



COMMUNICATIONS & MARKETING PLAN

FY 2024-25

Revised 10.28.2024



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Eat



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REELS

SAVED

TAGS



Welcome to ★
McKinney

McKinney, Texas is excited to have you!

Just 30 miles north of Dallas, McKinney offers visitors the perfect getaway destination in Texas, with our tree-lined streets, historic downtown, comfortable pace and tight-knit, creative community.



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OUR
VISITORS
GUIDE

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INTRODUCTION

WHO IS VISIT MCKINNEY?

Visit McKinney strives to bring visitors to the community to generate economic impact by promoting and developing McKinney as a destination for business and leisure travelers alike. We hope to help them fully experience all that McKinney has to offer— its historic charm, vibrant music and arts scene, great locally-sourced food, and friendly, authentic atmosphere— to enjoy themselves so much, they can't wait to bring their family and friends back with them next time.

Visit McKinney's Board set the following ideals as a guide for staff to follow in planning the best route for marketing McKinney to visitors:

VISION

To be the most welcoming gem
in all of Texas.

MISSION

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

What This Plan Is:

- A comprehensive suite of strategies and tactics that address identified needs and the creative development of the brand, all built on the findings of credible and detailed research by Weir/Stewart, a well-known and respected marketing and communications firm.
- A realistic program that can be implemented by Visit McKinney and its partners.
- A roadmap for elevating and building on the established Visit McKinney brand.

What This Plan Is Not:

- A replacement for the existing sales strategies used by Visit McKinney, although those will be influenced and transformed by this new plan.
- A final budget. Far too many variables remain unknown to cost out all of the individual strategies and tactics that could come our way during our fiscal year.
- A document that's set in stone. The contours of the final brand messaging, creative development of other materials, opportunities for cooperation with partners, content needs for particular themes, and the future events calendar will all help shape implementation and growth of this plan.

2023-2025 STRATEGIC PLAN

The Visit McKinney Strategic Planning Processes

In November 2022, Visit McKinney embarked on a strategic planning process to create strategic priorities for 2023 through 2025. The following is the process used to reach the conclusions for the strategic plan.

- The process kicked off with a preliminary planning meeting between Executive Director Aaron Werner, MPA, and professional facilitator Alysia A. Cook, PCED, IOM with Opportunity Strategies LLC. The two met to review key issues facing the organization, understand the programs and projects currently underway, and to prepare the process and format for the planning session.
- In February 2023, the Visit McKinney Board and staff met at the McKinney Performing Arts Center for a strategic planning workshop to begin planning for 2023 through 2025.
- The facilitator led the participants through a SWOT analysis, a Start-Stop-Accelerate brainstorming exercise, and discussions regarding desires and priorities for the next three years followed by development of and consensus on goals for 2023-2025.
- Following the goal development, the facilitator led the group through strategy and metrics development. This full-day session included participation from both board and staff.

The following is the Visit McKinney 2023-2025 Strategic Plan that resulted from the day-long session.

Vision

To be the most welcoming gem in all of Texas.

Mission

To improve the economic vitality of McKinney by inviting others to visit, explore, and enjoy the many experiences our city has to offer.

Core Values - R.I.S.E.

Respect: We support a healthy work environment.
Integrity: We model ethical behavior.
Service: We are selfless public servants.
Excellence: We are competent and dedicated.

Goals

1

Support and Promote Events in McKinney

2

Create a Strategic Marketing Plan

3

Develop a Unified Tourism Plan with Strategic Partners

4

Become a Data-Focused Organization

5

Enhance Organizational Structure

6

Ensure Financial Growth of Visit McKinney

SWOT ANALYSIS



The facilitator engaged the participants in an exercise prior to the goal development to brainstorm and list the strengths and weaknesses of Visit McKinney and/or the City of McKinney, as well as the current and/or potential opportunities and threats facing the organization/community.

The results of the SWOT analysis are listed here:

STRENGTHS

- Visit McKinney app
- Affordability
- Diversity (people & culture)
- Parks & Nature
- Location of the city
- City aesthetic
- Growth (continued)
- Downtown
- Job opportunities (business)
- Educational system (ISDs & Collin College)
- Private schools, Charter schools & Higher Education
- Arts (Music & Arts)
- History (homes, businesses)
- Events/Festivals
- Dining
- New developments: TUPPS, District 121, Hub 121
- Valet car parking service
- Byron Nelson Tournament
- NCAA D2 football
- City Department collaborations
- Local crafts/artisans
- Visit McKinney staff
- Breweries/wine room
- Wedding venues/suppliers
- Business incubators
- Small businesses & shops (“mom & pop” retail operations)
- Diverse sports facilities
- Partner relationship (hotels/venues/businesses)
- Historic venues/museums/locations
- Parks & Rec - sports complexes/bike trails
- Leadership/Mayor/Council/Staff
- Charm (small town vibe) - unique
- Authenticity
- Room to grow
- McKinney Chamber of Commerce
- Airport
- H-E-B, Costco, and Sam’s Club
- Topography
- Access/easy to navigate:
 - ✓ McKinney National Airport (TKI)
 - ✓ DFW Airport, Love Field
 - ✓ Hwy. 121
 - ✓ Hwy. 380
- Clean city
- Diverse communities/neighborhoods
 - ✓ Housing
 - ✓ Socioeconomic Options
- Educated residents
- MCDC/MEDC
- Strong Public Safety (Fire Department & Police Department) - mounted patrol & bicycle police
- #2 safest city in the U.S.
- Central Time Zone



SWOT ANALYSIS (continued)



WEAKNESSES

- Lack of full-service hotels
- Lack of transportation
- Limited conference space
- Lack of family entertainment venues (i.e., bowling/skating/TopGolf etc.)
- Lack of performance space
- Lack of attractions/slow growth of attractions (specially overnights)
- Lack of sport fields (soccer, baseball, lacrosse, pickleball)
- Lack of commercial airport
- Lack of entertainment for young kids
- Attainable housing
- Downtown parking:
 - ✓ Perception of not enough
 - ✓ Distance parking
- Shop opening hours when visitors are here (stay late, Mondays for weekend stay overs)
- Lack of downtown banks
- Lack of general store
- East/West Side split
- Promotion of our app
- Lack of inclusivity - helping others feel welcome
- Marketing to locals
- Lack of homeless shelter
- Lack of development in West McKinney for tourism
- Lack of destination hotel/boutique hotel (local charm lodging)/family experience
- Lack of walkability outside of downtown
- Leakage (when people come for our events, facilities to accommodate them - hotels specifically)
- Night life
- Not capitalizing on Choctaw traffic (on 75)
- Lack of distillery
- Studio (small scale Universal) film sound stages
- Attract hotel development
- Lack of “modern” or trendy hotels

OPPORTUNITIES

- Short term rentals
- Collection of HOT \$
- Lobby Council to modify HOT \$
- World Cup 2026
- Location in Metroplex
- Entertainment
 - ✓ Surrounding states (OK, LA)
 - ✓ Adjacent city partners (Frisco/Allen/Prosper)
- Airport
- Youth Sports
- Capitalize on Universal/nearby attractions
- TKI/ commercial airlines
- Authenticity
- Live music
- Development & room to grow for housing/ North of 380
- New customers & clients - residents and tourists
- Green Spaces/Parks/Trails
- East Side development/Hwy 5
- Virtual experiences
- Livestream sports games
- E-sports
- History
- Entertainment: adult/family/cultural
- Hotel & Convention space
- The CJ CUP Byron Nelson expansion & extension
- Liquor stores
- Ticket portal on website
- Visit McKinney app & website - market it more
- Deck Park
- Continued growth of DFW/McKinney
- Diverse industries
- Publicize more events to residents
- Destination development
 - ✓ District 121
 - ✓ Hub 121
- Create an experience market app to local business
- Experience McKinney market itineraries

(Continued next page)

SWOT ANALYSIS (continued)



OPPORTUNITIES (continued)

- Community involvement
- Involve senior community:
 - ✓ Specific targeting
 - ✓ Events while they're here
- Strengthen weekday programming
- Focus groups
- Community engagement survey
- Music venues, stages, awareness for their events
- Capture overflow from surrounds cities (Frisco/Plano)
- City properties open for redevelopment downtown
- 380 realignment
- Renovation of Visit McKinney experience center
- New hotels
- New sports facilities
- Day-trippers throughout the Metroplex
- "West Meets East" event
- Using/leveraging traveler data
- Talk to corporations about city using social media influencers: aligning with the right ones, explore to fill gap
- Leverage large events & amenities in other cities
- Expand pet-friendly spots/events



THREATS

- Frisco & other Metroplex cities (consistent brand)
- Northern growth
- Unknown interruption to travel industry
- Inflation/economic downturn
- Negative perception
- Disruption from construction
- Annexation restrictions
- Hotel/Convention Center competition
- Councilmember/leadership/staff changes
- Ability to attract tourists with respect to competing/nearby city offerings
- Natural disaster/destruction of historic landmarks
- Lack of recognizable "brand" for McKinney
- McKinney Tourism Master Plan supported by all and City partners
- Public transportation/walkability from hotels to restaurants & entertainment venues during meeting stay
- War
- Supply chain
- Cost of adding new facilities
- Cost of living/housing
- Increasing traffic
- Lack of unity on growth vision (i.e., NIMBYs)
- Lack of job opportunities for residents/leaving McKinney to find work
- Complacency
- State legislation vs. local control
- Catastrophic event
- Elections
- Climate change
- Fear of change
- Recession
- Food desert/shortage
- Uncontrolled growth
- Lack of planning
- Copycats
- Healthcare (affordable & sufficient)

START-STOP-ACCELERATE

The facilitator engaged the board and staff in a group exercise called Start – Stop – Accelerate which divides participants into small groups and has them offer feedback on what the organization needs to start doing, stop doing, and accelerate efforts to do. These are individual recommendations and not necessarily agreed to by all participants. The responses were as follows:

START

- Virtual offerings/possibilities
- Expand marketing staff
- Encourage Council to support a greater allocation of HOT \$
- Lookbooks
- Short Term Rentals:
- Collection
- Cooperation
- Celebrate other people's wins
- Start strategy to market to visitors and to our neighbors
- Orient residents into McKinney
- Develop destination on West Side
- HOA: mobile events, visitor center
- Community involvement
- "Give me a reason not to go to Frisco" (lives on edge of west side McKinney)
- Capitalize on 4 corners of geographic area (McKinney, Frisco, Plano, Allen)
- Plan advertising, partnership etc. for TKI development
- Hotel, food & entertainment near TKI (Airport)
- Support business & convention space (community support & marketing)
- Build more multipurpose competition facilities (swimming, lacrosse, soccer, baseball)
- Start defining who we want to be as Visit McKinney
- What tourists are we trying to attract? (Corporate traveler, weekend traveler, sports traveler, etc.)
- Up-to-date fun stuff!
- Communicate our losses & reasons why we lost so our partners understand and help mitigate our losses.

STOP

- Promoting/Promising-McKinney as "unique"
- Assuming/Guessing - use real facts, use real data
- Comparing ourselves
- Silo mentality/marketing – need to work with other city entities
- Under-leveraging "Music friendly " & "Film friendly"
- Stop "apps" and focus on mobile-friendly websites instead
- Complaining about the lack of full service hotels & lack of meeting space
- Letting weekends go by without an event
- Trying to "create spaces" - let things evolve organically
- Closing stores at night/weekdays
- Being complacent/doing the same things because we always have; instead think innovatively
- Complaining without solutions
- Handing issues off to the next person - kicking the can (i.e., transportation, housing)
- Putting all eggs in one basket (i.e., Oktoberfest, Home for Holidays)



START-STOP-ACCELERATE (continued)

ACCELERATE

- Marketing the Visit McKinney app
- Putting the QR code in the right places (magazine/Community Impact ad)
- Obtaining data to make informed decisions
- Housing - affordability & diversity (i.e., townhomes, duplexes, rentals, etc.)
- Our Live Music/Music-Friendly designation
- Transportation
- Leadership cohesion & communication to affected parties: visionary and implementation & evaluation
- Share information with regional stakeholder cohesion
- Recruitment of full-service hotels
- Recruitment of destination entertainment venues
- The CJ CUP Byron Nelson event
- Leverage promotion (marketing) citywide (West side tells 2 friends, etc.)
- Partnering with the Parks & Rec Department
- Alignment of Visit McKinney goals & metrics with grant funding
- Digital marketing/influencers
- Family opportunities
- Build out Visit McKinney team to match budget
- Tour experiences
- Sample experience launched from Visit McKinney (i.e., bike rental)
- Open field festivals
- Pop up events
- Help start seed events that are not owned by us
- Local artisan fairs
- Corporate relationship building
- Private open spaces (121) build out and integrate into our programming



PURPOSE OF THE COMMUNICATIONS & MARKETING TEAM

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

The goal of the Communications & Marketing team at Visit McKinney is to negotiate buys in publications and promote the city as a destination via advertising and promotional avenues that are well-suited to promote small markets like McKinney, and to build relationships with these advertising vendors, influencers, writers, filmmakers and the like. This team markets and sells McKinney by building Visit McKinney's digital and print presence, and maintaining and growing social media and the website to include those aspects of McKinney that are most marketable and that potential visitors are seeking.

Also under this team'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. This team is also responsible for identifying and driving the efforts toward state designations (i.e. Film Friendly, Music Friendly, Texas Brew City, Tourism Friendly, etc.) and serves as the McKinney Music Office liaison to the MMO Advisory Board and the Texas Music Office (TMO).

OVER-ARCHING MARKETING VEHICLES

- Website content (blog, landing pages, etc.)
- Weekly email campaigns (leisure)
- Seek out and work with influencers
- CrowdRiff (user-generated content portal, galleries, usage rights, etc.)
- In-house produced dining guides/maps
- Souvenir/Gift Shop - advertise in high school athletic programs, Chamber map, Historic Preservation map, and local media
- Sales services sheets, itineraries, and website landing pages as needed for sales staff and clients.

MANAGE DIGITAL MARKETING/ONLINE PRESENCE

- TourTexas website and newsletter
- Daytripper newsletter (four times a year)
- County Line Magazine website
- Other digital opportunities that fit our mission
- Texas Monthly sponsored content

SOCIAL MEDIA

- Manage the following social platforms:
 - ✓ Facebook
 - ✓ LinkedIn
 - ✓ Instagram
 - ✓ Google
 - ✓ YouTube
 - ✓ Pinterest (limited use)
- Influencers and partner collaborations covering a mix of meaningful niches for McKinney—foodie, fashion, lifestyle, family, etc. (Our goal is to give coverage to as many/varied partners as possible. We may decide against collaborations if we have already covered those businesses/partners within the past month or two.)

**TikTok is not an allowed social media platform per city and state leadership. We do have a Twitter account but discontinued its use after determining our audience isn't there.*

SPORTS

- Sports Destination Marketing website/printed guide
- Sports Event Media Group (Kenilworth)
- Support sports tournaments and events via social media, website landing page, and supporting collateral material



CORPORATION PUBLICATION/WEBSITE MARKETING

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

REGIONAL LEISURE MARKETING PUBLICATIONS

- TourTexas.com* (annual contract/ongoing)
- Texas Monthly Magazine & website
- Southern Living (when remnant space is available)
- Texas Lifestyles Magazine (online publication)
- Authentic Texas Magazine
- Texas Lake Trails (website/map placements)

ASSOCIATION PUBLICATIONS/WEBSITES

- Small Market Meetings
- TSAE Online Buyers Guide
- Association Leadership Magazine/website
- Texas Town & City Magazine (Texas Municipal League publication: April issue featuring DMOs)
- Tradeshow (collateral information sheets and any other necessary pieces as needed by sales team)

MARKETING COMPONENTS & INITIATIVES

The Visit McKinney Communications and Marketing team are responsible for the following components and initiatives making up the organization's marketing assets.

Website

The Visit McKinney website was launched in June 2021 following a complete overhaul by Simpleview. It is used to promote events, venues, attractions, and more on the leisure side and to promote and support sales efforts through special client and advertising landing pages. It is an ever-changing marketing tool that is updated on a regular basis.

New initiatives with the website include:

- New blog design modules implemented in 2024 enable us to categorize blog posts, make the blog module more visually appealing, and allow for easier sharing on social media and other avenues.
- Storyteller Widget (under development; should be implemented late 2024)
- Interactive map (funded for FY 2024-25)
- SEO campaign to promote website (funded for FY 2024-25)

Social Media Channels

Visit McKinney's social media channels are critical to the growth of our brand as well as our visibility and awareness with the public, both the locals and our potential visitors. Our posts focus both on our local partners—restaurants, hotels, wineries, breweries, retail shops, attractions, musicians, etc.—and on our own initiatives via at least once a month posts about our shop merchandise, the app, newsletter sign-ups, blog posts and other links to our website, free walking tours, Visitor Experience Center pop-ups, and more.

We invite collaborations with our city and tourism partners as well as influencers to help extend our reach in the social media realm. We reserve the right to not accept all such requests in an effort to ensure complete and varied coverage of our partners without showing bias or lopsided coverage to any one or more entities.

We seek new influencer relationships by hosting an annual influencer FAM.

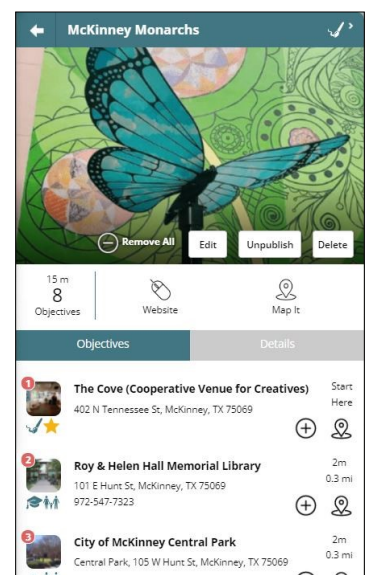
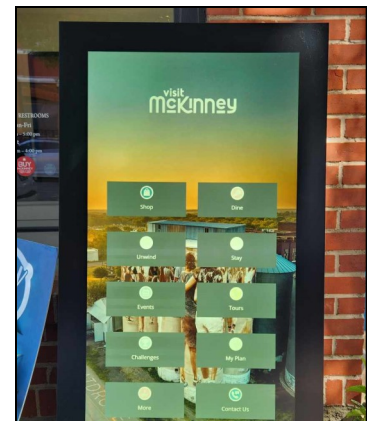
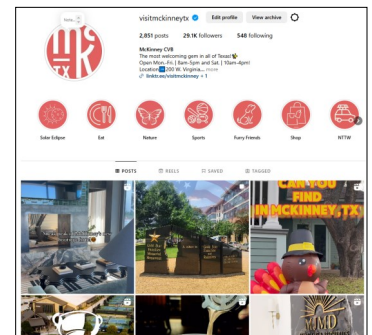
Visit Widget Web Platform & Smartphone App

The Visit Widget web tool and Smartphone app enable guests and locals to plan their experiences in McKinney.

- The web widget is accessible via the little butterfly “Plan Your Visit” icon on every page of our website. When clicked, the widget pulls up on top of the webpage the user is currently on, enabling the user to search listings on our website and create mapped-out itineraries. If they create an account either on the web widget or the companion app, whatever itineraries created are accessible via both the phone and the computer.
- Tours and challenges the Visit McKinney team sets up on Visit Widget enrich the user experience as they follow the mapped out trail to visit the stops to a variety of places including but not limited to Tiny Doors, coffee shops, pizza places, etc.
- In May 2023, we moved our kiosk on which the widget is also accessible to the sidewalk in front of the Visitor Experience Center. The kiosk runs event and activity images and videos, and users simply touch it to wake up the app.
- In the 2024-25 fiscal year, we will be installing a second kiosk at the McKinney National Airport. Visit McKinney's team will manage the content on the airport kiosk with input/requests from the TKI team.

Grants

The Visit McKinney grant program is under review with new initiatives being considered for sports and meetings as well as for the leisure side of our business.



MARKETING COMPONENTS & INITIATIVES (continued)

Weekend Update Newsletter

The Visit McKinney team puts out an email newsletter every week. The newsletter's purpose is two-fold:

- to educate locals and potential visitors of things to do during the weekend, and
- to drive traffic to our website. (Underlined text and images are all linked to full event info, in most cases taking the user to our website. Occasionally, external links are necessary.)

We grow our recipient list in a number of ways including:

- via a sign-up sheet on our front desk
- via a button at the bottom of every page of our website
- during contests in which entrants provide an email address (i.e. Byron Nelson, McKinney to Munich contest, etc.)
- an opt-in form people complete on TourTexas.com
- via posts on social media

Visitor Experience Center & Shop

In November 2022, Visit McKinney undertook a complete remodel of our front visitors center area and offices which involved removing walls, repainting, new signage, and new fixtures. We also decided to create an in-house-operated retail shop featuring McKinney and Texas gifts and souvenirs. Merchandise includes products from local businesses and artists, with the idea that visitors to our offices and shop can get a taste of what awaits them and is available in McKinney. The grand re-opening took place in September 2023.

We promote the Visitor Experience Center & Shop on social media and our website as well as great word of mouth from our locals and guests. We also focus on creating activities including:

- Free walking tours with partners including the City's Historic Preservation Office, Jump Into Art Studios, local school groups, and others requesting private tours.
- Local business and artist one-day pop-ups, primarily on Saturdays.
- Community events (i.e. the Harmonic Experience on Make Music Day) that invite the public into our space.

Visitors Guide

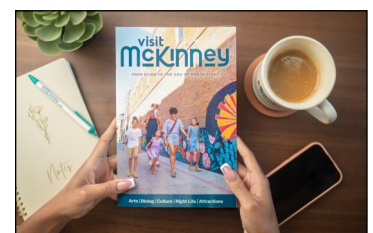
Visit McKinney worked with Texas Monthly in 2023 to create our first magazine-style McKinney Visitors Guide. It was launched in early 2024. We distribute hard copies via welcome bags, walk-ins, hotels, and tourism partners, as well as digitally via a button at the bottom of each page of our website, through social media posts and ads, and links from sponsored/owned media and campaigns with digital marketing vendors.

Branded/Wrapped Vehicle

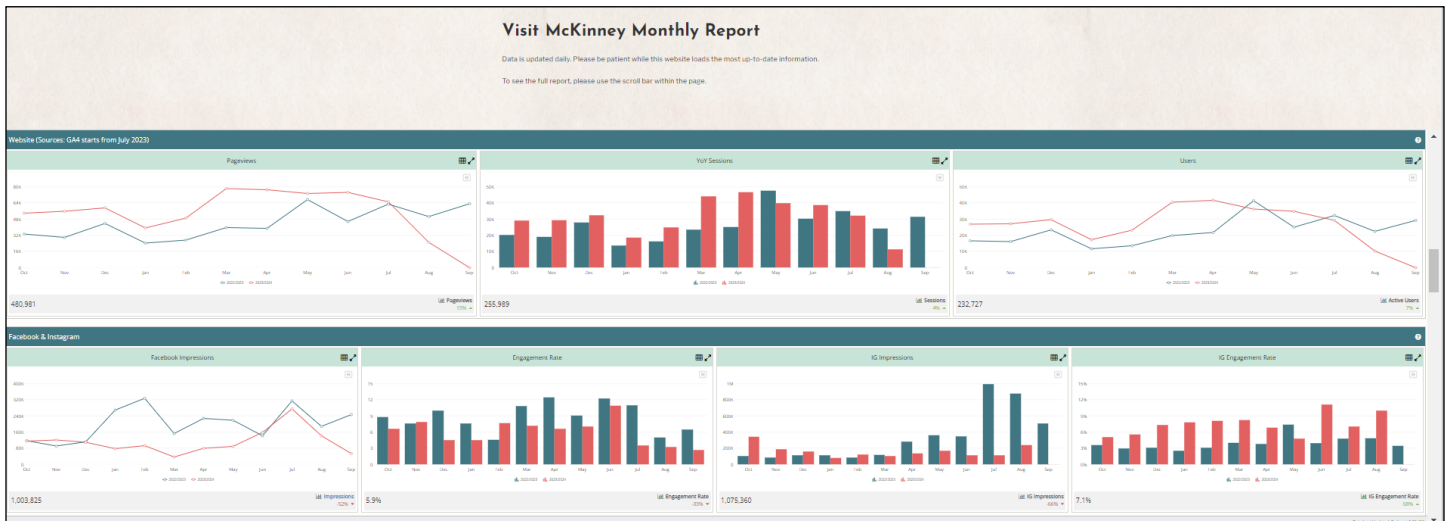
Visit McKinney's branded vehicle (to be delivered in late 2024 or early 2025) will add a new tool to our marketing initiative. It will be used to transport staff around town as well as to travel to trade shows and conferences as needed.

Zartico

One of our 2023-25 strategic goals was to become a more data-driven organization. We have contracted with Zartico to provide Visit McKinney with data pertaining to visitor counts, spend, hotel stays, locations of visiting within the city, and origin of visitor home markets, among other data. This data will be used by the Visit McKinney team to help inform decisions on both marketing and sales, and shared with city component groups when appropriate.



MARKETING KPI & ROI MEASUREMENT



The Visit McKinney Communications and Marketing team is responsible for the following components and initiatives that make up the organization's marketing assets.

Website

- Google Analytics (GA4) are pulled each month for the Destination Dashboard Monthly Report where we publicly display pageviews, sessions, and users as well as year-over-year (YoY) growth of all three metrics.
- Specific page traffic is pulled as needed to spot-check success of social posts, landing pages, and other needs.

Visitors Guide

- Staff tracks physical copies that are sent out via our CRM inventory.
- Staff monitors GA4 numbers following promotions of our Visitors Guide via digital ads and social media ads.

Social Media Channels

- Facebook and Instagram metrics we track monthly include impressions, engagement rate, and follower growth.
- YouTube metrics we track include views, impressions, and follower growth, and individual videos and shorts are tracked as needed.
- LinkedIn metrics we track include follower growth and monthly page visits plus the YoY growth of these metrics.

Visit Widget Web Platform & Smartphone App

- Each month, we track the overall/combined number of users, sessions, and pageviews of the web widget and app, which also includes the kiosk.
- As needed, we can pull number on specific tours/challenges and listings through the widget's web reporting.

Weekend Update Newsletter

- The metrics we track each month include recipients, successful deliveries, open rate, and click rate. Our target goal is to stay above the average tourism industry rates of about 30% open rate and above the 1.34% click rate.
- Occasionally, we'll purge the list to remove unengaged recipients in an effort to keep our open rate up and our spam reports at a minimum.

Visitor Experience Center & Shop

- Our front desk staff tracks daily walk-in visitors and walking tour attendees.
- For our store, we report monthly our number of transactions, total sales, and net sales. We use Square and our CRM to track the inventory.

Earned Media

- Staff will track the advertising value and PR value of all earned media articles/placements.

OUR TARGET AUDIENCE

Current McKinney Visitors

- Pass-through travelers (e.g., on I-75; primarily people stopping for gas/food)
- Meeting attendees and planners
- Sports events attendees
- Cultural event attendees
- Leisure travelers
- Regional road trippers

Major Texas and Regional Markets

- Dallas/Fort Worth
- Austin/San Antonio
- Houston
- East Texas (Tyler/Longview)
- Other metros within driving distance including Oklahoma, Arkansas, Louisiana (Shreveport), etc.
- Children and families (all markets)
- Latino and African-American (all markets)
- Sports and recreation (all markets)
- National/international visitors to/in Texas

Thematic (special interest and niche) Travelers and Planners

- Texana/heritage/historic interests
- Nature/outdoor recreation
- Sports
- Culture/Arts/Music
- Education
- Shopping/lifestyle
- Weddings

Community Stakeholders

- Key attractions
- Hotel/motel industry
- Restaurants and retailers
- Elected officials and staff in McKinney and partner/neighbor cities
- Surrounding communities
- Educational institutions and major employers
- Residents



MARKETING BUDGET – Advertising

2024-25 Advertising (Digital & Print)	
Advertising Specials - Opportunities	\$1,571
Authentic TX Magazine (2 x a year \$1,000 ea)	\$1,220
Certified Folder (Map ad/Brochure distribution for one year)	\$1,450
Chamber Map	\$595
Chamber Relocation Guide	\$400
Convention South Listing	\$195
County Line Magazine (annual digital magazine contract with social)	\$1,800
Day Tripper - four times a year at \$500 each	\$2,000
Historic Downtown McKinney Calendar (spring)	\$135
KenilWorth (Sports Events) - Dec. 2024 - Annual Planners Guide for CVB's	\$2,195
KenilWorth (Sports Events) - Possible other issue in the spring	\$2,195
McKinney Shop Ad - High School Programs	\$900
Meet in Texas (1/2 pg ad, 1/2 pg sponsored article) - \$1,500 each	\$3,000
Native Texan Campaign (TourTexas.com)	\$5,150
MPI Online Listing	\$545
Sports Destination Management	\$1,100
Small Market Meetings (Pioneer Publishing)	\$1,750
Sports Destination Management (DuNorth Media)	\$8,000
Select Traveler - Tradeshow Ad	\$2,195
Social Media (FB, TT, etc.)	\$5,000
Sports Event - Web Ad	\$95
Texas Meeting Planner Guide (Connect Texas)	\$7,000
Texas Events Calendar - Spring & Fall (\$999.40 each)	\$1,999
Texas Highways (3 ads @ \$3,080.85/ea)	\$9,243
Meetings & Events Ads (Greenspring - 3 ads - \$3,255 each)	\$9,765
Texas Municipal League (1/4 page ad) - April CVB issue of TTC Magazine	\$1,500
Texas State Travel Guide	\$4,965
Texas Trails Map (Heritage office)	\$900
Tour TX (Web Destination Content (annual)	\$4,476
Travel Texas (State Travel Office) - Two co-op programs	\$3,000
TSAE Membership Directory	\$1,260
TSAE Online Buyers Guide - Provider Directory	\$1,172
TSAE Sponsored Newsletter	\$1,989
Texas Monthly	\$10,000
TSAE D/FW Membership/Resource Guide	\$1,096
TSAE Online Buyers Guide (with video/Premiere listing)	\$636
TSAE Association Leadership 1/2 pg ad	\$1,314
Kiosk Shipping	\$550
Vehicle Wrap	\$5,000
\$107,356	

MARKETING BUDGET – Promotional

Other Marketing (8520) Expenses	
Tourism Partner Award	\$300
Board - Appreciation & Holiday Gifts	\$1,200
Tourism Promotional Grants	\$30,000
Promotional Collateral	19,300
<i>Staff - Logo Apparel - \$800</i>	
<i>Sales Calls Materials - \$500</i>	
<i>Re-print Visitors Guides - \$18,000</i>	
Group Incentives	\$50,000
Byron Nelson	\$50,000
Adara (Byron) - \$10,000	
Special Events	\$8,100
National Travel & Tourism Week - \$3,000	
McKinney Bridal Show - Bags - \$1,500	
Influencer FAM Tour - \$3,000	
Sponsorships	\$17,000
TACVB - \$1,500	
TTA - \$1,500	
Connect Texas - \$1,500	
McKinney Oktoberfest - Munich - \$5,000	
	\$175,900

175,900

Professional Marketing Services	
Weir/Stewart Phase 1	\$32,312
Weir/Stewart Phase 2	\$20,000
Photo/Video Services	\$8,000
Influencers	\$8,500
Plants for Outside - Front Porch	\$700
ADARA	\$15,000
	\$84,512

84,512

Sponsorships	
TACVB	\$1,500
TTA	\$1,500
Connect Texas	\$1,500
McKinney Oktoberfest - Munich	\$5,000
	\$9,500

9500

Supplementals	
Indoor Touch Kiosk - Airport	\$5,000
THLA Hotel Listings	\$9,898
	\$14,898

14898

TOTAL MARKETING BUDGET FOR 2024-25

\$402,886

LOCAL PARTNERS VISIT MCKINNEY SUPPORTS

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
- SBG Hospitality Events
- Downtown Coffee Crawls
- Cultural Events supported by Downtown McKinney
 - ✓ Dia de los Muertos
 - ✓ Texas Women Society events
 - ✓ Juneteenth

Chestnut Square

- Haunted Tours
- Holiday Home Tour
- Trolley Tours (with Collin County History Museum)
- Farmers Market
- Farm to Table dinners
- Prairie Adventure Camp
- Weddings

Miscellaneous Attraction Supported through Promotion

- Collin County History Museum (all exhibits)
- Chamber (Community Awards/Leadership)
- Adriatica Events (Music events at The Sanctuary)
- TUPPS Brewery
- Live music at local restaurants/pubs/wine bars
- Food Walks of Texas
- Escape Rooms (North Texas Escape Rooms and Escapology)
- Urban Air Adventure Park
- The Comedy Arena
- Arcade 92
- The Horse's Axe
- MillHouse McKinney
- Jump Into Art Studios
- McKinney Art Gallery
- LAST Art Gallery
- Steak 101 Classes at Local Yocal
- The Cove Art Exhibits
- MAST (McKinney Art Studio Tour)
- Classes held by merchants – cocktails, food, painting, DIY, etc.
- Performing groups (McKinney Philharmonic, McKinney Repertory Theatre, McKinney Community Band, etc.)
- District 121 and Hub 121
- Flour Mill (weddings, perfume company, etc.)

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
- Canoe experience days
- Camps

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 (now through 2027)
- Drum Corps International (DCI)/Marching Music Made in McKinney
- The CJ CUP Byron Nelson Golf Tournament
- Texas Music Revolution
- Youth Soccer Tournaments
- Pickleball tournaments

VISIT MCKINNEY SOCIAL MEDIA POLICY

Through social media sites operated by the City of McKinney , we want to foster positive communication between the city, locals, and visitors. We are excited about sharing information about what restaurants, attractions, shopping, and events happening around our vibrant city.

Our social media accounts are not monitored by the city 24/7, but all comments and replies are read on a regular basis. Our user guidelines are as follows:

1. Responses by Visit McKinney to any comments from the public are limited to providing factual information. Moderators will not argue with any person who chooses to engage on this account.
2. New postings should be relevant, current and appropriate. Keep comments short and to the point.
3. Do not include personally identifiable information within your post or comment. This would include but is not limited to addresses, phone numbers, social security numbers or other sensitive information.
4. Do not represent yourself as another person.

The Visit McKinney is a department of the City of McKinney and reserves the right to regulate the content of this page. While city personnel will not edit comments by visitors to this page, the Department reserves the right to delete completely, when necessary and as soon as is feasible, any posting that involves:

- ✓ Content unrelated to the purpose and topical scope of the page;
 - ✓ Content unrelated to a particular posting by Visit McKinney;
 - ✓ Advertisements or content that is commercial in nature;
 - ✓ Obscenity or profanity;
 - ✓ Content that promotes, perpetuates, or fosters discrimination on the basis of age, gender, race, religion, color, national origin, physical/mental disability, sexual orientation, marital status, and/or gender identity;
 - ✓ Sexual content;
 - ✓ Content that implies, promotes, or encourages illegal activity;
 - ✓ Content that is contrary to the safety of City employees or the public;
 - ✓ Content that opposes or supports political candidates or propositions; or
 - ✓ Content that violates the legal ownership of another party.
5. The City of McKinney, Texas, and the McKinney Convention and Visitors Bureau are not responsible for and do not endorse comments placed on this page by visitors to this page. Commenters are personally responsible for their own comments, username, and/or any information placed on this page by the commenter.
 6. All content posted to this site is subject to the public disclosure laws.

Please do not report emergencies or ask for assistance on this page. For emergency service, please call 9-1-1.

For further assistance regarding Visit McKinney, please call 972-547-2058.

Repeat violators are subject to being blocked from accessing the City's social media pages.

VISIT MCKINNEY SOCIAL MEDIA POLICY (continued)

User-Generated Content (UGC)

Visit McKinney uses the CrowdRiff platform to request and secure rights in sharing your photo across our channels. We love pictures taken by locals and visitors capturing their special McKinney experiences and regularly reach out to people who tag Visit McKinney to request additional rights to reproduce our favorite images on our website, in email, for our promotions, and more. Whenever possible, we also include the user handle or byline.

By responding to our request with the hashtag **#YesMcKinney**, social media users are agreeing to the following:

As between the user and Visit McKinney, the City of McKinney, its departments, agents, officers, partners, volunteers, and employees (“the city”), the user owns all content and information you post or share using the city’s websites and social media channels, (the “sites”) or tagging the city, such as posting or sharing comments, photos, and videos (referred to as “user content”).

The users gives Visit McKinney and the city permission to use their content as follows: a license to reproduce, display, perform, distribute, create derivative works from and otherwise use the UGC in connection with the sites and for other marketing purposes, including without limitation in print, email and other communications, promotional materials and other marketing. We may display advertisements in connection with the UGC or on pages where it may be viewed by the public, and we may use the UGC to advertise and promote the city. Our license to your user content is non-exclusive, meaning you may use the user content for your own purposes or let others use your user content for their purposes. Our license to your user content is fully-paid and royalty free, meaning we do not owe you anything else in connection with our use of your user content. We may exercise our rights anywhere in the world. Finally, our license is perpetual, meaning that our license lasts for an indefinite period of time.

The User Promises That:

- They own all rights to the user content or, alternatively, that they have the right to give the city the rights described above; and
- The user content does not infringe on the intellectual property rights, privacy rights, publicity rights, or other legal rights of any third party.
- We may refuse to accept or transmit user content for any reason. We may remove user content from the sites for any reason.

Privacy Notice

When your user content is displayed as detailed above, your social media handle may be displayed and your image will be displayed. The city collects and processes this information as necessary for the performance of this agreement between us.

VISIT MCKINNEY BRAND STORY

Creation and Launch of Current Brand

Visit McKinney underwent its first official rebranding beginning in mid-2020. The organization had previously used the city's branding as "McKinney Convention & Visitors Bureau" (from 2006-2020). Simpleview, a premiere agency specializing in destination marketing and website development, was chosen from three bidding agencies. The new brand was soft-launched in early 2021 with a full-on launch taking place in conjunction with the new website launch in mid-2021.



Plans to Elevate the Brand in 2024-25

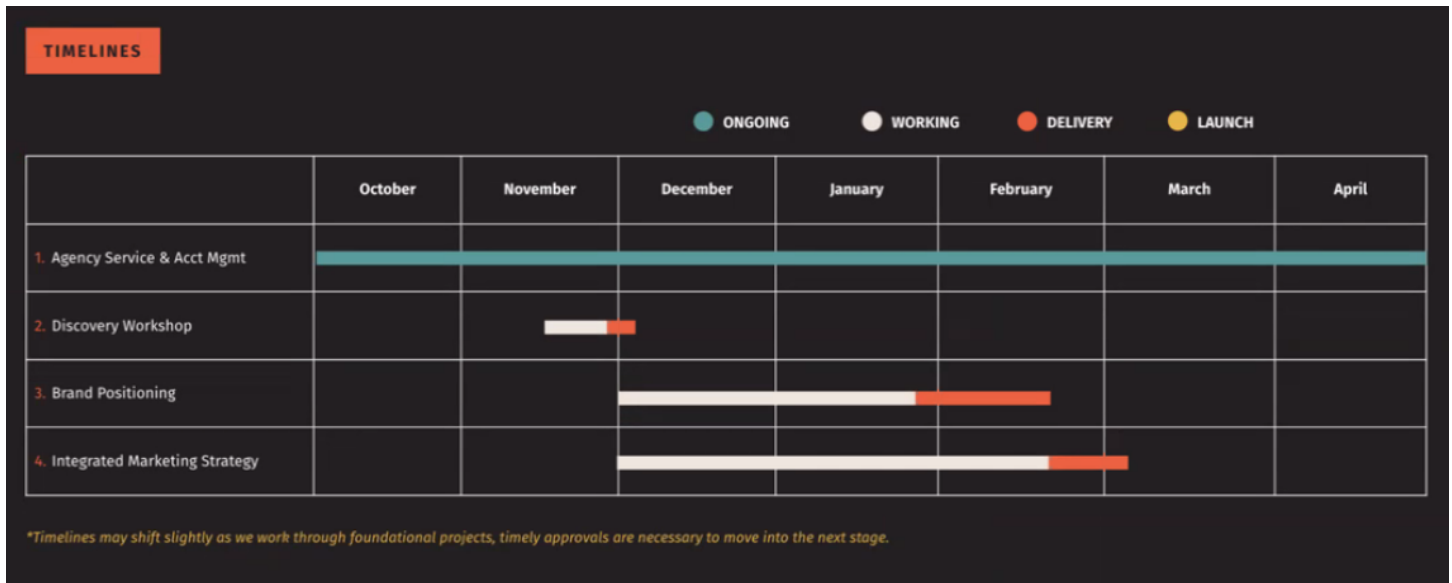
Because of COVID travel restrictions at the time the new branding project took place, the Simpleview team was not able to follow their usual procedures of making a full-immersion destination visit. While we love the brand, it has never felt totally complete in its messaging, tone, and direction. For this reason, Visit McKinney is contracting with agency Weir/Stewart in Georgia for enhance and elevate the existing brand, keeping the elements as is, but working too fully realize all the brand can mean to McKinney and our complete development as a well-rounded destination. Work with the Weir/Stewart team is set to begin in late 2024.

Brand Guidelines

Our Brand Guidelines were updated with new fonts in mid-2023, and have been included in this plan as Appendix B. As with any marketing initiative, the guidelines are subject to change as needed. We foresee an update to the Brand Guidelines in early to mid-2025 following completion of Phase 1 with Weir/Stewart.

TIMELINE

Phase 1 of Visit McKinney's contract with Weir/Stewart.



APPENDIX A: INDUSTRY ABBREVIATIONS/TERMS

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
SMERF	Social/Military/Education/Religious/Fraternal
TACVB	Texas Association of Convention & Visitor Bureaus
TIC	Travel Information Center (operated by TxDOT)
TIS	Texas Travel Information System
TMO	Texas Music Office
TSAE	Texas Society of Association Executives
TTA	Texas Travel Alliance (<i>formerly Texas Travel Industry Association—TTIA</i>)
TxDOT	Texas Department of Transportation

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APPENDIX B: BRAND STYLE GUIDELINE

visit
McKinney

BRAND GUIDELINES



EST
1848



McKINNEY'S PERSONALITY

McKinney is the authentic, free-spirited, most welcoming gem of North Texas, filled with music, art, history, culinary experiences, and more!





PERSONALITY SUMMARY

Combining the adjectives and descriptive phrases identified during discovery, the following is a fitting summary of the picture conjured by those descriptions:

“McKinney is all about community. A well-rounded, wholesome community that takes pride in its heritage, celebrating the importance of growth, diversity, and artistic expression. The people of McKinney understand that the best things in life are simple, tried, true, and in the moment - good music, delicious food, ingenuity, and a strong sense of community.”

McKINNEY’S VISITORS AGREE!

We hear from visitors on a regular basis how friendly and hospitable McKinney people are, how comfortable and homey they find our city, and how much they love the atmosphere, music, food, nature, and diverse shopping they find in our community.

They tell us that they like:

- ◆ The way the community embraces, supports, and encourages music of all kinds;
- ◆ The foodie vibe with the popular farmers market and so many restaurants that develop their culinary offerings based on what they can procure from area farmers;
- ◆ The cohesive art community with many studios and galleries that offer not only exhibits, but also hands-on opportunities for amateurs to create art; and
- ◆ The preservation of our historic architecture that helps establish a sense of place and provides a culture of living history in our community.

USING IMAGERY FOR VISIT MCKINNEY

When selecting images to use in ads, social media, website, and other marketing efforts and campaigns, keep the audience in mind and find photos that visualize what sometimes words are inadequate to express, eliciting the desired emotional impact.

WHEN SELECTING AN IMAGE/PHOTO, IT SHOULD PORTRAY OR REFLECT:

- ◆ Recognizable subjects that give a sense of place and reference to McKinney;
- ◆ Our demographics (leisure travelers, day trippers, tour groups, families, business travelers, brides, planners, etc.), taking into account, too, the diverse community we have in McKinney;
- ◆ A positive and authentic McKinney experience;
- ◆ Relevance;
- ◆ Quality;
- ◆ In focus;
- ◆ Well-lit; and
- ◆ Good proportions/composition.

ASK YOURSELF:

Does it convey the right feelings?

Whether intentional or not, images communicate a mood to your audience. Background, color, facial expression, and other not-always-obvious features and attributes combine to evoke feelings in a way that may not be obvious at first.

Is it at least fairly distinct and true to the McKinney “landscape” and features?

Sometimes stock photography may be necessary, but look for imagery that isn’t commonly used, doesn’t look too cliché, and doesn’t have a background or features clearly not found in McKinney.

Does it make you want to visit McKinney or entice them to learn more about it?

Photos should draw your target audience’s curiosity and appeal to their senses. People like to picture themselves in a destination, experiencing what they see portrayed.

LOGO DESIGN

Below is Visit McKinney's new logo that was crafted to express a fun vintage vibe in a friendly and inviting way. The lines under the "c" and "e" act as the logo's base and as a visual metaphor to the town's heritage - the base of McKinney's lively present-day culture. Visually, the lines also bring balance to the logo. The weight of the letters hints to the bold and expressive nature of McKinney. The rounded retro letters and the sweeping "K" emphasize the vibrant, free-spirited nature travelers will feel during their stay.

PRIMARY LOGO in Faded Denim Tone 2 and McK Mint Tone 2



Use of Logo

This primary logo represents both McKinney and the State of Texas. It is recommended and approved for use on:

- ◆ Visit McKinney's website;
- ◆ Ads (print and digital, especially when advertising McKinney outside of Texas);
- ◆ Digital media in addition to website (ads, web directories, social media, etc.);
- ◆ Printed collateral (letterhead, note cards, brochures, maps, signage, etc.);
- ◆ Promotional items;
- ◆ Attire (embroidered/printed) on clothing that does not clash with the logo colors;
- ◆ Email signature; and
- ◆ Any other use as needed.

PRIMARY/MONOGRAM LOGOS

Primary Tones: Faded Denim Tones 1 and 2 in both primary (left) and monogram (right) logos.



Use of Logo

This primary logo and monogram logo can be used in every capacity needed including:

- ◆ Website;
- ◆ Ads (print and digital; *monogram-style logo can be used, especially in ads outside of Texas and when used with URL*);
- ◆ Digital media (ads, web directories, social media profile images, QR codes, etc.);
- ◆ Printed collateral (letterhead, note cards, maps, brochures, signage, etc.);
- ◆ Promotional items;
- ◆ Attire (embroidered/printed) on clothing that does not clash with the logo colors;
- ◆ Email signature; and
- ◆ Any other use as needed.

OTHER VARIATIONS

The URL versions of the logo may be used for ads, printed material or promotional items.



Sponsorship versions of the logo (also available in white and black) will be provided to all grant recipients and other entities to which Visit McKinney contributes or provides financial support. These sponsorship logos are for use on grant recipient websites and promotional/marketing pieces which should be reviewed by Visit McKinney.

SECONDARY LOGO

Duo tone in Crape Myrtle Tones 2 and 3



Single tone in Crape Myrtle Tone 2



Use of Logo

The secondary logo and monogram logo can be used on:

- ◆ Website;
- ◆ Ads/printed collateral (as warranted);
- ◆ Watermarks on websites, videos, etc.;
- ◆ Social media (monogram can be used as a profile images and any place the full URL doesn't fit/work;
- ◆ Attire (embroidered/printed) on clothing that does not clash with the logo colors; and
- ◆ Promotional items.

Use of the secondary logo outside of use by Visit McKinney requires permission.

TERTIARY LOGO

Duo tone in Sunflower Tone 1 and 2



Single tone in Sunflower Tone 1



Use of Logo

This tertiary logo and monogram logo can be used on:

- ◆ Website;
- ◆ Watermarks on websites, videos, etc.;
- ◆ Promotional items where color is logical and primary or secondary colors don't work; and
- ◆ Sparingly, and only with prior approval

Use of the secondary logo outside of use by Visit McKinney requires permission.

WHITE LOGO AND MONOGRAM LOGO

White duo tone logo on Faded Denim Tone 2



Use of Logo

The white primary logo and monogram logo can be used on top of the Denim tones for:

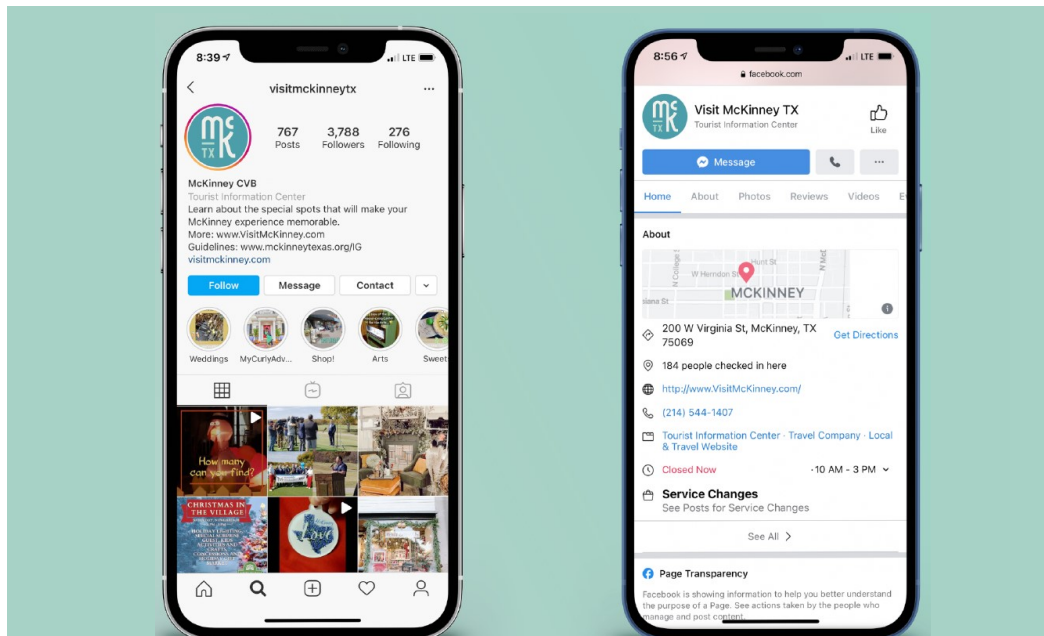
- ◆ Website;
- ◆ Ads (print and digital, the monogram version especially when advertising outside of Texas);
- ◆ Digital media in addition to website (ads, web directories, social media, etc.);
- ◆ Printed collateral (letterhead, note cards, brochures, maps, signage, etc.);
- ◆ Promotional items;
- ◆ Attire (embroidered/printed) on clothing that does not clash with the logo colors;
- ◆ Email signature; and
- ◆ Any other use as needed.

Use the white logo on primary, secondary, and tertiary colors for promotional merchandise as the item warrants. Other colors in the palette may be considered as a background to the white but only with approval of Visit McKinney and only if no other color logically or aesthetically works.

OTHER USES OF VARIOUS ITERATIONS OF LOGO

Use of the white Visit McKinney logo (or the off-white Cotton) on primary, secondary, and tertiary colors includes any of the following:

- ◆ Website;
- ◆ Social media profile buttons (monogram logos);
- ◆ Promotional merchandise or clothing as appropriate for item or clothing style; and
- ◆ Case-by-case basis, with Visit McKinney approval only.



SIZE & SPACING

Proper logo size and appearance is vital to maintaining the readability of the logo, as well as ensuring a standard, consistent look across all use of the brand. Use the following guidelines for minimum size of the Visit McKinney logo. (Any smaller sizes must be approved by Visit McKinney.)

Sizing

- *Smallest allowable size: .5" high (primarily for promotional items due to space limitations):*



- *Preferred smallest size: .75" high:*



- *Preferred smallest size on printed materials: 1.25" high:*



- *Larger versions of these logos are certainly allowable, especially for signage.*

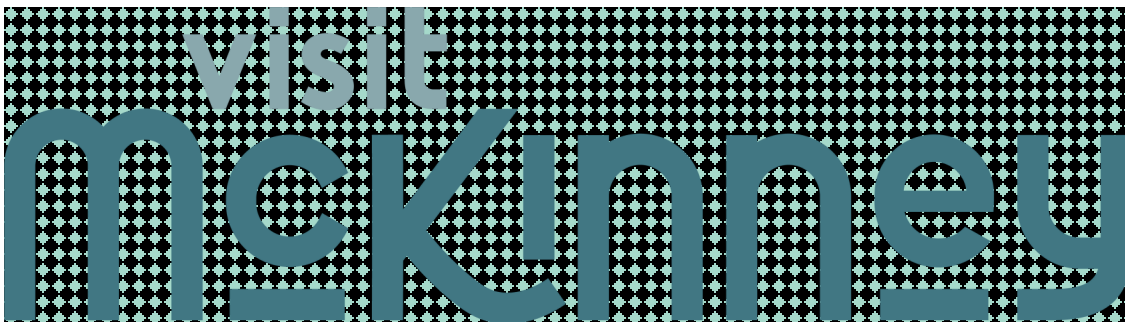
Spacing

Whenever the logo is used, it should be surrounded by clear/white space to allow for easy readability, visibility, and impact. The space should be no less than the width of the X of the corresponding logo size.

DON'TS

The following guidelines must be followed to avoid misuse of Visit McKinney logo and brand color palette.

No placements of color logos on dark or distracting backgrounds



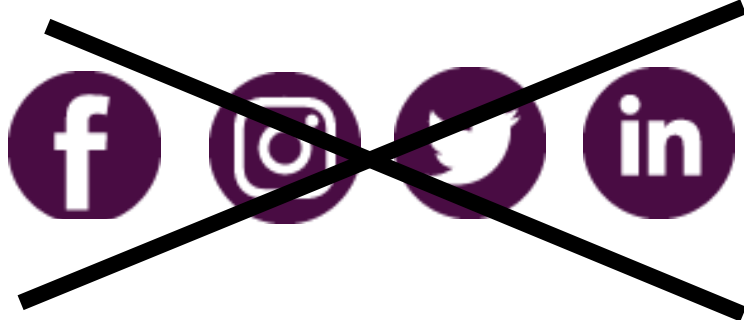
WARNING ABOUT LOGO PROPORTION DISTORTIONS!

The Visit McKinney logo proportions cannot be distorted or altered. Always size the images using the sizing handles in the corners, not on top, bottom, or sides. See examples of **incorrect** proportions in logo use below.



LOGO DON'TS

No usage of any previous Visit McKinney logo or brand color palette including social media buttons in old colors as shown below are allowed or acceptable. Rather, social media buttons should be either the platform's brand colors, white on a solid brand color, black, or hues from Visit McKinney's new color palette.



Logo Fonts

Visit McKinney's logo is designed using standard and customized lettershapes from the two typefaces shown (at right) to create the final logo. These fonts are to be used for typographical situations where each letter can be chosen and individually adjusted.

These fonts are not to be used for editorial or online content as they could hamper readability and clarity of message.

QUIRK

A^A B^B C^C D^D E^E F^F G^G H^H I^I

J^J K^K L^L M^M N^N

O^O P^P Q^Q R^R S^S T^T U^U V^V

W^W X^X Y^Y Z^Z

1 2 3 4 5 6 7 8 9 ! @ # \$

% & + =

Odudo

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 ! @ # \$ % & + =

Odudo Bold*

Faded Denim Tone 1

Quirk*



Brand Fonts

These fonts are for use in editorial or online content. These fonts were chosen for Visit McKinney for the legibility and complimentary nature to the logo.

These fonts are recommended for use in headlines and body copy.

Josefin Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 ! @ # \$ % & + =

Libre Franklin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 ! @ # \$ % & + =

Example of font usage in text:

About McKinney Texas

Located just 30 miles north of Dallas, McKinney offers visitors the perfect getaway destination, with its tree-lined streets, historic downtown, and tight-knit community giving this fast-growing city a friendly, small-town feel despite the city's population of almost 211,000 (as of January 2023). Home to one of the state's largest historic districts, McKinney's charm and comfortable pace is quite different from the metroplex's urban sprawl, offering a wide variety of memorable experiences to visitors and residents alike.

Josefin Sans SemiBold

Libre Franklin SemiBold

Libre Franklin Light

PRIMARY COLOR PALETTE

The color palette created for Visit McKinney embraces the nostalgic, Bohemian, lived-in, comfortable feel of our brand identity.

Faded Denim 2

HEX: #4c8898
RGB: 76, 136, 152

McK Mint 2

HEX: #a6d9ca
RGB: 166, 217, 202

Sunflower 2

HEX: #eca950
RGB: 236, 169, 80

Crepe Myrtle 2

HEX: #e26160
RGB: 226, 97, 96

Bloom 2

HEX: #fcd4c2
RGB: 252, 212, 194
CMYK: 0, 19, 20, 0

Dust 2

HEX: #e6d3b9
RGB: 230, 211, 185

Lilac 2

HEX: #887091
RGB: 136, 112, 145

Char

HEX: #333333
RGB: 51, 51, 51

Cotton

HEX: #f2f2eb
RGB: 242, 242, 235

SHADES OF McKINNEY'S COLOR PALETTE

The palette provides a light and fresh take on the historic qualities of the destination with rich colors that carry a lightly sun-faded quality. Simpleview created color options that pair well together to allow for mixing and matching them. This flexible palette allows for a strong voice with each of Visit McKinney's markets. For example, we can promote our weddings market with soft options like Dust, Cotton, and Bloom, pairing them with a high contrast color like Crepe Myrtle. Likewise, the color choices allow us to cater to all of our markets with the appropriate hues and color combinations. *(See the full color palette on the next page.)*



FULL SCOPE OF VISIT MCKINNEY'S COLOR PALETTE

Denim	New Denim HEX: #274458 RGB: 39,68,88 CMYK: 88,67,45,33 PANTONE: 2168 C	Faded Denim Tone 1 HEX: #417682 RGB: 65,118,130 CMYK: 77,42,41,10 PANTONE: 7475 C	Faded Denim Tone 2 HEX: #4c8898 RGB: 76,136,152 CMYK: 73,35,34,3 PANTONE: 7697 C
McKMint	Tone 1 HEX: #7fccb0 RGB: 127,204,176 CMYK: 50,0,39,0 PANTONE: 564 C	Tone 2 HEX: #a6d9ca RGB: 166,217,202 CMYK: 34,0,24,0 PANTONE: 565 C	Tone 3 HEX: #cdeae2 RGB: 205,234,226 CMYK: 19,0,12,0 PANTONE: 566 C
Sunflower	Tone 1 HEX: #db8931 RGB: 219,137,49 CMYK: 12,53,94,1 PANTONE: 7413 C	Tone 2 HEX: #eca950 RGB: 236,169,80 CMYK: 6,36,78,0 PANTONE: 157 C	Tone 3 HEX: #efd1a4 RGB: 239,209,164 CMYK: 5,17,38,0 PANTONE: 155 C
Crape Myrtle	Tone 1 HEX: #ba4545 RGB: 186,69,69 CMYK: 20,86,73,8 PANTONE: 2033 C	Tone 2 HEX: #e26160 RGB: 226,97,96 CMYK: 6,77,58,0 PANTONE: 4057 C	Tone 3 HEX: #eaa8a6 RGB: 234,168,166 CMYK: 5,40,25,0 PANTONE: 4067 C
Lilac	Tone 1 HEX: #6e5c77 RGB: 110,92,119 CMYK: 61,66,35,13 PANTONE: 4117 C	Tone 2 HEX: #887091 RGB: 136,112,145 CMYK: 51,59,25,3 PANTONE: 7661 C	Tone 3 HEX: #a890b2 RGB: 168,144,178 CMYK: 36,44,13,0 PANTONE: 666 C
Bloom	Tone 1 HEX: #f4b9a6 RGB: 244,185,166 CMYK: 2,32,30,0 PANTONE: 4033 C	Tone 2 HEX: #fcd4c2 RGB: 252,212,194 CMYK: 0,19,20,0 PANTONE: 4032 C	Tone 3 HEX: #f8e0d2 RGB: 248,224,210 CMYK: 2,12,14,0 PANTONE: 7604 C
Dust & Cotton	Dust Tone 1 HEX: #ceb79d RGB: 206,183,157 CMYK: 20,26,38,0 PANTONE: 481 C	Dust Tone 2 HEX: #e6d3b9 RGB: 230,211,185 CMYK: 9,15,27,0 PANTONE: 482 C	Cotton HEX: #f2f2eb RGB: 242,242,235 CMYK: 4,2,6,0 PANTONE: 11-0602

ILLUSTRATIONS

These branded illustrations sprightly convey our Hip Heritage visual narrative. They depict a new-retro take on some of the notable staples of McKinney, like its love for music, the monarch butterfly, and landmarks such as the water tower.



QUESTIONS & COMMENTS

Visit McKinney's Senior Communications & Media Specialist is charged with managing and approving all of the organization's public-facing materials and managing the brand identify and reputation. Visit McKinney's Executive Director holds the final right of approval on all Visit McKinney related logo and branding uses. If you have questions about proper logo, typography and color palette usage, please contact:

Aaron Werner

Visit McKinney Executive Director
972-547-2059
executivedirector@visitmckinney.com



Beth Shumate

Visit McKinney Senior Communications & Media Specialist
972-547-2061
media@visitmckinney.com

