



FY 16-17 1st Quarter Recap

- I. **Hot Tax Collections (7%): 1st Quarter 2016 vs. 2017: 1st Quarter 2017: \$396,875 vs. 1st Quarter 2016: \$ 330,228: 20.18 %↑**
 - a. October 2016:
 - i. \$ 1,544,794 (2016) vs. \$ 1,018,275 (2015): 18.99%↑
 - b. November 2016:
 - i. \$ 147,064 (2016) vs. \$ 121,275 (2015): 20.82% ↑
 - c. December 2016:
 - i. \$120,091 (2016) vs. \$ 104,033 (2015): 15.43% ↑
- II. **Hotel Room Nights: 653 Room nights; \$ 56,801**
 - a. October 2016: 388 Room nights; Revenue: \$ 32,278
 - b. November 2016: 76 Room nights; Revenue: \$ 8,225
 - c. December 2016: 189 Room nights; Revenue: \$ 16,298
- III. **Sales Calls: -Calls (-Association, -Corporate, 0-SMERF)**
 - a. Corporate: 36
 - i. October 2016 (Collin County & Dallas County)-Allen, Plano, Frisco, Richardson, & Addison): 11
 - ii. November 2016 (TX Connect) : 10
 - iii. December 2016 (Collin County/Grayson County): 11
 - iv. McKinney Top 25:
 1. October 2016: 1
 2. November 2016: 1
 3. December 2016: 2
 - b. Association: 30
 - i. October 2016 (Austin): 11
 - ii. November 2016 (TX Connect): 9
 - iii. December 2016: 10
 - c. SMERF: 6
 - i. October 2016: 0
 - ii. November 2016: 5
 - iii. December 2016: 1
- IV. **Association/Corporations Bids Won: 6**
 - a. October 2016: 0
 - b. November 2016: 4
 - c. December 2016: 2
- V. **RFP'S: 44 : 3 -Associations, 3-Corporate, 38- SMERF: (20-Weddings, 1-Sport, & 7-Social)**
 - a. October 2016: 15 (1-Assocaition, 2-Corporate, 12-SMERF (16-Weddings, 1-Sport, 3-Social)
 - i. Association: 1



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1. BizNow Announcing North Central Expressway Development Forum: Projects Roar Between Downtown Dallas and McKinney, Date: 11/30/16-Shelia from the Sheraton Spoke with Karen Pierre at BizNow. They are trying to hold this meeting in an office building with vacant space. They feel we are too far north for their topic "North Central Expressway from Downtown to McKinney." They want something more centrally located this time. However, they did get the contact for BizNow for the McKinney area with this lead.
- ii. Corporate: 2
 1. Texas Agri-Life Service- 300 attendees 100 room nights: July 2019- Sent to the Sheraton
 2. MCVB received an RFP from the Miss Globe USA Pageant. The RFP was sent to the Sheraton. The meeting planner will choose a venue in early November. Dates: June 30- July 3 or Sep. 1-4, 2017; attendees 300, Hotel room nights: 140.
- iii. SMERF: 12 (8-Weddings: 1-Sport, & 3-SMERF)
 1. Greenville TX Chamber of Commerce – Day Trip/Chestnut Sq./Heard-Craig House (Nov 2016)
 2. Assoc. Mgf Excellence Conf – Day Trip for Companions – Chestnut Square
 3. Swift/Pugh Wedding – October 2016
 4. Cowboys Classic Indoor Track & Field (Sheraton)
 5. Puckett Family Reunion – July 2017, looking for venue
 6. J Barton Wedding – May 2017, The Springs
 7. J Homes Wedding – November 2016, Comfort Inn
 8. L Schinall Wedding – December 2016, The Springs/Hampton
 9. Sherry Zaunick Wedding – March 2017, The Springs
 10. Stephanie Elizondo Wedding – November 2017, The Springs
 11. Margot Delossantos Wedding – October 2017, The Springs
 12. Herrera/Sutherland Wedding – October 2017, Stone Crest
- b. November 2016 RFP's 12 (1-Association, 1-Corporate 8-Weddings, 2-Social, 0-Sports)
 - i. Association: 1
 1. Texas Veterans Commission, February 28 – March 3, 2017 Regional Conference. 25 attendees, 15 Room nights, sent to Sheraton.
 - ii. Corporate: 1
 1. JLM Events – Applique Getaway, Summer 2017 (flexible dates given). 600-800 attendees
 - iii. SMERF:
 1. Ramos/Salas Wedding – September 29-30, 2017, Decision will be made on January 30, 2017. 10 Attendees, 22 Room nights
 2. Amber Bertrand/Thomas Williams Wedding- November 2016, Sheraton



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3. Carol Beth Scott – Meeting space for 30-50 and hotel rooms
 4. Leah Hefner/Brennan Reinemund Wedding – April 2017

 5. Megan Sexton Wedding – The Springs
 6. USS Belle Grove Reunion – July 2017 (Holiday Inn)
 7. Casey Wilt Wedding – March 2017 (Springs)
 8. Clark/Maler Wedding – September 2017 (Hampton Inn/Springs)
 9. Camry Farhat Wedding – September 2017 – Springs
 10. Texas Authors Book Festival (Towneplace Suites) – June 2017
- c. December 2016: 15 (1-Association, 0-Corporate, 14-SMERF (12-Weddings, 2-Social, 0-Sports))
- i. Association: 1
 1. TCCE Annual Convention 2019 – Sent to Sheraton
 - ii. Corporate: 0
 - iii. SMERF: 14 (12-Weddings, 2-Social)
 1. Kate Nazzocco Wedding – March 2017
 2. Claire Chaney Wedding – December 2017, The Springs
 3. Hochevar/Scott Wedding – January 2017, The Grand
 4. Nease Wedding – February 2017, The Springs
 5. Casey Wilt Wedding – March 2017, The Springs
 6. Jacinda Jeter Wedding – April 2017, Rustic Grace
 7. Laura Clark Wedding – September 2017, Mitas Hill
 8. Camry Farhat Wedding – September 2017, The Springs
 9. Blair Bundren Wedding – April 2017, The Springs
 10. Katie Almaleh Wedding – October 2017, The Springs
 11. Tracey Gayle Wedding – May 2017, The Springs
 12. Dannie Teese Wedding – July 2017, The Springs
 13. Vintage Market Days 2017- 20 room nights Comfort Inn & Suites over 3 days; 8,000 attendees.
 - a. May 7-9, 2017
 - b. November 17-19, 2017

VI. Site Visits: 3

- a. October 2016: 1
- b. November 2016: 0
- c. December 2016: 2

VII. Day Trips: 5

- a. October 2016: 3
- b. November 2016: 2
- c. December 2016: 0

VIII. Tradeshow/Events: 4



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- a. October 2016:
 - i. TTIA Summit- Dee-de attended: Legislation: ED Guerra Attended TTIA Summit October 9-12, 2016 in Houston, TX:
 - 1. The legislative agenda for 2017 will be a full one and the focus items are:
 - 2. Full Funding for Tourism
 - 3. Later School Start Date
 - 4. Preserve the Events Trust Funds
 - 5. Legislation related to the bill (HB2) from North Carolina.
 - ii. Albuquerque Balloon Festival – Part of Team TX Co-op- we rec'd
- b. November 2016:
 - i. Beth attended Travel Writer Media Mission with the Office of the Governor on 11/13-14/16. She met with 6 Travel Writers.
 - ii. Vanesa attended Connect TX-Galveston, TX on 11/15-17/16. Vanesa met with 9 Association Planners, 10 Corporate Planners, & 6 SMERF (Social, Military, Educational, Religious, and Fraternal) Planners
- c. December 2016:0

IX. Lost Business: 6

- a. October 2016: 2
- b. November 2016: 3
- c. December 2016: 1

X. Hotel/Attraction/Venue Updates

- a. North Texas Escape Room <http://www.northtexasescaperooms.com/>
- b. Holiday Inn (Craig Ranch) Update- They are trying to get open before the end of the year but they think it will be close to mid- January before they actually finish construction and receive their CO from the City.

XI. Advertising

Month	Print Value (\$)	Web Value (\$)	PR Value (\$)	Impressions
Oct. 2016	0	9,640	10,800	2,696,413
Nov. 2016	4,005	8,350	50,575	3,398,756
Dec. 2016	0	8,350	28,920	3,349,372
Total	4,005	26,340	90,295	9,444,541

XII. Recognition: 2

- a. McKinney Convention & Visitors Bureau Is Honored with *ConventionSouth's* Annual Readers' Choice Award.
- b. 11/10-11/16: Vanesa attending Sales Academy- Destination Marketing Association international in Dallas.

XIII. MCVB Updates:

- a. #SeeMcKinneywithMe: City Communications featured the McKinney CVB in this social campaign program on Thursday, Sept. 29. Sharing this information/retweeting gave us a nice little increase in Twitter numbers and gave us fresh content for our website and social media.



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- b. Staff: Vanesa Rhodes has been promoted to Sales Manager, her official start date is 10/31/16. We are currently revising the Administrative Assistant job description, so that we can fill that open position as soon as possible.
- c. 11/7/16: Hotelier & B&B Meeting. Guest Speaker- Kelsey Fox- North Texas Escape Rooms.
- d. 11/8-10/16: Dee-dee & Vanesa attending TDA Meeting- "Welcome" for their November 2017 meeting.

The MCVB has been working with a videographer and Main Street on an invitation video to show at this year's conference this week to get people excited about coming to McKinney next year. We completed the video last week and are so happy with it, we're having the videographer make a couple minor adjustments so we can use the video for marketing purposes on both our websites, social media and the MCVB monitor in the front of the Visitors Center.

This is the private link to the video. <https://youtu.be/GiUPngizjUA>

- e. 11/29/16- MCVB Board met for their regular monthly Board meeting and followed with their 2016-17 Strategic Planning Session.
- f. 11/21/16- Dee-dee had a working lunch with Melissa Hampton (Regional Director Sales & Marketing Aimbridge Hospitality). Keeping the lines of communication open, Melissa was checking in to see how the relationship is going with the Sheraton Hotel staff.
- g. During the Board meeting, the Board voted on the Tourism Partner of the Year that will be awarded on February 17, 2017 at the Sheraton Hotel for the Annual Chamber Awards Dinner. The three partners that were suggested by staff were Franconia Brewery, Tupps Brewery & Sheraton Hotel & Conference Center. The Sheraton was selected as the "MCVB 2017 Tourism Partner of the Year."
- h. The Board made several changes to the FY 16-17 MCVB Goals & Strategic Plan, once these changes are finalized the MCVB Board will approve the finalized Goals & Strategic & Marketing Plan at the January 24, 2017 Board meeting (The MCVB Board elected at the October Board meeting not to meet in December).
- i. 11/29/16 –The MCVB & MCDC have agreed to co-op on an app called Visitwidget:

XIV. Upcoming Events/Tarde Shows: 2nd Quarter Events:

- a. January 2016
 - i. Southwest Showcase (Austin-MPI & IAEE) 1/26/17
 - ii. Main St. Bridal Show 1/21/17
- b. February 2016
 - i. National Travelers Association (Co-op w/ Team TX) 2/26/17- 3/2/17
 - ii. 27th Annual TTIA Unity Dinner and Converge on the Capital will be February 15-17, 2016.
- c. March 2016
 - i. DFWAE DAY (Tradeshow for DFW Association Planners)