



To: Visit McKinney Board

From: Dee-dee Guerra – Executive Director

Date: November 26, 2019

RE: Visit McKinney October 2019-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Visit McKinney Board: Met 10/29/19 - Cycle 1 Grants: \$15,000 Marketing & Promotional Grants will be awarded**
 - Ovation Academy to promote and market Chaplin (Charlie Chaplin) the musical. January 16-19, 2019
 - Grant request: \$15,000
 - Matching Funds: Yes. McKinney Arts Commission \$ 16,200
 - Odysseus Chamber Orchestra to market and promote several concerts.
 - Grant request: \$1,700
 - Matching Funds: Yes, McKinney Arts Commission \$19,375
- **Advertising/Marketing:**
 - **McKinney to Munich (M2M)**-We partnered with Hofbrau to host a sweepstakes to win a trip to Munich's Oktoberfest in 2020. It started Aug. 1 and ended Sept. 29. Each person could gain up to 36 entries using the Rafflecopter app. Many of these people were already in our mailing list for our e-newsletter but we did gain quite a few new subscribers and had great visibility for Visit McKinney at our Oktoberfest tent. It also drove lots of traffic to our website and social media. Our winner was Jack Keller; we'll be awarding him the prize this week. Results are:
 - 47,298 M2M entries
 - 940 people on the clicker over the past three days
 - 4,955 visits during contest time (Aug. 1- Sept. 29) on our website contest page
 - 522 new Facebook followers
 - 627 new Instagram followers
 - 2,189 new email subscribers
 - We were able to secure two last-minute remnant rate ads last week that include special online coverage in addition to print:
 - **Sports Destination Marketing Magazine/website**– a 1/3 page ad promoting The Courts as a tournament destination in their Nov.-Dec., the issue that features tennis and pickleball.
 - **Horizons Travel** – We got a full page (half ad/half editorial content with photo) in Horizon Travel's insert in the Texas/Southwest December issue of The Wall Street Journal. This placement comes with a brief video spot on the ABC screen in Times Square over seven days in November.
 - Staff attended the Visit DFW Texas Travel IdeaFest in Arlington. The day-long workshop brought together tourism brand marketers and social media influencers to learn about how best to work together. This allowed staff to connect with several influencers/bloggers interested in coming to McKinney. Staff is working with them to schedule times to host them here.
 - Free Publicity: The three Christmas gift ideas from McKinney that were submitted to *County Line Magazine* were all published in the November/December issue as was a photo sent for one of the gift ideas (food tour). The submission amounted to roughly 2/3 of a page, or \$1610.40 in free media value and \$4831.20 in PR print value. We are awaiting numbers from the publisher on digital value, where they used a second photo with the submissions.

- **Education/Webinar:**

- D. Guerra:
 - Chamber Quarterly Luncheon-Building High-Performance Teams
 - MYP/Leadership Alumni Summit (Chamber)
- B. Shumate:
 - Initial training call with CrowdRiff for Media Hub set up/Sent Dropbox of assets for the initial upload
 - IdeaFest/VisitDFW to meet influencers
- S. Smith:
 - Open Government Training Video
 - Website Training with Susan, Part 1: Calendar Entries
 - Website Training with Susan, Part 2: Resource Directory
 - New IT Support Portal Training
- V. Rhodes:
 - Innovation Academy, City of McKinney
 - McKinney Chamber Leadership
 - Commissioners Court/Leadership McKinney

- **Events/Services:**

- Events:
 - Staff attended:
 - Springs Bridal show and visited with 27 brides
 - Stonebridge Ranch Spooktakular Event, resulting in 44 new emails for newsletter
 - George Webb Park Grand Opening, picture taking/marketing
 - Chamber-Leadership Alumni-Breakfast with the Mayor
 - Hilton Home 2 & Springhill Suites Ribbon Cutting
 - Red River Rivalry- Gainesville Travel Info Center
 - McKinney Chamber – Links
 - Ribbon Cutting for Hilton Home 2 and Springhill Suites
 - DFW Wedding/Event Vendor Network
 - Red River Rivalry at Gainesville Travel Information Center
 - Attended Main Street Business meeting
 - Met with Jennifer Burke (MAST)
 - Met with influencer Christina (My Sweet Adventures) to plan her visit to McKinney
 - Texas Country Reporter Festival in Waxahachie to check on an ad campaign running at the festival

- **Sales:**

- McKinney HR Office: assisting with securing 6 rooms for 2 days for the ACM Interviews on 10/16 & 17/19
- Pogue Construction Interviews at the Grand
- Small Market Meetings at the end of September. Meet with 28 meeting planners which resulted in receiving 13 RFP's
- DCI Meeting 10/13/19- Discussing announcement
- Joint BREP Sales Call Meeting: PACCAR/DYNACRAFT
- Received 2 RFP's from TACVB for the 2021 Annual Conference and also Mid-Winter Conference
- Conducted joint sales call with the Sheraton Hotel
- NCAA D2 Football Meeting w/ MISD & Committee
- NCAA D2 Football Meeting w/Sheraton-Logistics
- DCI Meeting- Logistics at Tupps for Drumline Battle (7/20/20)
- BRE Partner's Team Meeting (MEDC, Chamber & Visit McKinney)
- Cirrus Aircraft meeting- Introducing Grand Hotel & meeting Director of the Facility

- **Venue Calls: 2**

- Avalon Legacy
- Kelly's Art Studio/Venue

- **Hotel/B&B Visits: 11**
 1. Motel 6
 2. Quality Inn
 3. America's Best Value
 4. McKinney Inn
 5. Woodsprings
 6. Best Western
 7. The Grand
 8. Bingham House
 9. Memory Lane
 10. Neathery Estates
 11. Southern Chic Retreat

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: 2018-2019

HOT TAX collection reported by City:

- MOM 2019 vs. 2018 (18-Hotels & 12-B&B/VRBO reporting) Preliminary
 - October 2019: \$141,103
 - October 2018: \$130,510
 - 8.12%

ASSOCIATION/CORPORATE/SMERF COMPLETED in October 2019: TTL Room nights: 851; TTL Revenue: \$92,665

WEDDINGS COMPLETED- October 2019 -TTL Room Nights: 361; TTL Rev: \$44,157

Sheraton Hotel

- 9 Weddings Parties
- 198 Room Nights
- \$24,269 Total Revenue

Hampton Inn

- 2 Wedding Parties
- 32 Room Nights
- \$3,450 Revenue

Grand Hotel

- 3 Wedding Parties
- 72 Total Room Nights
- \$11,488 Total Revenue

Comfort Suites (unable to break down #of weddings they do not offer wedding room blocks, they will only offer a booking link that is custom to Visit McKinney)

- 43 Room Nights
- \$3350 Total Revenue

Holiday Day Inn Express

- 1 Wedding Party
- 16 Room nights
- \$1,600 Revenue

Assisted following wedding parties with hotel quotes/info, however, no hotel room blocks made or welcome bags provided.

- Regie O. Spearmon Wedding – October 2019, Gather

- Skertahly/Spangler Wedding – October 2019, Stone Crest
- Basket/McCarty Wedding – October 2019, Stone Crest
- Christy Skertchly – October 2019, Stone Crest
- Stutzman Wedding – October 2019, Stone Crest

ASSOCIATION/CORPORATE/SMERF COMPLETED in October 2019: TTL Room nights: 490 ; TTL Revenue: \$48,508

ASSOCIATION – TTL Room Nights: 0; TTL Rev.: \$ 0

CORPORATE – TTL Room Nights: 483; TTL Rev.: \$47,675

- Globe Life-LNL 201-Sheraton: TTL room nights: 86; TTL Rev. \$8,342
- Globe Life-FHL 101--Sheraton: TTL room nights: 76; TTL Rev. \$7,372
- Globe Life-FHL 201-Sheraton: TTL room nights: 41; TTL Rev. \$3,977
- Globe Life-AIL 101-Sheraton: TTL room nights: 248; TTL Rev. \$24,056
- Pogue Construction-Grand: TTL room nights: 10; TTL Rev. \$1,190
- ACM Interviews-Grand: TTL room nights: 4; TTL Rev. \$436
- Lily Pharma – Grand Hotel: TTL room nights: 18 TTL Rev: \$2,302

SMERF: TTL Room nights: 0; TTL Rev: \$0

SPORTS: TTL Room nights: 7 TTL Rev: \$833

- Turlaxin Lacrosse Tournament-Hilton Home 2, TTL room nights: 7; TTL Rev.\$833

Sales Calls: ASSOCIATIONS-/CORPORATE/SMERF Sales Calls: 54

Association: 1

1. Texas Association of Administrators & Supervisors of Young Children – Contact: Karime Terrazas

Corporate: 14

1. Ameristate (Atoka OK) – Contact: Marci Bond.
2. All Risks LTD – Contact: Karilou Luttrell
3. KD Johnson – Contact: Natalee Jamison
4. Hotel Lobbyists – Contact: Brett Sterenson.
5. KD Johnson – Contact: Natalee Jamison
6. American Institute of Building Design – Steve Mickley
7. Helms Briscoe – Jackie Brewer
8. Helms Briscoe – Jane Schmidt
9. Alliance Benefits – Robert Cohen
10. ESIS – Kerry Anderson
11. Globaus Events/Globaux Source – Contact: Jennifer Haisten
12. Virtuoso – Contact: Jackie Wilson
13. Newton-Thoth, Inc./ Sebayit Tours– Contact: Patricia Newton
14. Eli Lilly Pharma-Joint Call w/Grand Hotel

SMERF/SPORTS/GOVERNMENT: 27

1. Sew Great Tours – Contact: Nancy Thompson.
2. McKinney Christian Academy – Contact: Judy Collins
3. North Central Texas College/CCTE CCTE Conference College Teachers English-Contact: Rochelle Gregory, Ph.D.
4. Golden Retriever Club of America – Contact: Sherri Farmer
5. Ethos Meeting & Events – Contact: Mark Harvey
6. Red Arrow – Contact: Ralph Turney
7. Young Hearts Events Planners – Contact: Rodney Young
8. Significant Church – Contact: Ginny Helms
9. SER-Tuskegee National Alumni – Contact: Richard Mathis
10. A Place to Remember Travel & Tours – Contact: Jeris Smith
11. 5th Infantry Regiment – Contact: Randy Kethcart

12. Huggs Inc. – Contact: Janice Vickery
13. And Great – Contact: Andrea Cannistraci (Independent Meeting Planner)
14. Disc Golf Tournament – Contact: Nick Fisher
15. Heard Craig House – Contact: Linda Bonner
 - a. Cottonwood Garden Club – Day Trip
 - b. Allen Retired Teachers Club – Day Trip
 - c. Antique Divas Group – Day Trip
 - d. Irving Senior Center – Day Trip
16. Venia – Contact: Jeanna Royal (Independent Meeting Planner)
17. Watermark Church – Contact: Rebecca Freech
18. Greenville Oaks Church of Christ – Contact: Michael Rainey
19. First United Methodist Church Allen – Contact: Pam Brant
20. Texas Thespians – Contact: Darla Jones/Amy Jordon
21. Coordinate Metrology Society – Contact: Ulysses Green
22. Society of Municipal Arborists – Contact: Jerri LaHaie
23. U90C Tournaments – Contact: Dawn Simpson
24. HBC Event Services – Contact: Customer Care, Brandi, & Support Team
25. USS Colonial LSD-18 – Contact: Rhonda Mayner
26. SeeEvents Group – Contact: Patricia Stinson
27. Courts of McKinney – Contact: Dawn Rochell

Weddings: 10

1. Carly Pingsterhouse – April 2020, Springs
2. Nicki Harmon – July 2020, Bingham House
3. Morgan Berigan –Rehearsal Dinner needs/locations
4. Kathy Shehan – April 2020, Myers Park
5. Cislo Wedding – February 2020, no hotel room block, Mother of Bride was looking for information about McKinney to provide to guests
6. Nicole Mancos – May 2020, Stone Crest
7. Kim Cunningham – August 2020
8. Katelyn Collins – August 2020, Springs
9. McKiddy Wedding – October 2020, Springs
10. Ali Leven Wedding – June 2021, Stone Crest

McKinney Top 25: McKinney Corporate: 2

1. Cirrus Aircraft- Cirrus Aircraft meeting- Introducing Grand Hotel & meeting Director of the Facility. They are looking to put packages together for their client base.
2. BRE visit-Dynacraft/PCCAR-Met with Leadership Staff and was able to meet the point person from HR that I will be assisting. I sent a follow-up email to see if she would like to go on a site visit. Waiting for her response.

VISIT MCKINNEY Calendar of Events 2019-2022: 7

Yellow highlight-New business & Red type=indicates Lost Business

*Note GlobeLife-Globe Life

Month	Group	Venue	Room Nights	Attendance
October				
10/3-5/19	Pogue Construction Interviews	Grand	4	3
10/15-19/19	City of McKinney ACM Interviews	Grand	10	10
10/20 – 10/23/2019	Globe Life LNL 201	Sheraton	30	30

10/22 – 10/23/2019	Globe Life FHL 101	Sheraton	22	44
10/27 – 10/29/2019	Globe Life FHL 201	Sheraton	15	30
10/27 – 10/30/2019	Globe Life AIL 101	Sheraton	100	100
November				
11/03 – 11/07/2019	Globe Life LNL 101	Sheraton	100	100
11/5-7/19	Emerson FC1605/1100	Holiday Inn	15	30
11/12-14/19	Emerson IV 1006	Holiday Inn	15	30
11/19-21-19	Emerson IV 1100	Holiday Inn	15	30
December				
12/3-5/19	Emerson IV 1006	Holiday Inn	15	30
12/18-21/19	NCAA D2 Football Championship	Sheraton/Delta	320	80

2020

Month	Group	Venue	Room Nights	Attendance
January				
1/7-9/20	Emerson IV 1100	Holiday Inn	15	30
1/14-16/20	Emerson IV 1106	Holiday Inn	15	30
1/15-13/20	Hotel Lobbyist	Grand	30	50
February				
2/4-6/20	National Interscholastic Athletic & Afterschool Safety & Security Summit	Sheraton	100	125
2/18/20-3/1/20	American Guest	City Wide	700	300
March				
3/5-7/20	CTTE (North TX College) Bid Awarded	Sheraton & Collin College Conference Center	30	50
April				
4/5-8/19	Mitas Group	Grand Hotel	120	40
4/2020	Civil Air Patrol	Sheraton	70-80	30-50
4/17/20	Texas Academy of General Dentistry – TAGD Strategic Retreat & Board Meeting.	Sent RFP to the Grand Hotel and The Sheraton.	25	30
4/2020	Naval Support Activity (NSA) DaNang Reunion	Sheraton	150-200	450
June				
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

July				
7/2020	Council on Occupational Education	Sheraton	125	350
7/2020	Our Little Miss July 7-day event.	?	150	600-100
7/2020	Our Little Miss: Model/Entertainer of the Year. 2-day competition	?	N/A	400
October				
9/2020	Navy Reunions	Sheraton	125	40-70
9/2020	Morehouse School of Medicine	Sheraton	300	150-200
October				
10/16-23/20 or 10/23-30/20	Destinations International 2020 Fall Summit & Learning Week	Sheraton	1310	Attendees for Membership Summit: 125-150, TTL attendees for The Technology, Finance & Operations Summit: 80-140, TTL attendees for the Visitor Services Summit: 75-140, TTL attendees for Fall Learning Week: 30-50
November				
11/10-12/20	Emerson IV 1000	Holiday Inn	15	30
11/17-19/20	Emerson IV 1006	Holiday Inn	15	30

2021

Month	Group	Venue	Room Nights	Attendance
November				
11/2021	International Textile & Apparel Association (3.5 day meeting.)	Sheraton	650-800	450-575
January				
1/19-21/21	TACVB-Winter Education Conf.	Sheraton	235	120-150
February				
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

April				
4/2021	Clown Education Promotions	Sheraton	310	150
May				
5/2021	HMM/VMM-265 Squadron's Reunion	Sheraton	N/A	50-100
5/15-18/21	American Society of Parasitologists_3-5 day event. Preferred meeting dates: May 15-August 15	Sheraton	400-600	180-300
August				
8/16-20/21	TACVB Annual Conf.	Sheraton	485	300-400

2022

Month	Group	Venue	Room Nights	Attendance
October				
10/2022	Floor Covering Installation Contractors Association (FCICA)	Sheraton	200	75
February				
2/2022	Council of Administration of Special Education-Hybrid Conference	Sheraton	N/A	125
October				
10/2022	Council of Administration of Special Education-Annual Conf.	Sheraton	N/A	400

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
- 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

The McKinney Shop:

- **October 2019 Gross Sales \$909.95**
 - **Rent check \$355.00**

Visitors: FYTD Total (Oct.'19– Sept. '20): 503

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

- Out of State: 59
- Out of Country: 13
- Texas Residents: 3
- McKinney Residents: 9
- Register Total: 84
- Ticker Counter: 503

Day Trips: 3

1. Mesquite Senior Center, visiting the Heard Craig House
2. Garland Senior Center, visiting Collin County History Museum and Chestnut Square
3. 3rd Marine Division, shopping, and dining in downtown

RFP's: 17 (3-Association, 2 -Corporate, 10-Weddings, 2-Social, 0-Religious, 0-Sports, 0-Day Trips)

Association:

1. 2021 TACVB Winter Education Conference – Contact: Kim Phillips. Meeting Date: January 25-27, 2021. Alternate date: January 19-21, 2021. Total attendees: 120-150. Expected room nights: 235
2. 2021 TACVB Annual Conference – Contact: Kim Phillips. Meeting date: August 23-27, 2021. Alternate date: August 16-20, 2021. Total attendees: 300-400. Expected room nights: 485
3. Hotel Lobbyists – Contact: Brett Sterenson. Meeting Date: January 13-15, 2020. Attendees: 30, Room nights: 50. Specifically asked for a hotel in downtown with walking distance to shopping & dining.

Corporate:

1. Pogue Construction-Interviews-Grand 10/3-5/19
2. City of McKinney ACM Interviews-Grand 10/15-19/19

SMERF: 12 (10-Weddings,2 -Social, 0-Sport, 0-Religious)

1. North Central Texas College – Contact: Dr. Rochelle Gregory. Conference College Teachers English (CCTE). March 5-7, 2020. Attendees: approximately 50, room nights: 30. **Bid Awarded to Sheraton & Collin Conference Center.**
2. American Guest – Contact: Richard Williams. Meeting Date: February 18 – March 1, 2020. Attendees: 100, Room nights: Approximately 700
3. Carly Pingsterhouse – April 2020, Springs
4. Nicki Harmon – July 2020, Bingham House
5. Morgan Berigan –Rehearsal Dinner needs/locations
6. Kathy Shehan – April 2020, Myers Park
7. Cislo Wedding – February 2020, no hotel room block, Mother of Bride was looking for information about McKinney to provide to guests
8. Nicole Mancos – May 2020, Stone Crest
9. Kim Cunningham – August 2020
10. Katelyn Collins – August 2020, Springs
11. McKiddy Wedding – October 2020, Springs
12. Ali Leven Wedding – June 2021, Stone Crest

Site Visits: 1

1. Watson & Chalin-Springhill Suites for a Meeting in November

Ongoing Prospects: SMERF (Social, Military, Education, Religious, & Fraternal): 19 (19-Weddings, 0-Social, 0 -Sports, 0-Day Trips)

Weddings:

1. Haddock/Want Wedding – November 2019, Magnolia Grace
2. Demarco/Nix Wedding – November 2019, Avalon Legacy
3. Emmons/Tompkins Wedding – November 2019, Stone Crest
4. Whitmire/Krister Wedding – November 2019, Stone Crest
5. Gloria Martinez - November 2019, Springs
6. Vonderschmidt Wedding - November 2019
7. Lamberson Wedding – November 2019, Stone Crest
8. Kelley Bramer (MOG) Bramer/Cavendar Wedding– December 2019, Springs
9. Morrison/Alvarado Wedding – December 2019, Rustic Grace
10. Kelsha Mayers - December 2019, Springs
11. Kerarra Comer - December 2019, Springs
12. Erin Fanatico Wedding - December 2019
13. Morrison Wedding – December 2019, Rustic Grace
14. Brooke Barnes – February 2020, Magnolia Grace Ranch
15. Symm Wedding – February 2020, Springs
16. Lindi Blake – April 2020, Rosemary Barn
17. Megan White – May 2020, Stone Crest
18. Cindy Miller Wedding – May 2020
19. 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: 616

Mailing Leads Processed: 656

- Tour Texas: 50
- See Texas First:606

Top Five States requesting information:

1. Florida
2. California
3. Tennessee
4. Michigan
5. Pennsylvania

Advertising/Marketing/Media

Blogs (Top 5) for OCTOBER 2019:

NTTA- 65

Blog home page- 26

Benji House (archived) - 22

Plan Your Trip (Visit Widget) - 21

Convention South 4th Year Award - 10

BLOG VISITS - FY 19-20	
MONTH	Sessions
Oct. 2018	234
FY 19-20	234

OCTOBER 2019 Homepage News Flash buttons (Top 5):

Weekend Update- 99

D2 Link- 31

Ask a Local- 17

Tours - 14

Expired Button - 7

OCTOBER Landing Pages

NCS4- 10

KPIs- 12

Meeting Planners Guide (pages combined) - 206

Turlaxin- 190

Polka News- 1

360 Readers Business Talk- 2

Daytripper- 4

OCTOBER 2019 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Proofed final version of Native Texan article/submitted photos
- Submitted Dropbox of photos to Sparklight – a marketing firm that reached out for a city project
- Submitted Spring events to Texas Events Calendar
- Submitted McKinney Christmas gift ideas to County Line Magazine
- Submitted bio and headshot to VisitDFW for inclusion on the event webpage dedicated to who is attending
- Submitted videos, photos and text for Horizon Magazine with special added-value of Times Square video
- Submitted changes to Strategic Plan from Board meeting.
- Updated McKinney profile sheet for National Travel Association/Team Texas
- Updated McKinney event info sheet for Vanesa's TIC blitz
- Assembled/completed 2018-19 Year-end Look Book for board
- Revised year-end PowerPoint for the Board meeting.
- Submitted ad to Sports Destination Management – featuring The Courts
- Submitted final draft of info to Scott Sandford's office requesting Tennis Capital of North Texas Designation

Advertising- Website & Publication ROI Tracking:

- Business 360 – 3
- Texas Meetings+Events – 1
- Tour Texas – 1
- Small Market Meetings – 1

- Boyd Broncos – 15
- MHS Lions – 5
- MHNS Bulldogs - 3
- Polka News – 2
- Texas State Travel Guide – 1
- Stonebridge Ranch News – 12
- Texas Highways – 10
- Meet Texas – 1
- Historic Calendar - 3

OCTOBER 2019 SOCIAL MEDIA

FACEBOOK STATS					
FY 19-20	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
OCT. 2019	100	9,383	117,733	614,329	4,583,190
TOTALS	100	N/A	117,733	614,329	4,583,190

INSTAGRAM	New Followers
From 2018-19	2,341
Oct. 2019	109
TOTAL	2450

TWITTER - OCTOBER 2019	
Followers	5,340 (+54)
Tweets	6874 (+56)
Tweet Impressions	132,000
Profile Visits	142
Mentions	34

OCTOBER 2019 YOUTUBE

YOUTUBE	Views	New Subscribers
Oct. 2019	208	1
TOTAL	208	1

OCTOBER 2019 Google Business Page

Google Bus. Pg.	Page Views	Web visits
Oct. 2019	2,540	25
TOTAL	2,540	25

OCTOBER 2019 Website Numbers

Month	Sessions	Pageviews	Users
Oct. 2019	4,633	10,186	3,866
FY 19-20	4,633	10,186	3,866

OCT 2019 Traffic	Users
Mobile	2,242
Desktop	1,364
Tablet	260
TOTAL	3,866

OCTOBER 2019 - TOP WEB PAGES

Page	Pageviews	Unique Page Views
Home Page	1,645	1,324
Calendar (general)	1,506	1,201
Events Page	267	228
Turlaxin	188	166
Shopping Centers	168	149
Visitors Guide	163	130
Explore	152	109
Monthly/Annual Events	123	104
Calendar (October)	118	64
Dining	117	77
Event Planning	114	104
Calendar entry (expired)	113	109
Visitors Guide button	99	79
About McKinney	92	77
Specialty Inn listing page	81	72
Calendar entry (expired)	80	74
Shopping	78	67
Calendar Entry (expired)	76	53
Accommodations	74	66
Historic District Tours	73	62
Nov. 2 Calendar	70	55
Calendar general	68	49
Tours	66	58
Blog – NTTA Tollway	65	57
Calendar entry (expired)	60	49

Top Countries – OCTOBER 2019

Country Breakdown	Users	New Users	Sessions
United States	3,866	3,695	4,633
Canada	70	70	79
(undefined)	22	21	23
Germany	19	19	19
India	17	17	20
South Korea	14	14	14

Denmark	10	10	10
United Kingdom	8	8	8
Philippines	6	6	6
France	3	3	3

Top States

State Breakdown	Users	New Users	Sessions
Texas	2,797	3,503	4,421
Virginia	286	284	286
California	114	113	124
Oklahoma	57	55	68
Florida	45	42	48
Illinois	45	42	48
Georgia	44	43	46
New York	27	26	29
Missouri	27	26	29
Arizona	25	25	27

Top Cities

City Breakdown	Users	New Users	Sessions
Dallas	843	775	972
McKinney	762	683	1,037
Plano	155	145	167
Allen	110	94	132
Frisco	103	95	115
Austin	56	52	63
Prosper	55	51	57
Houston	53	51	63
Fort Worth	44	42	50
Richardson	38	33	48

CROWDRIFT GALLERIES - OCTOBER 2019		
Gallery	Interactions	Views
Being Social	5	26
Explore	48	112
Dining	29	114
History (Downtown)	51	76
Events	44	242
Home Gallery	68	640
TOTAL	245	1,210

VISIT WIDGET - OCTOBER 2019				
	Users	Sessions	Page Views	New Downloads
Widget	41	42	174	
Desktop	28	28	138	
Mobile	13	14	36	
Mobile APP	158	136	729	
App-iOS	114	90	518	24
App-Android	44	46	211	16
TOTAL	199	178	903	40

FY 19-20	Budgeted Amount
Adv. & Promo TTL	\$ 169,617

OCTOBER 2019 - Free Media Coverage for Visit McKinney					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
Community Impact	2 pgs. on McKinney hotels vs Airbnb - by Emily Davis	\$7,440	\$2,500	\$29,820	410,000
Bubble Life	Shared Blog/web updates (1 times)	\$0	\$1,000	\$3,000	300,000
TOTALS		\$7,440	\$3,500	\$32,820	710,000

FY 19-20		\$7,440	\$3,500	\$32,820	710,000
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OCCUPANCY RATES:

Top 5 McKinney Hotels 2018-2019 Occupancy Rates: %

Hotel	Oct. '18	Nov. '18	Dec. '18	Jan. '19	Feb. '19	Mar. '19	Apr. '19	MAY '19	Jun. '19	Jul. '19	Aug. '19	Sep. '19
Comfort	64.57	66.03	56.17	50.79	55.73	76.24	70.42	68.36	74.50	69.84	65.28	66.83
Hampton	73.87	62.03	87.46	93.30	98.19	98.41	96.37	90.69	100.0	98.00	52.35	64.73
Holiday Inn	63.70	72.00	67.48	57.93	66.23	73.77	79.83	73.51	82.56	75.99	68.10	81.99
Holiday Inn CR	65.16	72.96	52.30	51.73	57.63	66.85	77.71	68.27	74.04	74.48	63.55	50.04
La Quinta	58.96	77.17	73.79	63.90	67.36	72.85	68.44	82.40	95.61	95.02	91.87	92.32
Sheraton	85.79	77.95	66.66	69.83	83.67	78.16	77.79	75.28	78.70	73.50	70.90	75.40
Townplace	59.48	65.54	54.19	51.65	59.95	75.32	77.34	69.26	67.38	70.79	61.69	61.57

Sheraton Occupancy Rates:

Month	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19
October	N/A	67.28%	75.19%	96.77%	85.79%
November	N/A	61.35%	75.20%	N/A%	77.95%
December	N/A	69.24%	57.74%	N/A%	66.66%
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: 2

1. Hotel Lobbyists – Contact: Brett Sterenson. Meeting Date: January 13-15, 2020. Attendees: 30, Room nights: 50. Specifically asked for a hotel in downtown with walking distance to shopping & dining. Grand did not have rooms available.
2. Texas Association of Administrators & Supervisors of Young Children (TAASPYC). Allen/Watters Creek Delta Hotel & Conference won the bid. Date: Feb 10-11, 2020. Approximately 90 attendees and 50 room nights.