

VISIT MCKINNEY

# Monthly Finance Report

March 2026 | Fiscal Year 2026 | 50% of FY Complete



# OPERATING STATEMENT | MARCH 2026 (50% of FY Complete)

## REVENUES

Category	Monthly Actual	Monthly Budget	YTD Actual	Remaining Budg.	% Rcvd
Hotel/Motel Transfers	\$141,833	\$141,833	\$851,000	\$851,000	50.0%
MCVB Store Revenue	\$3,254	\$3,688	\$26,517	\$17,743	59.9%
<b>TOTAL REVENUES</b>	<b>\$145,347</b>	<b>\$145,772</b>	<b>\$878,108</b>	<b>\$871,152</b>	<b>50.2%</b>

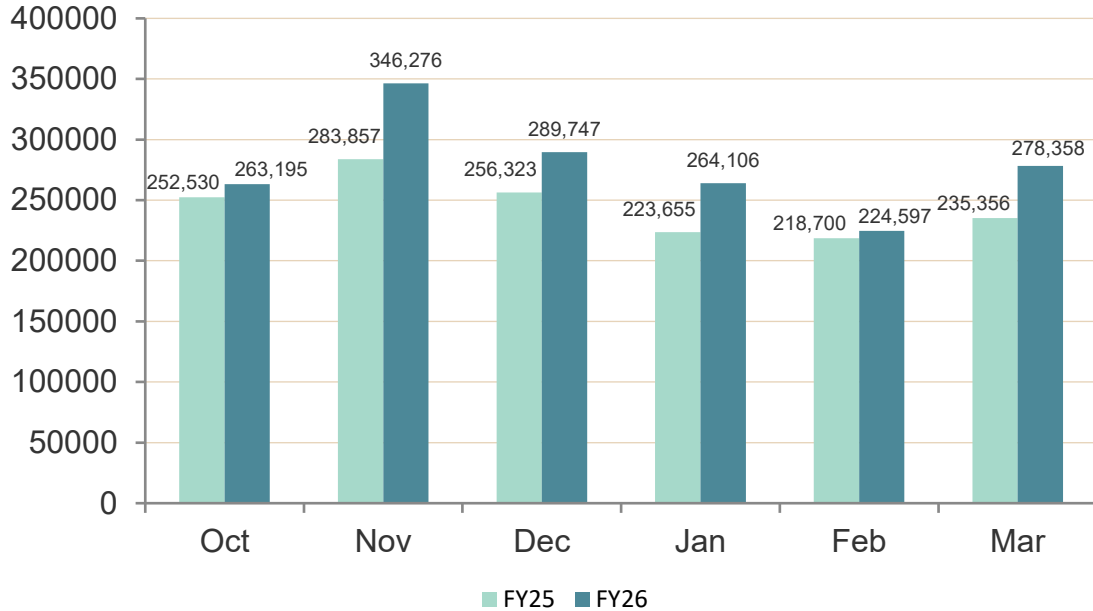
## EXPENSES

Category	Monthly Actual	Monthly Budget	YTD Actual	Remaining Budg.	% Spent
Personnel Expense	\$51,074	\$65,019	\$377,806	\$402,422	48.4%
Supplies	\$1,472	\$1,427	\$12,711	\$4,413	74.2%
Merchandise Purchases	\$2,309	\$4,167	\$34,120	\$15,880	68.2%
Services/Sundry	\$52,689	\$72,672	\$502,680	\$369,386	57.6%
<b>TOTAL EXPENSES</b>	<b>\$112,307</b>	<b>\$143,648</b>	<b>\$774,067</b>	<b>\$949,714</b>	<b>45%</b>

**NET | Monthly: \$33,040   YTD: \$104,041   Projected FY26 Ending Fund Balance: \$39,339   Beginning Fund Balance: \$13,860**

# HOTEL OCCUPANCY TAX REVENUE | YEAR-OVER-YEAR | MARCH 2026

## Monthly HOT Revenue: FY25 vs FY26



## vs Prior Year (FY25)

Oct	+4.2%
Nov	+22.0%
Dec	+13.0%
Jan	+18.1%
Feb	+2.7%
Mar	+18.3%

YTD TOTAL (Oct-Mar)

FY26: \$1,666,279

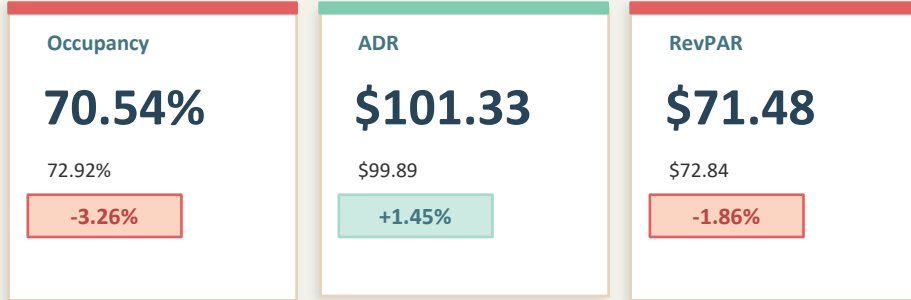
22 Hotels | 14 STRs reporting (March)

FY25: \$1,470,421

**+\$195,858 / +13.32%**

# STR PERFORMANCE + FEBRUARY OCCUPANCY DETAIL | MARCH 2026

## McKINNEY STR — MARCH 2026 vs MARCH 2025



### YTD (Oct 2025–Mar 2026)

Metric	YTD 2026	YTD 2025	% Chg
Occupancy	64.4%	66.3%	-2.82%
ADR	\$98.82	\$95.43	+3.55%
RevPAR	\$63.67	\$63.27	+0.63%
Room Rev.	\$10.70M	\$10.47M	+2.22%

## FEBRUARY 2026 — TOP PROPERTIES BY HOT REVENUE

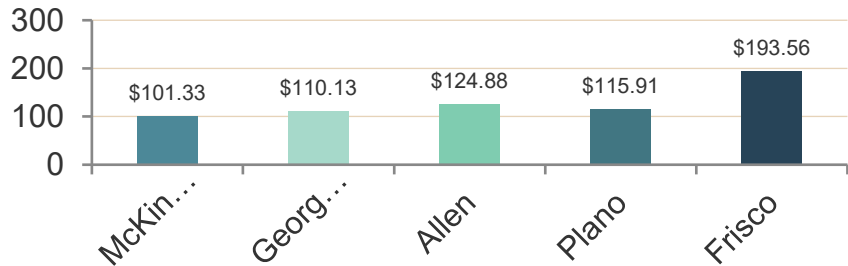
HOT Paid: \$224,597 | 22 Hotels | 12 STRs

Property	Occ %	HOT Paid
Airbnb / HomeAway	–	\$47,077
Sheraton McKinney	59.5%	\$30,173
SpringHill Suites	80.2%	\$21,576
Fairfield Inn	–	\$21,764
Home2 Suites	85.2%	\$18,313
Hampton Inn	82.1%	\$15,757
Holiday Inn	67.1%	\$13,705
Holiday Inn Express	84.1%	\$11,645
TownPlace Suites	69.2%	\$10,591
Tru by Hilton	65.2%	\$9,909
WoodSpring Suites	88.3%	\$4,751

# COMPETITIVE SET: ADR, RevPAR & OCCUPANCY | MARCH 2026 vs MARCH 2025

Market	Occ 2026	Occ Δ	ADR 2026	ADR Δ	RevPAR 2026	RevPAR Δ
McKinney ★	70.5%	-3.26%	\$101.33	+1.45%	\$71.48	-1.86%
Georgetown	73.4%	+30.2%	\$110.13	-8.5%	\$80.81	+19.1%
Allen	66.9%	-10.4%	\$124.88	-0.3%	\$83.55	-10.7%
Plano	70.6%	-0.2%	\$115.91	+0.3%	\$81.79	+0.2%
Frisco	72.8%	+4.2%	\$193.56	+6.4%	\$140.93	+10.9%

ADR (\$) — March 2026



RevPAR (\$) — March 2026

