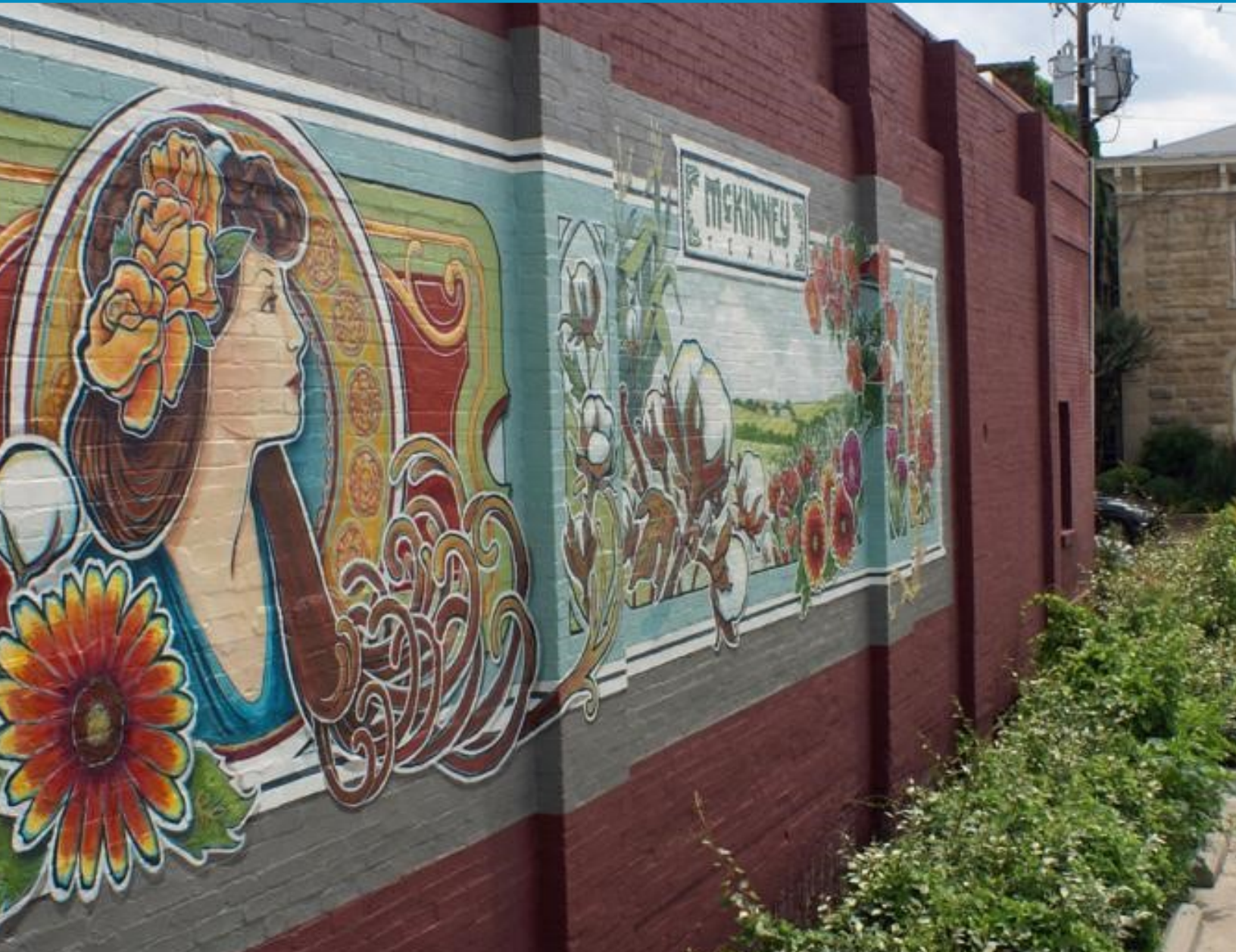


visit
MCKINNEY
..... TEXAS



STRATEGIC PLAN
FY 2020-21

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THE GLOBAL PANDEMIC'S EVER-CHANGING IMPACTS ON TOURISM

This Strategic Plan for Visit McKinney's FY 2020-21 provides a blueprint by which the Visit McKinney team carries out the business of selling and promoting McKinney as a premier destination. Unlike any previous year's strategic plans, the plan for FY 2020-21 is being developed while the world is dealing with the Coronavirus global pandemic, an event that is negatively impacting the world's economy, leaving every industry reeling from the ever-changing and constantly moving target of an unseen return to "normal."

The tourism industry has been inexplicably and unpredictably changed ... for how long, there is no way to know or predict. World travel organizations felt the effects from Day One of the onset of this pandemic, starting with worldwide travel shut downs and border closures, continuing through business closures, the cancellation of every event and meeting around the globe, and health and safety restrictions that change on a daily basis. We have since witnessed the threat of permanent closures of venues, restaurants, hotels, and other businesses, many of which we could ultimately lose permanently. We have seen a mass migration from in-person meetings to online live-streamed events that could, when the dust settles from the pandemic, prove to be a more cost-effective way to conduct business. In order to prevent massive losses from this potentially permanent change, the travel industry is quickly and creatively finding new ways to stay relevant and to keep our destinations in the minds of our potential visitors with the hopes that they will return to our cities' meeting and event venues, hotels, and attractions when travel becomes safe and commonplace again.

The following plan is subject to change based on shifts in the meetings industry and leisure travel. Marketing and sales goals and strategies are included based on previous budget planning, with the knowledge that adjustments will no doubt be necessary. Funds allocated for events, travel, training, and marketing campaigns that are cancelled or altered may be re-appropriated as other opportunities arise and as deemed necessary and appropriate by the Visit McKinney Board of Directors and staff.



Core Purpose

To promote McKinney in order to attract visitors and travelers.

Mission Statement

To generate economic impact by influencing event planners and leisure and corporate travelers to choose McKinney as their destination.



VISIT MCKINNEY BOARD OF DIRECTORS



Bryan Perkins
Chair



Connie Gibson
Co-Chair



Jim Bressler
Board Member



Michelle Gamble
Board Member



Vince Vittatoo
Board Member



Jon Dell'Antonia
Board Member



Sally Huggins
Board Member



Tamra Gaines
Alternate

CITY COUNCIL LIAISONS



Rick Franklin
Councilman



Charlie Phillips
Councilman

VISIT MCKINNEY STAFF



Dee-dee Guerra
Executive Director



Beth Shumate
Communications
Manager



Vanesa Rhodes
Sales Manager
SMERF/Gov./Sports



Marie Woodard
Sales Manager
Corporate/Assoc.



Sabine Smith
Administrative
Assistant



Sue Davis
Part-Time Staff
Assistant

R.I.S.E. PHILOSOPHY & VISION

Building Relationships to Foster Trust

Visit McKinney staff follows the City of McKinney's "R.I.S.E." philosophy and vision. Like city leadership and staff, we believe that our success is built on healthy relationships that foster trust; relationships result in a strong and resilient community.

Achieving this vision requires employees to go beyond just doing our jobs. Instead, we must go the extra mile to intentionally build meaningful working relationships, to serve, protect, design, and represent in ways that foster relationships, to thrive in the community.



**Our work
is driven
by our
values.**

Respect. We support a healthy work environment.

- We value and respect each other.
- We are loyal, dependable, and empathetic teammates.
- We embrace inclusion, diversity, fairness, and open communication.
- We are trusted by our leaders to use judgment, take risks, and make decisions.
- We foster a family-oriented culture that includes understanding, support, balance, and fun.

Integrity. We model ethical behavior.

- We are honest.
- We do the right thing, always.
- We are open and transparent in our words and actions.
- We hold ourselves and co-workers accountable to high ethical standards.
- We appropriately question actions that may be inconsistent with our core values.
- We are committed to building and maintaining trust in one another and our community.

Service. We are selfless public servants.

- We serve and help others.
- We are caring and compassionate.
- We treat everyone the way we wish to be treated.
- We deliver exceptional service to internal and external customers.
- We are led by servant leaders, at all levels, who care about and support us.
- We never forget that we exist to make McKinney a better place to live, work and raise a family.

Excellence. We are competent and dedicated.

- We pursue excellence.
- We search for opportunities to learn and grow.
- We are accountable for our work and always do our very best.
- We are given challenging work by leaders who empower and support us.
- We are responsible stewards who embrace innovation, efficiency, and improvement.
- We are a unified team that supports the goals and vision established by our elected officials.

INTRODUCTION

The elements that established the McKinney community from its very beginnings are the same that continue to attract residents, visitors, and businesses to our community today. A charming historic downtown, beautiful tree-lined streets, a robust business environment, a strong sense of community and authenticity as well as diverse residential neighborhoods and outstanding educational opportunities make McKinney truly stand out from its neighboring cities in North Texas.



Located just 30 miles north of downtown Dallas, McKinney is a picturesque city with a small-town feel and pace that is quite different from the Metroplex's urban sprawl. Our friendly charm, lush nature spaces, and comfortable pace belie the fact that McKinney, with a population of roughly 200,000 (as of January 2020), is one of the fastest-growing cities in America. With a historic downtown that is rich in heritage and culture, miles of hike and bike trails, park, and open spaces, and thriving music, arts, and foodie communities, McKinney offers a vast assortment of activities for both visitors and residents to experience and enjoy.

The 2020-21 Strategic Plan describes Visit McKinney's purpose and mission, S.W.O.T. analysis, and planned/budgeted sales, promotional, and marketing activities. The following is an active document, not simply a historical or situational analysis and as such, is subject to change. This document possesses a flexibility that will allow the Visit McKinney Board and staff to change or adopt new strategies and marketing directions as needed, something that will no doubt be taking place over the next year in light of the COVID-19 Pandemic. This allows the organization to keep up-to-date on all changes in the marketplace and thereby develop those strategies which will be most effective in securing the greatest possible tourism market share for McKinney.

S STRENGTHS

- ◆ **MAJOR STRENGTH:** Drivable destination when road trips are a growing trend moving forward for a while in the future
- ◆ Launch of a new website to promote McKinney by a company specializing in DMOs. This change is being made:
 - ◇ To better align with our current/future marketing goals;
 - ◇ To create a better user experience on the front end and for staff administrators on the back end; and
 - ◇ To improve our conversion of visitor-to-buyer.
- ◆ Film Friendly City and Music Friendly Community designations
- ◆ Limited-service hotels are holding their own during COVID
- ◆ “Select”/traveling sports groups are still playing tournaments
- ◆ Positive image/continuing good media on McKinney as a destination
- ◆ Working relationships between Visit McKinney, Texas government, and tourism entities
- ◆ Solid working relationship with MISD Athletic Department
- ◆ Available and growing tour options to offer leisure visitors & groups
- ◆ Good reputation of Visit McKinney's brand of hospitality and service with our clients (good word of mouth in working with us)
- ◆ Fully-engaged, experienced, and respected staff and Board
- ◆ Location and accessibility of the city to major highways and airports
- ◆ Natural beauty of the city's landscape
- ◆ Picturesque and vibrant downtown square that is highly marketable
- ◆ Cooperative marketing culture between city entities and partners

O OPPORTUNITIES

- ◆ Partnerships with Chamber and McKinney Economic Development Corp. in doing sales calls/relationship building with local companies
- ◆ Leverage growing corporate climate and areas of potential development within the city
- ◆ Way-finding signage opportunities throughout city to increase visibility for tourists
- ◆ Amateur sports and recreation facilities including expansion of The Courts Tennis Center and attraction of sports events of regional and national focus (NCAA, Drum Corps International, Byron Nelson, etc.)
- ◆ Greater attraction of conventions and meetings to McKinney with development of full-service hotels and venues
- ◆ Continued city development of McKinney National Airport to attract more national and international business growth
- ◆ Continue to identify and leverage co-op marketing and advertising opportunities with city partners
- ◆ Pursuit of state designation of Tennis Capital of North Texas
- ◆ Growth of relationships with social media and blog influencers to help with promotion of McKinney to younger demographic
- ◆ Pursue more state travel and public television programs such as BBQquest and Texas Country Reporter
- ◆ New TUPPS brewery and venue development east of Highway 5
- ◆ New development at Hub 121/District 121 in Craig Ranch



W WEAKNESSES

- ◆ Lack of full-service hotels and conference venues with walkability to dining/entertainment options (aside from The Grand Hotel in downtown McKinney)
- ◆ Lack of public transportation and shuttle options in city
- ◆ Lack of entertainment options and attractions in the city to sell to meetings clients
- ◆ Limited number of full-service hotels or resorts that can accommodate larger conferences/events
- ◆ City partners' lack of recognition and value placed on the Visit McKinney organization and the positive economic impact it generates for the city
- ◆ Slow growth of commercial and corporate development in the city
- ◆ Lack of concert hall, auditorium, or performance center large enough for events visitors would want
- ◆ Lack of entertainment options for younger kids aside from parks, the Heard Museum, and Urban Air Trampoline Park

T THREATS

- ◆ **MAJOR THREAT:** Unknown impact of COVID-19 on the tourism industry worldwide
- ◆ National and local racial tensions
- ◆ Out-of-balance growth between residential areas and commercial properties
- ◆ Slow commercial development of new visitor-friendly attractions, restaurants, etc.
- ◆ Neighboring cities' aggressive commercial growth strategies including their more timely development of attractions, hotels and entertainment districts including the number and quality of hotels and meeting facilities
- ◆ Neighboring cities' tourism budgets greatly exceed that of Visit McKinney

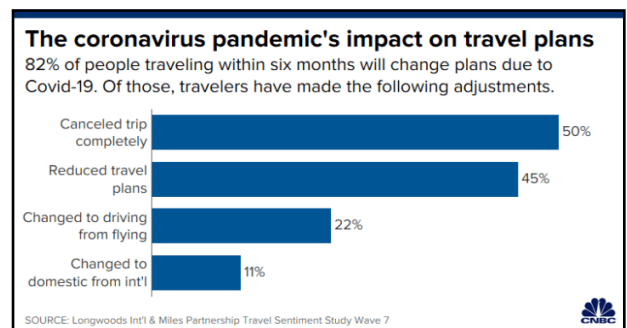
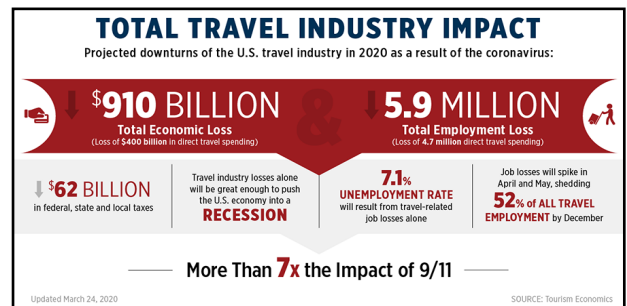
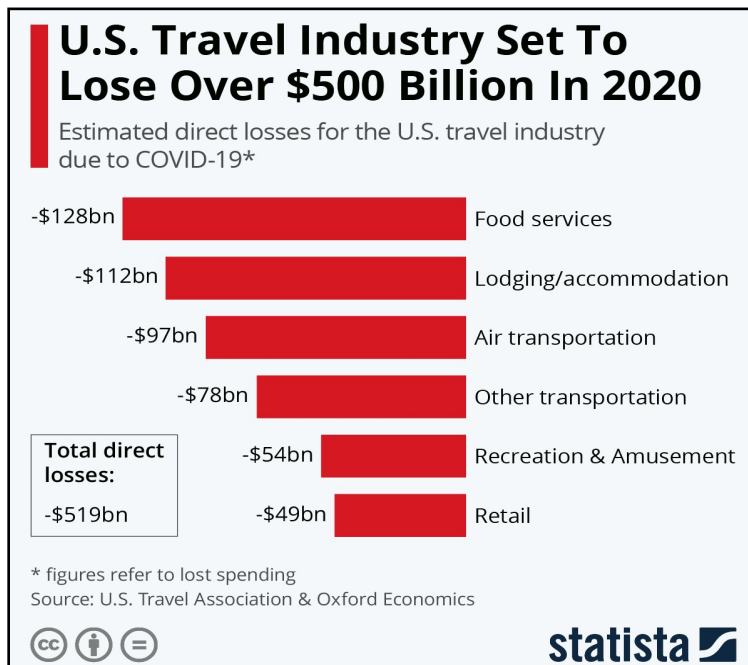
Disclaimer: Any of the SWOT analysis business aspects here are subject to change at any time due to rapidly shifting global and national health and political factors.

Tourism is one of the largest industries in the state of Texas, at least until the onset of the COVID global pandemic. This section of our Strategic Plan usually contains a narrative containing facts and figures pertaining to the most recent year of travel spending, which this year would be 2019. Over the past many years, these numbers have been trending up. However, with the global pandemic hitting absolutely every industry in the world, with the travel and tourism industry being especially hard hit, any numbers we post here are thoroughly outdated and no longer pertinent even as a guideline of any form of forecast.



In past years, only oil and gas production and related manufacturing surpassed tourism in gross domestic product (GDP). From the latest news, these industries are also completely in flux as of the development of this Strategic Plan.

All numbers reflecting COVID-19's effect on the tourism industry in the following illustrations are merely predictions. With this in mind, please refer to the infographics below, created from late March to mid-May of 2020 as the Coronavirus was seriously taking hold, that indicate the pandemic's effect on U.S. travel.



The Local Effect So Far

As of this writing, several businesses have already closed from drastic or complete revenue loss due to mandated shutdowns. These are being monitored by DMOs, Chambers, and the Governor's Strike Force.

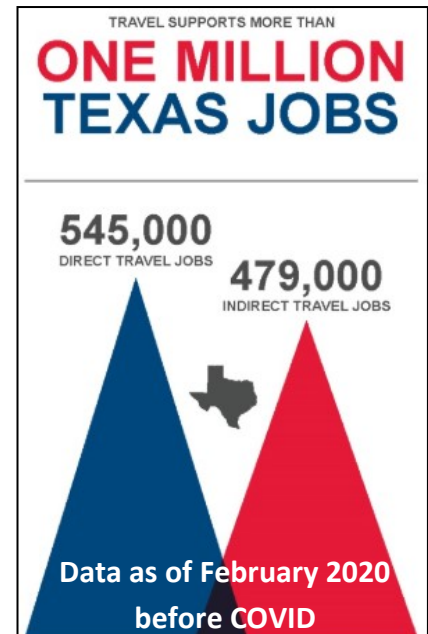
The Bright Spot for Texas & McKinney

As travel begins again, we are seeing more people looking to take road trips not too far from home. For the foreseeable future, travel may mean a shift to driving over flying and an increase in use of travel insurance and personal travel advisors. However, some predict travelers may choose vacation rentals over hotels, which would also hurt the tourism industry.

In past years, the Texas Travel Alliance (TTA) and the Texas Hotel & Lodging Association (THLA) successfully opposed the following that would have adversely affected Texas's travel industry:

- ◆ Every state hotel tax increase that was opposed by the industry.
- ◆ Detrimental surcharges and fees against hotel nights.
- ◆ Burdensome facility, personnel & operational requirements.
- ◆ Non-tourism uses of the local hotel tax
- ◆ Preemption of local short-term rental ordinances.

Like the financial status of tourism in Texas and McKinney, the exact legislative issues to be addressed by the Texas Travel Alliance (TTA) and Texas DMO personnel are uncertain at this time. Because COVID knocked out direct and indirect travel jobs across the state, it is safe to assume that employment and financial damage from COVID will be major issues for with legislators during the 2021 legislative session.



Since February 2020, the U.S. leisure and hospitality industry has lost 4.8 million jobs, and in the Dallas-Fort Worth area, employment in the tourism industry have seen employment decline nearly 40 percent year-over-year in April. The good news is that a preliminary June estimate from the U.S. Bureau of Labor Statistics shows a slight bounce-back in hospitality employment, putting the actual decline at 18 percent as we started July 2020.

All of businesses directly related to the Texas travel and hospitality industry have suffered loss of income, staff, and consumers, including:

- ◆ Hotels
- ◆ Bars
- ◆ Music & Event Venues
- ◆ Restaurants

Some of the above are at great risk of closure this fall or in some cases, they have laid off large portions of their staffs. Until the economy begins to heal, which for the tourism industry is predicted to take a minimum of two to three years, we will most likely see even more loss for these types of businesses.

TTA Town Hall Meetings

TTA holds town hall meetings around the state in order to keep members apprised of issues facing the state. Members are also able to share issues in their cities. TTA had to cancel its 2020 in-person town hall meetings through September of 2020, but do have a virtual one planned on November 30, 2020. Hopefully there will be more information on the legislative issues for 2021 discussed at this time.



The sales plan detailed here is based on best-case scenarios and is subject to change due to COVID-related travel restrictions and/or cancellations. The intent is to stay ahead of the curve in booking future business into McKinney hotels and venues.

DEE-DEE

Sales Focus:
McKinney Area
Corporations



This year with the Business Retention and Expansion Program joint calls commencing with the Chamber and McKinney Economic Development Corporation, the focus for McKinney Corporate will be to bring back to the city any hotel room nights that have been leaving McKinney for our sister-cities, find out who the key contact is in our local Corporate Market, and start building long lasting relationships. The calls will also be used as an opportunity to educate them on the services Visit McKinney provides to our Corporate partners. The following activities will take place as able due to any necessary COVID rescheduling:

- ◆ **24 sales calls per year**
 - ◇ Two calls a month/24 per year on McKinney's top companies and employers including the City of McKinney (other than Parks & Rec) and McKinney ISD
- ◆ Prospect for contacts and develop McKinney Corporate accounts
- ◆ Joint Monthly Sales Calls with MEDC (BREP) & Chamber
- ◆ Round tables with MEDC (BREP) & Chamber

THE SALES TEAM promotes McKinney as the choice for corporate, association, social, military, education, religious, fraternal and government meetings, and sports event as well as promoting McKinney as a top wedding destination.

VANESA

Sales Focus:
SMERF
(Social, Military,
Education,
Religious,
Fraternal),
Weddings and
Government



SMERF has always been our priority because weddings (social) are a huge part of what brings room nights to McKinney. We will continue to attend dedicated SMERF tradeshows and focus on bringing in tour operators and day groups to McKinney. With a remote (based in the Austin area) salesperson now onboard, we will have more opportunities for focus on Military, Education, Religious, Fraternal, and Government markets and weddings.

- ◆ **1440 calls per year**
 - ◇ 30 calls per week/120 per month
- ◆ Attend Board Meetings
- ◆ Networking
 - ◇ McKinney Chamber-Links: 2 per month
 - ◇ Anna Chamber: 1 x per month
 - ◇ Connection Network: 1 x per month
 - ◇ DFW Vendors Luncheon: 1 x per month
- ◆ Travel & Trade Shows (if being held)
 - ◇ Connect Tour Specialty
 - ◇ Religious Meeting & Events
 - ◇ ABA
 - ◇ TIC Sales Blitz
 - ◇ TIC hosted Open House (Red River Rivalry, etc.)
 - ◇ Bridal shows
 - ◇ Sports Tournaments
 - ◇ SBG Hospitality Events
- ◆ ROI
 - ◇ Leads
 - ◇ Confirmed Bookings
 - ◇ Room nights from bookings

MARIE

Sales Focus:
(Based in
Austin)
Associations
& Corporate



In the past, it was a significant challenge for Visit McKinney staff to be able to dedicate enough of a focus on the Associations or external Corporate market outside of the McKinney area. This new sales position, based out of the Austin area, was added to the budget and was staffed in March 2020. This will allow McKinney to focus more on building relationships with these capitol-based meeting planners and attend networking opportunities that are provided by the association and corporate markets in Dallas, Houston, Austin, and San Antonio. The salesperson will continue to attend tradeshows that have been identified for small market meetings which fall between 50-250 attendees.

- ◆ **1440 calls per year**
 - ◇ 30 calls per week/120 per month
- ◆ Attend Board Meetings
- ◆ Year 1-Quarterly Calls w/E.D. Guerra
- ◆ BI-Weekly Progress Calls w/E.D.
- ◆ When in Dallas reach out to Hotels, Venues, and Attractions for updates
- ◆ Travel & Tradeshows (if being held)
 - ◇ Destination TX
 - ◇ Connect Assoc. & Corp.Tradeshow
 - ◇ DFWAE
 - ◇ MPI-Austin
 - ◇ TSAE
 - ◇ Rendezvous South
 - ◇ Select Traveler
 - ◇ Small Market Meetings
 - ◇ TACVB Sales Blitz
- ◆ ROI
 - ◇ Leads
 - ◇ Confirmed Bookings
 - ◇ Room nights from bookings

Visit McKinney's Core Purpose is to attract visitors to McKinney.

The goal for the Communications Manager is to negotiate buys in publications and social media avenues that are well-suited to promote small markets like McKinney, and to build relationships with these advertising salespeople. This position markets and sells McKinney by building our social media presence, and maintaining and growing our website to include those aspects of McKinney that are most marketable and that potential visitors are seeking. Also under this position's responsibility is pitching story ideas that will be picked up by print, broadcast and digital media at no cost to Visit McKinney as well as identifying and vetting travel writers and influencers, negotiating contracts, and setting up itineraries, entertainment, meals, and lodging for them. The Communications Manager is also responsible for identifying and driving the efforts toward state designations (such as Film Friendly, received in 2019, and Music Friendly in 2020), and serves as the McKinney Music Office liaison to the MMO Advisory Board and the Texas Music Office. *

BETH

Marketing,
Advertising and
Promotion of leisure
travel and to
support sales staff
for meeting
planning niches



** denotes advertising effort that includes online component

** Efforts subject to change due to COVID travel restrictions, publication cancellations, and anything affecting support for the sales team.*

OVER-ARCHING MARKETING VEHICLES

- ◆ Visitors guide
- ◆ New Website – working with Simpleview and having support from Visit McKinney Administrative Assistant
- ◆ Weekly email campaigns
- ◆ Visitor Maps
- ◆ Seek out and work with influencers
- ◆ CrowdRiff (user-generated content portal, galleries, usage rights, and Media Hub)
- ◆ In-house produced dining guides/maps
- ◆ Souvenir/Gift Shop - advertise in Courier-Gazette and high school athletic programs, Chamber map, Historic Preservation map, and Stonebridge Ranch News
- ◆ Sales services sheets, itineraries, and coupon sheets created and updated as needed for sales staff
- ◆ Continuation of SEM program, promoting web presence, through Madden Media

MANAGE DIGITAL MARKETING/ONLINE PRESENCE

- ◆ Facebook
- ◆ Twitter
- ◆ Instagram
- ◆ YouTube Channel
- ◆ LinkedIn
- ◆ Website
- ◆ Google
- ◆ Pinterest
- ◆ TourTexas website and newsletter
- ◆ Daytripper newsletter (four times a year)

CORPORATION PUBLICATION/WEBSITE MARKETING

- ◆ Convention South*
- ◆ Texas Meetings & Events Magazine* (quarterly)
- ◆ MPI Online Buyers Guide & printed Dallas directory**
- ◆ Small Market Meetings**

SMERF

- ◆ Leisure Day trips/Groups publications and websites
- ◆ Bus Tours Magazine **

ASSOCIATION PUBLICATIONS/WEBSITES

- ◆ Small Market Meetings**
- ◆ MPI Online Buyer's Guide** & printed MPI Dallas directory
- ◆ TSAE Online Buyers Guide**
- ◆ Texas Town & City Magazine (Texas Municipal League publication: Annual April issue featuring CVBs/DMOs)
- ◆ Tradeshow (collateral information sheet and any other necessary pieces as needed by sales team)

SPORTS

- ◆ Sports Destination Marketing website and printed guide
- ◆ Sports Event Media Group (annual planners guide) market meetings issues, annual print directory)
- ◆ Support sports tournaments and events via social media, website, and collateral material for:
 - ◇ Sports Dining Map
 - ◇ PSA
 - ◇ The Beach Club
 - ◇ City Parks & Recreation
 - ◇ Flamefest
 - ◇ McKinney Soccer Association
 - ◇ The Courts at Gabe Nesbitt Park
 - ◇ Children's Health Stars
 - ◇ Frozen Ropes/Baseball Nation
 - ◇ Barney & Me (Silver Gloves)
 - ◇ McKinney Lacrosse
 - ◇ Cadence Cyclery weekly rides
 - ◇ SBG Hospitality events
 - ◇ Drum Corps International (DCI) Marching Competition/Camps
 - ◇ NCAA Division 2 Football

REGIONAL LEISURE MARKETING PUBLICATIONS

- ◆ TourTexas.com* (annual contract/ongoing)
- ◆ Southern Living (when remnant space is available)
- ◆ Oxford American Magazine** — Arkansas (print/website)
- ◆ Houston House & Home Magazine** (travel sections)
- ◆ Texas Polka News* (advertising Oktoberfest in Summer issue)
- ◆ Oklahoma Life Magazine **
- ◆ Texas Lifestyles Magazine (online publication)**
- ◆ Authentic Texas Magazine
- ◆ Texas Lake Trails** (website/map placements)
- ◆ TX State Travel Guide (annual publication —one placement)
- ◆ Texas Events Calendar magazine** (print/website)

SUPPORT STAFF FOR SALES, MARKETING/ADVERTISING, & VISITORS CENTER/STORE

The support staff is vital to Visit McKinney with their roles being to continue to support staff, maintain the Visitors Center, and promote sales of the McKinney Market Shop located inside the Visitors Center.

SABINE

Administrative Assistant



- ◆ Preparation of Regular Board and subcommittee (as needed) Meeting Agendas
- ◆ Write and process Board Meeting Minutes for signature
- ◆ Coordinate monthly Board Meeting Venue and Food
- ◆ Update monthly reports
- ◆ Work with Dee-dee to update KPI/SAP reports
- ◆ Accounts Payable
- ◆ Website assistant admin/database review
- ◆ Set up hotel visits
- ◆ Backup for Front Desk and Store coverage
- ◆ Restaurant and Merchant Liaison for coupons
- ◆ Hotel Liaison for monthly meetings
- ◆ Order supplies
- ◆ COVID Liaison
- ◆ iDSS Sales and lead data entry
- ◆ Special Projects as needed

SUE

Meeting and Convention
Services



- ◆ Welcome Bags for Clients
- ◆ Visitor Counts
- ◆ Inventory of give-a-ways
- ◆ Update sales kits for Dee -dee, Vanesa & Marie
- ◆ Process Leads from publications/marketing websites
- ◆ Visitor's Center — Update & Stock Brochures
- ◆ IDSS lead assistance
- ◆ Special projects as needed



LOCAL VENUES & EVENTS SUPPORTED VIA PROMOTIONS, MARKETING & ADVERTISING

McKinney Performing Arts Center

& McKinney Main Street

- ◆ Home for the Holidays
- ◆ 4th of July Parade
- ◆ Krewe of Barkus
- ◆ Arts in Bloom
- ◆ MPAC Events (concerts/plays/art exhibits/public events)
- ◆ Oktoberfest

Chestnut Square

- ◆ Ghost Walk
- ◆ Holiday Home Tour
- ◆ Trolley Tours (with Collin County Historical Museum)
- ◆ Farmers Market
- ◆ Farm to Table dinners
- ◆ Prairie Adventure Camp
- ◆ Ice Cream Crank Off

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
- ◆ Zip Line, Ropes Course, and Canoe experience days

Miscellaneous Attraction Supported through Promotion

- ◆ Collin County Historical Society Museum (all exhibits)
- ◆ Third Monday Trade Days
- ◆ State of the City – McKinney Volunteer McKinney
- ◆ Chamber (Community Awards/Leadership)
- ◆ Adriatica Events (Music events at The Sanctuary and Smiles Concert)
- ◆ Franconia Brewery
- ◆ TUPPS Brewery
- ◆ Live music at local restaurants/pubs/wine bars
- ◆ North Texas Wine Trail
- ◆ Food Tours (Food Walks of Texas & We Ate Well Food Tours)
- ◆ Escape Rooms (North Texas Escape Rooms and Escapology)
- ◆ Urban Air Adventure Park
- ◆ The Comedy Arena
- ◆ Arcade 92
- ◆ Walking Tours
- ◆ Steak 101 Classes at Local Yocal
- ◆ The Cove Art Exhibits
- ◆ Classes held by merchants – cocktails, food, painting, DIY, etc.

Heard-Craig Center for the Arts

- ◆ Art-O-Mat
- ◆ Teas and other ladies group events
- ◆ Art events
- ◆ Weddings

Myers Park Events

- ◆ Dog shows
- ◆ Horse shows
- ◆ Livestock shows
- ◆ Master Gardener events
- ◆ Vintage Market Days
- ◆ Annual Garden Show

Top Visitor-Targeted Events

- ◆ NCAA Division 2 Football Championship
- ◆ Drum Corps International (DCI)
- ◆ Byron Nelson Golf Tournament

Following is a list of the line items to which Visit McKinney's marketing and promotion fund of \$187,267 is allocated. The lists below include publications, websites, trade shows, events, partnerships, promotional items, and such in which the Visit McKinney takes part in an effort to spread the word as far as possible about McKinney as a destination for leisure and business travel.

During budget planning each year, the Visit McKinney staff and board's Marketing Committee assess the items on this list to determine the validity and "fit" of each for promoting McKinney. The staff, with input from this committee, monitors the success of each item on the list throughout the year. If something is determined to not be as effective as projected, an item may be discontinued or replaced.

Advertising and Promotion	
Advertising /Promo Grants	30,000
Airport Brochure	1,250
Arkansas Efforts	1,200
Association Business Secured	10,500
Austin Efforts	1,200
Authentic Texas Magazine	1,900
Bus Tour Magazine	3,900
Certified Folder	1,250
Chamber Awards	2,500
Chamber Relo-Guide	400
Convention South ad	1,850
Convention South Listing	95
CO-OP Team TX- Albuquerque Balloon Festival	900
CO-OP Team TX- NTA/ABA	1,300
County Line Magazine	1,800
Daytripper Newsletter (4 times)	1,600
Facebook	600
Fort Hood Sentinel	400
Historic Calendar	125
Houston House & Home	950
IAEE online Buyers Guide	1,950
IAEE Web Listing	2,000
Main Street/Downtown Membership Program	150
McKinney Shop - High School Sports Programs	900
Meet in Texas Magazine	1,000
Meetings & Conventions Magazine and Booth	2,500
Miscellaneous	4,502
MPAC Bridal Show-Billboard	1,500
MPI Online	545
Nat'l Travel & Tourism Week	3,000

Networking for Staff	700
Oklahoma Efforts	1,200
Online Sports Destination Management	1,100
Peak Promotions - Giveaway Items	17,250
Pioneer Pub (Small Market Meetings)	1,600
Plants for Outside	500
Polka News	500
Religious Meetings & Events Newsletter	1,200
Reprint Visitors Guide	10,000
Sales Call Materials	500
Search Engine (SEM) Campaign	9,000
Sports Event Web	95
Staff Logo apparel	800
State of the City	500
STR Reports	5,800
Tear off Map	4,500
Texas Events Calendar (Spring & Fall)	1,800
Texas Highways Magazine	4,425
Texas Municipal League (TCC Magazine)	1,260
Texas State Travel Guide	3,825
Texas Trails Map	750
Tiger Oaks (Texas Meetings & Events)	9,500
Tour TX-Web Display -Website	5,000
Tourism Award	300
Trade Show Items	600
Trade Show: Connect	3,000
Trade Show: Destination, TX	3,000
Trade Show: MPI Education	900
Trade Show: Religious Meetings & Event	2,000
Trade Show: Rendezvous South	3,500
Trade Show: Select Traveler	2,195
Trade Show: Small Market Meetings	3,000
TSAE Membership Directory	500
TSAE Micro Website 6 months	500
TSAE Online Buyers Guide & Profile	1,250
TSAE Online Website box ad	500
TTIA Unity Dinner	1,200

Staff Speaking Engagements/ Visit McKinney 101 Presentation/Education/Support

- ◆ Service Groups (Rotary, Lions Club, & Kiwanis)
- ◆ Realtor Groups
- ◆ Chamber (Leadership McKinney, Member Services, Business retention efforts, Ladies Night)
- ◆ McKinney ISD
- ◆ Legal Aid of Collin County
- ◆ HOAs- Stonebridge, Craig Ranch, & Historic Neighborhood Assoc., etc.
- ◆ Smaller Chambers that have no hotel: Fairview, Anna, Melissa, Farmersville, Princeton, Prosper, & Celina

Support

- ◆ Assist with city programs (i.e. Dana Riley's efforts as Neighborhood Coordinator, city COVID business grant applications, etc.)

ABA	American Bus Association
ASAE	American Society of Association Executives
CMP	Christian Meeting Planners
CMCA	Christian Meeting & Conferences Association
CVB	Convention & Visitors Bureau
DFWAE	Dallas/Fort Worth Association Executives
DMAI	Destination Marketing Association International
DMO	Destination Marketing Organization
EDT	Office of the Governor– Economic Development & Tourism
FAM	Familiarization Tour/Buyers Tour
IACVB	International Association of Convention & Visitors Bureaus
IAEM-CTC	International Association for Exhibition Management-Central Texas Chapter
INET	International Network (meeting leads)
MPI-THCC	Meeting Professionals International-Texas Hill Country Chapter
NTA	National Tour Association
PCMA	Professional Convention Management Association
RCMA	Religious Conference Management Association
SGMP	Society of Government Meeting Planners
SATW	Society of American Travel Writers
TACVB	Texas Association of Convention & Visitor Bureaus
TIC	Travel Information Center (operated by TxDOT)
TIS	Texas Travel Information System
TSAE	Texas Society of Association Executives
TTA	Texas Travel Alliance (<i>formerly Texas Travel Industry Association—TTIA</i>)
TxDOT	Texas Department of Transportation