Monthly Report



Prepared For : Visit McKinney Board Prepared By : Aaron Werner - Executive Director

www.visitmckinney.com

Visit McKinney – April, 2022 – Staff Report

4)

Sabine:

Training

a)

b) c)

d)

Operational Excellence

Education/Webinars:

- 1) Beth:
 - a) None to Report
- 2) Marie:
- a) None to Report
- 3) Rachel:
 - a) None to Report

- Events/Services/Special Projects: 1) Beth
 - a) Monthly Main Street Business Meeting
 - b) Cintas meeting with staff
 - c) Staff meetings
 - d) Music Friendly liaison round table call with Texas Music Office
 - e) Conference call with Texas Film Commission about upcoming symposium sponsorship/panel
- 2) Marie
 - a) Staff Meetings
 - b) Cintas meeting with staff
 - c) Vendor Fair from Purchasing Department
 - d) TTA DIE Meeting (Zoom)
 - e) Directors Meeting
 - f) MEDC Meeting
 - g) MCDC Meeting
 - h) Carter Blood Care Opening Reception
 - i) M's Meeting
- 3) Rachel
 - a) Gilroy/Rouse Wedding
 - b) Staff Meetings
 - c) Toastmasters International, District 50 Conference
 - d) McKinney Garden Club
 - e) Sheff/Lopez Wedding
 - f) Hermosillo/Arias Wedding
 - g) Texas Historical Foundation Meeting
 - h) Miller/Dooley Wedding
- 4) Sabine
 - a) Vendor Fair from Purchasing Department
 - b) Cintas meeting with staff
 - c) Staff meetings

d) Idea Lab Meeting, Juneteenth Meeting

Canva research and training videos

Organizational Development Training -

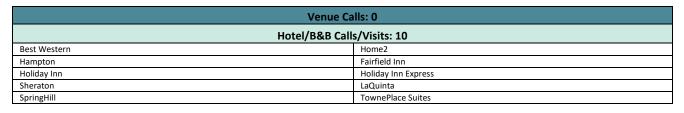
Flourishing through Insight & Experience

Annual Procurement Requisition Procedures

- e) Procurement Quarterly Meeting
- f) City's Health Fair
- g) Diversity and Inclusion Forum

CSO: Special Events 101

- h) City Council, CSO Office: Proclamation for Administrative Professionals Day
- i) Pickleball booth with Rachel
- j) Juneteenth Logistics, swag bags, raffle items, monetary donations
- k) National Travel & Tourism Week Logistics: organize M-Group Participation and Food Sponsorships
- Cintas First Aid Cabinet: Meeting with Cintas sales team; create FPO to purchase item
- m) Plan Board Logistics with Executive Session/Interviews
- n) Cleaned up front area and refrigerator
- comprehensive price comparison promo items prior to purchasing new items
- p) CSO Logistics for Board and Commission Appointments
- q) Carter Blood Care Opening Reception
- r) Administrative Professional Lunch
- s) Main Street Business Meeting Facebook Recording, Council, MEDC, MCDC Meetings



HOT Tax Collection reported by City: 2021-2022

- MOM 2021 vs. 2022 (20-Hotels & 6-B&B/VRBO reporting)
 - o April 2022: \$217,005
 - o April 2021: \$169,605
 - o **27.95%**

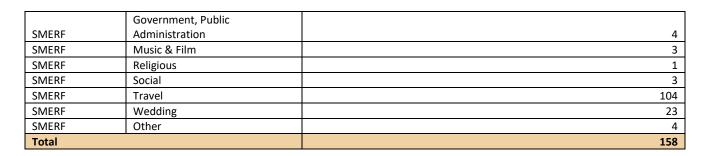
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- YOY 2021 vs. 2022 (20-Hotels & 6-B&B/VRBO reporting)
 - April 2022: \$1,236,550
 - April 2021: \$848,038
 - o **45.81 %**

ASSOCIATION/CORPORATE/SMERF/GOVERNMENT COMPLETED in April 2022:

	HOT Tax Collections via Visit McKinney: 2021-2022 – May 2022								
Market Segment	Hotel	Lead Name	Start Date	End Date	Total Rooms	Avg. Daily Rate	Total Revenue		
Association	Sheraton	Toastmasters International, District 50 Conference	4/29/2022	4/30/2022	63	\$117.00	\$7,371		
		Association Sub Total			63		\$7,371		
Military/Gov.	Sheraton	Texas Historical Foundation, Board Meeting	4/21/2022	4/23/2022	52	\$139.00	\$7,228		
		Military/Gov Sub Total			52		\$7,228		
Wedding	Fairfield Inn	Peltier/Duran Wedding	4/2/2022	4/2/2022	23	\$89.00	\$2,047		
Wedding	Fairfield Inn	Dolan/Brooks Wedding	4/13/2022	4/14/2022	9	\$114.00	\$1,026		
Wedding	Fairfield Inn	Gilroy/Rouse Wedding	4/14/2022	4/17/2022	30	\$114.00	\$3,420		
Wedding	Hampton Inn	Miller/Dooley Wedding	4/23/2022	4/23/2022	10	\$119.00	\$1,190		
	Wedding Sub Total						\$7,683		
Total	Total						<u>\$22,282</u>		

Sales Calls: ASSOCIATIONS/CORPORATE/SMERF Sales Calls					
Category	Market Segment	Count			
Association	Association	0			
Corporate	Corporate	0			
SMERF	Athletic & Sports/Recreation	8			
SMERF	Educational	4			
SMERF	Environmental	0			
SMERF	Fraternal	4			



	Services – Event	Management: ASSOCIATIONS/CORPORATE/SMERF
	Ongoing e	vent management for upcoming definite leads
Category	Market Segment	Count
Association	Association	1
SMERF	Social	4
SMERF	Military/Government	4
SMERF	Education	0
SMERF	Religious	0
SMERF	Fraternal	0
	Athletic &	
SMERF	Sports/Recreation	10
SMERF	Music & Film	4
SMERF	Wedding	2
Total		25

	RFP's: Total 6							
	Market Segment	Account Name	Lead Name	Event Start Date	Event End Date	Estimated Rooms	Event Facility	Tournament Location
1	Association	Texas Association of Convention & Visitors Bureaus – Winter Conference		4/29/2022	4/30/2022	280	Sheraton	
Associatio	on Sub Total					280		
2	Social	Hunter 60 th Birthday		8/20/2022	8/20/2022	80	TBD	
Social Sub	Total					80		
3	Wedding	Sheff/Lopez Wedding		4/23/2022	4/23/2022	35	The Grand	
4	Wedding	Ross/Green Wedding		4/29/2022	4/29/2022	100	Citywide	
Wedding	Sub Total					135		
5	Sports	THSLL Super Regionals		4/30/2022	5/1/2022	3	Citywide	
6	Sports	2022 USSSA World Series		6/25/2022	6/30/2022	42	Citywide	
Sports Sub Total								
Total Estin	Total Estimated Rooms							





Event Se	Event Services								
Company/Group			Full Name Del/PU Date		Date	Total Welcome Bags			
Total Bags									432
	LOST BUSINESS: 0 Corporate Group, 0 Association Groups and 1 SMERF Group; Lost Reve								
Category	Account		Lost	Lost			Requested	Lost	Total Lost
	Name	Lead Name	Reason	Commen	ts D	ate	Rooms	Rate	Revenue
SMERF		Mehra		100					
	Wedding	Wedding	Unknown	Attendan	ce 4	4/16-17/22			\$1,100
Total							<u>0</u>	<u>0</u>	<u>\$1,100</u>

These numbers are approximate and based on average usage/rates for the past 3 years of meeting history. 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.

Visitors Center Information:

Walking Tours						
	Historic	Art				
Completed	2	0				
Number of Adults	6	0				
Number of Kids	0	0				
Tour Dates:						
Historic – April 12, 23						
Art –						

Visitors Info					
Out of State	15				
Out of Country	3				
Texas Residents	4				
McKinney Residents	0				
Register Total	22				
Ticker Counter	546				
FYTD Total (April 2022) 3,139					
Total: (includes all individuals that have come					
through the visitor's center)					

The McKinney Market - May 2022					
Gross Sales	\$637.50				
Rent Check	\$355.00				
Total	\$387.00				

Advertising/Marketing/Media

APRIL 2022 Submitted: Photos, Text Written, Marketing Materials and Ads

- Took pics during Arts in Bloom, Pickleball, food judge class
- Refreshed ads for County Line Magazine online
- Created/scheduled posts for NTTW
- Refreshed ads for Naylor/TSAE
- Wrote blog for World Food Judge Class
- Created new landing page for State Travel office (Travel Tex) Instagram co-op program
- Wrote/distributed press release for National Travel & Tourism Week
- Submitted final materials for Travel Tex IG program
- Updated DCI landing page
- Created more challenges in Visit Widget for NTTW
- Final tweaks to Byron Nelson pages on website/Visit Widget updates

Website Stats - 2021-22						
Month	Sessions	Pageviews	Users			
OCTOBER.2021	11,700	22,702	9,550			
NOVEMBER.2021	10,815	20,574	9,089			
DECEMBER.2021	13,268	23,954	11,197			
JANUARY.2022	8,129	16,395	6,725			
FEBRUARY.2022	10,041	19,041	8,375			
MARCH.2022	14,806	27,626	12,504			
APRIL. 2022	18,272	30,574	14,903			
Total	87,031	160,866	72,343			

April 2022 Digital Meeting Planner Section of Website

April 2022 – MPG Page Views				
Main Page	15			
Venues by Capacity	80			
Request Info/RFP	6			
Venues/Videos	3			
Helpful resources	8			
Vendors/services	10			
Tour Options/Itineraries	352			
Total	474			

SOCIAL MEDIA STATS

FACEBOOK FY 21-22	Lifetime Likes	Post Reach	Post Engagement
OCT. 2021	13,383	22,044	
NOV. 2021	13,463	22,601	
DEC. 2021	13,520	17,668	
JAN. 2022	13,549	18,086	
FEB. 2022	13,642	23,397	6,801
MARCH.2022	13,729	14,182	4,900
APRIL.2022	13,893	9,169	0
Totals	N/A	127,147	11,701

YOUTUBE 2021-22					
Month	Views				
Historical #s	17,160				
OCT. 2021	148				
NOV. 2021	176				
DEC. 2021	116				
JAN. 2022	209				
FEB.2022	716				
MARCH.2022	368				
APRIL.2022	363				
Total	19,256				

APRIL 2022 – Leads Processed/Open Rates

APRIL 2022 - Emails sent to TourTexas and Texas Highways leads (Leisure)				
	Sales	Sales Open Rate	Leisure (TourTexas)	Open Rate
APRIL.2022	0	0.00%	79	37.14%
TOTALS	0		79	

TIKTOK FY 21-22	New Followers
OCT. 2021	17
NOV. 2021	18
DEC. 2021	85
JAN.2022	81
FEB.2022	20
MARCH.2022	57
APRIL.2022	24
Totals	302

INSTAGRAM 2021-22	
From 2019-20	5,633
Oct. 2021	94
Nov. 2021	89
Dec. 2021	102
Jan. 2022	27
Feb. 2022	235
March.2022	92
April.2022	55
Total	6,327

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VISIT WIDGET - APRIL 2022				
	Users	Sessions	Page Views	New Downloads
Widget	158	177	596	
Mobile APP	448	433	2,433	
Downloads				
iOS				107
Android				16
Total	606	610	3,029	123

APRIL 2022 WEEKEND UPDATE STATS:			
Average Open Rate	52.10%		
Average Click-thru Rate	10.30%		
Total Audience	5,775		

APRIL 2022 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
Community Impact	Wedding Industry in McKinney – Full PG	\$4,544	\$450	\$25,200	300,000
TOTALS		\$4,544	\$450	\$25,200	300,000
FY 21-22 Running					
Totals		\$19,144	\$2,170,208	\$6,578,273	53,469,726