

# visit McKinney Monthly Report

June - 2022



Prepared For : Visit McKinney Board  
Prepared By : Aaron Werner - Executive Director

[www.visitmckinney.com](http://www.visitmckinney.com)



## Visit McKinney – May, 2022 – Staff Report

### Operational Excellence

#### Education/Webinars:

##### 1) Beth:

- a) Texas Film Friendly Forum at Southfork (Served on one session panel/acted as a Community Day sponsor)

##### 2) Marie:

- a) None to Report

##### 3) Rachel:

- a) None to Report

##### 4) Sabine:

- a) TACVB: DMS Webinar

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#### Events/Services/Special Projects:

##### 1) Beth

- a) Staff Meetings
- b) Monthly Main Street Business Meeting
- c) Worked Byron Nelson booth
- d) National Travel & Tourism Week – daily activities/social media posts/photos
- e) Zoom meeting with Jen at Visit Widget to discuss push notifications for app
- f) Met with Volunteer McKinney director Christine Ortega

##### 2) Marie

- a) Staff Meetings

##### 3) Rachel

- a) Staff Meetings

##### 4) Sabine

- a) Staff Meetings
- b) City Council Work Session: Proclamation for National Travel and Tourism Week
- c) City Secretary Forum
- d) Juneteenth Meeting (3 times, missed one due to medical leave)
- e) Byron Nelson Booth Staffing (6 hours)
- f) Meeting with the Heard-Craig Center for the Arts to discuss upcoming events and future cooperation
- g) ERP Ambassador Meeting
- h) National Travel and Tourism Week (NTTW) Logistics, suggested and executed the 2022 format
- i) Solicited and gathered food donations from local restaurants for NTTW and initiated their social media exposure to be run

- j) Took care of the decorations for front area and board room for NTTW
- k) Coordinated, invited, and facilitated the hosting of staff and board of MEDC, MCDC, Main Street/MPAC, The Chamber, Visit McKinney
- l) Wrote Thank You notes to the participating NTTW partners
- m) Coordinated and scheduled Art Walk Tours for NTTW debut
- n) Byron Nelson set up w/ Rachel
- o) Juneteenth Logistics, swag bags, raffle items, monetary donations (cont.), created signup genius and actively pursued to receive donation and coordinate pickup and dropoff
- p) Monitored and distributed board applications in Granicus
- q) Welcome Reception Aaron: send invitations, public quorum notice, and ordered food
- r) Hosted the home school historic walking tour group
- s) Designed new outdoor rug



Venue Calls: 0	
Hotel/B&B Calls/Visits: 9	
Fairfield Inn	La Quinta by Wyndham
Hampton Inn & Suites McKinney	Sheraton McKinney Hotel & Conference Center
Holiday Inn Express & Suites McKinney - Frisco East	SpringHill Suites by Marriott
Holiday Inn Hotel & Suites McKinney-N. Allen	Towneplace Suites by Marriott
Home2 Suites by Hilton	

### HOT Tax Collection reported by City: 2021-2022

- **MOM 2021 vs. 2022 (20-Hotels & 7-B&B/VRBO reporting)**
  - May 2022: \$225,482
  - May 2021: \$160,769
    - **40.25%**
- **YOY 2021 vs. 2022 (20-Hotels & 7-B&B/VRBO reporting)**
  - May 2022: \$1,462,032
  - May 2021: \$1,008,807
    - **44.93 %**

### ASSOCIATION/CORPORATE/SMERF/GOVERNMENT COMPLETED in May 2022:

HOT Tax Collections via Visit McKinney: 2021-2022 – May 2022							
Market Segment	Hotel	Lead Name	Start Date	End Date	Total Rooms	Avg. Daily Rate	Total Revenue
Sports	Best Western Plus McKinney Inn & Suites	THSLL Super Regionals	4/29/2022	5/1/2022	0		\$
Sports	Sheraton McKinney Hotel & Conference Center	THSLL Super Regionals	4/29/2022	5/1/2022	0		\$
Sports	Holiday Inn Express & Suites McKinney - Frisco East	USA Pickleball Mid-South Regional Championship	4/25/2022	5/2/2022	0		\$
Sports	La Quinta by Wyndham	USA Pickleball Mid-South Regional Championship	4/25/2022	5/2/2022	0		\$
Sports	Sheraton McKinney Hotel & Conference Center	USA Pickleball Mid-South Regional Championship	4/25/2022	5/2/2022	0		\$
Sports	SpringHill Suites by Marriott	USA Pickleball Mid-South Regional Championship	4/25/2022	5/2/2022	0		\$
Sports	Towneplace Suites by Marriott	USA Pickleball Mid-South Regional Championship	4/25/2022	5/2/2022	0		\$
Sports	Sheraton McKinney Hotel & Conference Center	2022 ATTBN - MEDC	5/11/2022	5/15/2022	15	\$ 189	\$ 2,835
Sports	Fairfield Inn	2022 AT&T Byron Nelson	5/7/2022	5/16/2022	18	\$ 149	\$ 2,682





Sports	Hampton Inn & Suites McKinney	2022 AT&T Byron Nelson	5/7/2022	5/16/2022	0	\$ 99	\$	
Sports	Holiday Inn Express & Suites McKinney - Frisco East	2022 AT&T Byron Nelson	5/7/2022	5/16/2022	0		\$	
Sports	Holiday Inn Hotel & Suites McKinney-N. Allen	2022 AT&T Byron Nelson	5/7/2022	5/16/2022	0	\$ 99	\$	
Sports	Home2 Suites by Hilton	2022 AT&T Byron Nelson	5/7/2022	5/16/2022	7	\$ 46	\$	1,023
Sports	La Quinta by Wyndham	2022 AT&T Byron Nelson	5/7/2022	5/16/2022	15	\$ 99	\$	1,485
Sports	Sheraton McKinney Hotel & Conference Center	2022 AT&T Byron Nelson	5/7/2022	5/16/2022	84	\$ 159	\$	13,356
Sports	SpringHill Suites by Marriott	2022 AT&T Byron Nelson	5/7/2022	5/16/2022	8	\$ 134	\$	1,072
Sports	Towneplace Suites by Marriott	2022 AT&T Byron Nelson	5/7/2022	5/16/2022	96	\$ 99	\$	9,504
<b>Sports Sub Total</b>					<b>243</b>		<b>\$</b>	<b>31,957</b>
Wedding	Hampton Inn & Suites McKinney	Findley/Stillwell Wedding	4/29/2022	5/1/2022	0		\$	
Wedding	Sheraton McKinney Hotel & Conference Center	Findley/Stillwell Wedding	4/29/2022	5/1/2022	0		\$	
Wedding	Grand Hotel & Ballroom	Sosa/Horsley Wedding	5/5/2022	5/5/2022	10	\$ 150	\$	1,500
Wedding	Sheraton McKinney Hotel & Conference Center	Hermosillo/Arias Wedding	5/7/2022	5/7/2022	23	\$ 130	\$	2,990
Wedding	Grand Hotel & Ballroom	Czarnik/Dunn Wedding	5/13/2022	5/14/2022	19	\$ 150	\$	2,850
Wedding	Home2 Suites by Hilton	Czarnik/Dunn Wedding	5/13/2022	5/14/2022	8	\$ 124	\$	992
Wedding	Grand Hotel & Ballroom	Sigmund/Sauer Wedding	5/27/2022	5/29/2022	11	\$ 150	\$	1,650
Wedding	Hampton Inn & Suites McKinney	Sigmund/Sauer Wedding	5/27/2022	5/29/2022	10	\$ 121	\$	1,210
<b>Wedding Sub Total</b>					<b>81</b>		<b>\$</b>	<b>11,192</b>
<b>TOTAL</b>					<b>324</b>		<b>\$</b>	<b>43,149</b>



Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls		
Category	Market Segment	Count
Association	Association	2
Corporate	Corporate	1
SMERF	Athletic & Sports/Recreation	12
SMERF	Educational	18
SMERF	Environmental	1
SMERF	Fraternal	12
SMERF	Government, Public Administration	42
SMERF	Social	2
SMERF	Travel	7
SMERF	Wedding	11
<b>TOTAL</b>		<b>108</b>

Services – Event Management: ASSOCIATIONS/CORPORATE/SMERF		
Ongoing event management for upcoming definite leads		
Category	Market Segment	Count
SMERF	Athletic & Sports/Recreation	9
SMERF	Wedding	2
<b>TOTAL</b>		<b>11</b>

RFP's: Total 8								
	Market Segment	Account Name	Lead Name	Event Start Date	Event End Date	Estimated Rooms	Event Facility	Tournament Location
1	Corporate	Neiman Marcus	Top Sellers Celebration/Conference	10/17/2022	10/19/2022	300		
2	Fraternal	Texas Division, Sons of Confederate Veterans	Texas Division Reunion 2022	6/3/2022	6/5/2022	4	Sheraton	
3	Fraternal	General Federation of Women's Clubs of Texas	GFWC State Meeting 2024	4/25/2024	4/28/2024	125	Sheraton	
4	Social	Social 2022	Pence Birthday	6/18/2022	6/18/2022	5	The Grand	
5	Wedding	Weddings 2022	Czarnik/Dunn Wedding	5/14/2022	5/14/2022	0	La Cour	
6	Wedding	Weddings 2022	Sigmund/Sauer Wedding	5/28/2022	5/28/2022	30	Stone Crest	
7	Wedding	Weddings 2022	Grant/Girard Wedding	9/2/2022	9/2/2022	40	Stone Crest	
8	Wedding	Weddings 2022	Rubio/Guamancela Wedding	10/22/2022	10/22/2022	8	The Springs	

Event Services			
Company/Group	Full Name	Del/PU Date	Total Welcome Bags
Weddings 2022	Nina Sosa	5/3/2022	20
Weddings 2022	Laura Sigmund	5/13/2022	50
Weddings 2022	Michael Czarnik	5/13/2022	35
<b>Total Welcome Bags</b>			<b>105</b>



LOST BUSINESS: 0 Corporate Group, 3 Association Groups and 1 SMERF Group; Lost Revenue: \$871,092								
Category	Account Name	Lead Name	Lost Reason	Lost Comments	Date	Requested Rooms	Lost Rate	Total Lost Revenue
Association	Texas Travel Alliance	Texas Travel Summit	Insufficient Rooms	Not enough sleep rooms under 1-roof; comps by DMO and hotel are too high for us right now	9/20/2023	303	\$129.00	\$39,087.00
Association	American Society of Civil Engineers	Structural Engineering Institute - Structures Congress	Insufficient Meeting Space	Not enough meeting & exhibit hall space and not enough sleep rooms under 1-roof	4/11/2025	1,067	\$165.00	\$176,055.00
Association	National Association of Legal Assistants	Annual Conference & Expo	Insufficient Meeting Space	Too large for McKinney to bid on at this time	7/22/2026	3,150	\$155.00	\$488,250.00
SMERF	ALERRT Center	ALERRT Conference 2024	CVB Declined to Bid	Based on 400 sleep rooms under 1-roof, insufficient mtg space	10/15/2024	1,300	\$129.00	\$167,700.00
<b>TOTAL</b>						<b>5,820</b>		<b>\$871,092</b>

These numbers are approximate and based on average usage/rates for the past 3 years of meeting history. 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.

### Visitors Center Information:

The McKinney Market - May 2022	
Gross Sales	\$1,126.50
Rent Check	\$355.00
<b>Total</b>	<b>\$355.00</b>

Walking Tours		
	Historic	Art
Completed	6	3
Number of Adults	17	2
Number of Kids	20	0
Tour Dates:		
Historic – May 2,3,4,5,6,10		
Art – May 2,4,6		

Visitors Info	
Out of State	7
Out of Country	4
Texas Residents	3
McKinney Residents	5
Register Total	19
Ticker Counter	610
<b>FYTD Total (May 2022)</b>	<b>3,749</b>
Total: (includes all individuals that have come through the visitor's center)	

### Advertising/Marketing/Media

#### May 2022 Submitted: Photos, Text Written, Marketing Materials and Ads

- Took pics during Byron Nelson
- Submitted ad for Daytripper newsletter (TMR – June)



- Repurposed film friendly blog
- Created app Challenges landing page
- Created Library challenge within app
- Worked with Sarah to create videos for use in promoting Library challenge
- Submitted Sept.-Nov. events to Texas Events Calendar/Texas Highways
- Sent leisure leads emails to May 2022 TourTexas list – 83 contacts
- Submitted new photos for Heard-Craig, Chestnut Square, MPAC, and Collin County History Museum to Lakes Trail (Jill) for their new website
- Met with Heard-Craig team to go over events/website/social promotion
- Phone meeting with Renee Thornton about supporting their upcoming I Spy McKinney event on our app (as a challenge)
- Updated annual listing information for Texas State Travel Guide

Website Stats - 2021-22			
Month	Sessions	Pageviews	Users
OCTOBER.2021	11,700	22,702	9,550
NOVEMBER.2021	10,815	20,574	9,089
DECEMBER.2021	13,268	23,954	11,197
JANUARY.2022	8,129	16,395	6,725
FEBRUARY.2022	10,041	19,041	8,375
MARCH.2022	14,806	27,626	12,504
APRIL. 2022	18,272	30,574	14,903
MAY.2022	34,903	54,051	29,660
<b>TOTAL</b>	<b>121,934</b>	<b>214,917</b>	<b>102,003</b>

#### MAY 2022 Digital Meeting Planner Section of Website

MAY 2022 – MPG Page Views	
Main Page	80
Venues by Capacity	21
Request Info/RFP	2
Venues/Videos	12
Helpful resources	18
Vendors/services	18
Tour Options/Itineraries	554
<b>TOTAL:</b>	<b>705</b>

#### MAY 2022 – Leads Processed/Open Rates

MAY 2022 - Emails sent to TourTexas and Texas Highways leads (Leisure)				
	Sales	Sales Open Rate	Leisure (TourTexas)	Open Rate
MAY.2022	0	0.00%	83	29.33%
<b>TOTALS</b>	<b>0</b>		<b>83</b>	



## SOCIAL MEDIA STATS

FACEBOOK FY 21-22	Lifetime Likes	Post Reach	Post Engagement
OCT. 2021	13,383	22,044	
NOV. 2021	13,463	22,601	
DEC. 2021	13,520	17,668	
JAN. 2022	13,549	18,086	
FEB. 2022	13,642	23,397	6,801
MARCH.2022	13,729	14,182	4,900
APRIL.2022	13,893	9,169	0
MAY.2022	13,923	50,035	14,099
<b>TOTALS</b>	<b>N/A</b>	<b>177,182</b>	<b>25,800</b>

INSTAGRAM 2021-22	
From 2019-20	<b>5,633</b>
Oct. 2021	<b>94</b>
Nov. 2021	<b>89</b>
Dec. 2021	<b>102</b>
Jan. 2022	<b>27</b>
Feb. 2022	<b>235</b>
March.2022	<b>92</b>
April.2022	<b>55</b>
May.2022	<b>111</b>
<b>TOTAL</b>	<b>6,438</b>

YOUTUBE 2021-22	
Month	Views
<i>Historical #s</i>	<b>17,160</b>
OCT. 2021	148
NOV. 2021	176
DEC. 2021	116
JAN. 2022	209
FEB.2022	716
MARCH.2022	368
APRIL.2022	363
MAY.2022	1,111
<b>TOTAL</b>	<b>20,367</b>

TIKTOK FY 21-22	New Followers
OCT. 2021	17
NOV. 2021	18
DEC. 2021	85
JAN.2022	81
FEB.2022	20
MARCH.2022	57
APRIL.2022	24
MAY.2022	12
<b>TOTALS</b>	<b>314</b>

VISIT WIDGET - MAY 2022				
	Users	Sessions	Page Views	New Downloads
Widget	408	477	1,241	
Mobile APP	1,267	1,098	7,006	
<b>Downloads</b>				
<i>iOS</i>				315
<i>Android</i>				59
<b>TOTAL</b>	<b>1,675</b>	<b>1,575</b>	<b>8,247</b>	<b>374</b>

MAY 2022 WEEKEND UPDATE STATS:	
Average Open Rate	45.10%
Average Click-thru Rate	12.60%
Total Audience	5,920

MAY 2022 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
CBS Channel 11	McKinney steps into the national spotlight with the AT&T Byron Nelson	\$0	\$15,066	\$45,200	9,000,000
<b>TOTALS</b>		<b>\$0</b>	<b>\$15,066</b>	<b>\$45,200</b>	<b>9,000,000</b>
<b>FY 21-22 Running Totals</b>		<b>\$19,144</b>	<b>\$2,185,274</b>	<b>\$6,623,473</b>	<b>62,469,726</b>