



September 16, 2021

TO: McKinney Economic Development Corporation  
McKinney Community Development Corporation

FROM: Dee-dee Guerra

### Visit McKinney August 2021

#### **I. ASSOCIATION/CORPORATE/SMERF COMPLETED in July 2021: TTL Room nights: 224 TTL Revenue: \$21,039**

- **Assoc./Corp. HOTEL ROOMS- TTL Room nights: 0; TTL Revenue:\$0**
  - Association: TTL Room nights: 0; TTL Rev.: \$ 0
  - Corporate: TTL Room nights: 0; TTL Rev.: \$0
- **SMERF HOTEL ROOMS- TTL Room nights: 224;TTL Revenue: \$21.039**
  - **Social: TTL Room nights: 8; TTYL Rev. \$752**  
Texas Cello School – TTL Room Nights: 8; TTL Rev: \$ 752
  - **Sports: TTL Room nights:173 ; TTYL Rev. \$15,580**
    - McKinney Classic- SpringhillSuites: TTL Room nights: 19; TTL Rev.: \$ 2,261
    - UC90-Holiday Inn Express: TTL Room nights: 70 ; TTYL Rev. \$5,171
    - Southwest College Football Officials – SpringHill – TTL Room Nights: 84; TTYL Rev \$8,148
  - **Weddings: TTL Room nights: 43; TTL Rev. \$4,707**
    - Hampton Inn: Hart Wedding TTL Room Nights: 41; TTL Rev. \$4,469
    - SpringHill Suites: Gainous/Brown Wedding TTL Room Nights: 2; TTL Rev. \$238
    - TownPlace Suites: Robbins Wedding TTL Room Nights: 0 ; TTL Rev. \$0

#### **II. VISITORS: FYTD Total (August 2021): 3,698**

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

- Out of State: 21
- Out of Country: 0
- Texas Residents: 13
- McKinney Residents: 1
- Register Total: 35
- Ticker Counter: 55

#### **Top Five States requesting information:**

- Texas
- Colorado
- Kansas
- Oklahoma
- Arkansas

### **III. RFP's 20 (0-Association, 8-Corporate, 10 -Weddings, 1 -Social, 0- Military, 0-Gov't, 0 - Education, 0-Religious, 1 -Sports, 0-Fraternal)**

DUE TO COVID19, a lot of Planners are sending out RFPs and holding selections until Fall.

#### **Corporate: 8**

1. American Freight – Cvent RFP received on Tuesday, August 3, 2021. Dates of Event: November 1-6, 2021 / 60 attendees for a total of 305 sleep rooms / Room Block of 57/57/57/57/57 / Meeting Space for 5-days / Some meals. Based on meeting space requirements, shared RFP with the Sheraton. They are requesting a free shuttle. Update: August 24<sup>th</sup> planner advised McKinney didn't win the bid; believe they went to Irving. LOST
2. Pandora Jewelry's Annual Sales Leadership Meeting – Cvent RFP received on Thursday, August 5, 2021. Dates of Event: February 6-10, 2022 / 165 attendees for a total of 502 sleep rooms / Room Block of 2/10/160/160/160/10 / Meeting Space for 5-days with General Session + 6 breakout rooms + board room / Some meals. Based on meeting space requirements, McKinney is unable to bid at this time. LOST
3. Health Experts Alliance – Cvent RFP received on Thursday, August 12, 2021. Dates of Event: January 27-30 OR January 17-20, 2022 / 70 attendees for a total of 150 sleep rooms / Room Block of 50/50/50 / Meeting space, 3 lunches, and 1 dinner. Based on meeting space requirements, shared RFP with Sheraton. Update: RFP CANCELLED by planner due to pandemic
4. Auvoria Prime – Cvent RFP received on Thursday, August 19, 2021. Dates of Event: July 11-16, 2022 / 100 attendees for a total of 321 sleep rooms / Room Block of 5/8/8/100/100/100 / Meeting space for 300 for 3-days / No meeting space breakdown specified. Based on sleep rooms required under 1-roof, RFP sent to Sheraton only.
5. Wings Unlimited – Cvent RFP received on Monday, August 23, 2021. Dates of Event: November 7-11, 2022 / 450-500 attendees for a total of 1,192 sleep rooms under 1-roof/ Room Block of 5/35/100/400/400/75 / Meeting space requires a minimum of 6 breakout rooms for 100 people each, a general session for 500 and exhibit area for 20+ booths all under 1-roof. McKinney is unable to host an event of this size. LOST
6. Paylocity Corporation – Cvent RFP received on Wednesday, August 25, 2021. Dates of Event: July 11-14, 2022 / 350 in-person & 300 virtual attendees for a total of 1,127 sleep rooms for hybrid Sales Summit / Room Block of 50/350/350 / Meeting space requires 1 15,000 sf general session and 11 breakout rooms / Must be a 4 or 5-star property. McKinney is unable to host an event of this size and has no 4 or 5-star properties. LOST
7. Lamb Westin Sales - Cvent RFP received on Wednesday, August 25, 2021. Dates of Event: May 6-10, 2024 / 450-500 attendees for a total of 1,615 sleep rooms under 1-roof / Room Block of 10/80/432/432/432/110/10 / Meeting space of 50,000 sf for all meetings and breakouts under 1-roof. McKinney is unable to host an event of this size at this time. LOST
8. James Pogue Enterprises – Cvent RFP received on Friday, August 27, 2021. Date of Event: February 3 or 10, 2022 / 1-day event, no sleep rooms / 150 attendees / 1 meeting room, 2 food-drink breaks. Based on meeting space and food/beverage needs, sent RFP to Sheraton.

#### **Association: 0**

#### **SMERF: 12**

##### **Social: 1**

1. Sammons Reunion – November 18-20, 2021 – The Grand

##### **Military/Government: 0**

##### **Education: 0**

##### **Religious: 0**

##### **Fraternal: 0**

##### **Weddings: 10**

1. Terezz Varner (Bride) – September 3, 2021 – Rustic Grace – TownePlace Suites & Holiday Inn Express
2. Cami Willis (Bride) – October 3, 2021 – Rustic Grace – Hampton Inn & Suites & Holiday Inn Express

3. Madison Krell – October 15, 2021 – Magnolia Grace
4. Brittney Larocca – October 16, 2021 – Magnolia Grace
5. Ashleigh Johnston – November 6, 2021 – Hidden Jewel
6. Chris Adams (FOB) – November 6, 2021 – Stone Crest – The Grand
7. Brooke Scaf (Bride) – November 7, 2021 – Avalon Legacy Ranch – Hampton Inn & Suites & Holiday Inn Express
8. Rose Bustamante (MOB) – November 12, 2021 – The Springs
9. Michelle Richardson – November 21, 2021 – Magnolia Grace
10. Nancy Castillo – November 26, 2021 – Hidden Jewel

**Sports: 1**

1. 2<sup>nd</sup> Annual McKinney Classic – James Blanton with Chain Bombers – Disc Golf Tournament at each of the McKinney Disc Golf Parks – September 18 & 19, 2021

**Ongoing Leads: 16**

**Corporate:**

**Association:**

**SMERF: 16**

**Social: 1**

1. The 99s – Laurie Peake – October 16, 2021 - Sheraton

**Military/Government: 0**

**Eduction: 0**

**Religious: 0**

**Fraternal: 0**

**Weddings: 15**

1. Robin Correa (Groom) – September 16, 2021 – Gather in Downtown McKinney – Sheraton
2. Angie Byrd (MOB) – October 1, 2021 - Magnolia Grace – Hampton Inn & Suites
3. Kenadee Thompson – October 8, 2021 – Magnolia Grace – Sheraton & Hampton Inn & Suites
4. Madison Krell – October 10, 2021 – Magnolia Grace
5. Victoria Rodriguez – October 15, 2021 – Magnolia Grace – Hampton Inn & Suites
6. Brittney Larocca – October 16, 2021 – Magnolia Grace
7. Destiny Tambouris (Bride) – October 24, 2021– Magnolia Grace
8. Michelle Brown (MOB) – November 4, 2021 – Magnolia Grace
9. Richardson/Webster Wedding – November 27, 2021 – Magnolia Grace
10. Kimberly Fulmer (Bride) – January 2, 2022 – Rosemary Barn – The Grand Hotel
11. Ashley Torres – March 22, 2022 – Magnolia Grace
12. Blas Duran (Groom) – April 2, 2022 – Rustic Grace
13. Lauren Walsh – June 18, 2022 – Magnolia Grace
14. Elizabeth Cantu – July 11, 2022 – Stone Crest
15. Melissa Eason (MOB) – November 5, 2022 – The Springs in Aubrey – The Neathery

**Sports: 0**

**Day Trips-0**

**Site Visit: 1**

**Corporate: 0**

**Association: 1**

1. National Association of Watch & Clock Collectors – October 2021 & January 2022 Meetings – Annual Conference in 2025 – Visited MPAC, Hall Library, and Sheraton

#### IV. ADVERTISING/MARKETING/MEDIA

AUGUST.2021 -ROBLY Email Stats	
Average Open Rate	30.60%
Average Click-thru Rate	10.10%
Total Audience	3.26K

#### AUGUST 2021 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Finalized new Visit McKinney Style Guide
- Wrote sidebar/submitted Cadence Cyclery Article for Sports Destination Management magazine
- Expanded Cadence piece into blog post for website
- Created/submitted ads for TSAE website
- Created coupon page for website
- Created/submitted ad for MPI Directory
- Created/submitted Tour Texas ad
- Created/submitted ad and 350-word directory piece for Bus Tours Magazine
- Revised/rebranded Year-End PowerPoint for Dee-dee
- Created/Submitted full pg. ad for Craig Ranch Fitness
- Submitted photos to Texas Music Office for website/presentation at conference
- Created landing page/social media pieces for McKinney to Munich
- Created/submitted McKinney to Munich ads for County Line Magazine website
- Created Animoto videos for monitor

#### SOCIAL MEDIA STATS

FACEBOOK FY 20-21	New Likes	Lifetime Likes	Engaged Users	Total Reach	Impressions
OCTOBER 2020	84	10,313	38,955	209,565	1,079,909
NOVEMBER 2020	48	10,361	30,843	197,215	1,047,241
DECEMBER 2020	80	10,441	32,452	221,793	1,191,049
JANUARY 2021	100	10,541	32,752	214,596	997,075
FEBRUARY 2021	62	10,603	31,798	259,072	1,268,515
MARCH.2021	107	10,710	44,849	356,581	1,532,678
APRIL.2021	90	10,800	50,069	316,802	1,438,732
MAY.2021	65	10,865	37,275	373,757	1,396,683
JUNE.2021	85	10,950	41,645	687,622	1,966,826
JULY.2021	98	11,048	45,201	370,247	1,993,683
AUGUST.2021	32	11,080	52,858	464,348	2,188,801
<b>TOTALS</b>	<b>851</b>	<b>N/A</b>	<b>438,697</b>	<b>3,671,598</b>	<b>16,101,192</b>

INSTAGRAM 2020-21	
From 2019-20	3,526
OCTOBER 2020	247
NOVEMBER 2020	88
DECEMBER 2020	103
JANUARY 2021	167
FEBRUARY 2021	224
MARCH.2021	188
APRIL.2021	106
MAY 2021	121
JUNE 2021	186
JULY 2021	71
AUGUST.2021	58
<b>TOTAL</b>	<b>5,085</b>

TWITTER - AUGUST 2021	
<b>Total Followers</b>	5,637
New Followers	15
Tweets	16
Tweet Impressions	7,971
Profile Visits	409
Mentions	7

YOUTUBE 2020-21		
<i>Month</i>	<b>Views</b>	<b>Subscribers</b>
<b><i>Historical #s</i></b>	<b>14,352</b>	<b>63</b>
OCTOBER 2020	548	4
NOVEMBR 2020	259	2
DECEMBER 2020	174	0
JANUARY 2021	231	0
FEBRIUARY 2021	187	2
MARCH.2021	214	2
APRIL.21	252	3
MAY.2021	227	3
JUNE.2021	144	2
JULY.2021	134	-2
AUGUST.2021	206	1
<b>TOTAL</b>	<b>16,928</b>	<b>80</b>

Google Business Page – 2020-21		
Month	Page Views	Web visits
Historical #	30,725	325
OCTOBER 2020	2,080	45
NOVEMBER 2020	1,920	33
DECEMBER 2020	1,690	24
JANUARY 2021	1,800	37
FEBRUARY 2021	1,980	21
MARCH 2021	3,470	48
APRIL 2021	4,060	61
MAY 2021	4,620	41
JUNE 2021	3,260	56
JULY 2021	4,180	41
AUGUST 2021	4,219	49
<b>TOTAL</b>	<b>64,004</b>	<b>781</b>

#### WEBSITE DATA – AUGUST 2021

Website - 2020-21			
Month	Sessions	Pageviews	Users
OCTOBER 2020	4,650	9,578	3,976
NOVEMBER 2020	3,643	7,261	3,154
DECEMBER 2020	3,641	7,567	3,074
JANUARY 2021	3,352	6,948	2,950
FEBRUARY 2021	3,100	6,736	2,706
MARCH 2021	5,636	10,873	4,987
APRIL 2021	6,546	12,377	5,735
MAY 2021	6,293	12,067	5,502
JUNE. 021	6,124	15,219	4,843
JULY 2021	6,919	15,904	5,542
AUGUST 2021	5,185	11,923	4,252
<b>TOTAL</b>	<b>55,089</b>	<b>116,453</b>	<b>46,721</b>

AUGUST.2021	Users
Mobile	2,362
Desktop	1,767
Tablet	125

<b>TOTAL</b>	<b>4,254</b>
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<b>AUGUST 2021 - TOP 10 WEB PAGES</b>		
<b>Page</b>	<b>Pageviews</b>	<b>Unique Pg Views</b>
Home page	2,118	1,714
events	635	505
Things to do	374	293
Shopping/downtown	310	264
Sips of Summer event	283	247
Visitors Guide	274	210
Restaurants	256	202
Events main page	218	170
Places to Stay	206	168
Blog home page	143	110

<b>Top Countries - AUGUST 2021</b>			
<b>Country Breakdown</b>	<b>Users</b>	<b>New Users</b>	<b>Sessions</b>
United States	4,045	3,914	4,947
Canada	34	32	38
China	23	23	23
Ireland	17	17	17
India	17	17	19
Not set	12	12	12
Germany	11	11	11
Sweden	11	11	11
Spain	8	8	8
United Kingdom	8	7	8

<b>Top States – AUGUST 2021</b>			
<b>State Breakdown</b>	<b>Users</b>	<b>New Users</b>	<b>Sessions</b>
Texas	3,006	2,892	3,792
California	160	157	168
Kansas	72	72	73
New York	57	55	63
Oklahoma	54	53	59
Florida	49	48	59
Virginia	47	47	50
(not set)	46	45	46
Illinois	46	44	52

Washington	43	41	51
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Top Cities – AUGUST 2021			
City Breakdown	Users	New Users	Sessions
McKinney	970	897	1420
Dallas	666	618	729
Allen	132	123	156
Houston	132	127	152
Plano	122	119	136
Frisco	114	108	134
Prosper	57	55	65
Coffeyville, KS	56	56	57
Fort Worth	40	39	43
New York City, NY	36	35	41

BLOG VISITS - FY 20-21	
Month	Sessions
OCT. 2020	537
Nov. 2020	680
Dec. 2020	770
JAN. 2021	465
FEB. 2021	355
MARCH.2021	392
APRIL.2021	460
MAY.2021	1,118
JUNE.2021	1,075
JULY.2021	1,555
AUGUST.2021	592
<b>TOTAL</b>	<b>7,999</b>

**Blogs (Top 5) for AUGUST 2021:**

- Cadence Cyclery 10 Yr. anniversary - 54
- Patio Dining in McKinney – 44
- Outdoor Fun in McKinney – 40
- Plan Your Visit (Visit Widget) – 32
- Real Kika Guest blog – 21

AUGUST 2021: TOP REFERRAL PG	
Facebook	296
McKinneyTexas.org	40
flytki.com	33



simpleview.com	17
Robly.com	16
baidu	13
imasdk.googleapis.com	13
t.co	13
McKinneyPhilharmonic.org	11
Instagram	10
<b>TOTAL</b>	<b>462</b>

<b>AUGUST 2021-KPIs &amp; Groups</b>	
KPIs	0
Turlaxin	5
Byron Nelson	7
koha USA	20
Chainbombers Disc Golf	14
<b>TOTAL:</b>	<b>46</b>

<b>AUGUST 2021 - Ad Landing Pgs/QR CODES</b>	
Authentic Texas	2
Boyd High School	2
Bus Tours Magazine	4
Certified Dallas Map	3
Craig Ranch Fitness ad	8
Downtown Parking Map	1
Get Lost Houston	2
MHS Lions	4
MNHS Bulldogs	2
MPI Annual Director	1
Polka News	7
Rachel _ wedding handout	6
Rack Cards	7
Sales One-Sheet - Marie	5
Small Market Meetings	5
Texas Meetings & Events	1
TSAE brief	3

<b>AUGUST 2021 – MPG Page Views</b>	
Main Page	44
Venues by Capacity	23
Request Info/RFP	0

Venues/Videos	9
Helpful resources	22
Vendors	16
Site visits	0
Tour Options/Itineraries	230
<b>TOTAL:</b>	<b>344</b>

#### OTHER STATS

CROWDRIFT – AUGUST 2021		
Gallery	Interactions	Views
Being Social	0	1
History/Dwntn	153	261
Home Gallery	26	497
McK Dining	51	372
McK Events	0	57
Explore	54	150
Weddings	13	87
Shopping	17	72
Chestnut Square	0	10
McK Music	9	38
<b>TOTAL</b>	<b>323</b>	<b>1,545</b>

VISIT WIDGET - AUGUST 2021				
	Users	Sessions	Page Views	New Downloads
<b>Widget</b>	<b>28</b>	<b>30</b>	<b>70</b>	
<i>Desktop</i>	21	21	52	
<i>Mobile</i>	7	9	18	
<b>Mobile APP</b>	<b>159</b>	<b>398</b>	<b>753</b>	
<i>App-iOS</i>	128	363	625	<b>40</b>
<i>App-Android</i>	31	35	128	<b>10</b>
<b>TOTAL</b>	<b>187</b>	<b>428</b>	<b>823</b>	<b>50</b>

#### TOP LOCATIONS USING VISIT WIDGET

McKinney, TX
Dallas, TX
Little Elm, TX
Walla Walla, WA
San Antonio, TX
Oklahoma
United States

Anna, TX
Laredo, TX
Russellville, AR

TourTexas.com 2020-21					
Month	McKinney Page	Things to Do	Events	Attractions	Native Texan
OCT. 2020	469	1,197	112	4,659	305
NOV. 2020	449	165	69	2,997	338
DEC. 2020	387	161	67	1,788	202
JAN. 2021	374	173	100	2,221	334
FEB. 2021	328	163	116	2,103	299
MAR. 2021	567	269	100	4,573	370
APRIL. 2021	347	221	124	2,798	348
MAY. 2021	608	189	189	1,995	353
JUNE. 2021	829	124	207	3,299	383
JULY. 2021	966	362	209	3,442	325
AUGUST. 2021	318	513	222	2,279	325
<b>TOTAL</b>	<b>5,642</b>	<b>3,537</b>	<b>1,515</b>	<b>32,154</b>	<b>3,582</b>

**FREE PUBLICITY:**

FY 20-21	Budgeted Amount
Adv. & Promo TTL	\$194,767

AUGUST 2021 - Free/Earned Media Coverage for Visit McKinney					
Publication/ station	Article/Topic	Print	Web/Broadcast Value	PR Value	Impressions /Reach
Courier-Gazette	Jason Lim Article - 1/2 pg	\$1,140	\$86	\$3,678	45,888
Community Impact	Mural Project - 1-3/4 pg	\$7,953	\$450	\$25,209	290,000
<b>TOTALS</b>		\$9,093	\$536	\$28,887	335,888
<b>FY 20-21 Running Totals</b>		\$44,516	\$212,353	\$496,507	93,507,565

**V. LOST BUSINESS: 3 Corporate and 16 Association Groups; Lost Revenue: \$9,002,046**

**CORPORATE:**

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
February 2022	Pandora Jewelry, Annual Sales Leadership Meeting	Sheraton, Too Large	502	165	\$94,758

July 2022	Paylocity Corporation, Sales Summit	Sheraton, Too Large, Not a 5- Star Property	1,127	350	\$275,300
May 2024	Lamb Weston Sales, Business Meeting	Sheraton, Too Large	1,615	435	\$388,000
<b>Totals</b>			<b>3,244</b>	<b>950</b>	<b>\$758,058</b>

**SMERF: (Social, Military/Gov't, Education, Religious, Fraternal)**

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
<b>Totals</b>			<b>0</b>	<b>0</b>	<b>\$0</b>

**ASSOCIATION:**

Dates	Group	Venue/Notes	Total Room Nights	Attendance	Lost Business Revenue \$
June 2024	American Association of Teachers of Spanish & Portuguese, Annual Conference	Sheraton, Too Large	6,000	1,500	\$1,190,000
June 2024	American College of Veterinary Internal Medicine, Annual Conference	Sheraton, Too Large	3,000	1,100	\$635,000
March 2025	Association for Applied Psychophysiology & Biofeedback, Annual Scientific Meeting	Sheraton, Too Large	1,800	900	\$408,200
October 2024	Association for Applied Sport Psychology, Annual Conference	Sheraton, Too Large	3,400	1,700	\$791,000
March 2024	Association of Writers & Writing Programs, Annual AWP Conference	Sheraton, Too Large	2,400	800	\$519,000
October 2025	Catholic Writers Guild, Annual Conference & Trade Show	Sheraton, Too Large	2,100	700	\$458,500
September 2024	National Association of Independent Writers & Editors, Annual Conference	Sheraton, Too Large	1,300	650	\$284,000
April 2025	Society of Editing, Annual Conference	Sheraton, Too Large	1,800	900	\$432,000

October 2024	American Psychoanalytic Association, Annual Conference	Sheraton, Too Large	3,600	1,800	\$759,000
May 2024	Association for the Advancement of Philosophy & Psychiatry, Annual Meeting	Sheraton, Too Large	1,800	900	\$425,000
October 2026	Association for University & College Counseling Center Directors, Annual Conference	Sheraton, Too Large	2,400	800	\$600,000
March 2025	American Group Psychotherapy Association, Annual Conference	Sheraton, Too Large	1,800	900	\$520,000
November 2022	Wings Unlimited, Corporate Planning Meeting	Sheraton, Too Large	1,192	450	\$290,288
November 2024	American Medical Writers Association, Annual Conference	Sheraton, Too Large	1,600	800	\$369,000
November 2023	National Association of Black Journalists, Region 3 Conference	Sheraton, Too Large	1,300	650	\$294,000
March 2024	Association of Physician Assistants in Cardiovascular Surgery, Annual Meeting	Sheraton, Too Large	1,100	550	\$269,000
<b>Totals</b>			<b>36,592</b>	<b>15,100</b>	<b>\$8,243,988</b>

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.