



To: Visit McKinney Board
From: Dee-dee Guerra – Executive Director
Date: May 25, 2021
RE: Visit McKinney April 2021-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Education/Webinars:**
 - **Beth: 3**
 1. Webinar: Hospitality Net Webinar - It's Go Time! Shifting from Planning to Doing
 2. City Book Club Sessions – Critical Conversations
 3. Simpleview Webinar - CRM Games - Testing Knowledge
 - **Dee-dee: 4**
 1. Destination Analyst (Travel Sentiments)-4/5, 12, 19, & 21/21
 - **Marie: 2**
 1. Facilitator Class 4/1 via Zoom
 2. Innovating Your Future by John Ibarra via Zoom
 - **Sabine: 6**
 1. SGR - Customer Service 2021 (II) - Customer Service Communications - Virtual Live Event
 2. SGR - Customer Service 2021 (II) - Customer Service in Times of Conflict - Virtual Live Event
 3. SGR - Customer Service 2021 (II) - Customer Service Strategies - Virtual Live Event
 4. Organizational Development Training - Innovating Your Future
 5. Procurement Services Policy Training
 6. Organizational Development Training - City Secretary's Office Presents: Elections
- **Events/Services:**
 1. Arts in Bloom /9-11/21
 2. Chamber Awards 4/22/21
 3. Strategic Planning Session w/ Destination Services 4/22 & 23/21
 4. Byron Nelson 5K 4/24/21
- **Venue Calls: 0**
- **Hotel Calls: 15**
 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. La Quinta Inn & Suites
11. Holiday Inn Express (Craig Ranch)
12. Best Western Plus McKinney Inn & Suites
13. Red Gate Inn
14. Creative Cottage
15. Grand

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 (-Hotels & -B&B/VRBO reporting)**
 - April 2021: \$ 168,973
 - April 2020: \$ 82,848
 - **103.95%**
- **YOY 2021 vs. 2020**
 - Oct. '20 - Apr. '21: \$ 847,496
 - Oct. '19 – Apr.. '20: \$ 969,264
 - **-12.56%**

ASSOCIATION/CORPORATE/SMERF COMPLETED in April 2021: TTL Room Nights: 186; TTL Revenue: \$19,067

- **Assoc./Corp. HOTEL ROOMS- TTL Room nights: 7; TTL Revenue: \$812**
 - Association: TTL Room nights: 7; TTYL Rev. \$812
 - Texas Supreme Court Justice-Sheraton, 4/19-21/21; TTL Room nights: 7; TTYL Rev. \$ 812
 - Corporate: TTL Room nights:0 ; TTYL Rev. \$0
- **SMERF HOTEL ROOMS- TTL Room nights: 179; TTL Revenue: \$18,255**
 - Sports: TTL Room nights: 127; TTYL Rev. \$11,277
 - USA Pickelball Tourney-TTL Room nights: 127 ; TTYL Rev. \$11,277
 - Sheraton-No room Block used
 - Home2- No room Block used
 - Towneplace Suites- TTL Room nights: 36; TTYL Rev. \$3,204
 - Grand- TTL Room nights: 2; TTYL Rev. \$318
 - Springhill- TTL Room nights: 1; TTYL Rev. \$99
 - Holiday Inn Express- TTL Room nights: 88; TTYL Rev. \$7,656
 - Weddings: TTL Room nights: 52; TTYL Rev. \$6,978
 - Ashley Sackinger; April 17, 2021
 - Sheraton: TTL Room nights: 8; TTYL Rev. \$872
 - Grand: TTL Room nights: 19; TTYL Rev. \$ 3,401
 - Tami Olson:
 - Sheraton: TTL Room nights: 16; TTYL Rev. \$1,724
 - Galvan/Robinson: 4/19/21
 - Sheraton: TTL Room nights: 9; TTYL Rev. \$981

- **NO PICK UP:**
 - Andrew Brown; April 17, 2021- **No Pick up**
 - Kathryn Vela; April 25, 2021- **No Pick up**

Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls: 673

- **Association: Available Upon Request: 499**
- **Corporate: Available Upon Request: 103**
- **SMERF: Available Upon Request: 69**
- **McKinney Corporate: 2**
 1. McKinney Soccer Association
 2. Byron Nelson-EI Study

VISIT MCKINNEY Calendar of Events 2020-2024: 6

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
<i>April</i>				
4/2021	Clown Education Promotions	Sheraton	310	150
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
<i>May</i>				
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
6/11-13/21	U90C Sports premier Copa	City Wide	250	125
6/9-12/21	Association of Texas Small School Bands – All state band clinic]	Sheraton & Home 2	320	500
6/2021	Sigma Phi Omega	Sheaton	0	1000
6/2021	Cooper High School Reunion	N/A	N/A	N/A
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	TX Assoc. Of Education for Young Children Annual Conf.	Sheraton	300	150
October				
November				
11/ 5-7/21	Toastmasters D50 –Conclave Conference	Sheraton	75	25
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

September				
9/21-24/21	Koha-US	Sheraton	240	60
9/2021	Synergy Meeting	Sheraton & Holiday Inn	565	230

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				
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

2023

Month	Group	Venue	Room Nights	Attendance
Msrch				
3/20-24/23	Texas Police Chief Leadership	Sheraton	200	1000
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
- o Third Monday Trade Days
- o Myers Park Events (Dogs Show, Horse Show, Life Stock Shows & Master Gardener Events, Vintage Market Days)
- o State of the City - McKinney
- o Volunteer McKinney
- o Chamber (Community Awards/Leadership)
- o Adriatica Events (at Sanctuary, Love Life & Smiles Concert)
- o Franconia Brewery Tour
- o Tupps Brewery Tour
- o Live music at local restaurants/pubs/wine bars
- o Stonebridge Spooktacular
- o Walking Tours w/ Guy Giersch & Tonya Fallis
- o Food Tours
- o Steak 101 Class
- o The Cove
- o Comedy Arena
- o Arcade 92
- o The Escape Room
- o North Texas Wineries

The McKinney Market:

- April 2021 Gross Sales \$945.90
 - o Rent check \$300.00

Visitors: FYTD Total (Apr. '21): 1,335

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

- Out of State: 63
- Out of Country: 0
- Texas Residents: 16
- McKinney Residents: 1
- Register Total: 80
- Ticker Counter: 286

Day Trips-0

RFP's: 15 (3-Association, 1-Corporate, 9 -Weddings, 0-Social, 0- Military, 0-Gov't, 2-Education, 0-Religious, 0-Sports, 0-Fraternal)

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

Association: 3

1. Law Enforcement Management Institute of Texas – Texas Police Chief Leadership Series in 2023. Based on meeting requirements, forwarded RFP to Sharlonda Manning of the McKinney Sheraton. Event scheduled for March 20-24, 2023 with room block of approximately 50 rooms each night, in-house lunch every day.
2. Association of Texas Small School Bands – All state band clinic on June 9 - 12, 2021 at the Sheraton and Home2 properties. Melissa H.S. for the event; 1,000 participants using 200 sleep rooms.

3. Toastmasters D50 –November 2021 Conclave Conference on November 5 – 7, 2021. Room block of 25/25/25 for a total of 75 sleep rooms; banquet for 75 to 100. Based on RFP requirements, forwarded document to the Sheraton for consideration and bid.

Corporate: 1

1. Koha-US –This is a great piece of repeat business that the McKinney Library was instrumental in bringing back to our city. Hybrid meeting booked for September 21-24, 2021 using approximately 60 rooms for 4 nights.

SMERF: 2

1. Sigma Phi Omega – June 2021 business; based on size requirements and use of space, sent to Sheraton, The Grand, and the Holiday Inn Craig Ranch for a bid consideration based on their desire/availability. RFP states 50 attendees using 1,000 sf of meeting space for formal dinner/dance, NO sleep rooms.
2. Cooper High School Reunion –Summer 2021 High school reunion in McKinney. Requested assistance with finding a venue for their gathering. Will contact regarding hotel rooms (if any) and projected number of attendees.

Government: 0

Weddings: 9

1. Kenadee Thompson-Muller 10/8/21; Magnolia Grace
2. Webster/Richardson wedding 11/26/21; Grand Ivory
3. Thomas Wedding 3/12/22; D'Vine Grace
4. Bride: Emile Slack 9/17/21; Grand Ivory
5. Victoria Rodriguez, 10/15/21; Magnolia Grace Ranch
6. Megan Aguilar, 6/12/21; Gather
7. Shier/Slack Wedding 9/17/21, Grand Ivory
8. Waldman Wedding, 6/4/21- Bingham House
9. Bannister Wedding, 5/22/21-Gather

Site Visits: 3

Association: 0

Corporate: 0

SMERF: 3

1. Bride: Kenadee Muller-4/2/21
2. Bride: Victori Rodriguez-10/15/21
3. Bride: Emilee Slack-9/17/21

ONGOING PROSPECTS/LEADS: 17-SMERF (0-Social, Military, Education, Religious, & Fraternal): 17-Weddings, 0-Sports, 0-Day Trips)

SMERF:

WEDDINGS: 17

1. Katie Huntsman; May 2021 – The Grand Ivory
2. Maren Holyoak; May 2021 – Magnolia Grace
3. Brelayshia Hodges; May 2021 – Magnolia Grace
4. Megan Jordon; June 12, 2021 – Rustic Grace
5. Randi Cole; June 19, 2021 – Magnolia Grace
6. Victoria Nicholson; October 2021 – Magnolia Grace
7. Madison Krell; October 10, 2021 – Magnolia Grace
8. Brittney Larocca; October 16, 2021 – Magnolia Grace
9. Shelby Hill; July 2021-Magnolia Grace

10. MOB: Lauren Walsh; June 18, 2022-Magnolia Grace Ranch
11. Lindsay Mullen; June 25, 2021-Rustic Grace Estate
12. Kris Sudberry; July 16, 2021-Springs
13. Ramonica Jones; May 8, 2021-Springs
14. Kenadee Muller-Thompson; October 8, 2021-Magnolia Grace
15. Victoria Rodriguez; October 15, 2021-Magnolia Grace
16. Richardson/Webster Wedding; M November 27, 2021-Magnolia Grace
17. Ashley Torres; March 22, 2022-Magnolia Grace

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: 180

Mailing Leads Processed: 103

- Tour Texas: 103

Top Five States requesting information:

- Texas
- California
- New York
- Arkansas
- Arizona

Advertising/Marketing/Media

APRIL 2021 -ROBLY Email Stats	
Average Open Rate	37.90%
Average Click-thru Rate	5.80%
Total Audience	4,120

Advertising/Marketing/Media

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

- Created/submitted new Team Texas flag
- Uploaded UGC pics to Simpleview shared folder
- Sent info to Travel Awaits blogger
- Proofed Texas Travel Couple blog and published excerpts on our website
- Submitted TSAE artwork
- Sent email newsletter sign-up graphic to Dana
- Artwork for Small Market Meetings
- Sent out Meeting Planner Newsletter
- Meet Texas Ad
- Fort Hood ad
- Print and online ads for Courier-Gazette
- Event videos for monitor/social each week
- Created social media images for use during NTTW

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
APRIL.2021	90	10,800	50,069	316,802	1,438,732
TOTALS	571	N/A	261,718	1,775,624	8,555,199

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
APRIL.2021	106
TOTAL	4,649

TWITTER - APRIL 2021	
Total Followers	5,640
New Followers	2
Tweets	6
Tweet Impressions	3.5K
Profile Visits	111
Mentions	19

YOUTUBE 2020-21		
Month	Views	Subscribers
Historical #s	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
APRIL.2021	252	3
TOTAL	16,217	76

Google Business Page – 2020-21		
Month	Page Views	Web visits
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
APRIL.2021	4,060	61
TOTAL	47,725	594

WEBSITE DATA – APRIL 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
APRIL.2021	6,546	12,377	5,735
TOTAL	30,568	61,340	26,582

APRIL.2021	Users
Mobile	3,153
Desktop	2,404
Tablet	178
TOTAL	5,735

APRIL 2021 - TOP 10 WEB PAGES	
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Page	Pageviews	Unique Pg Views
Home page	3,160	2,171
calendar (main page)	825	685
State travel video pg	745	675
Calendar (April main)	688	549
Pickleball	292	245
DCI Delayed	262	249
Dining in McKinney	227	171
Byron Nelson	218	194
Monthly Events	215	203
Visitors Guide	193	150

Top Countries - APRIL 2021			
Country Breakdown	Users	New Users	Sessions
United States	2,429	2,322	2,913
Canada	29	27	31
India	13	12	14
Philippines	12	12	16
United Arab Emirates	11	11	11
France	11	11	11
Germany	10	10	10
(not set)	9	9	9
Australia	4	4	4
South Korea	4	4	4

Top States – APRIL 2021			
State Breakdown	Users	New Users	Sessions
Texas	3,143	3,059	3,700
Arkansas	401	396	437
Oklahoma	197	194	206
California	177	175	186
Kansas	125	125	130
Virginia	113	113	113
Florida	71	69	82
(not set)	55	55	56
Illinois	54	51	58
New York	49	47	49

Top Cities – APRIL 2021			
City Breakdown	Users	New Users	Sessions

Dallas	830	785	896
McKinney	752	690	980
Plano	140	139	153
Frisco	122	120	132
Allen	114	113	128
Houston	103	94	109
Ashburn, VA	92	92	92
San Antonio	89	88	92
Coffeyville, KS	79	79	79
Little Rock, AR	71	70	73

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
APRIL.2021	460
TOTAL	3,659

APRIL 2021: TOP REFERRAL PG	
Visitmckinney.com	619
pickleball tourney	166
Definition.org	120
TPC Googlesyndication.com	82
McKinneyBubblelife.com	63
mckinneytexas.org	44
thedelite.com	37
flytki.com	33
Facebook	30
newsbreakapp.com	27
TOTAL	1,221

APRIL 2021-KPIs & Groups	
KPIs	14
Pickleball	294
Byron Nelson	225

Yarn Crawl	1
THSLL State Championship	2
TOTAL:	536

APRIL 2021: Top 5 HOME BUTTONS	
Weekend Update	112
Guest Blog: That Texas Couple	58
10 Family Activities in April	38
YOLO TX Visits McKinney	25
Photo Contest	14
TOTAL	247

Blogs (Top 5) for APRIL 2021: 310

- NTTA - 125
- Guest Blog: That Texas Couple Romantic Getaway – 77
- Blog home page - 42
- National Travel & Tourism Week – 39
- Blog Archives – 27

APRIL 2021 Ad Landing Pages	
TTC/TML Magazine	3
Oxford American	2
Meet Texas Readers	2
Sports Dest Mgmt - Tennis	2
TX Travel Office video	745
TSAE	1
Daytripper Newsletter	1
Stonebridge Ranch News	1
Southern Living	1
TOTAL	758

APRIL 2021 – MPG Page Views	
Main Page	62
Venues by Capacity	18
RFP	7

Venues/Videos	44
Sports Planning	9
Group Services	12
Tour Options/Itineraries	148
TOTAL:	300

OTHER STATS

CROWDRIFT – APRIL 2021		
Gallery	Interactions	Views
Being Social	24	20
History/Dwntrn	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
APRIL.2021	0	0
TOTAL	25	5

VISIT WIDGET - APRIL 2021				
	Users	Sessions	Page Views	New Downloads
Widget	68	73	204	
<i>Desktop</i>	<i>40</i>	<i>43</i>	<i>129</i>	

<i>Mobile</i>	28	30	75	
Mobile APP	106	90	487	
<i>App-iOS</i>	74	56	312	14
<i>App-Android</i>	32	34	175	4
TOTAL	174	163	691	18

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
APRIL 2021	347	221	124	2,798	348
TOTAL	2,921	2,349	688	21,139	2,196

FREE PUBLICITY:

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

APRIL 2021 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
YOLO TX at Layered	at Layered	\$0	\$101,000	\$30,300	5,370,770
Community Impact	Byron Nelson (Dee-dee quoted)	\$9,090	\$491	\$28,743	500,000
TTC (TML) Magazine	Full page McKinney feature	\$1,066	\$0	\$4,800	13,000
Bus Tours Magazine	1/3 pg. McKinney feature	\$800	\$0	\$2,400	36,000
Bubble Life	Shared content 3 times	\$0	\$3,000	\$9,000	400,000
TOTALS		\$10,956	\$104,491	\$75,243	6,319,770
FY 20-21 Running Totals		\$35,423	\$166,035	\$330,276	29,630,083

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	80.59						
Hampton	93.79	91.46	86.05	90.89	93.75	99.44						

Holiday Inn	39.07	43.80	49.84	49.84	64.82	80.81						
Holiday Inn Exp. (CR)	44.31	45.38	36.98	42.62	51.80	63.28						
Home 2	51.52	48.16	48.27	61.62	68.59	88.57						
La Quinta	41.40	37.47	56.59	68.97	73.73	80.44						
Sheraton	48.99	30.37	22.94	28.01	39.63	52.03						
Springhill	54.45	45.76	39.87	47.02	51.89	73.29						

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%	52.03%
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: 22; Lost Revenue: \$10,097,550

- LOST BUSINESS - 0 Corporate and 22 Association Groups; Lost Revenue: \$10,097,550

CORPORATE:

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
				Corporate Lost:	\$0

ASSOCIATION:

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

November 2024	National Association of Personnel Services, Annual Conference	Sheraton, Too Large	800	400	\$186,000
May 2023	American Guild of Appraisers, Annual Meeting	Sheraton, Too Large	1,400	700	\$317,000
April 2025	American Real Estate Society, Annual Conference	Sheraton, Too Large	1,000	500	\$230,000
October 2026	Association of Independent Mortgage Experts, FUSE National Conference	Sheraton, Too Large	4,800	2,400	\$903,000
November 2025	International Association of Real Estate Professionals, Annual Conference	Sheraton, Too Large	4,200	1,400	\$912,000
March 2023	National Association of Real Estate support Professionals, Empower Conference	Sheraton, Too Large	1,200	600	\$278,000
March 2025	American Pharmacy Association – Annual Meeting & Expo	Sheraton, Too Large	2,700	900	\$554,500
January, 2024	American Society for Automation in Pharmacy, Annual Conference	Sheraton, Too Large, 5-Star Properties Only	850	425	\$254,750
June, 2025	American Society for Automation in Pharmacy, Mid-Year Conference	Sheraton, Too Large, 5-star Properties Only	500	250	\$157,500
October or November, 2025	International Society of Pharmaceutical Engineering, Annual Meeting & Expo	Sheraton, Too Large	4,800	1,600	\$992,000
March, 2024	Parenteral Drug Association, Annual Meeting	Sheraton, Too Large	2,400	1,200	\$517,000
November, 2025	Association of Outdoor Recreation & Education, Annual Conference	Sheraton, Too Large	800	400	\$188,000
September, 2025	National Association of Specialty Pharmacy, Annual Meeting	Sheraton, Too Large	750	750	\$196,250
September, 2025	Council of Supply Chain Management Professionals, Annual Conference	Sheraton, Too Large	900	300	\$197,500

January, 2023	Texas High School Baseball Coaches Association, Annual Convention	Sheraton, Too Large	1,600	1,000	\$273,000
November, 2025	National Automatic Merchandising Association, Coffee Tea & Water Show	Sheraton, Too Large	9,300	3,100	\$1,887,000
March or April, 2024	Ceilings & Interior Systems Contractors Association – Convention	Sheraton, Too Large	2,400	1,200	\$518,000
September or October, 2025	Ceiling & Interior Systems Contractors Association, Fall Conference	Sheraton, Too Large	1,050	350	\$254,250
June, 2024	Exposition Services & Contractors Association, Summer Education Conference	Sheraton, Too Large	2,700	900	\$543,300
May, 2025	Consumer Federation of America, Consumer Assembly	Sheraton, Too Large	1,000	500	\$230,000
June, 2025	American Association for Access, Equity & Diversity, Annual Conference	Sheraton, Too Large	2,500	1,250	\$482,500
August, 2025	Association of Black Sociologists, Annual Conference	Sheraton, Too Large	800	400	\$212,000
			47,650	20,125	\$10,097,550
				Association Lost:	\$10,097,550
				Corporate Lost:	\$0
				TOTAL LOST:	\$10,097,550

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