

An aerial photograph of McKinney, Texas, during the 'golden hour' of sunset. The sky is filled with soft, pink and orange clouds. In the center-right, a tall, white, lattice-structured water tower stands out against the sky. Below it, a large, multi-story brick building features faded, yellowish-brown lettering that reads 'DOWELL' and 'TOWARD'. The foreground shows a busy street scene with pedestrians, outdoor seating with orange umbrellas, and various urban buildings. The overall atmosphere is warm and inviting.

visit  
mckinney

2023-2025 Strategic Plan



# Why Destination Marketing is Important

If you build a place people want to **VISIT**, you build a place where people want to **LIVE**.

If you build a place where people want to **LIVE**, you'll build a place where people want to **WORK**.

If you build a place where **BUSINESS** has to be, you build a place where people have to **VISIT**.

If you build a place people want to **WORK**, you build a place where **BUSINESS** needs to be.



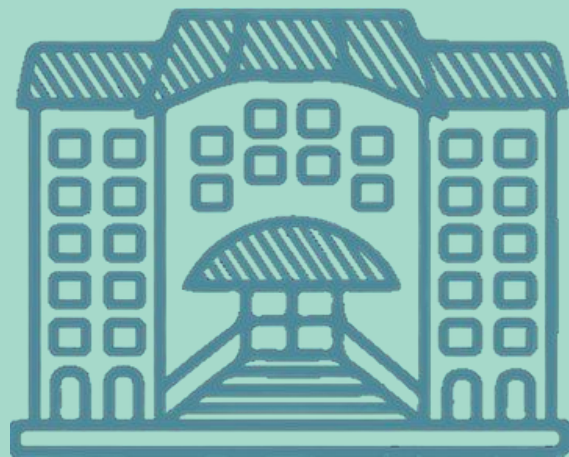
## Destination Development Takes Everyone!

- City Council
- City Manager's Office
- Visit McKinney
- Communications and Marketing
- Development Services
- Main Street
- MCD
- MEDC
- Parks and Recreation
- Local Residents



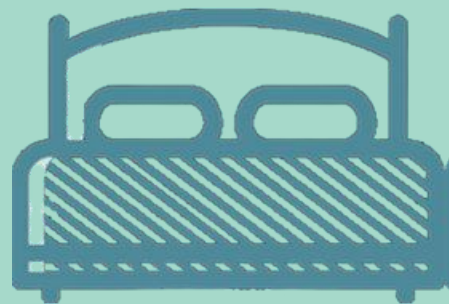
# Quick Facts

## Hotels and B&Bs



26

Hotels and  
B&Bs



1854

Sleeping  
Rooms



284

Short Term  
Rentals

## Venues



30

Meeting &  
Event Facilities



120k +

Sq. Ft. of Event  
Space



824

Max Group Size





# The Visit McKinney Planning Process

- Visit McKinney hired professional facilitator Alysia A. Cook, PCED, IOM with Opportunity Strategies LLC. to guide the discussion process.
- On February 28, 2023, the Visit McKinney Board, stakeholders, and staff met at the McKinney Performing Arts Center for a strategic planning workshop to begin strategizing for 2023 through 2025.
- The facilitator led the participants through a SWOT analysis, a brainstorming exercise called Start-Stop-Accelerate, discussions regarding desires and priorities for the next three years, then a development of and consensus on goals for 2023-2025.







# 2023-2025 Strategic Plan

## Vision

To be the most welcoming gem in all of Texas.

## Mission

To improve the economic vitality of McKinney by inviting others to visit, explore, and enjoy the many experiences our city has to offer.

## Core Values - R.I.S.E

Respect  
Integrity  
Service  
Excellence



# 2023-2025 Strategic Plan

## Goals

1

Support and Promote  
Events in McKinney

2

Create a Strategic  
Marketing Plan

3

Develop a Unified Tourism  
Plan with Strategic  
Partners

4

Become a Data-  
Focused Organization

5

Enhance Organizational  
Structure

6

Ensure Financial Growth  
of Visit McKinney



# Thank You!



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