

NCAA D2 National Football Championship

McKinney ISD Stadium



December 18, 2021



Goal: Drive McKinney's economic impact through tourism





Accompanying Events 2021



- Tacos, Tequila & Cerveza: Dec. 16-18
- Fan Fest – Friday, December 17
- Shopping & Food Tours in downtown McKinney (Dec. 17)
- Possible Trolley Tour
- Chestnut Square Historical Tour
- Photos with Santa (during championship game)



1854 Faires House



2020 Marketing Goals



- **Attract visitors to McKinney, TX**
- **Increase number of over-night stays during game week**
- **Promote McKinney's hospitality industry**
- **Promote community engagement**
- **Increase game attendance**



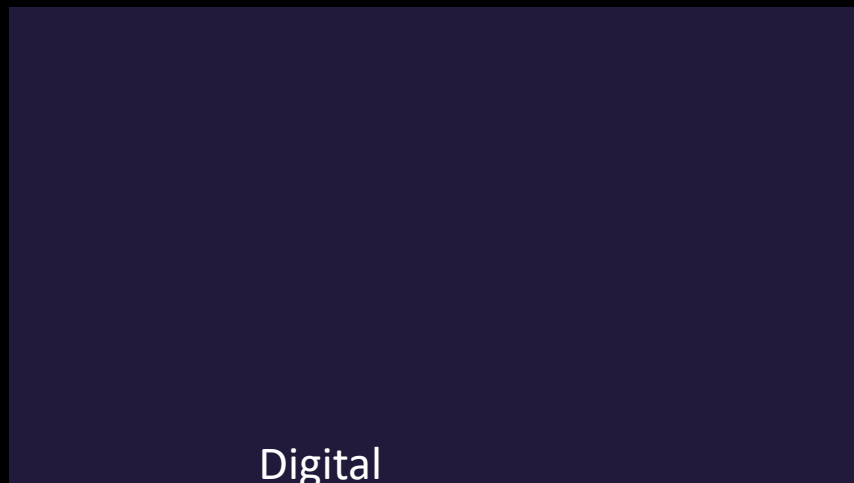
2019 Sample Ads



Rack Cards



Print / Digital

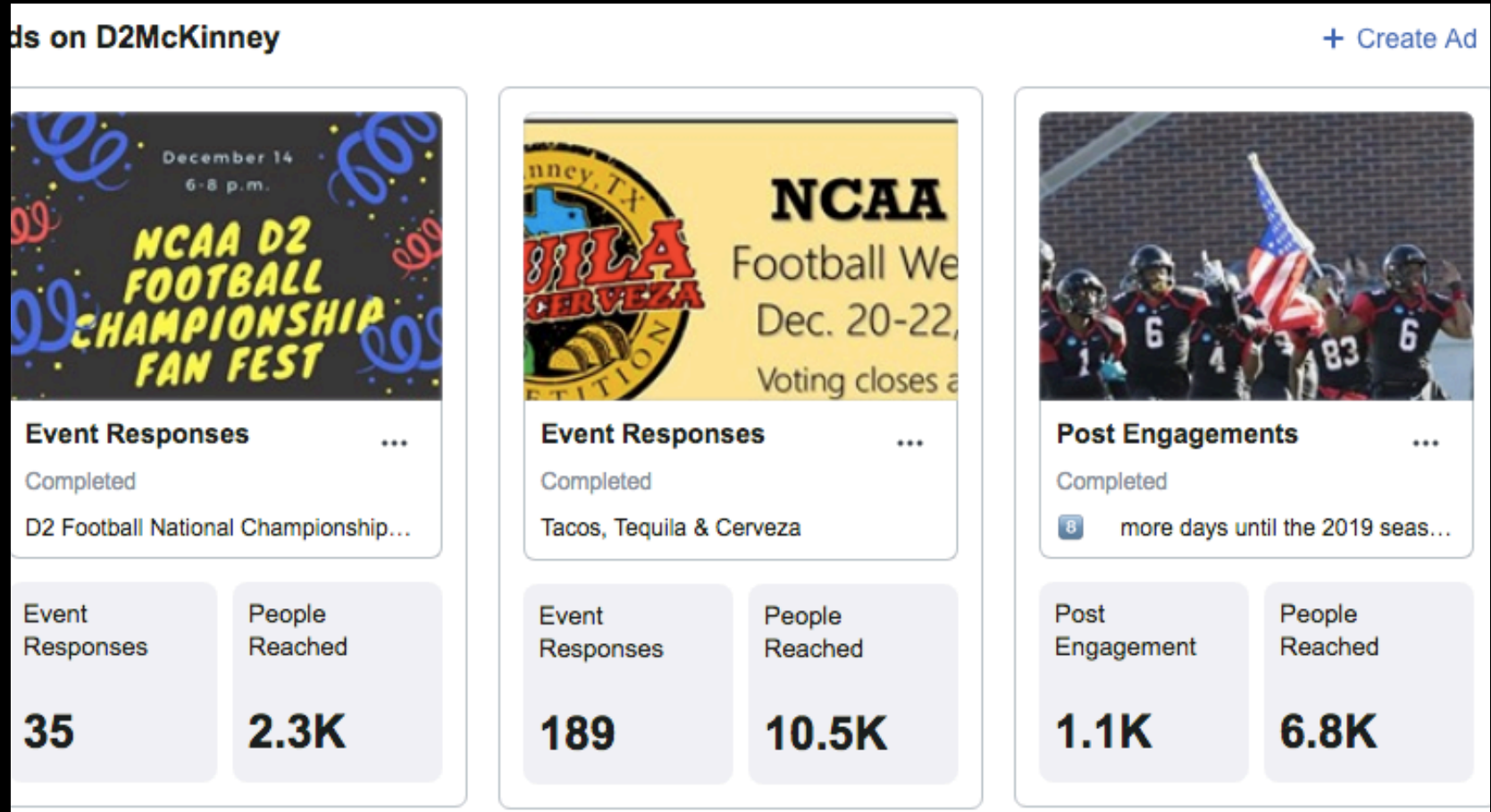


Digital

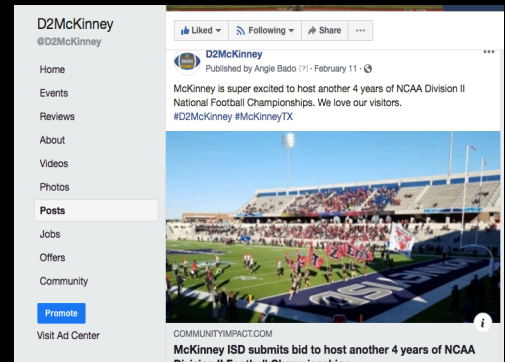
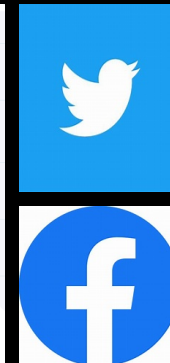
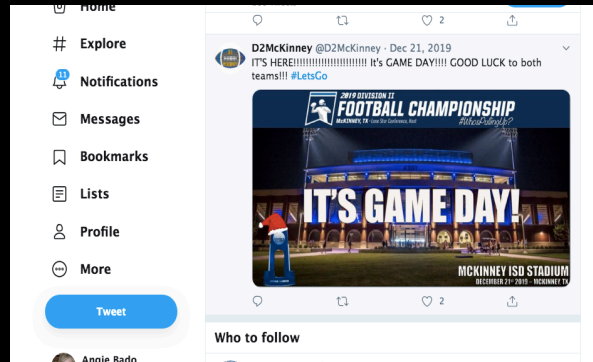
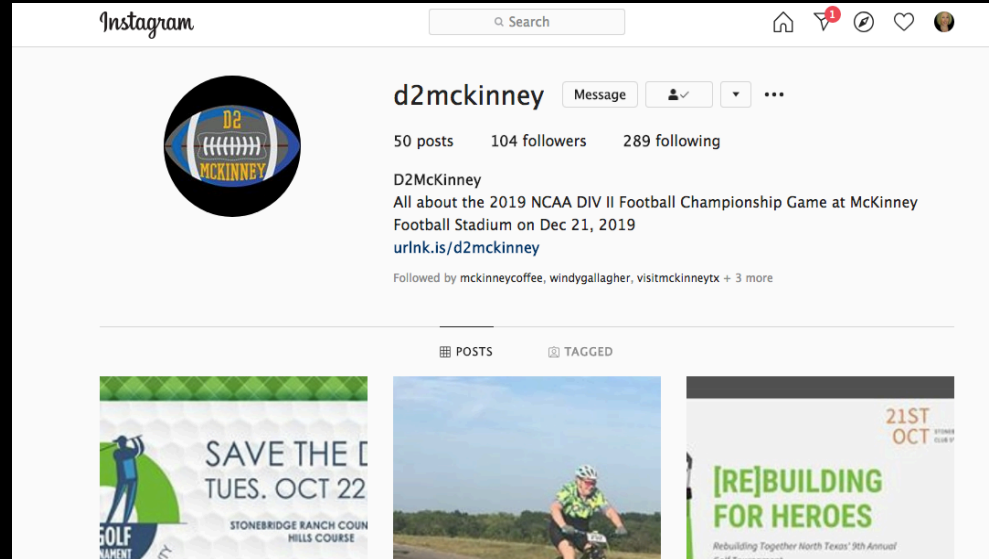


Digital

Social Media Ads 2019



Social Media 2019



2019 Economic Impact Comparison



- Reported rooms only (most hotels don't track)
- Lost \$29,897.40 to The Delta Hotel in Allen

YEAR	2018	2019 2020 Cancelled
ATTENDANCE	4300	5346 (+1046)
*HOTEL ROOMS	195	560 (+365)
KNOWN HOTEL REVENUE		\$61,682 (Sheraton)



2019 Economic Impact Highlights

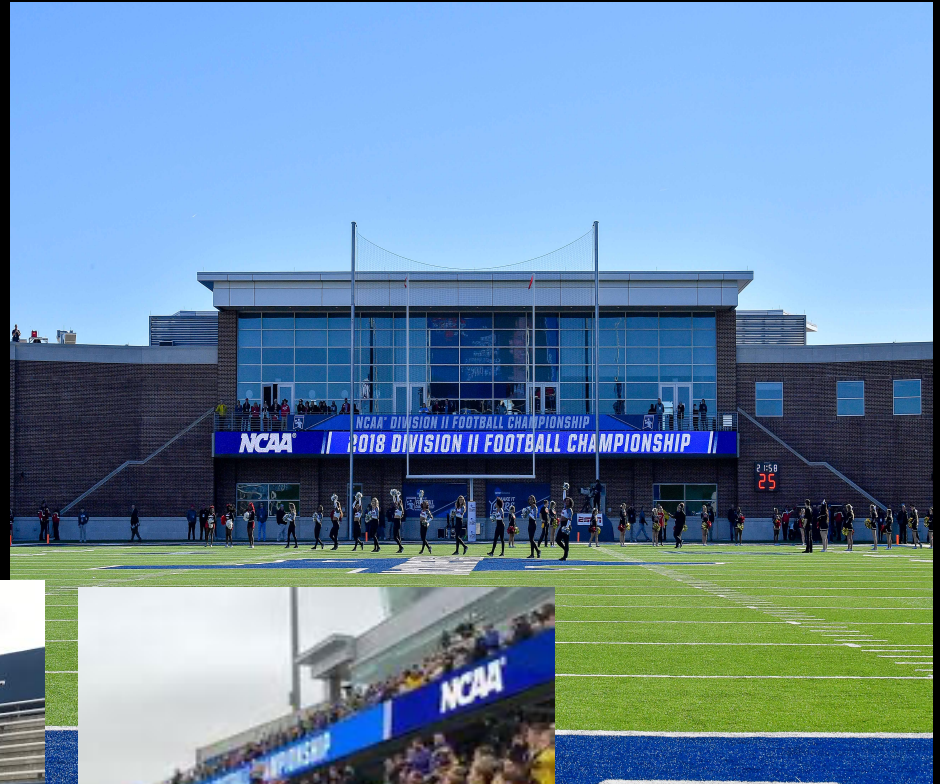
- “In 2018 the D2 National Championship (business) was non-existent – 2019 was a different story! We had at least 150 guests at the restaurant and many visitors to the butcher shop.....Bravo!”
-Matt Hamilton, Local Yocal
- “We made in just two hours slightly more than we normally make in one entire night.”
Tupps Brewery (Fan Fest)
- Minnesota State’s entire team had dinner at Hutchins BBQ and lunch at various restaurants at 380 and 75. *

***It is impossible to know the exact economic impact from all restaurants, shops, gas stations, etc. as most don’t track specific impact.**





2019 DII National Football Championship



Game Day 2019



Fest 2019





Marketing Expenses

Medium	Expense
Digital Marketing Social Media, Digital channels such as Community Impact D2football.com, Google Ads	\$ 11,500 (MCDC) (includes texting campaign)
Radio	\$ 2,500 (MCDC)
Print	\$ 3,500 (NCAA)
Billboard	\$ 1,500 (MCDC)
Website	\$ 1000 (NCAA)
TOTAL	\$ 20,000

D2 McKinney: Dec. 18, 2021



Congratulations to West Florida!
2019 NCAA DIV II Football Champion

Save the date:
2021 Championship Game: December 18, 2021
See you in McKinney!