

Talking Points April 2016 for March 2016

MCVB Updates:

- **Hot Tax Collections: March 2016 – Sales Report**
 - **SMERF Totals: (completed in March 2016) TTL Room Nights: 621, TTL Rev: \$77,941**
 - Education Groups:
 - Destination Imagination: Hampton Inn – 55 Room Nights; TTL Rev: \$ 7700; Sheraton – 306 Room Nights, TTL Rev: \$39,474; Holiday Inn – 122 Room Nights, TTL Rev: \$ 13,299
 - Social Groups:
 - Federal Judges Group: Grand Hotel - 56 Room Nights, TTL Rev: \$ 6824
 - Weddings:
 - Woodruff Wedding: Sheraton – 9 Room Nights, TTL Rev \$1107
 - Stoner Wedding: Grand Hotel – 40 Room Nights, TTL Rev: \$ 6210, 1 Comp room
 - Raboy/Boswell Wedding: Grand Hotel
 - Mallory Meyer Wedding: Holiday Inn – 33 Room Nights, TTL Rev 3327
 - **Goodman Wedding: pending info**
 - Site Visit:1
 - Dairy Practices Council-Board Meeting 2018
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 - RFPS: 4
 - Associations: 4
 - Texas Association of Assessing Officers-Fall Leadership Meeting Site Visit w/ Planner (5/13 &14/16), Sheraton: 55 room nights, 35 attendees.
 - Texas Association of Sports Annual State Meeting- Michael Fitch-1/6-7/17 (DFWAE LEAD): **Lost Business City Wide- No availability in the Collin College Conference Center (McKinney, Frisco, or Plano; not able to accommodate. Softball: 150 room nights/250 attendees. Baseball: 400 room nights/650 attendees.**
 - Texas Association of Counties-(TX Connect Lead): **Lost To Graham & Glen Rose, TX, Sheraton 50 room nights, 35 attendees.**
 - Tae Kwando Tournament (Vasquez facility), 5/13-14/16: Townplace Suites, 15 room nights (referees- hotels the

planner asked to work with are booked for attendees).
250 attendees.

- Corporate: 0
- SMERF: 6- Weddings
 - Walker Wedding – May 2016
 - Jennings Wedding – June 2016
 - Spunck/Ryan Wedding – July 2016
 - Namey Wedding – September 2016
 - Tavera Wedding – September 2016
 - Stoner Wedding – October 2016

Hotel Updates:

- Holiday Inn & Suites (Craig Ranch) - June 2016- completion date.
- Craig Ranch Proposing: Spa Hotel Resort to Council on 4/18/16 during Council Work Session in Council Chambers -5:30 pm.
- Proposed Springhill Suites off of Central Expressway & Country Club

Advertising:

- Texas Municipal Leagues-Texas Town & city: Spring Issue-Advertised meeting space.
- Southern Living Spring Issue-Co-op: City Communications, MCDC, &N MCVB.
- Texas Meetings & Events Ad
- Trip Info.Com: Group Dining ad special section(Farm to Table Dinners/Dining on the Downtown Square):Meeting & Event Planners
- Blog:
 - Madi Davis
 - Bed & Breakfasts: 14 (in addition to the 150 last month!)
 - McKinney's Historic District, Then and Now: - 126
 - Easter Sunday Brunch Offerings: 116
 - Texas Wildflowers & Spring Gardening: 32 (new last week)
- Submitted photos and text:
 - New photos for Quinciañera refresh ad
 - Sestercentennial press release (after revising it for Angie Bado)
 - Revised online text for 2016 Texas Tour & Meeting Guide
- Ads created and submitted in March
 - Daytripper April newsletter piece – banner and text
 - Pandora banner ads and script (started April1st-Austin Area runs through Amy 9, 2016. We have received 15 Sweepstakes Entries lots of page views. We have an ad in Austin Monthly in May to really push McKinney as a weekend stay to the Austin Market.