



**To: Visit McKinney Board**

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

**Date: February 25, 2020**

**RE: Visit McKinney January 2020-Staff Report**

**Goal 1 Operational Excellence**

**Strategies:**

- **Advertising/Marketing:**
  - Press Release-McKinney is open for Business
    - Radio interview with WBAP/KLIF
    - N. Texas Enews
    - TTIA (Texas Travel Industry Association)
- **Education/Webinar:**
  - Beth Shumate:
    - CrowdRiff webinar - Keeping Your Travel Website Relevant in 2020
    - Job description online training class/completion certificate
- **Events/Services: 5**
  - Texas Music Friendly Community Workshop
  - McKinney Chamber – Links
  - Southwest Showcase
  - Springs Bridal Show/Open House
  - MPAC Bridal Show
- **Sales: 16**
  1. Quikrete Dallas – February 13, 2020. Attendees: approximately 20. Room block of 15 Confirmed at the Grand Hotel.
  2. Eastern Stars – North Texas chapter has committed to hosting the regional conference here in McKinney. Contact: Nancy Hardy. Date: April 3-5, 2020. Attendees: 40-60. Total room nights: approximately 40. Room Block of 20 confirmed at Spring Hill Suites.
  3. Pro Pickle Ball Association Tournament at the Courts. April 2-5, 2020. We are working to secure room blocks at the Spring Hill Suites and Hilton Home 2, as well as the Sheraton.
  4. Texas Downtown Association Board Meeting will have their meeting at The Grand Hotel, January 23-24. Approximately 22 rooms blocked at this time.
  5. Staff is working with the Library Staff to win the bid for the KOHA conference for September 21-27, 2020. We have 30 rooms blocked at the Grand and MPAC reserved at this time. The library

will present a proposal to the KOHA board in the next month or so. (I've asked Megan to confirm proposal date).

6. The week of Jan 20-23 we will have pastors/teachers, along with their spouses, from across the state here for a conference/retreat. Staff is working with the Grand Hotel to ensure their conference is successful. We are also partnering with downtown merchants to offer coupons for couples to use during their free time. Currently, there are 30 rooms blocked.
7. 20/20 Vision Women's Conference, April 24-25, 2020. Staff is working with women's ministry leader at Cottonwood Creek church to secure room blocks for attendees. (this will be more like a discounted rate offer versus an actual room block).
8. Presented to the Edelweiss group at The Heard Craig House (along with Martha Fipps from the Environmental Education department). From this presentation, we were asked to speak in February to a ladies group at the Our Savior Lutheran Church.
9. Attended MPAC Bridal Show.
10. Met with 2 new wedding venues to partner with them.
11. Visit McKinney & Sheraton Hotel was represented at the Chestnut Square Bridal Open House.
12. McKinney was host to Pastors Retreat/Significant Church at the Grand Hotel Jan 20-23 (various pastors from across the south attended for a pastor's retreat).
13. Visit McKinney will be at SW Showcase on Wednesday, 1/29/20 in Austin, TX.
14. BRE Joint Meeting w/ Globe Life on 1/21/20.
15. Sales call with Aramark 1/28/20.
16. BRE-Cross functional Team Meeting 1/30/20.

- **Venue Calls: 10**

1. Hidden Jewell – JC Feagins \*new event venue located in Blue Ridge
2. Myers Park
3. D'Vine Grace
4. Rustic Grace Estates
5. The Springs
6. River Rd Chateau
7. Magnolia Grace
8. Willow Pond Venue
9. Avalon Legacy Ranch
10. Bella Donna Chapel

- **Hotel/B&B Visits: 10 Hotel visits(9-Hotels & 1-B&B)**

1. Neathery B&B
2. Holiday In Express
3. Holiday Inn & Suites- phone call
4. Sheraton
5. Hampton Inn
6. Springhill Suites
7. Hilton Home 2
8. Quality Inn
9. Grand Hotel
10. Best Western-No Show

## **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 & 12-B&B/VRBO reporting)
  - January 2020: \$137,232
  - January 2019: \$126,654
    - **8.35%**

### **ASSOCIATION/CORPORATE/SMERF COMPLETED in January 2020: TTL Room nights: 818; TTL Revenue: \$92,504**

### **WEDDINGS COMPLETED-January 2020 – Wedding Room Blocks: 7, TTL Room Nights: 180 TTL Rev.: \$23,239**

#### **Neathery Estate B & B**

- \$2,830, Wedding party revenue

#### **La Quinta Inn**

- 1 wedding block
- 8 room nights
- \$712 total revenue

#### **Sheraton Hotel**

- 4 wedding blocks
- 142 total room nights
- \$16,942 total revenue

#### **Hampton Inn**

- 1 wedding block
- 29 total room nights
- \$2,755 total revenue

#### **Grand Hotel**

- No pick-up

#### **Springhill Suites**

- No pick-up

#### **Hilton Home 2**

- No pick-up

#### **Holiday Inn & Suites**

- No pick-up

#### **Holiday Inn Express**

- No pick-up

#### **Comfort Suites**

- No pick-up

### **ASSOCIATION/CORPORATE/SMERF COMPLETED in January 2019: TTL Room nights: 638; TTL Revenue: \$69,265**

#### **ASSOCIATION: TTL Room nights: 10; TTL Revenue: \$1,190**

- Texas Downtown Association: Grand Hotel-TTL room nights: 10; TTYL Rev. \$1,190

**CORPORATE: TTL Room nights: 521; TTL Revenue: \$54,929**

- PPC Flexible Pacaging (Popular Ink): Sheraton-TTL room nights: 20; TTYL Rev. \$2,580
- Globe Life: 1/19-22/19: Sheraton-TTL room nights: 302; TTYL Rev. \$31,408
- Globe Life: 1/26-29/20: Sheraton-TTL room nights: 104 ; TTYL Rev. \$10,816
- Emerson:1/6-9/20-Holiday Inn-TTL room nights: 13; TTYL Rev. \$1,287
- Emerson : 1/26-30/20-Holiday Inn-TTL room nights: 20; TTYL Rev. \$1,960
- Encore Wire:1/27/20-Grand-TTL room nights: 5; TTYL Rev. \$545
- Haven Hill: Grand Hotel-TTL room nights: 6; TTYL Rev. \$774
- KD Johnson: Grand Hotel-TTL room nights: 51; TTYL Rev. \$5,559

**SMERF: TTL Room nights: 107; TTL Rev: \$13,146**

- Significant Church: Grand Hotel- TTL room nights: 106; TTYL Rev. \$12,214
- Neathery Estate B&B; TTYL Rev. \$932

**SPORTS: TTL Room nights: 0; TTL Rev.: \$0**

**Sales Calls: ASSOCIATIONS-/CORPORATE/SMERF Sales Calls: 21**

**Association: 7**

1. Texas Association of Counties – Haley Click
2. Texas Association of Broadcasters – Beth Bobbitt
3. Texas Energy Managers Association – Cami Brumley
4. Sheriffs' Association of Texas – Shelley Martinek
5. Texas Bar Continuing Legal Education – Tracey Wilson
6. Texas Industrial Vocational Association – Harry Ferguson
7. Texas Nursery & Landscape Association – Amy Prenger, Sarah Riggins

**Corporate: 4**

1. Quikrete– Reecea Henderson
2. Haven Hill – Corey Nathan
3. Adelphoi – Steve Tucker
4. RLC Controls Inc. – Kathleen Bates

**SMERF: 10**

1. McKinney High School, Class of 2000, Jonathan Hughs
2. Cottonwood Creek Church – Elizabeth Mahusay
3. Farm & Ranch Freedom Organization – Theresa Davenport
4. Visible Music College – Christine Simpson
5. Vintage Market Days – Jackie Shaw
6. Our Savior Lutheran Church – Carol Long
7. Texas State School Safety Center – Brit Sauer, Laura Anaya Rodriguez
8. USMC – SSGT Charles Demegilo
9. Dog Agility Working Group – Katie Sharp
10. Cousins Reunion – Kathryn Delang

**McKinney Top 25: McKinney Corporate: 3**

1. Joint BRE Globe Life Tour & Meeting: 1/21/20-Great meeting w/ the Senior Staff. I already work closely with this group.
2. Aramark 1/28/20-Planning a site visit of hotels, attractions, & venues.

3. Cirrus Aircraft 1/31/20- Met with new concierge, planing a site visit of hotels, attractions, & venues.

#### 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
<b>January</b>				
1/7-9/20	Emerson IV 1100	Holiday Inn	15	30
1/14-16/20	Emerson IV 1106	Holiday Inn	15	30
1/19-22/20	Globelife AIL LA 101	Sheraton	300	100
1/23-24/20	Texas Downtown Association Board	Grand	15	20
1/26-29/20	Globelife LNL LA 201	Sheraton	120	40
1/27/20	Encore Wire	Grand Hotel	5	5
<b>February</b>				
2/2-5/20	Globelife FHL 101	Sheraton	105	35
2/4-6/20	National Interscholastic Athletic & Afterschool 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	Quikrete Dallas	Grand	20	15
2/16-20/20	Globelife LML LA 201	Sheraton	400	100
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
2/18/20-3/1/20	American Guest	City Wide	700	300
<b>March</b>				
3/5-7/20	CTTE (North TX College) Bid Awarded	Sheraton & Collin College Conference Center	30	50
3/20/20	Junior League of Collin	Sheraton Meeting Space Only	None	200
3/22-25/20	Globelife LNL LA 301	Sheraton	75	25
<b>April</b>				

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
4/3-5/20	Eastern Stars	Sheraton	40	40-60
4/19-21/20	Globelife FHL 301	Sheraton	48	16
4/17/20	Texas Academy of General Dentistry – TAGD Strategic Retreat & Board Meeting <b>WON BID</b>	Sheraton	25	30
4/21-24/20	Globelife FHL 101	Sheraton	105	35
4/24-25/20	Cottonwood Creek Church	Sheraton & Holiday Inn Express- <a href="#">BOOKING LINK</a>	N/A	N/A
4/24-26/20	99's	Sheraton	50	100
4/26-29/20	Globelife AIL LA 101	Sheraton	300	100
4/26-29/20	Emerson	Sheraton	60	20
<b>May</b>				
5/2-3/20	Vasquez Taekwondo Academy- Hangamadang Tourny	<a href="#">BOOKING LINK</a>	N/A	N/A
5/10-14/20	Globelife LNL LA 101	Sheraton	400	100
<b>June</b>				
6/2-4/20	Emerson IV 1100	Holiday Inn	15	30
6/9-11/20	Emerson IV 1006	Holiday inn	15	30
June 2020	Craig Family Reunion	Working with planners to secure meeting/event location	N/A	50-75
<b>July</b>				
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
7/2020	Our Little Miss July 7-day event	Sheraton	150	600-100
7/2020	Our Little Miss: Model/Entertainer of the Year. 2-day competition	Sheraton	N/A	400
<b>August</b>				
8/2-5/20	Globelife AIL LA 101	Sheraton	300	100
8/16-20/20	Globelife LNL 101	Sheraton	40	20
<b>September</b>				
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
9/2020	Navy Reunions	Sheraton	125	40-70
<b>October</b>				
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
<b>November</b>				
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
<b>January</b>				
1/19-21/21	TACVB-Winter Education Conf.	Sheraton	235	120-150
<b>February</b>				
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
<b>April</b>				
4/2021	Clown Education Promotions	Sheraton	310	150
<b>May</b>				
<b>August</b>				
8/16-20/21	TACVB Annual Conf.	Sheraton	485	300-400

#### 2022

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

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 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:**

- **January 2020 Gross Sales \$604.95**
  - **Rent check \$355.00**

**Visitors: FYTD Total (Oct. '19– Sept. '20): 1,890**

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

- Out of State: 56
- Out of Country: 19
- Texas Residents: 25
- McKinney Residents: 1
- Register Total: 101
- Ticker Counter: 471

**Day Trips- 1**

- Heard Craig House - 1
  - Edelweiss Group

**RFP's: 24 (0-Association, 3-Corporate, 16-Weddings, 1-Social, 1-Religious, 3-Sports)**

**Association: 0**

**Corporate: 3**

- Encore Wire: 1/27/20: Grand TTL attendees: 5; TTL room nights: 5
- Emerson: February 19-21, 2020, TTL attendees: 30; TTL room nights: 90
- Emerson: April 26-29, 2020, TTL attendees: 20; TTL room nights: 60

**SMERF: 21**

**Social: 2**

1. Quikrete Dallas – February 13, 2020. Attendees: approximately 20, Room block: 15 at the Grand hotel.
2. Cottonwood Creek Church – Elizabeth Mahusay. April 24-25, 2020. RFP sent to Sheraton and Holiday Inn Express. Seeking a discounted room rate for attendees. No room block.

**Sports: 3**

1. Pro Pickleball Association Tournament – April 2-5, 2020. At the McKinney Courts. Sent RFP to Spring Hill Suites, Hilton Home 2, and the Sheraton. They are looking for a room block of 10-20 rooms at each hotel.
2. Texas Best Gymnastics – Feb 8-9, 2020, Attendees: 80 athletes plus family members
3. Vasquez Taekwondo Academy – Julian Vasquez, Sr. North American Hanmadang Tournament – May 2-3, 2020: 300 competitors plus family in attendance.

**Weddings: 16**

1. Brook Barnett/Jacob Tol Wedding. Working with the mother of the bride, Lori Barnett. February 9, 2020, at Magnolia Grace
2. Pamela Luther, Mother of the groom. June 26, 2020
3. Hallie Storie, May 30, 2020 - Stone Crest
4. Lauren Williams, Undecided
5. Domanic Griffin, date not secured at the time of discussion-Springs/Tuscany Hill
6. Michael Herring, May 1, 2020 - Springs
7. Marquine Malone, December 17, 2020 – Springs
8. Marc Cholak, February 27, 2021 – Springs
9. Sara Redfearn, February 2021 – Springs

10. Bethany Mawman, date not secured at the time of discussion – Springs
11. Spoke with 27 couples at the Springs Bridal Show and followed up with an email to each one individually.
12. Darcy Thompson (MOB), January 17, 2021 – Magnolia Grace
13. Sharon Rush (MOB), October 10, 2020 – Avalon Legacy
14. Janet Fiefer (MOB-Clohe), June 20, 2020 – Rock Creek Ranch
15. Lindsey Coates, May 8, 2020 – Stone Crest
16. Madison Sweet, September 5, 2020 – Rosemary Barn

#### **Site Visits: 1**

- Michael Herring – Visit hotels for wedding guests

#### **Ongoing Prospects: SMERF (Social, Military, Education, Religious, & Fraternal): 16 (16-Weddings, 0-Social, 0 - Sports, 0-Day Trips)**

##### **Weddings: 16**

1. Debbie Ready McKie (MOG) – January 2021, Magnolia Grace
2. Janet Lewis (MOG) – January 2020, Rustic Grace
3. Brooke Barnes – February 2020, Magnolia Grace Ranch
4. Eastep Wedding – February 2020, Stone Crest
5. Symm Wedding – February 2020, Springs
6. Jason John – March 2020, Gather
7. Nijesh Dangol – March 2020, Springs
8. Christie Astle – April 2020, Springs
9. Lindi Blake – April 2020, Rosemary Barn
10. Megan White – May 2020, Stone Crest
11. Cindy Miller Wedding – May 2020
12. Denterl Wedding – May 2020, Grand Ivory
13. Joanne Cross (MOG) – June 2020, Springs
14. Haley Case – June 2020, Magnolia Grace
15. Lindsey Slapa – July 2020, Rosemary Barn
16. Erin Horomanski – August 2020, Stone Crest

##### **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: 804**

**Mailing Leads Processed: 92**

- Tour Texas: 92

##### **Top Five States requesting information:**

1. Texas
2. Oklahoma
3. New York

4. Florida
5. Illinois

#### **Advertising/Marketing/Media**

#### **Blogs (Top 5) for JANUARY 2020: 264**

NTTA – 81

Music Friendly Workshop - 64

East Virginia Night Life – 51

Benji House – 39

DCI - 29

<b>BLOG VISITS - FY 19-20</b>	
<b>MONTH</b>	<b>Sessions</b>
Oct. 2018	234
Nov.2019	618
Dec. 2019	379
Jan.2020	447
<b>FY 19-20</b>	<b>1,678</b>

#### **JANUARY 2020 Homepage News Flash buttons (Top 5): 155**

Weekend Update – 80

Tourism Grants - 25

Music Friendly Workshop - 19

Then & Now Exhibit - 18

Ask a Local - 13

#### **JANUARY 2020 SUBMITTED: Photos, Text Written, Marketing Materials and Ads**

- Wrote grant press release and distributed it
- Wrote 2019 wrap-up/we're open for business press release for board/distributed
- Wrote & distributed press release about Music Friendly workshop
- Created coupon pages for six incoming groups
- Created/submitted ad for Society for American Travel Writers directory
- Submitted ad for Oxford American

#### **JANUARY Landing Pages**

TAAF Gymnastics – 1

NCS4 – 22

Meeting Planners Guide pages (combined) - 220

#### **JANUARY 2020 Advertising- Website & Publication ROI Tracking:**

- Texas Meetings+Events – 1
- Small Market Meetings – 2
- Society of American Travel Writers – 7
- McKinney North program – 3
- KPIs – 5

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
TOTALS	427	N/A	496,690	3,929,434	17,052,001

TWITTER - JAN 2020	
Followers	5,406 (+35)
Tweets	7,043 (+38)
Tweet Impressions	79,000
Profile Visits	163
Mentions	83

INSTAGRAM	Followers
From 2018-19	2,341
Oct. 2019	109
Nov.2019	53
Dec. 2019	64
Jan. 2020	89
TOTAL	2,656

#### JANUARY 2020 YOUTUBE

YOUTUBE	Views	Subscribers
<i>Historical #s</i>	9,242	49
Oct. 2019	208	1
Nov.2019	172	0
Dec. 2019	370	2
Jan. 2020	377	1
TOTAL	10,369	53

#### January 2020 Google Business Pg.

Google Bus. P.	Page Views	Web visits
Oct. 2019	2,540	25
Nov.2019	4,820	31
Dec.2019	3,360	22
Jan. 2020	4005	36
TOTAL	14,725	114

**WEBSITE – JANUARY 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
<b>FY 19-20</b>	<b>19,422</b>	<b>40,232</b>	<b>16,517</b>

Jan 2020 Traffic	Users
Mobile	2,013
Desktop	1,709
Tablet	264
<b>TOTAL</b>	<b>3,986</b>

**JANUARY 2020 - TOP WEB PAGES**

Page	Pageviews	Unique Page Views
Calendar (general)	1706	1405
Home page	1621	1314
Expired calendar entry	288	235
Visitors Guide	203	154
Events	178	143
Shopping Centers	166	146
Explore	162	123
Dining	147	101
Accommodations	121	86
Business Directory for B&Bs	113	93
Calendar – 1 <sup>st</sup> week of Feb.	103	67
Event Planning main page	99	87
Monthly & Annual events	97	90
Weekend Update sign up	94	84
About McKinney	94	75
Tourism Grants	92	74
Historic District Tours	82	65
Blog – NTTA	81	73
Hotel/motel directory	71	69
Weekend update home page button	80	63
Shopping	75	71
Dining & Nightlife	74	62
Parks/Trails/Map	68	64
D2 Football	68	68
Ask a Local	65	50

CROWDRIFT GALLERIES - JANUARY 2020		
Gallery	Interactions	Views
Dining	16	105
History (Downtown)	24	73
Home Gallery	31	592
Explore McKinney	39	99
Being Social	10	12
Events	24	73
<b>TOTAL</b>	<b>144</b>	<b>954</b>

VISIT WIDGET - JANUARY 2020				
	Users	Sessions	Page Views	New Downloads
<b>Widget</b>	<b>66</b>	<b>68</b>	<b>404</b>	
Desktop	40	41	301	
Mobile	26	27	103	
<b>Mobile APP</b>	<b>143</b>	<b>141</b>	<b>732</b>	
App-iOS	111	110	616	40
App-Android	32	31	116	6
<b>TOTAL</b>	<b>209</b>	<b>209</b>	<b>1,136</b>	<b>46</b>

#### Top Countries – JANUARY 2020

Country Breakdown	Users	New Users	Sessions
United States	3819	3705	4480
Canada	72	72	80
Germany	15	14	17
India	15	15	18
Denmark	8	8	8
Philippines	8	8	14
(undefined)	8	8	7
Mexico	4	4	4
Spain	3	3	5
S. Korea	3	3	3

#### Top States – JANUARY 2020

State Breakdown	Users	New Users	Sessions
Texas	2671	2565	3225
California	140	138	152
Florida	131	128	151
Virginia	106	106	111

Illinois	67	63	75
Oklahoma	48	48	50
Pennsylvania	38	38	41
Georgia	37	37	41
Missouri	33	32	36
New York	33	33	39

#### Top Cities – JANUARY 2020

City Breakdown	Users	New Users	Sessions
McKinney	787	724	1062
Dallas	707	677	786
Plano	125	121	149
Frisco	106	99	125
Allen	85	80	90
Austin	77	74	93
Houston	60	57	68
Prosper	57	52	62
Fort Worth	41	39	43
Richardson	33	32	42

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

#### JANUARY 2020 - Free Media Coverage for Visit McKinney

Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
N. Texas Enews	Article about Music Friendly Workshop	0	\$300	\$900	20,000
N. Texas Enews	Online article about Visitors in McK	\$0	\$300	\$900	20,000
WBAP/KLIF	Online article about Visitors in McK	\$0	\$1,600	\$4,800	300,000
Bus Tours Magazine	Cover photo (Jan.-Feb), web article	\$5,118	\$700	\$17,453	45,000
TTIA	Picked up press release for industry newsletter	\$0	\$269	\$808	3,400
Bubble Life	Shared Blog/web updates (4 times)	\$0	\$2,000	\$6,000	275,000
<b>TOTALS</b>		<b>\$5,118</b>	<b>\$5,169</b>	<b>\$30,861</b>	<b>663,400</b>
<b>FY 19-20 Totals</b>		<b>\$20,548</b>	<b>\$24,369</b>	<b>\$137,001</b>	<b>3,163,400</b>

**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								
Hampton	55.00	85.99	96.86								
Holiday Inn	87.29	78.35	75.82								
Holiday Inn Exp. (CR)	63.63	55.18	53.15								
Home 2	54.45	51.06	49.80								
La Quinta	68.19	60.21	63.17								
Sheraton	79.61	76.43	67.16								
Springhill	42.40	41.71	40.49								
Towneplace	65.49	62.21	49.66								

**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%	
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: 7**

1. Junior League of Collin County – The Sheraton advised that the organization chose another location for their event.
2. Craig Family Reunion - I've reached out to them several times and have not gotten a response.
3. Our Little e Miss 7 Day Event, July – The Sheraton advised that the event is too large for the conference center.
4. Out Little Miss Model/Entertainer of the Year Event – The Sheraton advised the event was too large.
5. Navy Reunions – the organizer wanted to bring in outside alcohol, they were not flexible on this so the Sheraton had to turn it down.
6. TACVB-Winter Education Conf. Sheraton: 1/19-21/21, Room nights: 235; Attendees: 120-150
7. TACVB-Annual Conf. Sheraton 8/16-20/21, Room nights: 485; Attendees: 300-400