

Talking Points November 2017 for October 2017

**I. Recognition:**

Second year in a row, the MCVB was voted for the annual Convention South Readers' Choice award. Press release is attached. Congratulations to the team at McKinney CVB! (*Way to seriously bring in the votes this year! One of only 38 total winners in the entire state including CVBs and venues!*) Of the *thousands* of meeting destinations in the South, *over 1,000* were nominated this year, and *only 300* were chosen winners... After *over 6,000* readers and fans voted, *you have won* an Annual *ConventionSouth* Readers Choice Award!



**II. MCVB Room Nights Generated: TTL Room Nights: 819; TTL Revenue: \$91,187.45**

**WEDDINGS COMPLETED in October 2017 - TTL Room Nights: 375; TTL Rev: \$44,465.85**

- Wheeler/Tadvick Wedding – Grand Hotel: TTL room nights: 11, TTL Rev: \$ 2107
- Warren/Wells Wedding – Towne Place Suites: TTL room nights: 2, TTL Rev: \$218
- Boyette/Cook Wedding – Grand Hotel: TTL room nights: 39, TTL Rev: \$6291
- Kimbro/Jensma Wedding – Comfort Suites: TTL room nights: 31, TTL Rev: \$2719
- Herrera/Sutherland Wedding – Hampton Inn: TTL room nights: 53, TTL Rev: \$6042
- Symone Charlton Wedding – Towneplace Suites: TTL room nights: 25, TTL Rev: \$2725, Hampton Inn: TTL room nights: 28, TTL Rev: \$3192, Holiday Inn: TTL room nights: 7, TTL rev: \$693
- Folkening/Harbour Wedding – Towneplace Suites: TTL room nights: 10, TTL Rev: \$1090, Best Western: TTL room nights: 2, TTL rev: \$191.98

## MEDC-MCDC-MAIN ST.

- Maddison Howell Wedding – Sheraton: TTL room nights: 46 TTL rev: \$5334
- Glenda Meadows Wedding – Best Western: TTL room nights: 13, TTL rev: \$1325.87
- Garrett/Bailey Wedding – Sheraton: TTL room nights: 58, TTL rev: \$6607
- Sarah Castaneda Wedding – Holiday Inn: TTL room nights: 2, TTL rev: \$ 218
- Jeania Lemons Wedding – Hampton Inn: TTL room nights: 8, TTL rev: \$ 952
- Leah Ingebrihtsen Wedding – Hampton Inn: TTL room nights: 28, TTL rev: \$ 3332
- Margot Delossantos Wedding – Hampton Inn: TTL room nights: 12, TTL rev: \$1428

### **No Pick-ups on the following weddings:**

- Rachel Cohenouer - October 2017, The Springs
- Mercedes Henderson Wedding – October 2017, Rustic Grace
- Carly Schindler Wedding – October 2017, Stone Crest
- Dana Galway Wedding – Springs
- Katie Almaleh Wedding – October 2017, The Springs

**ASSOCIATION/CORPORATE/SMERF COMPLETED in October 2017: TTL Room nights: 444, TTL Revenue: \$46,721.60**

**Associaton: TTL Rooms: N/A; TTL Rev: \$ 0**

**Corporate: TTL Rooms: 444 TTL Revenue: \$ 46,721.60**

- Torchmark- Sheraton 10/8-12/17; 43 TTL Room nights; \$ 4,300 TTL Revenue
- Torchmark- Sheraton 10/10-12/17; 56 TTL Room nights; \$ 5,600 TTL Revenue
- Torchmark- Sheraton 10/16-17/17; 56 TTL Room nights; \$ 5,600 TTL Revenue
- Torchmark- Sheraton 10/22-25/17; 250 TTL Room nights; \$ 25,000 TTL Revenue
- Emerson- Sheraton 10/10-12/17; Cancelled
- Dow Chemical Co. – Grand Hotel: TTL room nights: 13, TTL Rev: \$1777
- 3D Group Travel – Grand Hotel: TTL Room nights: 26 TLL Rev: \$4000.60

**SMERF: TTL Rooms: N/A; TTL Rev: \$ 0**

**Sports: 0 TTL Rooms: N/A; TTL Rev: \$ 0**

- North Texas Fall Shootout – teams booked online, no room block, no pick up

### **III. Visitors: FYTD Total (October '17)**

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

- Out of State:
- Out of Country:
- Texas Residents:
- McKinney Residents:
- Register Total:
- Ticker Counter:

**IV. RFP's: 31 (1-Association, 20-Corporate, 10-Weddings, -Social (0-Religious), 0 -Sports, 0-Day Trips)**

**Association: 1**

- Texas State NAACP Annual Conference to the Sheraton on 10/6/17  
Event to Take Place 2 or 3<sup>rd</sup> Week in October 2018. Attendees: 250  
Peak Room Nights: Thursday – Saturday 50-75 Room nights per night over 3 days (150-225 room nights) Off Peak Room Night: Wednesday 10 room nights.

**Corporate: 20**

- CarMax Employment Center: Monday, 19 Feb 2018 - Fri, 13 Apr 2018); looking for a venue only to do training.
- **1200 room nights- Emerson**
  - Emerson: 30 attendees; 60 room nights:
    - Life Cycle Services: IV 1100; 180 Room nights
      - 1/30/18-2/1/18
      - 5/1-3/18
      - 6/5-7/18
  - Life Cycle Services:IV1106;240 Room nights
    - 1/9-11/18
    - 4/10-12/18
    - 9/18-20/18
    - 11/13-15/18
  - Regulator:1100; 240 Room nights
    - 2/20-22/18
    - 3/20-22/18
    - 9/11-13/18
    - 11/6-8/18
  - Regulator:1106;240 Room nights
    - 2/27/18-3/1/18
    - 3/20-22/18
    - 9/11-13/18
    - 11/6-8/18
  - Regulator:1112; 120 Room nights
    - 5/22-24/18
    - 12/11-13/18
  - Emerson: 30 attendees; 90 room nights; 180 Room nights
    - Regulator:FC1605
      - 10/9-11/18
    - Regulator:FC1800
      - 1/23-26/18

**Weddings: 10**

- Kayly Browne Wedding, October 2018 – Avalon Legacy
- Shelby Boyett/Camerson Cook Wedding, October 2017 – Flour Mill
- Natalie Butlers Wedding, December 2017 – River Road Chateau
- Gaby Ortiz Wedding, December 2017, - Springs
- Shadae Rogers Wedding, February 2018 – The Springs

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- Morgan McGrew Wedding, March 2018, The Springs
- Alex Parkinson Wedding, April 2018, The Rosemary Barn
- Lauren Daymard Wedding, May 2018 – Chandlers Garden
- Katie Nelson Wedding, August 2018 – Stone Crest
- Waychoff/Lonzanida Wedding – August 2018, Stone Crest

**SMERF: 0**

**V. RFP's: (-Association, -Corporate, -Weddings, -Social (0-Religious), 0 -Sports, 0-Day Trips)**

### **VI. Site Visits: 452**

- Out of State: 38
- Out of Country: 11
- Texas Residents: 28
- McKinney Residents: 9
- Register Total: 96
- Ticker Counter: 452

**VII. Advertising: Ads/materials created and submitted:** Created/submitted materials (photos and text)  
**Blogs on our website:**

- Peek Inside The Old Gough-Hughston House - 17
- Support Your Local Farmers & Locally-Grown Food - 4
- Heard Museum 50th - 9
- Want to be in a Movie? – 7
- Benji House on Film Trail – 9
- Keep McKinney Beautiful This Fall: 1
- McKinney Shop opens - 25
- Slice of McKinney: Improv at Comedy Arena - 56
- Wurlitzer organ - 21
- What's New in McKinney-Fall Update - 48
- Grants now Available - 15

### **VIII. Visits on Homepage News Flash buttons & landing pages:**

- **The McKinney Shop - 25**
- **World-War-I-Exhibit – 32**
- **Plan Your Visit - 6**
- **Weekend Update page: 84**
- **GetSocial#getsocial – 77**
- **MCVB Grants - 33**

#GETSOCIAL 17-18	
FY 17-18	Views
Oct, 17	77
<b>TOTALS</b>	<b>77</b>

**VIII. Photos, Text Written, Marketing Materials and Ads Submitted**

- Facebook photos
  - DIY Class at Fair & Square
  - Fall photos at Towne Lake
  - Mayor’s Concert promoting MPAC grant competition
  - SportSource proclamation
  - TDA Proclamation
  - Press release for MCVB Grants
  - Eventzee Clues for TDA
  
- Materials Submitted
  - Winter calendar info for Texas Events Calendar
  - Home for the Holidays photos to Modern Luxury Magazine
  - Event information to Dallas Child Magazine

**X. Advertising- Website & Publication ROI Tracking:**

- Meeting Planners Guide – 19
- Historic Calendar – 2
- TourTexas (Oktoberfest) – 6
- Oxford American (Oktoberfest) - 38
- Faster2First Tourney – 16
- DFW Map – 1
- Daytripper – Oktoberfest: 24
- Southern Living – 1
- Dallas Cowboys – 1

**XI. Free Publicity:**

FY 17-18	Budgeted Amount
Adv.	\$42,655
Promo.	\$83,710
<b>Total</b>	<b>\$ 126,365</b>

- *Does not include \$20,000 for Grants*

**MEDC-MCDC-MAIN ST.**

<b>OCTOBER 2017 - MCVB Publicity/Free Media Coverage</b>					
<b>Publication</b>	<b>Article/Topic/Writer</b>	<b>Print/ Broadcast Value</b>	<b>Web Value</b>	<b>PR Value</b>	<b>Impressions</b>
BubbleLife Collin Co.	Shared Blog/web posts (4 times)	0	8000	24000	900000
Community Impact	MCVB Grants	0	2000	6000	150000
Courier Gazette	MCVB Grants	1025	1000	3000	49384
North Texas E- News	MCVB Grants	750	600	1800	55000
<b>TOTALS</b>		\$1,775	\$11,600	\$34,800	1,154,384

**SOCIAL MEDIA TRACKING**

<b>FACEBOOK - 207-18</b>					
<b>FY 17-18</b>	<b>New Likes</b>	<b>TTL Likes</b>	<b>Engaged Users</b>	<b>Total Reach</b>	<b>Impressions</b>
<b>Oct. 17</b>	47	6217	92,814	850,774	4,382,210
<b>TOTALS</b>	47	6,217	92,814	850,774	4,382,210

**OTHER SOCIAL MEDIA TRACKING – AUGUST 2017**

<b>Type</b>	<b>Number</b>	<b>Increase #</b>	<b>Percentage (+/-)</b>
<b>Twitter</b>			
Followers	4561	+72	+36%
Tweets	5932	+52	+2.0%
Tweet Impressions	16.8K	(not given)	-8.4%%

**MEDC-MCDC-MAIN ST.**

Profile Visits	282	-58	-0.9%
Mentions by other users	26	+7	+13%
<b>Google Sites</b>	<b>Views</b>	<b>Increase</b>	<b>Subscribers</b>
YouTube	4015	329	20 (+1)

<b>VISIT WIDGET - OCTOBER 2017</b>						
<b>OCTOBER</b>	<b>Sessions</b>	<b>Users</b>	<b>Page Views</b>	<b>Pages per Session</b>	<b>Bounce Rate %</b>	<b>% New Sessions</b>
<b>Oct. 2-8</b>	34	22	135	3.97	20.59	41.18
<b>Oct. 9-15</b>	42	32	174	4.14	33.33	50.00
<b>Oct. 16-22</b>	31	24	226	7.29	16.13	45.16
<b>Oct. 23-29</b>	29	20	197	6.79	34.48	41.38
<b>Oct. 30-Nov. 5</b>	41	30	193	4.71	24.39	56.10
<b>TOTALS</b>	<b>177</b>	<b>128</b>	<b>925</b>	<b>26.90</b>	<b>n/a</b>	<b>n/a</b>

**XII. Lost Business-2**

- Texas State NAACP Annual Conference to the Sheraton on 10/6/17Event to Take Place 2 or 3<sup>rd</sup> Week in October 2018. Attendees: 250, Peak Room Nights: Thursday – Saturday 50-75 Room nights per night over 3 days (150-225 room nights). Off Peak Room Night: Wednesday 10 room nights.
- Emerson Global-Inside Sales Automation Solutions SK (HelmsBriscoe) [www.emerson.com](http://www.emerson.com). RFP sent to the Sheraton. Dates: 11/14-17/17. Lost to Allen, wanted walk ability.  
Dee-dee,

I just heard back after an email follow-up. They went to the Courtyard in Allen. It is now a room's only meeting and they like that they can walk to things – including Top Golf.

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**SHERATON MCKINNEY**

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