



To: MCVB Board
From: Dee-dee Guerra – Executive Director
Date: July 26, 2016
RE: McKinney CVB May 2016-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Develop and maintain a customer service oriented organization culture that emphasizes continual quality of life improvement throughout the city**

Events: 8

- National Travel & Tourism Week- (Staff)
 - Public Safety Appreciation Day
- Texas DMO Empowered Program (Dee-dee)
- Aquatic Center Topping off Ceremony (Staff)
- Meet the City Manager Finalists (Vanesa & Beth)
- One McKinney 2040 (Dee-dee)
- 2016 MISD Partnership (Dee-dee)
- Danny Meyer- McKinney Chamber Summer Intern worked with CVB – ½ day- (Staff)
- Texas Master Gardener's Conference at Myers Park (Vanesa)
- Pecan Grove Cemetery Memorial Celebration (Beth & Vanesa)

Goal 2 Financially Sound Government

Strategies:

- **Balance resources generated by Hot tax**
- **Develop and utilize performance measures to ensure successful and efficient operations**

Tradeshows/Missions: 0

Hot Tax Collections: May 2016 – Sales Report

TTL Room Nights: 251, TTL Rev: \$17,388

Weddings: 152 Rooms, \$ 6552 TTL Rev

- Mehall Wedding – Hampton Inn: 60 Rooms, TTL Rev \$6540.
- Buckley-Walding Wedding – Holiday Inn: 40 Rooms, TTL Rev \$3822.

- Walker-Burch Wedding – Holiday Inn: 22 Rooms, TTL Rev \$2188
- Mehall-Ulbrich Wedding – Holiday Inn: 1 Room, TTL Rev \$99
- Caffare-Meyer Wedding – Holiday Inn: 4 Rooms, TTL Rev \$421
- **Gepfert Wedding – no pick up report**
- Plotkin Wedding – Grand Hotel: 25 Rooms, TTL Rev: \$3482

Social Groups: 85 Rooms, \$9265 TLL Rev

- Texas Master Gardner Conference – Sheraton Hotel: 44 Rooms, TTL Rev \$4796, Hampton Inn: 41 Rooms, TTL Rev \$4469

Education Groups: N/A

Sports Groups:

- 2016 Texas Open HanmaDang Taekwondo – Holiday Inn: 5 Rooms, TTL Rev \$500

Corporate:

- Tom Pierce – I Lead USA – Grand Hotel: 9 Rooms, TTL Rev: \$1071

MOM 2016 vs. 2015 (16-Hotels & 5-B&B/VRBO reporting)

- April 2016: \$ 156,015
- April 2015: \$ 89,953
 - 73.44%↑

Sales Calls: ASSOCIATIONS-/CORPORATE/SMERF Sales Calls: 32

Association: Dallas, TX: 16

- Printing & Imaging Assocaiton of Mid Americas- DJ Irvin/Dave Pearson: Meet in Dallas proper. Owner likes to be near shops-She is doubtful they would ever come to McKinney.
- Texas Cotton Assocaition- Candi Poteet. They won't go to McKinney- they have to be near an airport.
- Texas Ambulance Association-Margot- Left voice mail, called twice, no response.
- National Athletic Trainers Association- Lori Marker- Checking to see if membershup would come to McKinney.
- Texas Nursing Students Association: Spoke to Pat Pollock- mckinney is to far.
- Latino Piece officers- Now are a part of the LaTOINAL laTINO Law Enforcement Org. No answer from Pres. Robert Arredondo.
- The National Associaton of Women in Construction: Dina Rowland- emailed her, she is responsible for the regional events.
- Society of Petroleum Engineering: Gail Smith & Elizabeth Peterson- dropped off infromation.
- The Church Network- Met with Ernestine Hass, asked the we speak to Simeon May for smaller meetings. Callback.
- Texas Assocaiton fro Clinical Laboratory Science- Sent Jasmin Davis an email. No response.

- American Orthodontic Society- Tom Chapman- Only uses Crowne Plaza in Dallas/ Addison area.
- Texas Diabetic Association- No longer in Dallas- moved to Austin
- Food & Drug Administration: Met with Melissa Crabtree, she can't bring any meetings but will keep to see if other Admins have a meeting they can bring to McKinney.
- Southwest Veterinary Symposium: Bitzie- meeting is too large for us- 4,600-5,000 attendees.
- Texas Municipal League- Site visit 5/23/16. Cheryl Ribich & Lauren came, I followed up with them and they are trying to see if they can bring a one-day seminar to McKinney.
- Texas Association of Certified Public Accountants-Anise Asberry, McKinney is too far.

Corporate: Lewisville, TX: 15

- Xerox- Carolyn Jones- Left message, called twice no returned call.
- SYSCO Foods – North TX: Jill Owens left message. Called twice, no returned call.
- Orthofix: Kimberly Smith- left message, called back and spoke to Kimberly. Asked me to send her the sales kit.
- Med- Fusion: Spoke to Hailey, do not meet off-site.
- HOYA Vision care- receptionist wouldn't give her name, she said McKinney was too far from a meeting and they stay in their area.
- TIAA-CREF- Called 3 times- no answer.
- The Flooring Services: Stacy Shelly, called 3 times – left messages. No returned call.
- Overhead Door Company- Per receptionist they only meet in Lewisville.
- Kuehne & Nagel: Per receptionist they only meet in Lewisville.
- Prime Control: No answer called twice.
- The Apparel Logistics: Per receptionist they only meet in their facility.
- Universal Fixtures Display: Per receptionist they only meet on site.
- Anixter Fasteners: Spoke to Michelle Nether (Admin.)- McKinney is too far. They stay in the area.
- Blue Lynx Media-No meetings.
- TIGI Linea Corp. Education Dept- Kayla Duncan ask me to send her a sales kit.

McKinney Top 25: 1

- Ag-Power Inc.-Bethany Roadarmer, she took sales kit and said she would call if she needs anything.

MCVB Calendar of Events 2015-2017:

Month	Group	Venue	Room Nights	Attendees
<i>October</i>				
10/3-7/16	Emerson	Sheraton	90	30

10/2016	Cornerstone Health	Sheraton	150	175
10/23-26/2016	Texas State University-Texas School Safety Center (SW Showcase)	Sheraton & Collin College Higher Ed. Bldg.	240	250
10/2016 or 11/2016	Texas Association of Assessing Officers (SW Showcase)	Sheraton & Holiday Inn	55	40
November				
11/2016	Cornerstone Health	Sheraton	150	175
11/2016	TASBO (Texas Association of School Business Officials) Lost to Allen Marriott	Sheraton	150	105
11/16/2016	Collin County Association of Realtors- Installation Ceremony	Piazza on the Green/Trolley	350	0-using Wingate in Frisco, TX
11/6-10/2017	TX Downtown Association	City Wide-Sheraton (host Hotel)	300 (over the 4days of the conference)	300
December				
Month	Group	Venue	Room Nights	Attendees
January				
February				
2/2-4/16	Emerson	Holiday Inn	30	15
Winter 2016	Texas Classic Tournaments	East McKinney Fields	20	100
2/9-11/15	Emerson	Holiday Inn	30	15
March				
April				
4/2017	Civil Court Process- Bid won	Sheraton	300	120
4/2017	Justice of the Peace- Lost Bus.	Sheraton	495	150
May				
5/7-8/16	Vintage Market Days	Myers Park	30	8000 (weekend)

5/28/16	Bike the Bricks	Downtown McKinney- CANCELLED	2014: 0 2015:19	2014: riders: 550; attendees: 8,000 2015: 600, 9,000
5/21/17	Polonia Festival	Myers Park	N/A	2017:1500
May 2017	Court Personnel	Sheraton-Lost Bus.	310	170
June				
6/10-12/16	Lynn Varnell	Gabe Nesbit & Craig Ranch Soccer	300	300 Teams/2000- 3000 attendees
6/3-5/16	Analysis Group Team Building Event (Dallas)	Was looking for information: hotels, things to see and do	Sheraton	10
6/7-9/16	Emerson	Holiday Inn	30	15
6/14-16/16	Emerson	Holiday Inn	30	15
6/2017	Texas Counseling Association	Sheraton- Lost Bus.	400	350
6/17-19/19	Flamefest	Craig Ranch	2014:16 2015:19	2014-120 teams 3600 attendees
6/27-29/16	Aramark- K-12: education Summer FL Meeting	Sheraton	120	130
6/11-14/16	Triple Crown Softball	Craig Ranch, Gabe Nesbit, Towne Lake	2014:281 2015:209	
July				
7/20-21/16	Texas Society of Infection Control & Prevention (TSICP)	Sheraton	50	30
August				
8/2016	Miniature Book Society	Sheraton	50	100
8/7-9/2018	TACVB's 2018 Annual Conference	Sheraton/Collin College Conference Center- LOST	300	520
September				
9/2016	Fortium-National Partner Meeting	Sheraton & Holiday Inn	75	75
9/2019	Texas Society of Anesthesiologists (SW Showcase- Lost Business- Need lots of space for	N/A	1160	250

	Exhibitors- only want to be in one hotel)			
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Events the MCVB assist with: We help to advertise & promote these events (No Hotel Rooms or Venues):

- Rat & Rod Show (Tupps Brewery)
- Home for the Holidays
- Ghost Walk
- 4th of July Parade
- Holiday Home Tour
- Dinosaurs Live!
- Living History Days
- Collin County Historical Society Museum
- Halloween at the Heard
- Second Saturday
- ORLY- Old Red Lumber Yard
- Trade Days
- Myers Park Events (Dogs Show, Horse show, & Master Gardner Events)
- Farmers Market
- State of the City of McKinney Volunteer McKinney
- Chamber Community Awards
- Pumpkinville at Tucker Hill
- Sanctuary (Adriatica) Events
- Franconia Brewery Tour
- Tupps Brewery Tour
- Heritage
- Whales Manor Music Under the Stars
- City wide weekend events/concerts
- All MPAC Events

Visitors: FYTD TOTAL (October '15-September '16):1050

May Total: 207

Out of State: 68

Out of Country: 13

Texas Residents: 74

McKinney Residents: 52

Day Trips: 1

- Northwood Ladies Group

Made in McKinney Store Revenue:

- Sales for May 2016 \$ 866.49
- Sales for May 2015 \$ 1262.34

- MOM down by 31.36%

RFP Rec'd- 2

- TACVB's 2018 Annual Conference- Sent to the Sheraton- August 7-9, 2018; 300 attendees & 520 sleeping rooms. **BID LOST- Sheraton is too small, asked Collin College and they do not Bid that far in advance, so we were not able to bid on this piece of business.**
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- Texas Society of Infection Control & Prevention (TSICP) @ Sheraton, 50 attendees: July 20-21, 2016. **BID WON**

Site Visits: 3

- Texas Municipal League-Cheryl Ribich
- Paulina Romero – Hotels for Wedding Guests
- Amanda Voyta – Hotels for Wedding Guests

SMERF (Social, Military, Religious, & Fraternal)

New Prospects: Bold & *Italic indicates new business: 19 Weddings (3-New), 0- Day Trip (0 new), & 1 Sport (0 new)*

New & Ongoing Prospects: *Italic indicates new business*

- Jennings Wedding – June 2016
- Analysis Group Team Building Event – June 2016
- Patke Wedding – June 2016
- Lynn Varnell – Soccer Tournament – June 2016
- Summer Graham Wedding – June 2016
- Cannella/Eisenhart Wedding – June 2016
- Dana Pense Wedding – June 2016
- Spunck/Ryan Wedding – July 2016
- Anders Wedding – July 2016
- Alvarado Wedding – July 2016
- Geotz/Ruminski Wedding – July 2016
- Gina Roll (MOB) Wedding – August 2016
- Namey Wedding – September 2016
- Tavera Wedding – September 2016
- Stanlely Wedding – September 2016
- Oscar Butos Wedding – Sept 2016
- Britt Wedding – October 2016
- Stoner Wedding – October 2016
- Foote Wedding – November 2016
- Gajewski-McGowan Wedding –December 2016
- *Stephanie Caldwell Wedding – September 2016*
- *Amber Kotaur Wedding – April 2017*

- *Mallory Smith Wedding – April 2017*
- Lynn Varnell – Soccer Tournament – June 2016

Goal 3 Enhance the Quality of Life in Downtown:

Strategies:

- **Continue to highlight Downtown McKinney as a unique destination.**
- **Continue efforts to expand entertainment, dining, & shopping options.**

Newsletter Email Database (Robly) TTL: 32.5 % average open rate (December)

Bags Serviced: 487

Mailing Leads Processed: May 2016 Leads Processed: 2144

- Top Sources:
 - See Texas First – 2036
 - Southern Living – 19
 - Tour Texas - 89

Advertising/Marketing/Media

Created/submitted materials (photos and text) – new this month

- **Blogs**
 - Texas Wildflowers & Spring Gardening: 18
 - Be a Tourist in Your Own Town: 26
 - Remembering Our Heroes: 20
- **Submitted photos and text:**
 - Franconia pictures for Marye White (blogger) article – sent via Dropbox
 - Texas Meetings + Events - 200-word blurb for multipurpose event center feature
 - McKinney Image Magazine - Submitted article on community band 10th anniversary to McKinney Image magazine
- **Ads/materials created and submitted in April**
 - Texas Meetings+Events – new ad Photo/blurb for TourTexas.com June 2016 newsletter (Ice Cream Crank-Off)
 - Fall events for Texas Events Calendar
 - Created 2016 spreadsheet for City Communications of all upcoming MCVB ad buys (Jan.-Sept. 2016)

Photos Representing MCVB

Took photos at the following events/venues to post on Facebook:

- Aquatic Center topping off ceremony

Meetings/Events Attended:

- Final Steering committee meeting for Sestercentennial

- MCVB Board meeting
- Main Street Business Meeting
- “Meet the City Manager Candidates” Reception at Sheraton
- Aquatic Center topping off ceremony
- Promotional Expo at Cowboys Stadium

SOCIAL MEDIA TRACKING

Facebook tracking

- “Likes”: 4785 (89 new likes/16 unlikes)
- 28 Day Engaged Users: 44,605
- 28 Day Total Reach: 440,689
- 28 Day Total Impressions: 2,359,325

Twitter

- Followers: 3892
- Tweets: 5053
- Tweet impressions: 29K (up 26.9%)
- Profile Visits: 312 (down 21%)
- Mentions by other users: 12 (down 20%)

Blog Views on WordPress:

- 421 reads
- Lifetime views: 30640
- Lifetime Visitors: 15,403

YELP

- 11 views
- 3 website visits
- 12 months – 131 views/26 website visits
- 24 months – 257 views/53 website visits

Google+ Page/YouTube

- Google+ - Page views: 8,175 – 17 followers
- YouTube Channel: 1515 Views/9 subscribers

WEBSITE ANALYTICS

- **Total Website visits: 2431**
- **Page Views: 15608**
- **Unique Visitors: 2093**
- **Total Lifetime Website visits: 108,305**
- **Total Lifetime Page Views: 474,706**
- **Total Lifetime Unique Visitors: 91,959**

Top 25 Pages in May 2016

Home	3,144	1,289	0:00:26	1,249	7.45%	21.31%
Calendar	1,118	431	0:00:36	348	1.72%	17.08%
Explore	555	185	0:00:22	11	0.00%	5.23%
Calendar	397	154	0:00:39	3	0.00%	7.56%
Stay	307	94	0:00:09	5	0.00%	2.93%
Events	250	100	0:00:09	9	0.00%	4.00%
Attractions	249	109	0:00:37	2	0.00%	6.43%
Dining	236	61	0:00:11	3	0.00%	2.54%
Visitors Guide	204	86	0:00:40	5	0.00%	19.61%
Dining & Nightlife	181	74	0:00:39	21	0.00%	16.57%
About McKinney	172	68	0:00:29	5	0.00%	13.95%
Staff Directory	164	71	0:00:12	15	0.00%	27.44%
Shopping Centers	155	64	0:00:20	48	2.08%	30.32%
Ice Cream Crank Off	142	56	0:00:54	51	0.00%	33.10%
Hotels and Motels	136	53	0:00:25	0	0.00%	8.82%
Shopping	134	60	0:00:31	30	0.00%	33.58%
Uniquely McKinney	124	57	0:00:44	7	0.00%	9.68%
New and Coming Soon Blog	122	50	0:00:22	47	0.00%	31.97%
Attractions	119	49	0:00:34	1	0.00%	8.40%
All Dining Options	107	48	0:00:12	0	0.00%	6.54%
All Places to Stay	102	40	0:00:20	1	0.00%	8.82%
Monthly & Annual Events	102	43	0:01:07	16	0.00%	28.43%
Stay and Eat	100	43	0:00:11	2	0.00%	0.00%
Shopping	98	42	0:01:37	5	0.00%	19.39%
Plan your Next Meeting in McKinney	96	28	0:00:06	25	0.00%	25.00%
Home	3,144	1,289	0:00:26	1,249	7.45%	21.31%

Country Breakdown			New Users	Bounce		Avg. Visit Duration
	Sessions	% New Sessions		Rate	Pgs./Visit	
United States	2,236	80.10%	1,791	2.73%	6.71	0:02:46
Brazil	25	100.00%	25	0.00%	2.32	0:00:02
United Kingdom	23	95.65%	22	26.09%	4.96	0:01:00
Germany	19	100.00%	19	26.32%	2.05	0:00:03
Philippines	13	23.08%	3	0.00%	4.92	0:01:17
Spain	9	100.00%	9	55.56%	1.67	0:00:06
China	6	100.00%	6	66.67%	1.33	<00:00:01
India	6	100.00%	6	0.00%	2.67	0:00:08
Italy	6	100.00%	6	0.00%	3.67	0:02:52
Russia	6	100.00%	6	100.00%	1	0:00:00

State Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
Texas	1,527	77.73%	1,187	0.72%	6.75	0:02:49
California	92	92.39%	85	3.26%	6.18	0:02:19
Virginia	64	98.44%	63	10.94%	4.38	0:00:49
Kansas	53	50.94%	27	20.75%	13.09	0:08:56
Oklahoma	40	75.00%	30	5.00%	9.65	0:03:42
Illinois	39	94.87%	37	0.00%	7.44	0:03:49
New York	37	97.30%	36	24.32%	4.46	0:01:11
Florida	34	76.47%	26	5.88%	7.35	0:02:25
District of Columbia	21	100.00%	21	0.00%	3.24	0:00:01
Georgia	21	71.43%	15	4.76%	4.95	0:02:21

City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pgs/Visit	Avg. Visit Duration
McKinney	487	60.99%	297	0.41%	7.39	0:03:31
Dallas	180	82.78%	149	1.67%	6.44	0:02:44
Plano	76	88.16%	67	0.00%	5.39	0:02:26
Frisco	55	83.64%	46	0.00%	5.85	0:02:27
Allen	54	74.07%	40	1.85%	5.41	0:01:45
Austin	53	81.13%	43	0.00%	6.6	0:02:14
Houston	50	90.00%	45	2.00%	6.08	0:01:35
Denton	43	95.35%	41	0.00%	4.37	0:01:23
Fort Worth	36	77.78%	28	0.00%	8.17	0:02:11
Richardson	27	92.59%	25	3.70%	6.33	0:03:17

ADVERTISING Website & Publication ROI Tracking: *Scans of QR codes/using redirect URLs in our ads:*

- Maharani Weddings website – 38
- Texas Meetings + Events - 8
- Meeting Planner page from QR code scan - 73
- Multiview Behavioral Marketing Campaign (web hits) – 356
- Pandora sweepstakes campaign (numbers are for 1-1/2 weeks – May 1-9) – 54
- Sestercentennial info page - 28
- TourTexas.com Newsletter (promoting Bike the Bricks/Big Green Egg Event) - 160

MAY 2016 Media Coverage:

Courier-Gazette (Published online version of MCVB Weekend Update each week)

- (Online) Ad Value: \$1600
- PR Value: \$4800
- Impressions: 49384

Marco's Pizza/Undercover Boss (initial press release generated by MCVB)

McKinney Image Magazine (3 pages)

- Print Value: \$6000
- PR Value: \$18,000
- Impressions (distribution for print): 50,000

TOTALS Media Values for MAY 2016: - free positive publicity/press generated by MCVB

TOTAL PRINT/DIGITAL VALUE: \$7600

TOTAL PR VALUE: \$22,800

TOTAL Impressions: 99,394



May 2016 Multi-Media ROI Report McKinney CVB

Thank you for making TRIPinfo your Next Generation Marketing Partner! Our audience is Group + Tour + Agent + Meeting + Religious + Reunion + Event + Sport + Student + Wedding + International Planners. Traffic is filtered to remove search engine spiders, bots & page requests not fully transmitted.

INVESTMENT	CURRENT MONTH	CAMPAIGN TO DATE
12-Month Wide Skyscraper w/Video on TX Dining, TX Shopping & TX Meetings + 8 Text Ads on Market, Tables, Tour Index & Video Index + 1/4-Page Ad Each Issue of Quarterly Digital Magazine + Newsletter Features <i>Campaign Start 10/2015; \$9,120 Annual Buy</i>	\$760	\$6,080

IMPRESSIONS	CURRENT MONTH	CAMPAIGN TO DATE
TRIPinfo.com 24/7/365 Online	627	4,981
TRIPinfo Weekly Newsletter - <i>Internet Travel Monitor</i>	1,381	10,103
TRIPinfo Quarterly Digital Magazine	1,697	35,107
Total Impressions	3,705	50,191

CLICKS	CURRENT MONTH	CAMPAIGN TO DATE
Clicks to Your Website or Video	83	481
Click-Thru Rate	2.24%	0.96%

WHY CLICK-THRU RATE (CTR) IS IMPORTANT
Domestic Travel Display Ads average CTR = 0.05%. Your TRIPinfo CTR is 19x the industry average. Many marketers budget Cost-Per-Thousand (CPM) of Ad Impressions, assuming the industry average Click-Thru Rate. But if a medium delivers 19 times the industry average CTR, that same multiplier should apply to the CPM budget for an Engaged Audience!

TRAVEL PROFESSIONALS SPEND MORE TIME HERE THAN ANY TRAVEL SITE
~123,000 travel professionals book \$222+ billion/year in group/volume bookings. An average 1 in 4 use TRIPinfo.com to plan. ~30,000 TRIPinfo.com pros book \$50+ billion/year...\$1,500,000+ average each! A click from a TRIPinfo.com travel pro has buying power up to ~375 times more than consumers, who spend < \$4,000/year for family vacations. Multi-media impressions boost CTR!

Behavioral Marketing:

Multiview Behavioral Marketing Campaign – Report for May 2016



- **LEADS (Multi-view)-3**

- Marsh Inc.
- Pepsi Co.
- Applied Operations LLC

Top 5 McKinney Hotels April 2016 Occupancy Rates:

Comfort Inn	88.84 %
Hampton Inn	96.67 %
Holiday Inn	90.64 %
La Quinta	85.15 %
Sheraton	82.34 %
Townplace	90.00 %

Sheraton Occupancy Rates FY 14-15:

- Mar. 2015: 24.60 % (Had three days of tax in Feb. paid in March)

- Apr. 2015: 39.29 %
- May 2015: 50.47 %
- Jun. 2015: 69.70 %
- Jul. 2015: 75.60 %
- Aug. 2015: 56.22 %
- Sept. 2015: 56.43 %

Sheraton Occupancy Rates FY 15-16:

- Oct. 2015: 67.28 %
- Nov. 2015: 61.35 %
- Dec. 2015: 69.24 %
- Jan. 2016: 61.62 %
- Feb. 2016: 71.58 %
- Mar. 2016: 63.53 %
- Apr. 2016: 82.34 %

LOST BUSINESS-2

- TACVB's 2018 Annual Conference- Sent to the Sheraton- August 7-9, 2018; 300 attendees & 520 sleeping rooms. **BID LOST- Sheraton to small asked Collin College and they do not Bod that far in advance.**
- 2018 LCMS (Lutheran Church Missouri Synod) Texas District Convention – **we do not have the hotel rooms/space needed to accommodate this convention. (1200 attendees/ 350 hotel rooms peak/1050 total)**