



**To:** Visit McKinney Board

**From:** Dee-dee Guerra – Executive Director

**Date:** December 7, 2021

**RE:** Visit McKinney October 2021-Staff Report

**Goal 1 Operational Excellence**

**Strategies:**

- **Education/Webinars:**
  - **Beth: 4**
    1. Simpleview Consumer Reports/Search Training
    2. Simpleview CRM Consumer Module Training
    3. Introduction to Canva
    4. CTA Renewal
  - **Dee-dee: 8**
    1. Destination Analyst: 10/18/21 & 10/26/21
    2. CTA Renewal
    3. Simpleview CRM Consumer Module Training
    4. Simpleview (online): Simpleview CRM: New User Overview
    5. Simpleview CRM Consumer Module Training
    6. The Future of Tourism
    7. Introduction to Canva
  - **Marie: 4**
    1. Simpleview (online): Simpleview CRM: New User Overview
    2. Simpleview Consumer Reports/Search Training
    3. Simpleview CRM Consumer Module Training
    4. Introduction to Canva
  - **Rachel: 4**
    1. Simpleview (online): Simpleview CRM: New User Overview
    2. Simpleview Consumer Reports/Search Training
    3. Simpleview CRM Consumer Module Training
    4. Introduction to Canva
  - **Sabine: 7**
    1. Simpleview CRM Consumer Module Training
    2. Admin Group Training: Digital Expense Tracking
    3. Introduction to Canva
    4. Simpleview CRM Consumer & Report/Search Training
    5. Admin Group Training: Paperless Expense Reconciliation

6. Simpleview (online): Simpleview CRM: New User Overview
7. Organizational Development Training - City Secretary's Office: Software & Tools, Pt. II

- **Events/Services:**

1. **2** Historic Walking Tours-9 participants
  - 10-12-21: (Paula): 3 adults
  - 10-25-21: (Guy): 4 adults, 2 children
2. Kiwanis Speaking Engagement-10/7/21
3. McKinney Restaurant Council Meeting-10/18/21
4. BRE Meeting-10/22/21
5. Byron Nelson Planning Meeting (City Communications, MCDC, Main St. & Visit McKinney): 10/25/21
6. North Dallas Wedding Vendors Assoc – Financial Planning
7. MPI Community Exchange, Planners/Suppliers Network – Zoom
8. TTA DEI Committee Meeting – Google Meet

- **Venue: 0**

- **Hotel Calls: 13**

1. Hampton Inn
2. Fairfield Inn
3. SpringHill &
4. Home2
5. Holiday Inn
6. Tru
7. Sheraton
8. TownePlace
9. Best Western
10. Comfort Inn
11. La Quinta
12. Holiday Inn Express
13. Grand Hotel

## **Goal 2 Financially Sound Government**

### **Strategies:**

- **Balance resources generated by Hot tax**
- **Develop and utilize performance measures to ensure successful and efficient operations**

### **HOT Tax Collection reported by City: 2020-2021**

- **MOM 2021 vs. 2020 (19-Hotels & .6 -B&B/VRBO reporting)**
  - October 2021: \$166,012
  - October 2020: \$131,245
    - **26.49%**

### **ASSOCIATION/CORPORATE/SMERF COMPLETED in October 2021: TTL Room nights: 340; TTL Revenue: \$38,170**

- **Assoc./Corp. HOTEL ROOMS- TTL Room nights: 105; TTL Revenue: \$11,445**
  - Association: TTL Room nights: 0; TTL Rev.: \$ 0
  - Corporate: TTL Room nights: 105; TTL Rev.: \$11,445
    - Globe Life-10/25-26/2: FH- 107-RNS-Sheraton: TTL room nights: 105; TTYL Rev. \$11,445
    - Emerson- Holiday Inn & Suites: TTL room nights: 0; TTYL Rev. \$ **Cancelled**
- **SMERF HOTEL ROOMS- TTL Room nights: 235; TTL Rev.: \$26,725**
  - **Social-TTL Room nights: 107; TTL Rev.: \$13,349**
    - 3 D Travel Co. 10/8-12/21- Grand-TTL Room nights: 36; TTL Rev.: \$5,184
    - Ninety Nines 10/15-17/21-SheratonTTL Room nights: 71; TTL Rev.: \$8,165

- **Weddings-TTL Room nights: 128; TTL Rev.: \$13,376**
  - Terebinski/Dunafan Wedding-10/15/21 Grand- TTL Room nights: 3; TTL Rev.: \$477
  - Bowman Wedding-10/16/21-Grand- TTL Room nights: 0; TTL Rev.: \$ 0
  - Angie Byrd Wedding-10/1/21-Hampton- TTL Room nights: 24; TTL Rev.: \$2,737
  - Willis/Pratt Wedding10/9-10/21- Hampton - TTL Room nights: 0; TTL Rev.: \$ 0
  - Thompson/Mueller Wedding-Hampton-10/3/21- TTL Room nights: 6; TTL Rev.: \$690
  - Rodriguez/Staber Wedding Hampton-TTL Room nights: 11; TTL Rev.: \$1,309
  - Terebinski/Dunafan Wedding Hampton-TTL Room nights: 47; TTL Rev.: \$4,515
  - Willis/Pratt Wedding10/9-10/21-Holiday Inn-TTL Room nights: 0; TTL Rev.: \$ 0
  - Thompson/Mueller Wedding-10/9-10/21-Sheraton-TTL Room nights: 24; TTL Rev.: \$2,856
  - Cargal/Stewart Wedding-10/9-10/21-Sheraton-TTL Room nights: 13; TTL Rev.: \$1,482
- **Sports-TTL Room nights: 0; TTL Rev.: \$ 0**
  - Solar Soccer-10/9-10/21-HIE- TTL Room nights: 0; TTL Rev.: \$ 0
  - Solar Soccer-10/16-17/21-HIE- TTL Room nights: 0; TTL Rev.: \$ 0
  - Solar Soccer-10/23-24/21-HIE- TTL Room nights: 0; TTL Rev.: \$ 0
  - McKinney Lacrosse Club/Turlaxin-10/16-17/21-Sheraton- TTL Room nights: 0; TTL Rev.: \$ 0
  - McKinney Lacrosse Club/Turlaxin-10/23-24/21-Sheraton- TTL Room nights: 0; TTL Rev.: \$ 0
  - McKinney Lacrosse Club/Turlaxin-10/30-31/21-Sheraton- TTL Room nights: 0; TTL Rev.: \$ 0
  - McKinney Lacrosse Club/Turlaxin-10/16-17/21-SpringHill- TTL Room nights: 0; TTL Rev.: \$ 0
  - McKinney Lacrosse Club/Turlaxin-10/23-24/21-SpringHill- TTL Room nights: 0; TTL Rev.: \$ 0
  - McKinney Lacrosse Club/Turlaxin-10/30-31/21-SpringHill- TTL Room nights: 0; TTL Rev.: \$ 0

**Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls: 255**

- **Association: Available Upon Request: 85**
- **Corporate: Available Upon Request: 61**
- **SMERF: Available Upon Request: 107**
- **McKinney Corporate: 2**
  - NCAA D2 Football: 10/19/21
    - Game Time 12/18/21 at 8:00 pm-Televised on ESPNU
    - Fanfest 12/17/21 TUPPS Brewery
    - Tacos, Tequila, & Cerveza 12/17-19/21
    - Communications Meeting-Gearing up for events on [WWW.FACEBOOK.COM/D2MCKINNEY](http://WWW.FACEBOOK.COM/D2MCKINNEY)
  - DCI (Drum Corp International): Zoom Meeting 10/6/21
    - Corps not yet determined but 7 of 8 are expected
    - July 2022 DCI schedule:
      - Sun 7/24/22: Bands arrive
      - Mon 7/25/22:

- Drumline Battle at TUPPS (not MISD event)
- Tue 7/26/22:
  - Day time at MISD Stadium: Bandtastic Middle School Band Camp
  - Night at MISD Stadium: DCI Competition

**VISIT MCKINNEY Calendar of Events 2020-2025: 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
<b>October</b>				
10/8-12/21	3D Travel	MPAC & Grand	25	30
10/16-17/21	McKinney Lacrosse Club	Sheraton, Comfort, SpringHill, Home2, and Holiday Inn	40	600
10/23-24/21	McKinney Lacrosse Club	Sheraton, Comfort, SpringHill, Home2, and Holiday Inn	40	600
10/30-31/21	McKinney Lacrosse Club	Sheraton, Comfort, SpringHill, Home2, and Holiday Inn	40	600
10/12-14/21	Emerson-1106-Gas Reg Troubleshooting	Holiday Inn & Suites- Cancelled	40	40
10/25-26/21	Globe Life	Sheraton	105	35
<b>November</b>				
11/2-4/21	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
11/6-7/21	Troubadour Music Festival – Old Celina Park	Blocks at SpringHill Suites & Home2	80	1,500
11/30/21	Texas Historical Commission	MPAC & Hotel TBD	15	75
10/2021	T.E.A.C.H	Sheraton	180	90
<b>December</b>				
12/7-9/21	Care Comm	Sheraton	240	80
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

**2022**

Month	Group	Venue	Room Nights	Attendance
<b>January</b>				
1/24-26/22	Target Corporation	Sheraton	195	65
1/24-26/22	Motorola Solutions 2022- Room Block of 12-124-34 under 1-roof / Meeting space for 1-1/2 days, 1 breakout for 20-30 people / 1 Breakfast, 1 Lunch, 1 Dinner / Based on meeting space requirements, forwarded	Sheraton.- UPDATE: on Wednesday, October 27, 2021, the meeting planner 'canceled' the RFP with no explanation. LOST	170	125
<b>February</b>				
2/3/22 or 2/10/22	James Pogue Enterprises	Sheraton	0	150
2/15-17/22	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
3/25-26/22	Order of the Eastern Star	McKinney Masonic Lodge	15	40
2/2022	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
<b>March</b>				
3/1-3/22	Emerson-1106-Gas Reg Troubleshooting	Holiday Inn & Suites	40	40
3/6-7/22	STEP (Society of Talent & Entertainment Professionals)	Undecided	20	50
<b>April</b>				
4/2022	CBD Expo	Sheraton	150	600
4/3, 17, 24/2022	Dallas Fort Worth Association Executives	Sheraton	60	300
4/21-23/22	NAIA Women's Beach Volleyball National Invitational Attendees:	Sheraton	150	120
4/29-30/22	Toastmasters District 50 – 2021 event canceled due to pandemic. October 11, 2021, reached out to planner to see when	Sheraton- WON	120	85

	McKinney might be able to host again. Alice advised she signed a contract today with the Sheraton! Meeting Space for 2-days / 1 Breakfast, 2 Lunches. 1 General session for 100 / 2-3 breakout rooms.			
<b>May</b>				
5/7-13/22	Turks, International, Operations Conference – Room Block of 10-10-50-50-430-430-50 under 1-roof / Meeting Space for 7-days / 4 Breakfast, 3 Lunches, 3 Dinners. 1 general session room for 500 (1,500 sf) / Additional 1,5000 sf for meals / 8 breakout rooms for 75 people	Sheraton-. Based on meeting space requirements, not able to bid. LOST	1390	500
5/2022	Byron Nelson	City Wide	Unknown	Unknown
<b>June</b>				
06/2022	Texas Division Sons of Confederate Veterans	Sheraton	440	250-300
<b>July</b>				
7/11-16/22	Auvoria Prime	Sheraton	321	100
<b>August</b>				
<b>September</b>				
9/22	CEMRF Tax Institute	Sheraton & Holiday Inn	135	63
9/27-29/22	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
<b>October</b>				
10/11-13/22	Emerson-1106-Gas Reg Troubleshooting	Holiday Inn & Suites	40	40
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
<b>November</b>				
11/15-17/22	Emerson-1100-Gas Reg Tech	Holiday Inn & Suites	40	40
11/29-12/1/21	Emerson-1106-Gas Reg Troubleshooting	Holiday Inn & Suites	40	40
<b>December</b>				

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
<b>March</b>				
3/20-24/23	Texas Police Chief Leadership	Sheraton	200	1000
<b>April</b>				
4/20-23/23	NAIA Women's Beach Volleyball National Invitational	Sheraton	120	150
<b>May</b>				
5/2023	Byron Nelson	City Wide	Unknown	Unknown
<b>September</b>				
<b>December</b>				
12/2023	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000

### 2024

Month	Group	Venue	Room Nights	Attendance
<b>December</b>				
11/2024	NCAA D2 Football Championship	MISD Stadium/City Wide	500	500
<b>April</b>				
<b>May</b>				
5/2024	Byron Nelson	City Wide	Unknown	Unknown

### 2025

Month	Group	Venue	Room Nights	Attendance
<b>December</b>				
12/2025	NCAA D2 Football Championship	MISD Stadium/City Wide	500	6,000
<b>May</b>				
5/2025	Byron Nelson	City Wide	Unknown	Unknown
<b>June</b>				
6/2025	2025 Texas Police Games	Citywide	140	1,500

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/ Paula Nasta & Tonya Fallis
- Food Tours
- Steak 101 Class
- The Cove
- Comedy Arena
- Arcade 92
- The Escape Room
- North Texas Wineries

**The McKinney Market:**

- October 2021 Gross Sales \$1,583.40
  - Rent check: 355
  - 10%: \$8.34

**Total: \$363.34 (overpayment \$1.66)**



**Visitors: FYTD Total (October '21): 633**

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

- Out of State: 23
- Out of Country: 2
- Texas Residents: 19
- McKinney Residents: 6
- Register Total: 50
- Ticker Counter: 633

**Day Trips-0****Site Visit: 1**

**Association: 0**

**Corporate: 1**

1. NCAA Team Leads (Don Newsome & Harvey Oaxaca) Sheraton & Marriott- Allen 10/21/21

**SMERF: 0**

**RFP's: 24 (1-Association, 3-Corporate, 7-Weddings, 1-Social, 1- Military, 0-Gov't, -Education, 0-Religious, 11-Sports, 0-Fraternal)**

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

**Corporate: 3**

1. Globe Life FHL 107RNS-10/25-26/21-Sheraton Attendees: 35: Room nights: 105
2. Turks, International, Operations Conference – Cvent RFP received on Monday, October 4, 2021. Dates of Event: May 7-13, 2022 / 500 attendees for total of 1,390 sleep rooms / Room Block of 10-10-50-50-430-430-50 under 1-roof / Meeting Space for 7-days / 4 Breakfast, 3 Lunches, 3 Dinners. 1 general session room for 500 (1,500 sf) / Additional 1,5000 sf for meals / 8 breakout rooms for 75 people. Based on meeting space requirements, not able to bid. LOST
3. Motorola Solutions – Cvent RFP received on Wednesday, October 27, 2021. Dates of Event: January 24-26, 2022 / 125 attendees for a total of 170 sleep rooms / Room Block of 12-124-34 under 1-roof / Meeting space for 1-1/2 days, 1 breakout for 20-30 people / 1 Breakfast, 1 Lunch, 1 Dinner / Based on meeting space requirements, forwarded RFP to Sheraton. UPDATE: on Wednesday, October 27, 2021, the meeting planner 'canceled' the RFP with no explanation. LOST

**Association: 1**

1. Toastmasters District 50 – 2021 event canceled due to pandemic. October 11, 2021, reached out to planner to see when McKinney might be able to host again. Alice advised she signed a contract today with the Sheraton! Event: April 29-30, 2022 / 80-85 attendees for total of 120 sleep rooms / Room block of 60-60 rooms under 1-roof / Meeting Space for 2-days / 1 Breakfast, 2 Lunches. 1 General session for 100 / 2-3 breakout rooms. WON

**SMERF: 20****Social: 1**

1. 3D Travel – October 8-12, 2021 – MPAC & Grand Hotel – 25 attendees – 30 room nights

**Military/Government: 1**

1. Texas Historical Commission – November 30, 2021 – MPAC & Hotel TBD - # attendees unknown – 15 room nights

**Education: 0****Religious: 0****Fraternal: 0****Weddings: 7**

1. Terebinski/Dunafan Wedding – October 15, 2021 – Magnolia Grace, Grand Hotel & Hampton Inn – 100 attendees – 20 room nights

2. Melnick/Kronewitter Wedding – November 13, 2021 – D’Vine Grace – Sheraton – 150 attendees – 25 room nights
3. Rogers/Lewendowski Wedding – November 20, 2021 – Grand Ivory, Sheraton & Hampton Inn – 150 attendees – 40 room nights
4. Rae/Macmullen Wedding – December 10, 2021 – Bingham House – Sheraton & LaQuinta – 100 attendees – 15 room nights
5. Hayes/Allday Wedding – January 8, 2022 – D’Vine Grace – Grand Hotel & Fairfield Inn – 150 attendees – 10 room nights
6. Bryant/Keeton Wedding – March 6, 2022 – Rustic Grace – Hampton Inn – 100 attendees – 20 room nights
7. Hermosillo/Arias Wedding – May 7, 2022 – The Sanctuary – Sheraton – 95 attendees – 10 room nights

**Sports: 11**

1. Solar Soccer – October 9-10, 2021 – Holiday Inn Express – attendees unknown - 5 room nights
2. Solar Soccer – October 16-17, 2021 – Holiday Inn Express – attendees unknown – 5 room nights
3. Solar Soccer – October 23-24, 2021 – Holiday Inn Express – attendees unknown – 5 room nights
4. Solar Soccer – November 6-7, 2021 – Holiday Inn Express – attendees unknown – 5 room nights
5. McKinney Soccer Association – November 12-14, 2021 – 3000 attendees – 20 room nights
6. Solar Soccer – November 20-21, 2021 – Holiday Inn Express – attendees unknown – 5 room nights
7. Solar Soccer – December 5, 2021 – Holiday Inn Express – attendees unknown – 5 room nights
8. Solar Soccer – December 11-12, 2021 – Holiday Inn Express – attendees unknown – 5 room nights
9. Solar Soccer – March 26, 2022 – Holiday Inn Express – attendees unknown – 5 room nights
10. Solar Soccer – April 24, 2022 – Holiday Inn Express – attendees unknown – 5 room nights
11. Solar Soccer – April 20-May 1, 2022 – Holiday Inn Express – attendees unknown – 5 room nights

**Ongoing Leads: 25**

**SMERF: 25**

**Social: 2**

1. Troubadour Music Festival – Old Celina Park – Room Blocks at SpringHill Suites & Home2 – November 6-7, 2021 – Attendance: 1500, Room Nights: 80
2. Sammons Reunion – November 18, 2021 – The Grand – 7 room nights

**Military/Government: 0**

**Eduction: 0**

**Religious: 0**

**Fraternal: 0**

**Weddings: 23**

1. Chaddick Wedding – November 4, 2021 – Rehearsal Dinner Only
2. Michelle Brown (MOB) – November 4, 2021 – Magnolia Grace
3. Chris Adams (FOB) – November 6, 2021 – Stone Crest – The Grand
4. Scalf/Salgado Wedding – November 7, 2021 – Avalon Legacy Ranch – Hampton Inn & Holiday Inn Express – 20 room nights
5. Rose Bustamante (MOB) – November 12, 2021 – The Springs
6. Wilson/Edwards Wedding - November 12, 2021 – The Springs– Holiday Inn, TownePlace Suites, Sheraton – Est 20 rooms
7. Richardson/Webster Wedding – November 27, 2021 – Magnolia Grace
8. Kimberly Fulmer (Bride) – January 2, 2022 – Rosemary Barn – The Grand Hotel – 10 room nights
9. Chase Wedding – January 21, 2022 – Rustic Grace – Fairfield Inn – Est 10 Rooms
10. Jackson/Gonzales Wedding – January 25, 2022 – The Station – Holiday Inn Express – Est 10 rooms
11. Ahlgrimm Wedding – January 29, 2022 – Magnolia Grace
12. Johnson/Harland Wedding – March 4, 2022 – The Sanctuary – Home2 – Est 10 rooms
13. Ashley Torres – March 22, 2022 – Magnolia Grace
14. Blas Duran (Groom) – April 2, 2022 – Rustic Grace – Fairfield Inn – 10 room nights

15. Miller/Dooley Wedding – April 23, 2022 – River Road Chateau – Hampton Inn – Est 20 rooms
16. Sosa/Horsley Wedding – May 5, 2022 - D'Vine Grace – The Grand – Est 10 rooms
17. Lauren Walsh – June 18, 2022 – Magnolia Grace
18. Edel/Bouillion Wedding – June 24, 2022 – Stone Crest
19. Elizabeth Cantu – July 11, 2022 – Stone Crest
20. Renteria Wedding – July 23, 2022 – Rosemary Barn
21. Anderson/Diaz Wedding – August 6, 2022 – Rustic Grace
22. Pruitt Wedding – October 1, 2022 – The Springs – The Grand – Est 10 rooms
23. Melissa Eason (MOB) – November 5, 2022 – The Springs in Aubrey – The Neathery

**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: 174**

**Mailing Leads Processed: 73**

- Tour Texas: 73

**Top Five States requesting information:**

- Texas
- Minnesota
- California
- New York
- Washington

**Advertising/Marketing/Media**

**Goal 3 Enhance the Quality of Life in Downtown**

OCTOBER 2021 -ROBLY Email Stats	
Average Open Rate	35.55%
Average Click-thru Rate	18.48%
Total Audience	3,350

**OCTOBER 2021 SUBMITTED: Photos, Text Written, Marketing Materials and Ads**

- Texas State Travel Guide ad
- Tour Texas Road Trips newsletter materials
- Bus Tours Mag. - Nov./Dec. issue print 350-word editorial/photo and ad for Jan/Feb issue
- TourTexas.com content/photos/new logo
- State Point Media – 125-word free story/photo
- Blog about Murals in McKinney
- Día de Los Muertos QR codes for signage and took photos to post on social media
- Press release about the formal website launch
- Facebook Live launch plan and actual launch on 10/29/21

**SOCIAL MEDIA STATS**

<b>FACEBOOK FY 21-22</b>	<b>New Likes</b>	<b>Lifetime Likes</b>	<b>Post Reach</b>
OCT. 2021	139	13,383	22,044
<b>TOTALS</b>	<b>139</b>	<b>N/A</b>	<b>22,044</b>

<b>INSTAGRAM 2021-22</b>	
Lifetime	<b>5,633</b>
Oct. 2021	<b>94</b>
<b>TOTAL</b>	<b>5,727</b>

<b>YOUTUBE 2021-22</b>		
<i>Month</i>	<b>Views</b>	<b>Subscribers</b>
<i>Historical #s</i>	<b>17,160</b>	<b>81</b>
OCT. 2021	148	1
<b>TOTAL</b>	<b>17,308</b>	<b>82</b>

<b>Google Business Page – 2021-22</b>		
<i>Month</i>	<i>Page Views</i>	<i>Web visits</i>
Historical #	69,114	828
OCT. 2021	2,777	34
<b>TOTAL</b>	<b>71,891</b>	<b>862</b>

<b>TIKTOK FY 21-22</b>	<b>Followers</b>	<b>Video Likes</b>	<b>Profile Views</b>	<b>Video Views</b>	<b>Shares</b>
OCT. 2021	17	88	65	1,682	5
<b>TOTALS</b>	<b>17</b>	<b>88</b>	<b>65</b>	<b>1,682</b>	<b>5</b>

**WEBSITE DATA – OCTOBER 2021**

<b>Month</b>	<b>Sessions</b>	<b>Pageviews</b>	<b>Users</b>
OCTOBER 2021	11,700	22,702	9,550
<b>TOTAL</b>	<b>11,700</b>	<b>22,702</b>	<b>9,550</b>

<b>OCTOBER.2021</b>	<b>Users</b>
Mobile	6,450
Desktop	2,922
Tablet	178
<b>TOTAL</b>	<b>9,550</b>

Top Countries - OCTOBER 2021			
Country Breakdown	Users	New Users	Sessions
United States	9,282	9,108	11,436
India	33	32	34
China	30	30	30
Ireland	21	21	21
Canada	16	16	18
United Kingdom	13	13	13
Spain	11	11	11
Philippines	11	10	12
Sweden	11	11	11
(Not set)	10	10	10

Top States – OCTOBER 2021			
State Breakdown	Users	New Users	Sessions
Texas	7,568	7,395	9,497
California	257	255	283
Virginia	130	130	132
Kansas	120	120	122
Oklahoma	106	100	125
Florida	78	72	98
New York	74	71	81
North Carolina	69	68	73
Illinois	65	62	82
Not Set	54	52	56

Top Cities – OCTOBER 2021			
City Breakdown	Users	New Users	Sessions
Dallas	2,265	2,058	2,590
McKinney	2,169	1,998	2,838
Plano	440	424	523
Allen	360	331	440
Frisco	352	338	404
Houston	177	162	189
Prosper	133	125	157
Fort Worth	111	105	123
Garland	104	98	117
Little Elm	104	96	131

BLOG VISITS - FY 21-22	
Month	Sessions
OCT. 2021	1,055
<b>TOTAL</b>	<b>1,055</b>

**Blogs (Top 5) for OCTOBER 2021:**

- Fall Events in McKinney - 430
- Patio Dining in McKinney – 127
- McKinney – fun places for dogs - 58
- Heard-Craig Arts Guest Blog - 35
- Active Senior Living – 33

OCTOBER 2021 - TOP 10 WEB PAGES		
Page	Pageviews	Unique Pg. Views
Home page	3,181	2,546
Wine & Music Fest	2,184	1,929
5G Pumpkin Patch event	1,665	1,488
Events	1,631	1,372
Things to do/shopping	609	531
Things to do	544	444
Halloween at Heard	522	477
Fall Events Blog	430	364
Visitors Guide	430	364
Restaurants	373	312

OCTOBER 2021: TOP REFERRAL PG	
Facebook	262
siterecipe.com	63
Instagram	47
mckinneytexas.org	40
flytki.com	57
McKinneyTexas.org	47
simpleview.com	22
baidu.com	22
robly	18
<b>TOTAL</b>	<b>578</b>

OCTOBER 2021-KPIs & Groups	
KPIs	6
Turlaxin	6
Byron Nelson	9
koha USA	3
Chainbombers Disc Golf	1
Holidays Ideas Groups	5
Troubadour Music Fest.	1
<b>TOTAL:</b>	<b>31</b>

OCT.2021 - Landing Pgs./QR CODES	
Certified Dallas Map	2
Fall TX Events Calendar	1
MPI Annual Directory	3
Muertos - Event Calendar	2
Muertos - Newsletter	13
Muertos - Places to stay	2
Muertos - Plan Your Visit	2
Rack Cards	12
Texas Highways Magazine	16
<b>TOTAL</b>	<b>53</b>

OCTOBER 2021 – MPG Page Views	
Main Page	80
Venues by Capacity	176
Request Info/RFP	26
Venues/Videos	11
Helpful Resources	121
Vendors	9
Site visits	0
Tour Options/Itineraries	264
<b>TOTAL:</b>	<b>687</b>

#### OTHER STATS

CROWDRIFT – OCTOBER 2021		
Gallery	Interactions	Views
Being Social	1	13
History/Dwntn	77	23
Home Gallery	24	652
McK Dining	57	438
McK Events	60	144
Explore	100	255
Weddings	48	102
Shopping	23	147

Chestnut Square	0	14
McK Music	24	61
Murals	21	29
Dogs in McKinney	2	31
Filming in McK	0	15
Erwin	0	13
Christmas	0	30
Cadence Blog	0	9
<b>TOTAL</b>	<b>437</b>	<b>1,976</b>

VISIT WIDGET - OCTOBER.2021				
	Users	Sessions	Page Views	New Downloads
<b>Widget</b>	<b>81</b>	<b>96</b>	<b>224</b>	
<i>Desktop</i>	<i>45</i>	<i>57</i>	<i>163</i>	
<i>Mobile</i>	<i>36</i>	<i>39</i>	<i>61</i>	
<b>Mobile APP</b>	<b>467</b>	<b>766</b>	<b>2,566</b>	
<i>App-iOS</i>	<i>410</i>	<i>704</i>	<i>2256</i>	<b>173</b>
<i>App-Android</i>	<i>57</i>	<i>62</i>	<i>310</i>	<b>23</b>
<b>TOTAL</b>	<b>548</b>	<b>862</b>	<b>2,790</b>	<b>196</b>

#### TOP LOCATIONS USING VISIT WIDGET

McKinney, TX
Dallas, TX
Washington D.C.
Frisco, TX
Allen, TX
Chicago, IL
Plano, TX
Prosper, TX
Princeton, TX
Austin, TX

TourTexas.com 2021-22					
Month	McKinney Page	Things to Do	Events	Attractions	Native Texan
OCT. 2021	398	345	269	3,343	375
<b>TOTAL</b>	<b>398</b>	<b>345</b>	<b>269</b>	<b>3,343</b>	<b>375</b>

#### FREE PUBLICITY:

FY 21-22	Budgeted Amount
Adv. & Promo TTL	\$195,023



<b>OCTOBER 2021 - Free/Earned Media Coverage for Visit McKinney</b>					
<b>Publication/ station</b>	<b>Article/Topic</b>	<b>Print</b>	<b>Web/Broadcast Value</b>	<b>PR Value</b>	<b>Impressions /Reach</b>
McKinney Online	Website Launch	\$0	\$200	\$600	25,000
Sports Destination Mgmt.	Cadence Cyclery	\$1,100	\$500	\$4,800	27,500
Small Market Meetings	Article about McKinney (3 pgs.)	\$7,860	\$1,000	\$26,580	20,000
Bubblelife News	Mural Blog	\$0	\$900	\$2,700	120,000
<b>TOTALS</b>		<b>\$8,960</b>	<b>\$2,600</b>	<b>\$34,680</b>	<b>192,500</b>
<b>FY 21-22 Running Totals</b>		<b>\$8,960</b>	<b>\$2,600</b>	<b>\$34,680</b>	<b>192,500</b>

#### Top 5 McKinney Hotels 2020-2021 Occupancy Rates: %

##### OCCUPANCY RATES:

<b>Hotel</b>	<b>Oct. '20</b>	<b>Nov. '20</b>	<b>Dec. '20</b>	<b>Jan. '21</b>	<b>Feb. '21</b>	<b>Mar. '21</b>	<b>Apr. '21</b>	<b>May '21</b>	<b>Jun. '21</b>	<b>Jul. '21</b>	<b>Aug. '21</b>	<b>Sept. '21</b>
<b>Comfort</b>	54.02	0	53.56	57.40	70.18	80.59	72.17	73.43	75.13	78.75	53.81	55.08
<b>Hampton</b>	93.79	91.46	86.05	90.89	93.75	99.44	99.44	98.75	100.00	100.00	100.00	100.00
<b>Holiday Inn</b>	39.07	43.80	49.84	49.84	64.82	80.81	69.75	75.85	82.42	78.39	50.60	58.92
<b>Holiday Inn Exp. (CR)</b>	44.31	45.38	36.98	42.62	51.80	63.28	52.09	56.57	49.23	52.79	38.29	43.74
<b>Home 2</b>	51.52	48.16	48.27	61.62	68.59	88.57	85.95	91.23	79.60	79.59	75.52	84.11
<b>La Quinta</b>	41.40	37.47	56.59	68.97	73.73	80.44	80.76	80.40	75.95	77.50	68.76	61.60
<b>Sheraton</b>	48.99	30.37	22.94	28.01	39.63	52.03	53.89	61.24	60.36	66.84	56.22	54.40
<b>Springhill</b>	54.45	45.76	39.87	47.02	51.89	73.29	66.03	77.03	73.52	77.63	77.63	77.28

#### Sheraton Occupancy Rates:

<b>Month</b>	<b>FY 14-15</b>	<b>FY 15-16</b>	<b>FY 16-17</b>	<b>FY 17-18</b>	<b>FY 18-19</b>	<b>FY 19-20</b>	<b>FY 20-21</b>
<b>October</b>	N/A	67.28%	75.19%	96.77%	85.79%	79.61%	48.99%
<b>November</b>	N/A	61.35%	75.20%	N/A	77.95%	76.43%	30.37%
<b>December</b>	N/A	69.24%	57.74%	N/A	66.66%	67.16%	22.94%
<b>January</b>	N/A	61.62%	69.54%	72.13%	69.83%	70.19%	28.01%
<b>February</b>	N/A	71.58%	79.77%	79.03%	83.67%	75.03%	39.63%
<b>March</b>	24.60 %	63.53%	77.04%	75.54%	78.16%	31.5%	52.03%
<b>April</b>	39.29%	82.34%	84.81%	78.06%	77.79%	2.05%	53.89%
<b>May</b>	50.47%	64.60%	81.11%	78.87%	75.28%	8.35%	61.24%
<b>June</b>	69.70%	75.03%	88.88%	81.25%	78.70%	33.16%	60.36%
<b>July</b>	75.60%	72.61%	N/A	77.76%	73.50%	38.42%	66.84%
<b>August</b>	56.22%	63.86%	76.00%	72.64%	70.90%	36.97%	56.22%
<b>September</b>	56.43%	72.50%	N/A	78.98%	75.40%	85.45%	<b>54.40%</b>

**LOST BUSINESS:** 2 Corporate Accounts, 7 Association Groups; Lost Revenue: \$16,242,143

**CORPORATE:**

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
May 2022	Turk International, Operations Conference	Sheraton, Too Large	1,390	500	\$350,000
January 2022	Motorola Solutions, West Region Business Meeting	Sheraton	170	120	\$3,343
<b>Total</b>			<b>1,560</b>	<b>620</b>	<b>\$353,343</b>

**SMERF & SPORTS: (Social/Weddings, Military/Gov't, Education, Religious, Fraternal)**

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
<b>Total</b>			<b>0</b>	<b>0</b>	<b>0</b>

**ASSOCIATION:**

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
March 2025	Society for Cinema & Media Studies, Annual Conference	Sheraton, Too Large	8,000	2,000	\$1,610,000
March 2026	National Council for History Education, Annual Conference	Sheraton, Too Large	1,400	700	\$340,000
April 2024	American Association of Geographers, Annual Meeting	Sheraton, Too Large	28,000	7,000	\$5,560,000
June 2025	American Anthropological Association, Annual Meeting	Sheraton, Too Large	13,000	6,500	\$2,590,000
July 2024	Botanical Society of American, Botany Conference	Sheraton, Too Large	2,400	600	\$536,000
April 2026	Society for American Archeology, Annual Meeting	Sheraton, Too Large	15,000	5,000	\$3,620,000
June 2024	National Fire Protection Association, Biennial Conference & Expo	Sheraton, Too Large	7,200	2,400	\$1,632,800
<b>Total</b>			<b>75,000</b>	<b>24,200</b>	<b>\$15,888,800</b>

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.