



To: Visit McKinney Board
From: Dee-dee Guerra – Executive Director
Date: April 27, 2021
RE: Visit McKinney March 2021-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Education/Webinars:**
 - **Beth: 5**
 1. Webinar: How an Evolving Marketing Strategy Drives Value-Based Visitors to Your Destination
 2. TAMIO Webinar: Social Media: The Latest Trends, New Features and What's Next
 3. TTA Webinar: The Belonging - LGBTQ acceptance in the travel & tourism industries
 4. CrowdRiff Webinar: How to Drive Local Tourism with Instagram Stories
 5. City employee Book Club weekly sessions – Critical Conversations
 - **Dee-dee: 9**
 1. Destination Analyst (Travel Sentiments)- 3/12, 24, & 29, 2021
 2. Webinar: Rebuilding Tourism Together (TTA)
 3. Budget Kickoff for FY22
 4. TTA-Legislative Update-March 3,10, & 15, 2021
 5. Webinar-Leadership & Communication: Making an Impact with Your Words and Relationships
 - **Marie: 4**
 1. Facilitator Class 3/1, 26, and 29 (Zoom) and 3/22 (in McKinney)
 - **Sabine: 4**
 1. Watch: Interview with General Jim Mattis
 2. TDM Credit: Virtual Tour: Lyndon B. John State Park & Historic Site
 3. Pivot Tables with Steven Smith
 4. Organizational Development Training - Crisis Leadership: How to Lead in Times of Crisis, Threat, and Uncertainty
- **Events/Services: 6**
 1. Music Friendly Advisory Board check-in
 2. Byron Nelson VIP downtown experience meeting with Amy, Andrew, and Jakia
 3. Byron Nelson kick-off virtual luncheon
 4. Meeting with Simpleview to set hard launch date on the calendar (June 10) & to discuss launch possibilities

5. Attended Willow Pond wedding venue ribbon cutting
6. TTA Legislative Weekly

- **Venue Calls: 0**
- **Hotel Calls: 21**
 1. Southern Chic Retreat
 2. The Neathery Estate
 3. Comfort Suites
 4. Hampton Inn
 5. Home2 Suites by Hilton
 6. SpringHill Suites
 7. Holiday Inn & Suites
 8. Sheraton
 9. Townplace Suites
 10. McKinney Inn
 11. American Inn
 12. Days Inn by Wyndham McKinney
 13. WoodSpring Suites McKinney
 14. Super 8 by Wyndham
 15. Quality Inn McKinney
 16. Motel 6 McKinney
 17. La Quinta Inn & Suites
 18. Holiday Inn Express (Craig Ranch)
 19. Econo Lodge Inn & Suites
 20. Best Western Plus McKinney Inn & Suites
 21. Red Gate Inn

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 & 3-B&B/VRBO reporting)**
 - March 2021: \$ 121,367
 - March 2020: \$ 149,278
 - **-18.70**
- **YOY 2021 vs. 2020**
 - Oct. '20 - Sept. '21: \$678,523
 - Oct. '19 - Sept. '20: \$886,416
 - **-23.45**

ASSOCIATION/CORPORATE/SMERF COMPLETED in March 2021: TTL Room Nights: 17; TTL Rev: \$1,678

WEDDINGS COMPLETED-March 2021- Wedding Room Blocks: TTL Room Nights: 3; TTL Rev: \$318

- Jake Vinson Wedding, March 2021 – Spring Hill; TTL Room nights: 3; TTYL Rev. \$318

No, Pick up 3- Didn't use block- Hotel couldn't track

- Danielle Faulkner; March 27, 2021 – Magnolia Grace; TTL Room nights: 0; TTYL Rev. \$ NO PICK-UP

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

Corporate COMPLETED- March 2021: TTL Room Nights: 14; TTL Rev: 1.360

- I Lead USA, Mar 6-7, 2021, Grand: TTL Room nights: 14; TTYL Rev. \$1,360

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

SPORTS COMPLETED- March 2021: TTL Room nights: 0 ; TTL Rev.: \$0

Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls: 771

- **Association: Available Upon Request: 555**
- **Corporate: Available Upon Request: 150**
- **SMERF: Available Upon Request: 62**
- **McKinney Corporate: 4**
 1. Vintage Market Days- Needed assistance with Mobile ATM's
 2. USA Pickleball
 3. Meeting at TUPPs w/ Lisa Bethea Frisco CVB (US Sports Congress 12/21) & Food Walks of TX.
 4. Assisting McKinney Library w/ contacts for June 2021 Farming Event at Roy & Helen Library.

VISIT MCKINNEY Calendar of Events 2020-2024: 9

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
March				
3/6-7/21	I-Lead	Grand	6	3
April				
4/2021	Clown Education Promotions	Sheraton	310	150
4/2021	Globe Life The LOST	Sheraton & Grand	70	35
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				
6/2021	GSS Council	Grand and Sheraton 4 and 5-star properties only	10	10
6/2021	Nestle Purina PetCare Company LOST:	Sheraton	70	21
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
6/24/21	McKinney Library- Adventures on the Farm	N/A	0	0
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	Synergy Meeting	Sheraton & Holiday Inn	565	230
9/2021	TX Assoc. Of Education for Young Children Annual Conf.	Sheraton	300	150
9/2021	University of West Florida-LOST	City Wide	50	70
9/2021	Texas Veterans Commission-LOST	Sheraton & Holiday Inn	300	75
9/2021	Southwest Airlines LOST	Sheraton and Holiday Inn	125	90
October				
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
12/2021	Akire Productions: FAST Conference LOST – no-bid, too large	Sheraton	1000	500

2022

Month	Group	Venue	Room Nights	Attendance
January				
February				
2/2021	Texas Parks & Wildlife Department –TPWD	Sheraton and will find overflow as needed.	1300 Need 12,000 sf. Meeting Space	260
2/2022	Council of Administration of Special Education-Hybrid Conference	Sheraton	N/A	124
2/2022	National African American Education Association	Sheraton	285	120
March				
3/2022	Vernon Company LOST	Sheraton	1,364	1000
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 & 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
March				
3/2022	Nestle USA, Inc –LOST	Sheraton	850	400

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:

- March 2021 Gross Sales \$844,00
 - Rent check \$300.00

Visitors: FYTD Total (Mar. '21): 1049

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

- Out of State: 88
- Out of Country: 1
- Texas Residents: 17
- McKinney Residents: 4
- Register Total: 110
- Ticker Counter: 278

Day Trips-0

RFP's: 19 (0-Association, 6-Corporate, 10-Weddings, 2-Social, 0- Military, 1-Gov't, -Education, 0-Religious, 0-Sports, 0-Fraternal)

DUE TO COVID19, a lot of Planners are sending out RFPs and holding selections until fall

Association: 0

Corporate: 6

1. Southwest Airlines –October 2021 business; based on size requirements, forwarded to Sheraton and Holiday Inn (Craig Ranch) on the same day for their review. 125 attendees using room block of 35/90 double rooms for a total of 125 rooms; no meeting space. 3/2 Contacted event planner who advised they do not want to book rooms outside of Arlington. LOST: they stayed close to the venue in Arlington where 5,000 employees celebrated their anniversary
2. Globe Life –April 2021 business; based on size requirements, forwarded RFP to The Grand and Sheraton on the same day for their consideration. 30-35 attendees using room block of 31/31 for a total of 70 sleep rooms and space for session and meal. Planner elected to use Arlington property. LOST: not sure why we lost business – rates were good, properties in great shape & had availability
3. Nestle USA, Inc –March 2022; based on size requirements, appears too large for Mck at this time. Sent to Sheraton for their consideration and advise on decline or bid. 400 attendees with room block of 50/50/350/350/50 under 1-roof; general session room for 400 with social distancing; 4 breakouts for 70 each with social distancing. LOST: event too large for Mck at this time
4. Nestle Purina PetCare Company –June 2021; 21 attendees with room block of 21/21/21/7 for a total block of 70 sleep rooms; no meeting space required. Prequalified with event planner: they are staying in Fort Worth; did not send to any Mck properties. LOST: Planner advised they had been leaning heavily towards Fort Worth, and that's where they choose to go. Loved our literature and now that she's aware of Mck she'll keep us in mind. She offices out-of-state so can't do site visit but she has the Sheraton video, link to Visit McKinney website with tours/info
5. Vernon Company –March 2022; based on size requirements and unusual request to remove furniture from 30 sleep rooms, did not share bid with any Mck properties. 1,000 attendees using room block of 290/290/290/290/290 for a total of 1,364 rooms plus all meeting space. LOST: Event has to be under 1-roof so it is too large for Mck at this time. They also use 30 sleep rooms for 'exhibit space' and remove all the furniture – extremely odd request and hard for hotels to accommodate the request
6. Akire Productions: FAST Conference-December 2021; based on size requirements, this event is too large for McKinney to host at this time. 500 attendees using room block of 50/400/450 under 1-roof and general session for 500 and 2 breakouts of 275 each. Sent to Sheraton who declined to bid based on size. LOST – no-bid, too large

SMERF: 2

1. University of West Florida –September 2021 business; based on size was able to send to citywide properties for bidding based on their desire/availability. RFP states 70 attendees with a room block of 50 rooms for 1 night, no meeting space. LOST: We never heard why this was lost but highly suspect they stayed closer to other teams and/or where the tournament was held. However, the planner was happy to know about McKinney. Hoping in future they will consider us
2. McKinney Library- Assisting w/ Adventures on the Farm-June 24, 2021

Government: 1

1. Texas Veterans Commission –September 2021 business; based on size was able to send only to the Sheraton. RFP states 75 attendees with a room block of 75/75/75/75 for a total of 300 sleep rooms and use of 5 meeting rooms. Status: Waiting to hear about submitted bid

Weddings: 10

1. MOB: Lauren Walsh, Magnolia Grace Ranch, Leonard, TX, June 18, 2022
2. Lindsay Mullen, Rustic Grace Estate, Anna, TX, June 25, 2021
3. Kris Sudberry Springs, Anna, TX July 16, 2021
4. Ramonica Jones, Springs, May 8, 2021
5. Galvan/Robison Wedding, Sheraton April 17, 2021
6. Ashley Torres- Magnolia Grace, March 22, 2022
7. Kenadee Muller-Thompson- Magnolia Grace, October 8, 2021
8. Latimore/Greenfield- Stone Crest, March 27, 2021
9. Victoria Rodriguez-Magnolia Grace; October 15, 2021
10. Richardson/Webster Wedding, Magnolia Grace, November 27, 2021

Site Visits: 2

Association: 0

Corporate: 0

SMERF: 2

1. Bride: Ramonica Jones 3/14/21: Sheraton, Hampton, Holiday Inn & Suites, Home 2 & Spring Hill, Grand
2. Bride: Ashley Torres, Magnolia Grace, March 2022

ONGOING PROSPECTS/LEADS: 16-SMERF (0-Social, Military, Education, Religious, & Fraternal): 16-Weddings, 0-Sports, 0-Day Trips)

SMERF:

WEDDINGS:

1. Hannah Wilson; Date TBD – Magnolia Grace
2. Ashley Sackinger; April 17, 2021 – Magnolia Grace
3. Andrew Brown; April 17, 2021 – Magnolia Grace
4. Kathryn Vela; April 25, 2021 – Magnolia Grace
5. Alyssa Wasilewski; April 2021 – Reception only
6. Katie Huntsman; May 2021 – The Grand Ivory
7. Maren Holyoak; May 2021 – Magnolia Grace
8. Brelayshia Hodges; May 2021 – Magnolia Grace
9. Megan Jordon; June 12, 2021 – Rustic Grace
10. Randi Cole; June 19, 2021 – Magnolia Grace
11. Victoria Nicholson; October 2021 – Magnolia Grace
12. Madison Krell; October 10, 2021 – Magnolia Grace
13. Brittney Larocca; October 16, 2021 – Magnolia Grace
14. Tami Olson

- 15. Shelby Hill-July 2021, Magnolia Grace
- 16. Galvan /Robison; April 16-18, 2021-

DAY TRIPS: 0

SPORTS: 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

Bags Serviced: 221

Mailing Leads Processed: 92

- Tour Texas: 92

Top Five States requesting information:

- Texas
- Arizona
- Oklahoma
- Pennsylvania
- California

Advertising/Marketing/Media

MARCH 2021 -ROBLY Email Stats	
Average Open Rate	29.20%
Average Click-thru Rate	9.80%
Total Audience	2,890

Advertising/Marketing/Media

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

- Submitted all Team Texas materials to Heather and photo/logo to have flag created
- Submitted Small Market Meetings ads for website and print
- Updated info on IAEE listing/web landing page
- Completed itinerary for That Texas Couple/hosted them
- Submitted web banner for Bus Tours Magazine
- Submitted ad for Texas Highways May issue
- Submitted ad for Our Community Dallas LGBT publication

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
FEB. 2021	62	10,603	31,798	259,072	1,268,515
MARCH.2021	107	10,710	44,849	356,581	1,532,678
TOTALS	481	N/A	211,649	1,458,822	7,116,467

INSTAGRAM 2020-21	
From 2019-20	3,526
OCT. 2020	247
NOV. 2020	88
DEC. 2020	103
JAN. 2021	167
FEB. 2021	224
MARCH.2021	188
TOTAL	4,543

TWITTER - MARCH 2021	
Total Followers	5,638
New Followers	10
Tweets	3
Tweet Impressions	5.7K
Profile Visits	330
Mentions	31

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
FEB. 2021	187	2
MARCH.2021	214	2
TOTAL	15,965	73

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
FEB. 2021	1,980	21
MARCH.2021	3,470	48
TOTAL	43,665	533

WEBSITE DATA – MARCH 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
FEB. 2021	3,100	6,736	2,706
MARCH. 2021	5,636	10,873	4,987
TOTAL	24,022	48,963	20,847

MARCH.2021	Users
Mobile	2,593
Desktop	2,233
Tablet	161
TOTAL	4,987

MARCH 2021 - TOP 10 WEB PAGES		
Page	Pageviews	Unique Pg Views
Home page	2,603	1,968
Link to state office video	822	763
calendar	568	440
DCI Delayed	565	532
Dining	216	155
Monthly/Annual events	204	191
Photo Contest	187	138
Visitors Guide	176	137
Blog - NTTA	144	112
Events	141	122

Top Countries - MARCH 2021			
Country Breakdown	Users	New Users	Sessions
United States	4,513	4,440	5,123

U.K.	26	26	26
Brazil	22	22	24
India	21	20	21
Canada	20	19	30
(not set)	20	20	20
Germany	19	19	19
Philippines	18	18	22
Bangladesh	14	14	15
China	14	14	15

Top States – MARCH 2021			
State Breakdown	Users	New Users	Sessions
Texas	2,506	2,444	2,987
Arkansas	352	352	364
California	220	220	226
Oklahoma	161	160	166
Kansas	145	145	149
New York	110	110	118
Virginia	75	74	82
Illinois	73	71	76
Florida	68	68	71
(no set)	61	60	61

Top Cities – MARCH 2021			
City Breakdown	Users	New Users	Sessions
McKinney	639	596	863
Dallas	541	521	603
San Antonio	190	189	197
Plano	97	90	107
Allen	78	74	84
Houston	66	63	78
Frisco	62	61	68
Austin	60	59	67
Little Rock, AR	55	55	57
Fort Worth	44	42	58

BLOG VISITS - FY 20-21	
Month	Sessions
OCT. 2020	537
Nov. 2020	680

Dec. 2020	770
JAN. 2021	465
FEB. 2021	355
MARCH.2021	392
TOTAL	3,199

MARCH 2021: TOP REFERRAL PG	
Visitmckinney.com	344
definition.org	122
pickleball tourney	74
Facebook.com	51
apnews.com	44
mckinneytexas.org	43
tpc.com	32
Instagram	28
decorhomeideas.com	25
thedelite.com	24
TOTAL	787

MARCH 2021-KPIs & Groups	
KPIs	12
Pickleball	134
Byron Nelson	130
TOTAL:	276

MARCH 2021: Top 5 HOME BUTTONS	
Weekend Update	95
Photo Contest	56
YOLO Visits McKinney	41
Family Fun Activities	9
Main page of buttons	1
TOTAL	202

Blogs (Top 5) for MARCH 2021: 247

- NTTA - 144
- Blog home page – 38
- YOLO TX Visits Local Yocal - 31
- 10 Activities for Families – 24
- Benji House – 10

MARCH 2021 -Ad Landing Pages	
-------------------------------------	--

Daytrip Arts in Bloom	1
TM+E	2
Bus Tours Magazine	7
Tour Texas	8
TOTAL	18

MARCH 2021 – MPG Page Views	
Main Page	62
RFP	5
Venues/Videos	94
Sports Planning	4
Group Services	9
Tour Options/Itineraries	117
TOTAL:	291

OTHER STATS

CROWDRIFT – MARCH 2021		
Gallery	Interactions	Views
Being Social	24	20
History/Dwntn	1	35
Home Gallery	94	578
McK Dining	18	141
McK Events	0	113
Explore	21	72
Weddings	4	36
Shopping	9	64
TOTAL	171	1,059

MEDIA HUB - 2020-21		
Month	Downloads	Requests
OCT. 2020	5	1
NOV. 2020	9	1
DEC. 2020	0	1
JAN. 2021	0	0
FEB. 2021	10	1
MAR.2021	1	1
TOTAL	25	5

VISIT WIDGET - MARCH 2021

	Users	Sessions	Page Views	New Downloads
Widget	73	78	277	
Desktop	55	60	234	
Mobile	18	18	43	
Mobile APP	95	95	629	
App-iOS	70	69	469	11
App-Android	25	26	160	5
TOTAL	168	173	906	16

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
FEB. 2021	328	163	116	2,103	299
MAR. 2021	567	269	100	4,573	370
TOTAL	2,574	2,128	564	18,341	1,848

FREE PUBLICITY:

FY 20-21	Budgeted Amount
Adv. & Promo TTL	\$194,767

MARCH 2021 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
Dallas Morning News	VM sponsor: St. Patty's Day	\$3,300	\$0	\$9,900	1,769,646
Texas Highways	Texas Music Revolution	\$94	\$0	\$282	50,024
Bubble Life (ditto Feb.)	Shared content 2 times	\$0	\$2,000	\$6,000	200,000
TOTALS		\$3,394	\$2,000	\$16,182	2,019,670
FY 20-21 Running Totals		\$24,467	\$61,544	\$255,033	23,310,313

Top 5 McKinney Hotels 2020-2021 Occupancy Rates: %

OCCUPANCY RATES:

Hotel	Oct. '20	Nov. '20	Dec. '20	Jan. '21	Feb. '21	Mar. '21	Apr. '21	May '21	Jun. '21	Jul. '21	Aug. '21	Sept. '21
Comfort	54.02	0	53.56	57.40	70.18							
Hampton	93.79	91.46	86.05	90.89	93.75							
Holiday Inn	39.07	43.80	49.84	49.84	64.82							
Holiday Inn Exp. (CR)	44.31	45.38	36.98	42.62	51.80							
Home 2	51.52	48.16	48.27	61.62	68.59							
La Quinta	41.40	37.47	56.59	68.97	73.73							
Sheraton	48.99	30.37	22.94	28.01	39.63							
Springhill	54.45	45.76	39.87	47.02	51.89							

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%	28.01%
February	N/A	71.58%	79.77%	79.03%	83.67%	75.03%	39.63%
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: 10; Lost Revenue: \$2,086,788

- LOST BUSINESS- 6 Corporate and 4 Association Groups; Lost Revenue: 2,086,788

CORPORATE:

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
October 2021	Southwest Airlines – Milestone Anniversary Celebration	Sheraton and Holiday Inn (Craig Ranch) SWA selected Arlington Hotels	125	90	\$17,500
February 2022	Nestle USA, Inc. – CPG Meeting	Sheraton, Too Large	894	400	\$198,450
April 2021	GlobeLife – Spring Meeting	Sheraton and Grand – Globelife	70	35	\$12,600

		selected Arlington Hotels			
June 2021	Nestle Purina PetCare Company – Ducks Unlimited Expo	Sheraton, Grand and Holiday Inn (Craig Ranch) – Nestle choice properties in Fort Worth	70	21	\$7,630
March 2022	Vernon Company – Dallas Consumer Show	Sheraton, Too Large	1,364	1,000	\$274,608
December 2021	Akire Productions FAST Conference	Sheraton, Too Large	950	400	\$206,000
Total			3,473	1,946	\$716,788

ASSOCIATION:

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
September 2024	American Society of Administrative Professionals – Annual Conference & Summit	Sheraton, Too Large	2,100	700	\$429,000
May 2025	Aerospace Medical Association – Annual Scientific Conference	Sheraton, Too Large	2,700	675	\$536,000
May 2023	National Air Traffic Controllers Association – Biennial Convention	Sheraton, Too Large	1,000	500	\$208,000
August 2024	Air & Waste Management Association – Texas Environmental Superconference	Sheraton, Not a 5-Star Hotel / Not Large Enough	800	500	\$197,000
Total			6,600	2,375	\$1,370,000

	Corp. Lost Bus.				\$716,788
	Assoc. Lost Bus.				\$1,370,000
TOTAL					\$2,086,788

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