

MEDC-MCDC- Main St.

Talking Points December 2015 for November 2015

- **Dee-dee Guerra attended TX Connect Tradeshow- (TSAE-Texas Society of Association Executives)** – Reverse tradeshow where the Suppliers went to the meeting planners and had 7 minutes to pitch and gather information regarding the meetings they plan.
 - Robin Rankin from the Sheraton attended as well. Dee-dee & Robin teamed up with the Starwood Sales person (Cecily McKinley, she lives in Austin and is well known by many association planners in the Austin/San Antonio area and the GM from Westin Stonebriar- to host 23 meeting planners at both hotels). Dee-dee requested the trolley from Parks & Rec., the planners departed from the Embassy Suites in Frisco, and rode the trolley to The Westin Stonebriar to enjoy a cocktail reception, then loaded the trolley to tour, enjoy some live music (E-Flat Porch Band) - and dinner at our very own Sheraton Hotel & Conference Center.
 - MCVB hosted two Bloggers as part of a media cooperative effort with DFWATC and want to thank our tourism partners who assisted – Franconia, Sugarbacon and McKinney Segway Tours.
- **MCVB helped with 148 room nights Total Revenue: \$19,178**
 - Corporate – Mitas Hill Software Conference
 - 3 Weddings
 - MHS Class of '65
 - Blogger Conference- unable to pick up room nights attendees didn't use room block at the Holiday Inn
- **Hotel Updates-**
 - Starwood is being bought out by Marriot, the acquisition should be finalized by next year.
 - Townplace Suites has moved their opening date a few weeks from Jan 12, 2016 to January 26, 2015.
- **Advertising:**
 - McKinney Convention & Visitors Bureau was Honored with ConventionSouth's Prestigious Top New/Renovated Meeting Site Award (ConventionSouth Top 50 in 2015 Designation)-Only 50 meeting sites and destinations in the South selected.
 - Food Traveler magazine ad featuring craft beer and wine in McKinney –Special thanks to City Communications and MCDC for co-opping on that piece with us.
 - *TOTALS Media Values for NOVEMBER 2015: - FREE positive publicity/press generated by MCVB*
 - TOTAL ONLINE AD VALUE: \$5240
 - TOTAL PRINT VALUE: \$1152
 - TOTAL PR VALUE : \$19,176
 - TOTAL Impressions: 418,152