

Talking Points August 2017 for July 2017

MCVB Room Nights Generated: 507 TTL Room Nights; TTL Revenue \$ 54,077:

WEDDINGS COMPLETED in July 2017 - TTL Room Nights: 159 TTL Rev: \$16,910

- Rosier/Lees Wedding – Comfort Suites, TTL Rooms: 15, TTL Rev: \$1410
- R Tallud Wedding - Hampton, TTL Rooms: 22, TTL Rev: \$2508
- Harvey Wedding – Sheraton, TTL Rooms: 16, TTL Rev: \$1728
- Emily Malloy Wedding – Towne Place Suites, TTL Rooms: 11, TTL Rev: \$1199; Hampton Inn, TTL Rooms: 21, TTL Rev: \$2394
- Lynn Jones (MOB) Wedding – Hampton Inn, TTL Rooms: 15, TTL Rev: 1710
- Dannie Teese Wedding – Towne Place Suites, TTL Rooms: 12, TTL Rev: \$1308
- Howard/Hope Wedding – Holiday Inn, TTL Rooms: 5, TTL Rev: \$ 495
- Sigman/Grossman Wedding – Holiday Inn, TTL Rooms: 42, TTL Rev: \$ 4,158

ASSOCIATION/CORPORATE/SMERF COMPLETED in July 2017: 348 TTL Room Nights, TTL Revenue: \$ 37,167

Associaton: 0 TTL Rooms: TTL Rev: \$ 0

Corporate: TTL Rooms: 156 TTL Rev: \$ 16,239

- Torchmark- Grand Hotel 7/30-8/1/2017; 73 TTL Room nights; \$6282 TTL Revenue
- Emerson- Holiday Inn 7//11-13/17; 20 TTL Room nights; \$ 2020 TTL Revenue
- The Seed Company, Grand Hotel - TTL Room Nights: 27 , TTL Rev: \$3293
- Chico's/White House Black Market – TTL Room Nights: 36, TTL Rev: \$ 4644

SMERF: TTL Rooms: 192 TTL Rev: \$ 20,928

- UUS Belle Grove, Holiday Inn – Holiday Inn, TTL Room Nights: 192 TTL Rev \$20,928
- Rug Fest – Hampton Inn, Lana stated that most rooms were booked outside of the block due to (using points or getting lower rates via AAA Travel Club)

Sports: 0 TTL Rooms: TTL Rev: \$ 0

Sales/Events:

- Met with Cathy Lopez a meeting planner from Torchmark. We discussed moving any business they are sending to Allen & Frisco, & Plano. She asked about dining places and we went over a few out of the box ideas. She was amazed that we had so many different options that she was unaware of. We also discussed team building opportunities. Kathy is getting back to me with a date to do a site visit. (Lead from Jacque Meeks from the Grand Hotel)
- 7/10-12/17: Exhibited & Sponsored at the Oklahoma Association of Executives Annual Conference in Enid, Oklahoma. McKinney was the only Texas CVB represented.
- Two young filmmakers from Rome, Italy, visited our office Wednesday and Thursday gathering research and location ideas for an independent film they are working on that will be set in a small Texas town. They fell in love with downtown McKinney – everything from the people to the buildings to the stories and especially Hugs Café as there is, coincidentally and much to their surprised, a close connection with the movie they are working on. Mayor Fuller made time for them Wednesday to

MEDC-MCDC-MAIN ST.

meet with him as well and we toured spots in and near downtown following a meeting with them at the MCVB offices. Great connections. FYI - We did vet these young men and they are the real deal as they have a film recently completed that will be shown at the Venice Film Festival this year.

Visitors: FYTD Total (October '16-September '17): 2163

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

- Out of State: 43
- Out of Country: 13
- Texas Residents: 44
- McKinney Residents: 23
- Register Total: 123
- Ticker Counter: 244

RFP's: 17 (0-Association, 10-Corporate, 7-Weddings, 0-Social (0-Religious), 0 -Sports, 0-Day Trips)

Corporate: Torchmark-10

<u>4TH Q MTG</u> <u>Name</u>	<u>Dates</u>	<u>Attendees</u>	<u>Location</u>	<u>Rm</u> <u>Nights</u>
LNL 301	July 30- Aug. 1	20	Grand	60
AIL 201	Aug. 14-15	50	Sheraton	100
LNL 101	Aug. 27-30	100	Sheraton	400
LNL 201	Sept. 17-20	30	Sheraton	120
AIL 101	Sept. 24-26	100	Sheraton	300
Total Rm Nights				1000

<u>1ST Q MTG Name</u>	<u>Dates</u>	<u>Attendees</u>	<u>Location</u>	<u>Rm</u> <u>Nights</u>
FHL 201	Oct. 11-13	23	Sheraton	69
AIL 301	Oct. 16-17	15	Sheraton	30
LNL 101	Oct. 22-25	100	Sheraton	400
FHL 101	Oct. 8-11	36	Sheraton	144
LNL 301	Nov. 5-8	10	Grand	40
Total Rm Nights				683

Weddings: 7

- Heather Mitchell Wedding – September 2017, Rock Creek Ranch
- Jeremy Love Wedding – September 2017, The Springs
- Nisha Rajay Wedding – February 2018, Stone Crest
- Eric Burgett Wedding – March 2018, The Springs
- Kristina Schkade Wedding – March 2018, Stone Crest
- Jenny Checks Wedding – April 2018, Stone Crest
- Crystal Eaton Wedding – April 2018, Stone Crest

Site Visits: 3

- Alshia Byers – Wedding (Stone Crest) – Visited: Hampton Inn, Comfort Suites, Holiday Inn, Sheraton, Grand Hotel, and Town Place Suites.
- Saray & Dylan Harbor – Wedding, Visited: Comfort Inn and Towne Place Suites.
- Areté Volleyball – Met with Lance Black from Vazata. He opened up Areté Athletics-a club volleyball facility (camps, clinics, & tryouts) for girls ages 8-18 in the old Orthofix building off of Redbud. The CVB is assisting them with the following:
 - Promote the facility for corporate use during the weekdays.
 - Press Release
 - Introduction to Shawn Pratt (MISD Athletic Coach)Special thanks to Madison Clark (MEDC) for this lead.

Advertising: Ads/materials created and submitted: Created/submitted materials (photos and text)

Blogs on our website

- Farmhouse Fresh Blog - 2
- Visiting Duck Family – 1
- World's Largest Collection (Ice cream freezers) – (still waiting for clarification)
- Great Music Fills McKinney's Summer Calendar – (still waiting for clarification)
- Farmers Market Moves - 242
- The McKinney Shop Now Open - 48
- Areté Volleyball Facility – 1

Visits on Homepage News Flash buttons & landing pages:

- Weekend Update – 36
- World War I Exhibit - 28
- GetSocial – 69
- Plan Your Visit Button - (still waiting for clarification)

Photos, Text Written, Marketing Materials and Ads Submitted

- Facebook photos
 - Red White & BOOM parade
 - Photos of Explorers Club
 - Photos for McKinney Shop
- Materials Submitted
 - Faster2First materials/landing page for tournament
 - Posters for USS Belle Grove visiting group
 - Ads/editorial/photos to Polka News
 - AD for historic calendar
 - Web banners ads to Oxford American (Oktoberfest)

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Free Publicity:

FY 16-17	Budgeted Amount
Adv.	\$64,526
Promo.	\$88,757
Total	\$153,283

July 2017 - MCVB Publicity/Free Media Coverage					
<i>Publication</i>	<i>Article/Topic/Writer</i>	<i>Print Value</i>	<i>Web Value</i>	<i>PR Value</i>	<i>Impressions</i>
Dallas Observer online	10 DFE Staycations	\$0	\$4,000	\$12,000	2,134,423
BubbleLife Collin Co.	Shared Blog/web posts (3 times)	\$0	\$ 6,000	\$ 18,000	1,100,000
Voyage Dallas	Feature on McKinney B&B	\$0	\$ 600	\$ 1,800	42,000
Texas living Magazine	Getaway article by Maudet	\$15,000	\$3,500	\$55,500	3,400,000
Vintage Style Magazine	McKinney B&B article	\$21,000	\$4,000	\$75,000	4,100,000
Dallas Child Online	Staycation Article	\$ 0	\$ 600	\$ 1,800	525,000
Community Impact	McKinney Shop	\$1,000	\$400	\$4,200	225,000
TOTALS for Month		\$ 37,000	\$ 19,100	\$168,300	11,527,423
FY 16-17 YTD Totals:		\$ 90,973	\$ 275,993	\$ 732,154	233,784,168

LOST BUSSINESS-2

- Wells Fargo Regional Holiday/Christmas Party – Branches opted to hold their own individual parties instead of a regional gathering.
- 2017 International Assoc. of Tour Directors & Guides – This would have been a day trip in which we would have also needed to assist in with costs (sponsorship). We did not have the funds and also the wineries are not fully developed and able to accommodate group size.