



**To:** Visit McKinney Board

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

**Date:** October 27, 2020

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

**Goal 1 Operational Excellence**

**Strategies:**

- **Staff:**
  - **Education/Webinars:**
    - **Beth: 1**
      - Participated in Texas Travel Alliance book club – “Finish” by Jon Acuff
    - **Dee-dee: 7**
      - Destination Analysts ( Travel Sentiment) 9/2/20
      - Destination Analysts ( Travel Sentiment) 9/10/20
      - STR Video 9/11/20
      - Destination Analysts ( Travel Sentiment) 9/16/20
      - STR Video 9/18/20
      - Destination Analysts ( Travel Sentiment) 9/24/20
      - Destination Analysts ( Travel Sentiment) 9/30/20
    - **Marie: 3**
      - Northstar Webinar “Pulse of Meeting Industry” 9/16/20
      - City of McKinney Webinar “Empathy & Mindfulness in Turbulent Times” 9/23/20
      - MPI International Webinar “Town Hall: Tomorrow’s Vision Today” 9/24/20
    - **Sabine: 10**
      - “Texas During WW2” Event
      - Chestnut Square Tours
      - Chamber of Commerce Facebook Live
      - Simpleview: Using Storytelling to Connect with Your Visitors | The Layover Live Episode 135
      - Organizational Development Training - WEBINAR: Radical Candor w/ Dr. Picchioni
      - The Texas Travel Alliance Virtual Annual Summit Business Meeting
      - WEBINAR: Influencing Others w/ Dr. Picchioni
      - WEBINAR: Getting Through Difficult Times Together, Session III - Empathy & Open-Mindedness in Turbulent Times
      - WEBINAR: Systems Thinking in Today's Complex World

- WEBINAR: Getting Through Difficult Times Together, Session IV - Awkward Conversations
  - **Vanesa: 1**
    - Stress Management – City online class
- **Events/Services: 2**
  1. 9-11 Patriot Day -Mitchell Memorial Park
  2. Links – McKinney Chamber
- **Venue Calls: 4**
  1. D’Vine Grace – Kayley Bacon
  2. Heard-Craig House – Linda Bonner
  3. Bingham House – Haley Perry
  4. Bella Donna – Debbie Yarbrough
- **Hotel Zoom Call on 9-1-2020, Participation was low due to Hurricane Evacuations, everybody was busy:**
  1. Casipia with HH2 and Spring Hill Suites was the only participant
  2. Brittany Crouch from the Holiday Inn and Suites was online before the meeting started but hopped off before we started and did not rejoin
  3. Beverly from the Sheraton gave an email update
  4. Brian Tigner from the Town Place Suites gave an email update
  5. Melissa at the Town Place Suites gave an email update
  6. Jessi at the Holiday Inn Express gave an email update

After the Zoom Call:

7. Selina at the Holiday Inn and Suites gave an email update + phone call with Dee-dee
8. Daniela with the La Quinta gave an email update
9. Beverly with the Sheraton gave a second email update + phone call with Dee-dee
10. Grand Hotel
11. Hampton Inn

## **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 Collection reported by City:s : 2019-2020**

- MOM 2020 vs. 2019 (18-Hotels & 4-B&B/VRBO reporting)
  - September 2020: \$119,419
  - September 2019: \$141,005
  - **-15.31%**
- **FY YOY**
  - Oct.- Sept.: 2020: \$1,423,293
  - Oct.- Sept.: 2019: \$1,686,817
  - **-15.62%**

**ASSOCIATION/CORPORATE/SMERF COMPLETED in September 2020: TTL Room nights: 74; TTL Rev.: \$7,671**

**WEDDINGS COMPLETED-September 2020- TTL Room nights: 28; TTL Rev. \$3,799**

*Note from the Hampton Inn -We had many guests that book outside of the group blocks though, due to fluctuating rate due to COVID. Many times, they got a better rate, not in the group.*

1. Christie Astle; September 2020, The Springs
  - a. Block was at the Hampton Inn; however, no rooms were picked up.
2. Madison Sweet; September 5, 2020 – Rosemary Barn
  - a. Grand Hotel – 9 total room nights, \$1,491 Total revenue
  - b. Hilton Home 2 – we delivered 12 bags to the hotel; however, they have no pickup report to provide
3. Carly Pingsterhaus, September 4, 2020 – Springs – no pickup provided
4. Courtney Taylor – River Rd – no pickup provided
5. Jacob Cambron – Magnolia Grace
  - a. Spring Hill Suites – 14 room nights, \$1,742 total revenue
  - b. Home 2 Suites – 4 room nights, \$456 total revenue
6. Marisa Obarten – La Cour
  - a. Sheraton – 1 room night, \$110 total revenue

**ASSOCIATION/CORPORATE/SMERF COMPLETED in September 2020: TTL Room nights: 46; TTL Rev.: \$3,872**

- **Assoc./Corp. HOTEL ROOMS- TTL Room nights: 0, TTL Revenue: \$0**

Cirrus Aircraft; Sheraton: TTL Room nights: 3; TTL Revenue: \$387

McKinney Parks & Rec. Bestwestern & Sheraton ( used 3<sup>rd</sup> party online booking instead of block, unable to pick up rooms) TTL Room nights: 2; TTL Revenue: \$0

- **SMERF HOTEL ROOMS- TTL Room nights: 0; TTL Rev.: \$ 0**
- **Sports HOTEL ROOMS- TTL Room nights: 41; TTL Rev.: \$3,485**

U90C Soccer - Sept 4-7, 2020 – U90 Soccer, Games played at Craig Ranch La Quinta – 41 room nights, \$3,485 total revenue

**Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls: 1,131**

- **Association/Corporate: 631**
  - Available Upon Request
- **SMERF: 497**
  - Available Upon Request
- **McKinney Top 25: McKinney Corporate: 3**
  1. Cirrus Aircraft: Site Visit w/new employee.
  2. McKinney Parks & Rec.- Assisted with 3 room nights for Interviews
  3. Craig Ranch Fitness Center & Spa. Discussed ways to partner.

**VISIT MCKINNEY Calendar of Events 2020-2024: 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.

**2020**

Month	Group	Venue	Room Nights	Attendance
<b>September</b>				
8/31/20-9/3/20	Globelife AIL LA 201	Sheraton	120	40
9/4-7/20	Cirrus Aircraft	Grand	4	1
9/10-12/20	Simpson Strongtie	Springhill Suites	160	80
9/13-16/20	Globelife LNL 301	Sheraton	75	25
9/21-22/20	McK Parks & Rec (Interviews)	Sheraton & Best Western	2	2
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
<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
10/18-20/20	Waterford	Sheraton	78	30
Oct-Dec	Solar Soccer Club	Holiday Inn Express and Springhill Suites- Planner won't share dates	N/A	N/A
<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>				
<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
4/19-21/21	Texas Justice Courts Training Center, Justice of the Peace Seminar.	Sheraton	300	150
<b>July</b>				
7/14-16/21	Texas Justice Courts Training Center-The Court Personnel Seminar	Sheraton	380	165
7/18-21/21	Texas Justice Courts Training Center, The Civil Process Seminar	Sheraton	495	165
<b>September</b>				
9/2021	TX Assoc. Of Education for Young Children Annual Conf.	Sheraton	300	150
<b>October</b>				
10/2021	T.E.A.C.H	Sheraton	180	90
<b>November</b>				
<b>December</b>				
12/2021	Lone Star Justice Alliance	Sheraton	150	75
2021	Libertarian Party of Texas	Sheraton	220	110

### 2022

Month	Group	Venue	Room Nights	Attendance
<b>February</b>				
2/2022	Council of Administration of Special Education-Hybrid Conference	Sheraton	N/A	124
<b>March</b>				
<b>April</b>				
4/21-23/22	NAIA Women's Beach Volleyball National InvitationalAttendees:	Sheraton	150	120

<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
<b>December</b>				
12/2022	Lone Star Justice Alliance	Sheraton	150	75

#### 2023

Month	Group	Venue	Room Nights	Attendance
4/20-23/23	NAIA Women's Beach Volleyball National Invitational	Sheraton	120	150

#### 2024

Month	Group	Venue	Room Nights	Attendance

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

**The McKinney Shop:**

- September 2020 Gross Sales \$416.00
  - Rent check \$300.00 (new amount)

**Visitors: FYTD Total (Oct.'19– Sept. '20): 3,037**

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

- Out of State: 18
- Out of Country: 0
- Texas Residents: 2
- McKinney Residents: 3
- Register Total: 23
- Ticker Counter: 175

**Day Trips- 0**

1. N/A

**RFP's: 9 (0-Association, 1-Corporate, 1-Weddings, 1-Social, 0-Religious,3 -Sports, 3 -Gov't)**

**Association: 0**

**Corporate: 1**

1. McKinney Parks & Rec. (interviews) 9/21-22/20, attendees: 3, Sheraton & Best Western.

**SMERF:**

**Social: 1**

1. Waterford – Contact: Jodi Sohrt. October 18-20, 2020. Attendees: 30, Block at Sheraton. Total room nights: 78

**Religious: 0**

**Government: 3**

1. Texas Justice Courts Training Center, Justice of the Peace Seminar. Contact: Laura Villareal. Three-day event, April 19-21, 2021, Attendees: 150 - room block: 120, total room nights: 300, total estimated rev: \$36,300
2. Texas Justice Courts Training Center, The Court Personnel Seminar. Contact: Laura Villareal. Three-day event, July 14 -16, 2021, Attendees: 165 - room block 145, total room nights: 380, total estimated rev: \$45,980
3. Texas Justice Courts Training Center, The Civil Process Seminar. Contact: Laura Villareal. Four-day event, July 18-21, 2021, Attendees: 165 - room block: 140, total room nights: 495, total estimated rev: \$59,895

**Weddings: 1**

1. Kimberly Burd (MOB)– November 14, 2020 - River Road Chateau, Block of 15 rooms made at Sheraton

**Sports:**

1. NAIA Women's Beach Volleyball National Invitational. April 21-23, 2022. Attendees: 1650. Approximately 150 student-athletes. Total room nights: 120. Based on the rate of \$115, the approximate total revenue: \$13,800
2. NAIA Women's Beach Volleyball National Invitational. April 20-22, 2023. Attendees: 1650. Approximately 150 student-athletes. Total room nights: 120. Based on the rate of \$115, the approximate total revenue: \$13,800
3. Solar Soccer Club League/All Seasons Travel – Contact: Sue Davis. Hotels Secured: Holiday Inn Express and Springhill Suites. Varies dates Oct-December 2020

**Site Visits: 1**

1. Texas Municipal Courts Education Center. Lily Peabody

**Ongoing Prospects: 35: 2-SMERF (Social, Military, Education, Religious, & Fraternal); 31-Weddings; 2-Sports; 0-Day Trips**

**SMERF: 2**

1. Library Conference, KOHA – September 21-27, 2020 (The Grand & MPAC) – Postponed UFN/TBD
2. The 99's – October 15-17, 2021 (The Sheraton)

**Sports: 2**

1. Turlaxin Lacrosse – October 17-Nov 1, 2020
2. Solar Soccer Club League/All Seasons Travel -Contact: Sue Davis. Hotels Secured: Holiday Inn Express and Springhill Suites. Various dates October-December 2020

**FYI** - Pickle Ball Tournament – Sept 30-October 5, 2020 (this is a reschedule, originally scheduled to take place in April)- **This tournament was canceled**

**Weddings: 31**

1. Beth Walker; October 10, 2020 – Cotton Mill
2. Sharon Rush (MOB); October 10, 2020 – Avalon Legacy
3. Natalie Buendventura Wedding; October 30, 2020 (or 2021 due to COVID) – Magnolia Grace
4. Lindsay Rylan; October 23, 2020 – Magnolia Grace
5. Stasia Milam; November 24, 2020 – Magnolia Grace
6. Ashley Lester; November 21, 2020 – Magnolia Grace
7. Jordan Roach; November 2020, - Magnolia Grace
8. Michael Herring; November 2020 – Springs (this was a May wedding that was postponed)
9. Ivy Alexander; December 2020 – Magnolia Grace
10. Sequoia Grant; December 2020 – Stone Crest
11. Jessica Seay; December 2020 – Rustic Grace
12. Marquine Malone; December 17, 2020 – Springs
13. Molly Hightower; January 2, 2020 – Magnolia Grace
14. Darcy Thompson (MOB); January 17, 2021 – Magnolia Grace
15. Cathy Trinh Wedding; February 29, 2021 – Magnolia Grace
16. Danielle Faulkner; March 27, 2021 – Magnolia Grace
17. Ashley Sackinger; April 17, 2021 – Magnolia Grace
18. Andrew Brown; April 17, 2021 – Magnolia Grace
19. Kathryn Vela; April 25, 2021 – Magnolia Grace
20. Alyssa Wasilewski; April 2021 – Reception only
21. Marc Cholak; February 27, 2021 – Springs
22. Sara Redfearn; February 2021 – Springs
23. Maren Holyoak; May 2021 – Magnolia Grace
24. Megan Jordon; June 12, 2021 – Rustic Grace
25. Randi Cole; June 19, 2021 – Magnolia Grace
26. Victoria Nicholson; October 2021 – Magnolia Grace
27. Madison Krell; October 10, 2021 – Magnolia Grace
28. Brittney Larocca; October 16, 2021 – Magnolia Grace
29. Hannah Wilson; Date TBD – Magnolia Grace
30. Brelayshia Hodges; Date TBD – Magnolia Grace
31. Bethany Mawman; date not secured at the time of discussion – Springs

**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) Last 6 months:**
  - 34.2% average open rate
  - 16% average click-thru rate

- Total audience: 7,150

**Bags Serviced: 16**

**Mailing Leads Processed: 97**

- Tour Texas-97

**Top Five States requesting information:**

- Texas
- California
- New York
- Florida
- Louisiana

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

**Blogs (Top 5) for SEPTEMBER 2020:**

- NTTA - 142
- Five-Plus Fun Fall Family Activities in October - 38
- Romantic Getaway (Our Sweet Adventures) – 38
- Blog Home page - 28
- Benji House - 27

<b>BLOG VISITS - FY 19-20</b>	
<b>Month</b>	<b>Sessions</b>
Oct. 2019	234
Nov.2019	618
Dec. 2019	379
Jan. 2020	447
Feb. 2020	432
Mar. 2020	158
Apr. 2020	444
May.2020	329
Jun. 2020	258
Jul. 2020	658
Aug.2020	370
Sept.2020	493
<b>FY 19-20</b>	<b>4,820</b>

**SEPTEMBER 2020 Homepage News Flash buttons (Top 5): 228**

- Weekend Update - 92
- McKinney Monarchs - 73
- Romantic Getaway – 27

- Tourism Grants – 23
- YOLO - 13

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

- Ads submitted to Authentic Texas
- Ad submitted to Small Market Meetings
- Submitted text & photo for free editorial in Sports Destination Marketing (The Courts)
- Submitted text & photo for free editorial in Bus Tours Magazine
- Wrote & distributed press release about two TACVB Idea Fair awards

SEPT. 2020 -Ad Landing Pages	
Daytripper Dino	2
DaytripperMarg	20
McKinney High Lions	1
Boyd Broncos	1
Visitors Map	1
TourTexas.com	1
Tennis (SDM ad)	2
Bus Tours Mag	1
<b>TOTAL</b>	<b>29</b>

SEPT.2020 – MPG Page Views	
Main Page	9
RFP	5
Venues/Videos	57
Sports Planning	4
Group Services	6
Tour Options/Itineraries	94
<b>TOTAL:</b>	<b>175</b>

#### Additional pages created for groups and tracking for KPIs

- KPIs – 4

SEPT. Pgs. Created for groups	
Yarn Crawl	7
Turlaxin	60
<b>TOTAL:</b>	<b>67</b>

#### SOCIAL MEDIA STATS

##### 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
FEB. 2020	45	9,755	113,637	506,945	3,879,106
MAR. 2020	88	9,843	184,711	458,589	3,671,450
APR. 2020	54	9,897	85,574	323,121	2,704,379
MAY.2020	63	9,960	93,268	428,874	2,609,076
JUN. 2020	117	10,077	59,163	387,015	1,857,391
JUL. 2020	56	10,133	58,470	310,240	2,094,821
AUG.2020	31	10,164	41,215	239,292	1,744,220
SEPT.2020	66	10,230	34,415	195,945	1,355,454
TOTALS	947	N/A	1,167,143	6,779,455	36,967,898

<b>TWITTER - SEPT. 2020</b>	
<b>Total Followers</b>	5,628
NEW Followers	3
Tweets	23
Tweet Impressions	14K
Profile Visits	104
Mentions	68

<b>INSTAGRAM SEPT. 2020</b>	
<b>Total Followers</b>	
From 2018-19	2,341
Oct. 2019	109
Nov.2019	53
Dec. 2019	64
Jan. 2020	89
Feb. 2020	93
March.2020	75
April.2020	92
May.2020	109
June.2020	139
July.2020	129

Aug.2020	98
Sept.2020	135
<b>TOTAL</b>	<b>3,526</b>

<b>YOUTUBE - 2019 2020</b>		
<b>YOUTUBE</b>	<b>Views</b>	<b>Subscribers</b>
<b>Historical #s</b>	<b>9,242</b>	<b>49</b>
Oct. 2019	208	1
Nov.2019	172	0
Dec. 2019	370	2
Jan. 2020	377	1
Feb. 2020	315	0
Mar. 2020	328	0
Apr. 2020	604	2
May.2020	435	3
Jun. 2020	479	-1
Jul. 2020	454	3
Aug.2020	647	0
Sept. 2020	721	3
<b>TOTAL</b>	<b>14,352</b>	<b>63</b>
<b>Google Bus. Pg. - 2019-2020</b>		
<b>Month</b>	<b>Page Views</b>	<b>Web visits</b>
Oct. 2019	2,540	25
Nov. 2019	4,820	31
Dec. 2019	3,360	22
Jan. 2020	4005	36
Feb. 2020	3950	33
Mar. 2020	1,610	26
Apr. 2020	1,160	10
May.2020	1,205	22
Jun. 2020	1,805	27
Jul. 2020	2,090	22
Aug.2020	2,000	32
Sept.2020	2,180	39
<b>TOTAL</b>	<b>30,725</b>	<b>325</b>

**WEBSITE NUMBERS -September 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
Feb. 2020	4,475	9,802	3,764
Mar. 2020	4,469	8,645	3,795
Apr. 2020	2,431	5,043	1,904
May. 2020	2,968	5,824	2,552
Jun. 2020	3,075	6,796	2,578
Jul. 2020	3,102	6,247	2,651
Aug. 2020	2,609	5,156	2,282
Sept. 2020	3,633	7,636	3,087
<b>FY 19-20</b>	<b>46,184</b>	<b>95,381</b>	<b>39,130</b>

SEPT. 2020	Users
Mobile	1,403
Desktop	1,577
Tablet	107
<b>TOTAL</b>	<b>3,087</b>

**SEPTEMBER 2020 - TOP WEB PAGES**

Page	Pageviews	Unique Page Views
Home page	1737	1463
Calendar - Sept. main	417	346
Dining in McKinney	263	189
Calendar - Oct. main	200	168
Visitors Guide	180	135
Shopping Centers	163	148
NTTA Blog	142	116
Events	124	101
Monthly/Annual Events	109	104
Explore	107	91
B&B Directory	106	93
Accommodations	95	80
Wknd Upd. Home pg	92	78
Daytrippin in McK	79	59

Parks Trails Map	78	64
Shopping	72	61
Dining/Nightlife	67	57
Hotels	55	46
Towne Lake	54	45
McKinney Turlaxin	53	49
Dining Special offers	52	47
Travel to McK in COVID	43	35
Tourism Grants	50	38
Ask a Local	46	42
About Visit McKinney	45	38

**Top Countries -  
SEPT. 2020**

Country Breakdown	Users	New Users	Sessions
United States	2903	2831	3446
Argentina	43	43	43
(not set)	23	23	23
China	18	18	18
Germany	15	15	15
Canada	10	10	10
Philipines	9	8	9
Denmark	8	8	8
France	8	8	8
United Kingdom	8	8	9

**Top States – SEPT.  
2020**

State Breakdown	Users	New Users	Sessions
Texas	1,988	1,928	2,437
California	117	116	130
Virginia	83	81	87
Kansas	82	82	83
(not set)	72	72	74
Oklahoma	51	52	52
Illinois	42	41	46
Florida	39	39	53
Arizona	30	27	33
New York	29	28	30

**Top Cities – SEPT.  
2020**

City Breakdown	Users	New Users	Sessions
McKinney	624	574	839
Dallas	493	468	555
Plano	76	71	85
Allen	73	71	80
Frisco	58	57	65
Prosper	49	48	54
Austin	37	34	41
Fort Worth	33	32	39
Houston	32	29	33
San Antonio	25	24	30

SEPT. 2020 - TOP REFERRAL PGs	
FlyTKI	6
McKinneytexas.org	5
Facebook	3
HeardMuseum.org	3
CivicPlus	2
Robly	24
TourTexas.com	2
Bus Tours Mag	1
<b>TOTAL</b>	<b>46</b>

**OTHER STATS**

CROWDRIFT – Sept. 2020		
Gallery	Interactions	Views
Dining	26	200
History/Dwntn	30	53
Home Gallery	160	589
Explore McK	29	81
Being Social	19	9
Events	9	134
Weddings	9	33
Shopping	5	54
<b>TOTAL</b>	<b>287</b>	<b>1153</b>

MEDIA HUB		
Month	Downloads	Requests
June.2020	73	44
July.2020	8	8
Aug.2020	7	2
Sept.2020	1	1
<b>FY 19-20</b>	<b>89</b>	<b>55</b>

VISIT WIDGET - Sept. 2020				
	Users	Sessions	Page Views	New Downloads
<b>Widget</b>	<b>30</b>	<b>31</b>	<b>74</b>	
<i>Desktop</i>	22	23	49	
<i>Mobile</i>	8	8	25	
<b>Mobile APP</b>	<b>98</b>	<b>80</b>	<b>342</b>	
<i>App-iOS</i>	71	54	269	<b>7</b>
<i>App-Android</i>	27	26	73	<b>4</b>
<b>TOTAL</b>	<b>128</b>	<b>111</b>	<b>416</b>	<b>11</b>

FY 19-20	Budgeted Amount
<b>Adv. &amp; Promo TTL</b>	<b>\$ 186,167</b>

SEPTEMBER 2020 - Free Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web &/or Broadcast Value	PR Value	Impressions /Reach
KERA - 12 stations-3 <sup>rd</sup> airing	Daytripper McKinney episode	\$0	\$165,237	\$495,711	400,000
Courier Gazette	9/11 Event	\$1,428	\$750	\$6,534	75,000
Community Impact	9/11 Event	\$3,720	\$3,000	\$20,160	500,000
Dallas Morning News	9/11 Event	\$9,000	\$3,870	\$38,610	950,000
NTX Enews	9/11 Event	\$0	\$240	\$720	60,000
Bubble Life	Shared postings 3 times	\$0	\$3,500	\$10,500	220,000
<b>TOTALS</b>		\$14,148	\$176,597	\$572,235	2,205,000
<b>FY 19-20 Totals</b>		\$49,344	\$585,579	\$1,907,018	12,201,134

**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	Jul. '20	Aug. '20	Sept. '20
Comfort	64.62	64.97	67.49	59.26	63.33	27.91	31.80	46.54	52.75	55.35	60.98	
Hampton	55.00	85.99	96.86	92.77	100	49.92	21.79	48.99	88.33	90.93	88.99	
Holiday Inn	87.29	78.35	75.82	57.58	100	37.02	2.12	23.59	35.82	34.57	39.43	
Holiday Inn Exp. (CR)	63.63	55.18	53.15	55.32	59.91	39.39	20.46	31.01	54.13	53.15	45.20	
Home 2	54.45	51.06	49.80	61.53	63.97	48.66	39.44	34.55	66.39	56.83	51.85	
La Quinta	68.19	60.21	63.17	61.90	73.68	45.08	34.39	45.08	58.78	61.54	40.75	
Sheraton	79.61	76.43	67.16	70.19	75.03	31.50	2.05	8.35	33.16	38.42	36.97	
Springhill	42.40	41.71	40.49	44.54	46.81	20.72	0.29	0.00	28.45	49.65	42.63	

**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%	70.19%
February	N/A	71.58%	79.77%	79.03%	83.67%	75.03%
March	24.60 %	63.53%	77.04%	75.54%	78.16%	31.5%
April	39.29%	82.34%	84.81%	78.06%	77.79%	2.05%
May	50.47%	64.60%	81.11%	78.87%	75.28%	8.35%
June	69.70%	75.03%	88.88%	81.25%	78.70%	33.16%
July	75.60%	72.61%	N/A	77.76%	73.50%	38.42%
August	56.22%	63.86%	76.00%	72.64%	70.90%	36.97%
September	56.43%	72.50%	N/A	78.98%	75.40%	

**TOTAL LOST BUSINESS: 28 ; Lost Revenue: \$15,306,183**

**Association /Corporate Lost Business: 17; Lost Revenue: \$15,075,200**

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
March 2023	Environmental Information Assn	Sheraton Use 100,000sf Exhibit Hall	7,500	1,500	\$1,525,000
Jan 2023	Alliance for Continuing Education in the Health Professions	Sheraton Too Large	2,700	900	\$630,000
Oct 2022	National Dropout Prevention Center	Sheraton Too Large	9,400	4,700	\$1,876,000
Oct 2022	Technology & Services Industry Assn	Sheraton Too Large	14,000	7,000	\$2,930,000

Oct 2022	Texas Computer Education Assn- System Admin & Tech Conference	Sheraton Too Large	400	400	\$78,000
Feb 2022	Texas Computer Education Assn – Annual Conference & Expo	Sheraton Too Large	3,000	1,000	\$595,000
Oct 2022	National Assn of Free & Charitable Clinics	Sheraton Too Large	2,800	1,400	\$635,000
Jul 2023	Texas Assn of Defense Counsel	Sheraton Require 5-Star Resort	1,100	275	\$390,000
Sept 2023	Texas Assn of Defense Counsel	Sheraton Require 5-Star Resort	800	200	\$240,000
Mar/Apr 2023	Texas Assn of Physical Plant Administrators	Sheraton Too Large	4,200	1,400	\$836,000
Jun/Jul 2023	Texas Assn of Pupil Transportation	Sheraton Too large	1,950	650	\$323,000
Jul 2022	Texas Assn of REALTORS – 360 Meeting	Sheraton Too large	800	800	\$160,000
Sept 2023	Texas Assn of REALTORS – State Conference	Sheraton Too large	9,000	3,000	\$1,800,000
Feb 2025	Texas Assn of REALTORS – Winter Meeting	Sheraton Too large	2,800	700	\$620,000
Feb/Mar 2023	Texas Assn of School Business Officials	Sheraton Too large	8,000	2,000	\$1,350,000
Jul 2023	Mechanical Contractors Assn of Texas – Annual Mtg, Summer Conference & Product Show	Sheraton Too Large	4,200	2,100	\$884,000
Jan 2023	Mechanical Contractors Assn of Texas – Safety Directors’ Conf	Sheraton Too Large	800	400	\$203,200
<b>Total</b>			<b>73,540</b>	<b>28,425</b>	<b>\$15,075,200</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

**McKinney Corporate: Groups: 6; Lost Revenue: \$61,208**

Month	Group	Venue/Notes	Room Nights	Attendance	Lost Bus \$
8/31/20-9/3/20	Globelife AIL LA 201	Sheraton	120	40	\$12,480
9/10-12/20	Simpson Strongtie	Springhill	160	890	\$14,720
9/13-16/20	Globelife LNL 301	Sheraton	75	25	\$7,800
9/21-23/20	Globelife AIL LA 301	Sheraton	60	30	\$6,240
9/27-29/20	Globelife FHL 301	Sheraton	96	16	\$9,984
9/27-29/20	Globelife FHL 401	Sheraton	96	16	\$9,984
<b>Total</b>			<b>607</b>	<b>207</b>	<b>\$61,208</b>

**SMERF: Total: Groups: 5; Lost Revenue: \$169,775**

Dates	Group	Venue/Notes	Room Nights	Attendance	Lost Bus \$
April 19-21, 2021	Texas Justice Courts Training – Justice of the Peace Seminar	Sheraton	300	150	\$36,300
July 14-16, 2021	Texas Justice Courts Training – The Court Personnel Seminar	Sheraton	380	165	\$45,980
July 18-21, 2021	Texas Justice Courts Training – The Civil Process Seminar	Sheraton	495	165	\$59,895
April 21-23, 2022	NAIA-Women's Beach Volleyball National Invitationals	Sheraton	120	1650	\$13,800
April 20-22, 2023	NAIA-Women's Beach Volleyball National Invitationals	Sheraton	120	1650	\$13,800
<b>TOTAL</b>			<b>1,415</b>	<b>3,780</b>	<b>\$169,775</b>

**Potential Loss of Business:**

Library Conference, KOHA – September 21-27, 2020 (The Grand & MPAC) Total room nights: 90, Potential Revenue: \$11,610 – **Postponed UFN/TBD.**