



To: Visit McKinney Board

From: Dee-dee Guerra – Executive Director

Date: August 25, 2020

RE: Visit McKinney July 2020-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Staff:**
 - Simpleview kick-off meeting
 - Simpleview staff discovery meeting
- **Education/Webinars:**
 - **Beth: 3**
 - Webinar: Blogging for Travel & Tourism: A Roadmap for Success
 - TTA Webinar: How To Vet Influencers for Travel Campaigns
 - Film Friendly Webinar
 - **Dee-dee: 0**
 - **Marie: 0**
 - **Sabine: 5**
 - Organizational Development Training - Negotiation Skills 2020 with Dr. Picchioni
 - Organizational Development Training - WEBINAR: Taking Care of Our Brains with Dr. Doug Kiel
 - Organizational Development Training - WEBINAR: Getting Through Difficult Times Together, Session I - Higher Level Listening with LaShon Ross
 - Recording: Simpleview: "Localhood for Everyone featuring Signe Jungersted"
 - Recording: Dr. Picchioni's post-training film: "Nice Guys Finish First"
 - **Vanesa: 0**
- **Events/Services:**
 - Links – McKinney Chamber
- **Venue Calls: 3**
 1. Magnolia Grace
 2. Hidden Jewel
 3. Chestnut Square
- **Hotels:** Moved to once a month Zoom Call.

July 6: Phone call with Vanesa:

 1. Comfort Suites/Jessica:

July 7, 2020, @10am: Zoom Call:

 2. Sheraton/Beverly & Matty
 3. SpringHill Suites, Home 2/Casipia

4. Townplace Suites/Melissa
 5. The Neathery/Tiffany
 6. The Southern Chick/Monica & John
- July 14:** Phone call with Vanesa:
7. Hampton Inn/James

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: 2019-2020

HOT TAX collection reported by City:

- MOM 2020 vs. 2019 (19-Hotels & 8-B&B/VRBO reporting)
 - July 2020: \$110,415
 - July 2019: \$161,673
 - **-31.70%**
- **FY YOY**
 - Oct.- Jul. 2020: \$1,191,198
 - Oct.- Jul. 2019: \$1,389,439
 - **-14.27%**

ASSOCIATION/CORPORATE/SMERF COMPLETED in July 2020: TTL Room nights: 51; TTL Rev.: \$6,952

WEDDINGS COMPLETED-July 2020- Total rooms picked up: 51; Total revenue: \$6,952

*****Total room night loss for July: 80 Total revenue loss for July: \$8,960**

- Szotak Wedding – July 20, 2020
 - Grand Hotel – Total room nights: 20, Total Revenue: \$3,230
- Fachman/Lomen Wedding– July 25, 2020
 - Hampton Inn - Total room nights: 23, Total revenue: \$2,826
- Carmen Maloney – July 2020
 - Springhill Suites – No official pick up. (total rooms: 8/ bags delivered. Total Revenue: \$896)
 - Hampton Inn – no pickup. Hotel indicated no rooms were picked up from the room block, however, the rates dropped, and it is possible that guests booked directly online.
- Lindsey Slapa – July 2020, Rosemary Barn. Wedding has been postponed to 1-21-21.
 - July Loss: 20 room nights, \$2,200 revenue
- Sanderson/Dawsey – July 2020, The Springs. No pickup. They reduced the number of wedding guests. They postponed the wedding reception to January. They did not use hotels/B&B's or Air B&B's
- Rock/Clayton – July 2020, Cancelled. Block was at Sheraton
 - July Loss = 40 room nights, \$4,560 revenue
- Morrison/Wilkerson – July 2020, Cancelled. Block was at Sheraton
 - July Loss = 20 room nights, \$2,200 revenue

ASSOCIATION/CORPORATE/SMERF COMPLETED in July 2020: TTL Room nights: 0 ; TTL Rev.\$ 0

- Assoc./Corp. HOTEL ROOMS- TTL Room nights: , TTL Revenue: \$
- SMERF HOTEL ROOMS- TTL Room nights: 0; TTL Revenue: \$ 0
 - Quinceanera – Gabriella, July 24, 2020. Block at Sheraton. Postponed to June 2021
 - July Loss: 10 room nights, \$1,140 revenue
- Sports HOTEL ROOMS- TTL Room nights: 0; TTL Rev.: \$ 0

Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls:

Sales Calls: 775

- Association/Corporate: 421
 - Available Upon Request
- SMERF: 348
 - Available Upon Request
- McKinney Top 25: McKinney Corporate: 6
 - PPC Flexible Packaging (Formerly Popular Ink):
 - 7/20/20-Emailed Dru to check-in and see if they need anything.
 - 7/22/20-Left Dru a voicemail.
 - Lone Star Reel:
 - 7/20/20 Reached out to Lindsey to see how they are doing and if they need anything.
 - 7/21/20 Linsey replied that they are super busy. They aren't traveling or having any meetings.
 - Vazata:
 - 7/20/20-Sent Karen an email to check in on her.
 - SBG Hospitality:
 - 7/15/20-Emailed w/ Lauren Stephan SBG Hospitality re Sponsorship Package to the Hotels for McKinney Wine Festival-Sending me pkg info to forward to the hoteliers.
 - 7/22/20-Followed up with Lauren re Sponsorship package.
 - Cirrus Air Craft:
 - Needed a table & chairs Vendor-gave them a local vendor.
 - Spoons Café:
 - 7/20/20-Grant Info. Expansion-MEDC/Gants-MCDC
 - 7/22/20-Lucky 13

VISIT MCKINNEY Calendar of Events 2020-2024:

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.**

***Note: GlobeLife-formerly Torchmark**

2020				
Month	Group	Venue	Room Nights	Attendance
July				
7/2020 or 9/2020	Texas Workforce Commission	Sheraton	10-20	750
7/12-14/20	Globelife FHL 201	Sheraton	60	20
7/14-17/20	Globelife FHL 101	Sheraton	105	35
7/19-22/20	Globelife LNL LA 101	Sheraton	120	40
July-Sept W-F Pattern, 10 rooms/20 room nights. Two day	Texas Workforce Commission	Sheraton	40	750
August				
8/2-5/20	Globelife AIL LA 101	Sheraton	300	100
8/16-20/20	Globelife LNL 101	Sheraton	40	20
September				
8/31/20-9/3/20	Globelife AIL LA 201	Sheraton	120	40
9/10-12/20	Simpson Strongtie	Springhill Suites	160	80
9/13-16/20	Globelife LNL 301	Sheraton	75	25
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
October				
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
November				
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
January				
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
September				
9/2021	TX Assoc. Of Education for Young Children Annual Conf.	Sheraton	300	150
October				
10/2021	T.E.A.C.H	Sheraton	180	90
November				
December				
12/2021	Lone Star Justice Alliance	Sheraton	150	75
2021	Libertarian Party of Texas	Sheraton	220	110

2022				
Month	Group	Venue	Room Nights	Attendance
February				
2/2022	Council of Administration of Special Education-Hybrid Conference	Sheraton	N/A	124
October				
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
December				
12/2022	Lone Star Justice Alliance	Sheraton	150	75

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:

- **July 2020 Gross Sales \$ 595.85**
 - **Rent check \$355.00**

Visitors: FYTD Total (Oct.'19– Sept. '20): 2,711

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

- Out of State: (not trackable)
- Out of Country: (not trackable)
- Texas Residents: (not trackable)
- McKinney Residents: (not trackable)
- Register Total: (not trackable)
- Ticker Counter: 159

Day Trips- 0

- N/A

RFP's: 21 (0-Association, 0-Corporate, 21-Weddings, 0-Social, 0-Religious, 0-Sports)

Association: 0

Corporate: 0

SMERF: 0

Sports: (all Sports RFP's are lost business – McKinney does not have venues/hotels large enough to accommodate)

Religious: 0

Weddings: 21

1. Molly Hightower, January 2, 2020 – Magnolia Grace
2. Cathy Trinh, February 28, 2021 – Magnolia Grace
3. Andrew Brown, April 17, 2021 - Magnolia Grace
4. Kathryn Vela, April 25, 2021 – Magnolia Grace
5. Megan Jordon, June 12, 2021 – Rustic Grace
6. Randi Cole – June 19, 2021 – Magnolia Grace
7. Brittney Larocca – October 16, 2021 – Magnolia Grace
8. Beth Walker – October 10, 2020 – Cotton Mill
9. Sequoia Grant – December 2020 – Stone Crest
10. Stasia Milam – November 24, 2020 – Magnolia Grace
11. Natalie Bvendventura – October 30, 2020, or 2021 – Magnolia Grace
12. Hannah Wilson – Date TBD – Magnolia Grace
13. Brelayshia Hodges – Date TBD – Magnolia Grace
14. Ashley Lester – November 2021 – Magnolia Grace
15. Ivy Alexander – December 2020 – Magnolia Grace
16. Lindsay Rylan – October 23, 2020 – Magnolia Grace
17. Hannah McAfee – August 23, 2020 – Magnolia Grace
18. Danielle Faulkner – March 27, 2021 – Magnolia Grace
19. Ashley Sackinger – April 17, 2021 – Magnolia Grace
20. Victoria Nicholson – October 2021 – Magnolia Grace
21. Madison Krell – October 10, 2021 – Magnolia Grace

Site Visits: 1

1. Dallas Chess Club – Luis Salinas & Barbara Swofford. Visited the Sheraton

Ongoing Prospects: 29 (SMERF-2-Social, Military, Education, 1-Religious, & Fraternal); 24-Weddings; 2 -Sports; 0-Day Trips)

SMERF: 3

1. Cottonwood Creek Women's Conference – September 19, 2020
2. Library Conference, KOHA – September 21-27, 2020 (The Grand & MPAC) – Postponed UFN/TBD
3. The 99's – October 16-19, 2020 (The Sheraton)

Sports: 2

1. Solar Soccer Club – Premier Club Tournament, August 7-9, 2020 at Craig Ranch. Secured blocks at Holiday Inn Express: 60 room nights, Revenue Potential: \$ & Springhill Suites: 60 room nights, Revenue Potential: \$8,040
2. Turlaxin Lacrosse – October 17-Nov 1, 2020

Weddings: 24

1. Erin Horomanski – August 2020, Stone Crest
2. Christie Astle, September 2020, The Springs
3. Madison Sweet, September 5, 2020 – Rosemary Barn
4. Sharon Rush (MOB), October 10, 2020 – Avalon Legacy
5. Natalie Buendventura Wedding, October 30, 2020 (or 2021 due to COVID) – Magnolia Grace
6. Stasia Milam Wedding, November 24, 2020 – Magnolia Grace
7. Ashley Lester Wedding, November 21, 2020 – Magnolia Grace
8. Jordan Roach – November 2020, - Magnolia Grace
9. Michael Herring, November 2020 – Springs (this was a May wedding that was postponed)
10. Jessica Seay – December 2020 – Rustic Grace
11. Marquine Malone, December 17, 2020 – Springs
12. Bethany Mawman, date not secured at the time of discussion – Springs
13. Darcy Thompson (MOB), January 17, 2021 – Magnolia Grace
14. Molly Hightower Wedding, January 2, 2021- Magnolia Grace
15. Cathy Trinh Wedding, February 29, 2021 – Magnolia Grace
16. Andrew Brown Wedding, April 17, 2021 – Magnolia Grace
17. Alyssa Wasilewski, April 2021 – Reception only
18. Katheryn Vela Wedding, April 25, 20201 – Magnolia Grace
19. Marc Cholak, February 27, 2021 – Springs
20. Sara Redfearn, February 2021 – Springs
21. Maren Holyoak, May 2021 – Magnolia Grace
22. Randi Cole Wedding, June 19, 2021- Magnolia Grace
23. Megan Jordon, June 12, 2021 – Rustic Grace
24. Brittney Larocca Wedding, October 16, 2021 – Magnolia Grace

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: 210

Mailing Leads Processed: 76

- Tour Texas-76

Top Five States requesting information:

- Texas
- California
- Illinois
- Oregon
- Arizona

Advertising/Marketing/Media

***Special note:** The RediscoverAmerica.com website sent 51 people to our site and BubbleLife.com sent 87.*

Blogs (Top 5) for JULY 2020:

YOLO TX - 179

NTTA - 132

Romantic Getaway (Our Sweet Adventures) – 98

Blog Home page - 52

What to Expect when traveling to McKinney during COVID - 24

BLOG VISITS - FY 19-20	
Month	Sessions
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
FY 19-20	3,957

JULY 2020 Homepage News Flash buttons (Top 5): 326

Romantic Getaway - 101

Weekend Update – 100

We're Open video – 49

YOLO – 44

Daytripper - 32

JULY 2020 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Submitted ads for TSAE website
- Created/submitted ads for the three high school sports programs
- Submitted ad to DFW Map (Certified Folder)

JULY 2020 -Ad Landing Pages	
Fort Hood	1
McKinney High Lions	1
MNHS Bulldogs	2
Boyd Broncos	2
Tennis (SDM ad)	7
Ride Texas	1
Texas Highways	1
Talk 360 Business	1
TSAE	1
TOTAL	17

Additional pages created for groups and tracking for KPIs

- MEDIA HUB for access to photos – 8
- KPIs – 1

JULY 2020 – MPG Page Views	
Main Page	16
RFP	6
RFP Form	4
Wedding Venues/Videos	41
Sports Planning	16
Group Services	4
Tour Options/Itineraries	109
TOTAL:	196

JULY Pgs. Created for groups	
DCI	20
D2 Football	5
Yarn Crawl	4
Turlaxin	5
TOTAL:	34

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
TOTALS	850	N/A	1,091,513	6,344,218	33,868,224

TWITTER – JULY 2020	
Total Followers	5,599
NEW Followers	34
Tweets	33
Tweet Impressions	17.1
Profile Visits	124
Mentions	42

INSTAGRAM – JULY 2020	
Total Followers	
From 2018-19	2,341
Oct. 2019	109
Nov. 2019	53
Dec. 2019	64
Jan. 2020	89
Feb. 2020	93
Mar. 2020	75
Apr. 2020	92
May 2020	109
Jun. 2020	139
Jul. 2020	129
TOTAL	3,293

YOUTUBE - 2019 2020		
YOUTUBE	Views	Subscribers
Historical #s	9,242	49
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
TOTAL	12,984	60

Google Bus. Pg. - JULY 2020		
<i>Month</i>	<i>Page Views</i>	<i>Web visits</i>
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
TOTAL	26,545	254

WEBSITE NUMBERS – JULY 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
FY 19-20	39,942	82,589	33,761

JULY.2020	Users
Mobile	1,473
Desktop	1,083
Tablet	95
TOTAL	2,651

JULY 2020 - TOP WEB PAGES

Page	Pageviews	Unique Page Views
Home page	1569	1277
Calendar main page – July	324	262
Blog – YOLO TX	179	139
Visitors Guide	149	114
Shopping in McKinney	147	134
NTTA blog	132	111
Dining in McKinney	117	85
Weekend Update home page button	100	81
Explore	99	77
Romantic Weekend Getaway Blog	98	84
Daytrippin' in McKinney	88	69
Dining & Nightlife	84	62
Monthly/Annual Events	83	72
B&B directory	80	67
Events	72	58
Home Pg Button: Romantic Weekend	71	64
Towne Lake Recreation Area	68	60
Calendar Main page August	66	49
About McKinney	62	47

Galleries	58	46
Dining Special Offers	58	51
Shelter at Home Fun	55	47
Parks/Trail Map	52	46
Shopping	48	43
Accommodations	47	41

Top Countries – JULY 2020

Country Breakdown	Users	New Users	Sessions
United States	2550	2455	2992
Germany	18	18	19
Canada	12	10	15
Philippines	10	9	11
India	9	9	9
United Kingdom	6	6	7
Australia	3	3	3
S. Korea	3	3	3
Nigeria	3	3	4
Puerto Rico	3	3	5

Top States – JULY 2020

State Breakdown	Users	New Users	Sessions
Texas	1939	1850	2318
California	96	94	107
(not set)	62	62	62
Virginia	59	59	60
Illinois	29	27	33
Oklahoma	26	26	31
Arizona	25	25	34
Florida	24	21	27
Georgia	18	17	20
Missouri	18	18	18

Top Cities – JULY 2020

City Breakdown	Users	New Users	Sessions
McKinney	726	667	935
Dallas	385	359	416
Allen	72	70	77
Plano	70	68	76
Houston	59	57	68
Frisco	53	48	56
San Antonio	35	32	45
Fort Worth	32	32	34
Prosper	32	29	35
Austin	28	26	31

CROWDRIFT – JULY 2020		
Gallery	Interactions	Views
Dining	1	88
History (Downtown)	0	59
Home Gallery	78	601
Explore McKinney	43	60
Being Social	0	0
Events	10	106
Weddings in McK	3	30
Shopping in McK	3	40
TOTAL	138	984

MEDIA HUB		
Month	Downloads	Requests
JUNE.2020	73	44
JULY.2020	8	8
FY 19-20	81	52

VISIT WIDGET - JULY 2020				
	Users	Sessions	Page Views	New Downloads
Widget	39	41	130	
<i>Desktop</i>	32	34	103	
<i>Mobile</i>	7	7	27	
Mobile APP	119	88	467	
<i>App-iOS</i>	87	62	347	16
<i>App-Android</i>	32	26	120	7
TOTAL	158	129	597	23

FREE PUBLICITY:

FY 19-20	Budgeted Amount
Adv. & Promo TTL	\$ 186,167

JULY 2020 - Free Media Coverage for Visit McKinney

Publication/ station	Article/Topic/Writer	Print	Web &/or Broadcast Value	PR Value	Impressions /Reach
KERA July 4 - 12 stations	Daytripper McKinney episode	\$0	\$165,237	\$495,711	400,000
CW-TV	YOLO TX - Downtown McKinney	\$0	\$5,050	\$15,150	100,000
Courier	Music Festival article	\$1,428	\$750	\$6,534	70,000
Bubble Life	Shared postings/articles 4 times	\$0	\$3,000	\$9,000	300,000
TOTALS		\$1,428	\$174,037	\$526,395	870,000
FY 19-20 Totals		\$34,696	\$401,692	\$1,311,413	9,586,134

I didn't include Rediscover America or Influencer Magazine yet – will do next month – because I'm waiting to hear value and reach.

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

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%	
August	56.22%	63.86%	76.00%	72.64%	70.90%	
September	56.43%	72.50%	N/A	78.98%	75.40%	

TOTAL LOST BUSINESS: 16 Groups; Lost Revenue: \$33,777,595**Association /Corporate Lost Business: 14 Groups; Lost Revenue: \$33,764,500**

Dates	Group	Hotel/Venue	Room nights	Attendance	Lost Business Revenue \$
April 2022	Texas Air Conditioning Contractors Assn	Sheraton Use 70,000sf Exhibit Hall	1,200	600	\$316,000
June 2022	Assn of Texas EMS Professionals	Sheraton Not enough b/out rooms under 1-roof	2,800	1,400	\$457,000
March 2023	Texas & Southwest Cattle Raisers Assn	Sheraton Too Large	8,600	4,300	\$1,714,000
Jan 2022	Texas Assn of School Administrators	Sheraton Too Large	12,000	4,000	\$2,370,000
Mar 2023	Texas Association of School Business Officials	Sheraton Too Large	12,000	3,000	\$2,370,000
February 2023	Texas Music Educators Assn	Sheraton Too Large	87,000	29,000	\$16,630,000
March 2023	Texas State Teachers Assn	Sheraton Too Large	14,000	14,000	\$2,620,000
October 2023	Hospitality Finance & Technology Professionals	Sheraton Too Large	5,000	2,500	\$1,040,000
March 2022	Precast Concrete Manufacturers Assn of Texas – Precast Show	Sheraton Need 100,000sf exhibit hall	8,000	4,000	\$1,620,000
Feb 2022	Texas Wine & Grape Growers Assn	Sheraton Too Large	1,300	800	\$292,000
Spring 2023	National Sorghum Producers	Sheraton Too large	16,000	8,000	\$3,050,000
July 2023	Texas Poultry Federation	Sheraton Too large	1,500	500	\$337,500
April 2023	Texas International Produce Assn	Sheraton Too large	1,800	1,200	\$412,000
February 2022	Texas Counseling Assn – Professional School Counselors Conference	Sheraton Too large	2,400	1,200	\$536,000
			173,600	74,500	\$33,764,500

McKinney Corporate: 1 Group; Lost Revenue: \$ 1,485

Dates	Group	Hotel/Venue	Total Room Nights	Attendance	Lost Business Revenue \$
6/2-4/20	Emerson	Holiday Inn	15	30	\$1,485
Totals			15	30	\$1,485

SMERF: Total: 1 Groups; Lost Revenue: \$ 11,610

Dates	Group	Hotel/Venue	Total Room nights	Attendance	Lost Business Revenue \$
9/21-27/20	Library Conference, KOHA	The Grand & MPAC Postponed UFN/TBD	90	90	\$11,610
Total			90	90	\$11,610

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