

Ongoing Prospects: SMERF (Social, Military, Education, Religious, & Fraternal): 28 (28-Weddings, 0-Social, 0 - Sports, 0-Day Trips)

Weddings:

1. Jason John – March 2020, Gather
2. Nijesh Dangol – March 2020, Springs
3. Angela Plikas – March 2020, Rustic Grace
4. Bartles/Williams – March 2020, FUMC
5. Morgan Berigan – March 2020, Rosemary Barn
6. Quinn Wedding – March 2020, Grand Ivory
7. Jason Jones – March 2020, Gather
8. Christie Astle – April 2020, Springs
9. Lindi Blake – April 2020, Rosemary Barn
10. Michael Herring, May 1, 2020 - Springs
11. Lindsey Coates, May 8, 2020 – Stone Crest
12. Hallie Storie, May 30, 2020 - Stone Crest
13. Megan White – May 2020, Stone Crest
14. Cindy Miller Wedding – May 2020
15. Denterl Wedding – May 2020, Grand Ivory
16. Janet Fiefer (MOB-Clohe), June 20, 2020 – Rock Creek Ranch
17. Pamela Luther, Mother of the groom. June 26, 2020
18. Joanne Cross (MOG) – June 2020, Springs
19. Haley Case – June 2020, Magnolia Grace
20. Lindsey Slapa – July 2020, Rosemary Barn
21. Erin Horomanski – August 2020, Stone Crest
22. Madison Sweet, September 5, 2020 – Rosemary Barn
23. Sharon Rush (MOB), October 10, 2020 – Avalon Legacy
24. Marquine Malone, December 17, 2020 – Springs
25. Bethany Mawman, date not secured at the time of discussion –Springs
26. Darcy Thompson (MOB), January 17, 2021 – Magnolia Grace
27. Marc Cholak, February 27, 2021 – Springs
28. Sara Redfearn, February 2021 – Springs

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

Bags Serviced: 524

Mailing Leads Processed: 0

Top Five States requesting information: N/A

Advertising/Marketing/Media

Blogs (Top 5) for FEBRUARY 2020: 266

Top Stores in McKinney– 83

NTTA - 74

Benji House – 72

Blog Main Page – 26

Breakfast in McKinney - 11

BLOG VISITS - FY 19-20	
MONTH	Sessions
Oct. 2018	234
Nov.2019	618
Dec. 2019	379
Jan.2020	447
Feb. 2020	432
FY 19-20	2,110

FEBRUARY 2020 Homepage News Flash buttons (Top 5): 133

Weekend Update – 82

DCI - 20

Then & Now Exhibit - 19

MPAC events – 6

Take a Tour - 6

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

- Finalized set-up of new Media Hub via CrowdRiff
- Uploaded videos and reformatted our YouTube channel to be more user-friendly
- Submitted Summer events to Texas Events Calendar
- Submitted photos to a website that has selected McKinney for another good list. (Unable to give details at this time per request by website)

FEBRUARY 2020 Advertising- Landing Pages/Publication ROI Tracking:

- Meeting Planners Guide pages (combined) – 140
- MEDIA HUB (including SATW directory ad)- 57
- NCS4 – 16
- KPIs – 9

- Society of American Travel Writers – 7
- IAEE – 5
- TCC/TML – 3
- TSAE – 2
- North Texas Yarn Crawl – 2
- Small Market Meetings – 2
- Texas Meetings+Events – 1
- McKinney High program – 1
- Tennis – SDM – 1
- Louisiana Life – 1
- Welcome map - 1
- TAAF Gymnastics – 1

FACEBOOK STATS					
FY 19-20	New Likes	Lifetime Likes	Engaged Users	Total Reach	Impressions
OCT. 2019	100	9,383	117,733	614,329	4,583,190
NOV.2019	160	9,543	121,629	1,127,541	4,041,914
DEC.2019	110	9,653	157,730	1,565,106	4,678,448
JAN. 2020	57	9,710	99,598	622,458	3,748,449
FEB. 2020	45	9,755	113,637	506,945	3,879,106
TOTALS	472	N/A	610,327	4,436,379	20,931,107

TWITTER - FEB 2020	
NEW Feb Followers	17
Tweets in Feb.	19
Tweet Impressions	17,000
Profile Visits	87
Mentions	66

INSTAGRAM	Followers
From 2018-19	2,341
Oct. 2019	109
Nov.2019	53
Dec. 2019	64
Jan. 2020	89
FEB. 2020	93
TOTAL	2,749

FEBRUARY 2020 YOUTUBE

YOUTUBE	Views	Subscribers
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Historical #s	9,242	49
Oct. 2019	208	1
Nov.2019	172	0
Dec. 2019	370	2
Jan. 2020	377	1
Feb. 2020	315	0
TOTAL	10,684	53

FEBRUARY 2020 Google Business Page

Google Bus. Pg.	Page Views	Web visits
Oct. 2019	2,540	25
Nov.2019	4,820	31
Dec.2019	3,360	22
Jan. 2020	4005	36
Feb. 2020	3950	33
TOTAL	18,675	147

WEBSITE – FEBRUARY 2020

Month	Sessions	Pageviews	Users
Oct. 2019	4,633	10,186	3,866
Nov.2019	5,202	10,499	4,428
Dec. 2019	4,909	9,338	4,237
Jan. 2020	4,678	10,209	3,986
FEB. 2020	4,475	9,802	3,764
FY 19-20	23,897	50,034	20,281

FEB 2020 Traffic	Users
Mobile	1,915
Desktop	1,613
Tablet	236
TOTAL	3,764

FEBRUARY 2020 - TOP WEB PAGES

Page	Pageviews	Unique Page Views
Calendar (general)	1822	1494
Home page	1246	1045
Visitors Guide	208	160
Events main page	181	144
Shopping Centers	141	132
Explore	130	99
About McKinney	126	100
McK Monthly Events	124	117

DCI Coming to McKinney	114	105
Event Planning Main Page	112	100
Parks/Trails/Maps	107	95
Calendar	106	93
Accommodations	94	79
Shopping	90	80
Dining	89	62
March Calendar	85	59
Top Stores Blog	83	69
Weekend Update home page button	82	60
Blog: NTTA	71	69
Historic District Tours	73	63
B&B listings	72	61
Blog: Benji House	72	70
Ask a Local	67	57
Expired calendar listing	62	44
Hotel listings	58	50

Top Countries – FEBRUARY 2020

Country Breakdown	Users	New Users	Sessions
United States	3607	3477	4475
Canada	56	54	63
India	21	21	22
Philippines	9	9	11
Germany	7	7	7
United Kingdom	6	6	6
Australia	5	5	5
Denmark	5	5	5
Mexico	5	5	5
(not set)	5	5	5

Top States – FEBRUARY 2020

State Breakdown	Users	New Users	Sessions
Texas	2683	2562	3288
California	137	136	146
Florida	85	84	95
Virginia	64	62	64
Oklahoma	59	58	64
Illinois	44	43	46
New York	44	43	46
North Carolina	28	26	31
Georgia	27	24	30
Missouri	27	26	32

Top Cities – FEBRUARY 2020

City Breakdown	Users	New Users	Sessions
McKinney	798	723	1044
Dallas	755	702	861
Plano	126	119	145
Allen	99	95	109
Frisco	93	85	103
Prosper	53	51	63
Austin	51	48	59
Houston	43	41	53
Irvine, CA	41	41	41
Fort Worth	38	35	43

VISIT WIDGET - FEBRUARY 2020				
	Users	Sessions	Page Views	New Downloads
Widget	56	58	242	
<i>Desktop</i>	37	38	190	
<i>Mobile</i>	19	20	52	
Mobile APP	115	115	701	
<i>App-iOS</i>	88	85	591	19
<i>App-Android</i>	27	30	110	9
TOTAL	171	173	943	28

CROWDRIFF GALLERIES - FEBRUARY 2020		
Gallery	Interactions	Views
Dining	11	93
History (Downtown)	50	79
Home Gallery	18	517
Explore McKinney	15	73
Being Social	2	21
Events	4	164
TOTAL	100	947

FREE PUBLICITY:

FY 19-20	Budgeted Amount
Adv. & Promo TTL	\$ 186,167

FEBRUARY 2020 - Free Media Coverage for Visit McKinney

Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
N. Texas Enews	DCI article	0	\$300	\$900	20,000
Community Impact	Wedding article (Noah closing)	\$0	\$3,000	\$9,000	420,000
ConventionSouth	Winner's List article online	\$0	\$565	\$1,695	18,000
LuxLife Website	MCVB won Best Tourism Promotion Organization 2020	\$0	\$804	\$2,412	238,000
Bubble Life	Shared Blog/web updates (2 times)	\$0	\$1,000	\$3,000	200,000
TOTALS		\$0	\$5,669	\$17,007	896,000
FY 19-20 Totals		\$20,548	\$30,038	\$154,008	4,059,400

Top 5 McKinney Hotels 2019-2020 Occupancy Rates: %

OCCUPANCY RATES:

Hotel	Oct. '19	Nov. '19	Dec. '19	Jan. '20	Feb. '20	Mar. '20	Apr. '20	May '20	Jun. '20	Aug. '20	Sep. '20
Comfort	64.62	64.97	67.49	59.26							
Hampton	55.00	85.99	96.86	92.77							
Holiday Inn	87.29	78.35	75.82	57.58							
Holiday Inn Exp. (CR)	63.63	55.18	53.15	55.32							
Home 2	54.45	51.06	49.80	61.53							
La Quinta	68.19	60.21	63.17	61.90							
Sheraton	79.61	76.43	67.16	70.19							
Springhill	42.40	41.71	40.49	44.54							
Towneplace	65.49	62.21	49.66	32.15							

Sheraton Occupancy Rates:

Month	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19	FY 19-20
October	N/A	67.28%	75.19%	96.77%	85.79%	79.61%
November	N/A	61.35%	75.20%	N/A	77.95%	76.43%
December	N/A	69.24%	57.74%	N/A	66.66%	67.16%
January	N/A	61.62%	69.54%	72.13%	69.83%	70.19%
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%	78.70%	
July	75.60%	72.61%	N/A	77.76%	73.50%	
August	56.22%	63.86%	76.00%	72.64%	70.90%	
September	56.43%	72.50%	N/A	78.98%	75.40%	

LOST BUSINESS: 0