

**McKinney Convention & Visitors Bureau**  
 Summary Operating Statement  
 February 2026 (42% of FY Complete)

Revenues	FY26 Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Received	Monthly Comparison		YTD Comparison	
						Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
Transfers from Hotel/Motel Fund*	\$ 1,702,000	\$ 141,833	\$ 709,167	\$ 992,833	41.7%	\$ 141,833	\$ -	\$ 709,167	\$ -
Interest Income	3,000	138	331	2,669	11.0%	250	(112)	1,250	(919)
MCVB Store Revenue	44,260	2,629	23,263	20,997	52.6%	3,688	(1,060)	18,442	4,822
<b>Total Revenues</b>	<b>\$ 1,749,260</b>	<b>\$ 144,600</b>	<b>\$ 732,761</b>	<b>\$1,016,499</b>	<b>41.9%</b>	<b>\$ 145,772</b>	<b>\$ (1,171)</b>	<b>\$ 728,858</b>	<b>\$ 3,903</b>
Expenses	FY26 Budget	Monthly Actual	YTD Actual	Remaining Budget	Budget Spent	Monthly Budget	Monthly Variance	YTD Budget	YTD Variance
<b>MCVB Operations</b>									
Personnel Expense	\$ 780,228	\$ 43,829	\$ 326,732	\$ 453,496	41.9%	\$ 65,019	\$ 21,190	\$ 325,095	\$ (1,637)
Supplies Expense	17,124	883	2,942	14,182	17.2%	1,427	544	7,135	4,193
Merchandise Purchases Expense	50,000	5,540	13,571	36,429	27.1%	4,167	(1,373)	20,833	7,262
Services/Sundry Expense	872,066	23,050	316,697	555,369	36.3%	72,672	49,622	363,361	46,664
Transfer to Risk Fund	4,363	364	1,818	2,545	41.7%	364	-	1,818	-
<b>Total Expenses</b>	<b>\$ 1,723,781</b>	<b>\$ 73,665</b>	<b>\$ 661,760</b>	<b>\$1,062,021</b>	<b>38%</b>	<b>\$ 143,648</b>	<b>\$ 71,357</b>	<b>\$ 718,242</b>	<b>\$ 56,482</b>
<b>Net</b>	<b>\$ 25,479</b>	<b>\$ 70,936</b>	<b>\$ 71,001</b>			<b>\$ 2,123</b>	<b>\$ 68,812</b>	<b>\$ 10,616</b>	<b>\$ 60,384</b>
<b>FY26 Beginning Fund Balance</b>	<b>\$ 13,860</b>								
<b>Add FY26 Budgeted Revenue</b>	<b>1,749,260</b>								
<b>Less FY26 Budgeted Expenses</b>	<b>(1,723,781)</b>								
<b>FY26 Projected Ending Fund Balance</b>	<b>\$ 39,339</b>								

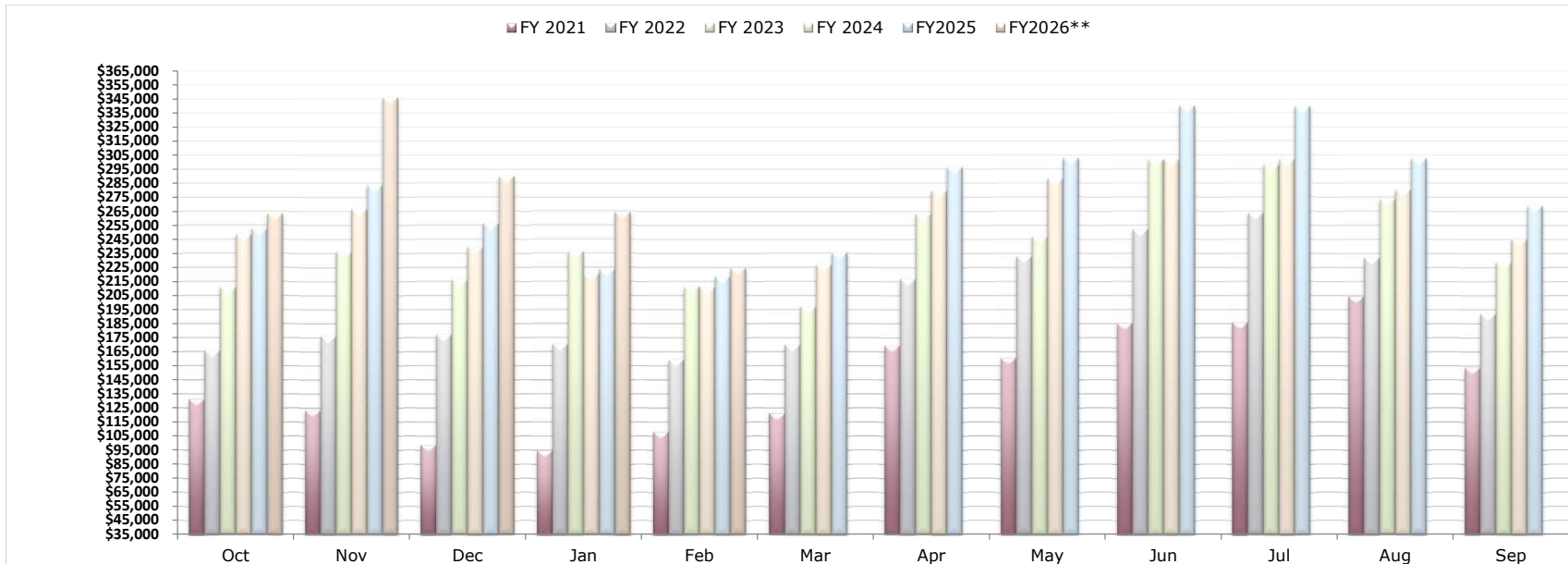
\*Hotel/Motel monthly transfers are based on budget of \$1,030,000 divided by 12 months.

**City of McKinney**  
 Hotel Occupancy Tax Revenue  
 February 2026

Month Received	FY 2021	FY 2022	FY 2023	FY 2024	FY2025	FY2026**	Difference to FY 2025	Variance to FY 2025	Number of Hotels	Number of VRBO/B & B
Oct	\$131,245	\$166,012	\$210,604	\$248,572	\$252,530	\$263,195	\$10,666	4.22%	21	17
Nov	123,499	176,216	236,153	266,716	283,857	346,276	62,420	21.99%	22	20
Dec	99,022	177,359	216,335	239,458	256,323	289,747	33,423	13.04%	22	23
Jan	95,014	170,465	236,125	220,169	223,655	264,106	40,451	18.09%	22	27
Feb	108,287	159,514	211,381	211,050	218,700	224,597	5,897	2.70%	22	12
Mar	121,367	169,977	197,014	226,773	235,356					
Apr	169,605	217,008	263,379	279,646	296,518					
May	160,769	233,022	246,968	288,400	302,824					
Jun	185,390	252,144	301,682	301,682	340,190					
Jul	185,888	263,953	298,241	302,060	339,702					
Aug	204,434	231,995	273,886	280,453	302,578					
Sep	153,770	192,011	228,658	245,139	268,879					
<b>Total</b>	<b>\$1,738,290</b>	<b>\$2,409,676</b>	<b>\$2,920,426</b>	<b>\$3,110,400</b>	<b>\$3,321,112</b>	<b>\$1,387,921</b>				
<b>YTD</b>	<b>\$557,066</b>	<b>\$849,568</b>	<b>\$1,110,598</b>	<b>\$1,185,964</b>	<b>\$1,235,065</b>	<b>\$1,387,921</b>	<b>\$152,857</b>	<b>12.38%</b>		

\*\* This is total amount paid to the city, excluding outstanding receivables.

Reporting will be a month behind. (Hotel tax due date is after month end close)



Sales Month	Due Date	Reporting Month	Hotel Name	Amount Paid	Capacity	Number of room days available	Number of room days rented	Percent of rooms rented	Number of Hotels	Number of STRS
JAN	2/20/26	02/28/26	AIRBNB INC	34,934.76		0		#DIV/0!		*
JAN	2/20/26	02/28/26	AMERICAN INN	643.32	26	806		0.00%	*	
JAN	2/20/26	02/28/26	AUTOPILOT MGMT	201.04	1	31		0.00%		*
JAN	2/20/26	02/28/26	BEST WESTERN	6,019.22	63	1953		0.00%	*	
JAN	2/20/26	02/28/26	BINGHAM ESTATE	547.12	7	217	19	8.76%		*
JAN	2/20/26	02/28/26	CANA CAPITAL	174.43	1	31	16	51.61%		*
JAN	2/20/26	02/28/26	COMFORT SUITES	5,751.04	68	2108	968	45.92%	*	
JAN	2/20/26	02/28/26	DAYS INN	4,902.53	76	2356	1439	61.08%	*	
JAN	2/20/26	02/28/26	DENIZEN HOTEL	9,254.99	102	3162		0.00%	*	
JAN	2/20/26	02/28/26	ECONOLODGE	1,537.77	55	880	446	50.68%		
JAN	2/20/26	02/28/26	FAIRFIELD INN	18,740.60	105	3255	2283	70.14%	*	
JAN	2/20/26	02/28/26	GRAND HOTEL	7,839.72	44	1364	738	54.11%	*	
JAN	2/20/26	02/28/26	GUEST STAY	7,156.45	79	2449		0.00%	*	
JAN	2/20/26	02/28/26	HAMPTON INN	13,082.77	80	2480	1780	71.77%	*	
JAN	2/20/26	02/28/26	HOLIDAY INN	10,063.75	99	3069	1425	46.43%	*	
JAN	2/20/26	02/28/26	HOLIDAY INN EXPRESS	9,837.85	80	2480	1643	66.25%	*	
JAN	2/20/26	02/28/26	HOME 2 SUITES	11,996.28	107	3317	1915	57.73%	*	
JAN	2/20/26	02/28/26	HOMEAWAY	2,906.76	1	1643	765	46.56%		*
JAN	2/20/26	02/28/26	JEFFERSON	24.26	1	31	25	80.65%		*
JAN	2/20/26	02/28/26	MCKINNEY INN	921.83	42	1302		0.00%	*	
JAN	2/20/26	02/28/26	MOTEL 6	2,511.08	58	1798	986	54.84%	*	
JAN	2/20/26	02/28/26	NEATHERY ESTATE	202.84	4	124	12	9.68%		*
JAN	2/20/26	02/28/26	REALWORKS ESTATE	35.33	4	124		0.00%		*
JAN	2/20/26	02/28/26	RED ROOF INN	6,087.47	100	3100	1728	55.74%	*	
JAN	2/20/26	02/28/26	ROLLING GREENS	50.24	1	31		0.00%		
JAN	2/20/26	02/28/26	SHERATON	28,878.03	187	5797	3088	53.27%	*	
JAN	2/20/26	02/28/26	SPRINGHILL SUITES	15,589.86	125	3875		0.00%	*	
JAN	2/20/26	02/28/26	SUPER 8	4,358.38	75	2325		0.00%	*	
JAN	2/20/26	02/28/26	THE RUSTIC CHANDELIER		1	31		0.00%		*
JAN	2/20/26	02/28/26	TOWNPLACE SUITES	7,668.40	88	2728	1311	48.06%		
JAN	2/20/26	02/28/26	TRU BY HILTON	7,346.52	84	2604	1229	47.20%	*	
JAN	2/20/26	02/28/26	URBAN RETREAT	63.17	4	124		0.00%		*
JAN	2/20/26	02/28/26	WOODHAVEN COTTAGE	57.41	1	31	8	25.81%		*
JAN	2/20/26	02/28/26	WOODSPRING SUITES	5,168.21	121	3751	2994	79.82%	*	
JAN	2/20/26	02/28/26	ZENEBE	43.67	1	31	3	9.68%		*
				<u>224,597.10</u>					<u>22</u>	<u>12</u>

### Current Month - February 2026 vs February 2025

	Occ %		ADR		RevPAR		Percent Change from February 2025					
	2026	2025	2026	2025	2026	2025	Occ	ADR	RevPAR	Room	Room	Room
										Rev	Avail	Sold
McKinney, TX+	68.9	66.6	99.93	95.06	68.89	63.32	3.5	5.1	8.8	8.8	0.0	3.5
Tier 1+	72.3	69.4	124.59	116.23	90.03	80.64	4.1	7.2	11.6	11.6	0.0	4.1
Tier 2+	73.1	64.9	89.91	88.15	65.68	57.20	12.6	2.0	14.8	14.8	0.0	12.6
Tier 3+	60.6	63.1	58.87	60.93	35.67	38.47	-4.0	-3.4	-7.3	-7.3	0.0	-4.0
City of Georgetown, TX+	67.5	62.3	107.07	112.69	72.30	70.16	8.4	-5.0	3.0	12.4	9.1	18.3
City of Allen, TX+	67.2	66.3	123.64	117.44	83.15	77.84	1.5	5.3	6.8	6.8	0.0	1.5
City of Plano, TX+	71.1	70.1	120.24	118.55	85.51	83.12	1.4	1.4	2.9	3.9	1.0	2.4
City of Frisco, TX+	75.6	70.5	197.80	182.72	149.57	128.85	7.2	8.2	16.1	15.8	-0.2	7.0