

MCVB Goals FY 17-18

Council Goal	Council Strategies	MCVB Objective	MCVB KPI	MCVB Steps	Staff
4. Financially Sound Government	B. Balance resources generated by the Hotel Occupancy Tax	Generate a 5% increase in the number of room nights within the corporate, association and Social, Military, Educational Religious, & Fraternal (SMERF) markets by Sept. 2018	(1) KPI – Number of Rooms CVB Helps to Fill Hotels & Conference Center (2) KPI – McKinney Hotel Occupancy (3) # of leads the MCVB brings in every year.	(1) Attend and/or send collateral to the following Trade Shows/ Conferences: Association: TSAE, DFWAE, & Connect Texas-Delete , Sm Mrkt Mtgs., Corporate: Sales Calls SMERF: Team Texas: (ABQ Balloon Festival ABA,NTA) , Bridal Shows-MPAC, Grand, & Heritage Springs a. Record leads, fulfillment distribution, events and other tourism-related activities	(1/1a.) All Staff
		Increase number of RFPs by 10% which are generated for events in McKinney by Sept. 2018	(1) KPI – Number of Association RFP's Generated (2) KPI – Number of SMERF R (3) KPI - Number of Corporate RFP's Generated	(1) Maintain Marketing Plan for the Conference Center, Tourism Regions, and Entertainment Districts. a. Disseminate Marketing Plan for Conference Center, Tourism Regions, and Entertainment Districts to MCVB staff, assigning responsibility to each outlined task	(1) Marketing Committee (w/Board Approval) DG, & BS (1a.) All Staff

*Highlighted items in Red- Denotes these are for public consumption

Change to include all (corporate, association and SMERF) venues into one measureable number - Number of monthly sales calls to 35;

* Key for Acronyms:

TSAE: Texas Society & Association Executives

DFWAE: Dallas Forth Worth Association Executives

Remove Connect Texas;
Add: ABQ Balloon Festival
Team Texas: (ABA, NTA, ABQ Balloon, etc.)

MCVB Goals FY 17-18

Conn TX: Connect Texas

OSAE- Oklahoma Society & Association Executives

Sm Mkt Mtgs: Small Market Meetings

ABA: American Bus Association

NTA: National Tourism Association

Implement: Maintain/continue

Team Texas: DMOs/CVB that belong to Texas Association of Convention & Visitors Bureau (TACVB) are able to join and pay a fee to attend shows by sending collateral items instead of having a physical presence at the show.

MCVB Goals FY 17-18

Council Goal	Council Strategies	MCVB Objective	MCVB KPI	MCVB Steps	Staff
5. Enhance the Quality of Life in McKinney	C. Continue to market and highlight McKinney as a unique destination for residents and visitors alike	<p style="color: red;">Increase public awareness and visitation to McKinney by 5% by Sept. 2018</p> <p style="color: green;">Increase visitation to Visit McKinney/Visitors Center, The McKinney Shop, Website, & Social Media pages by 5% by Sept. 2019</p>	<p style="color: red;">(1) KPI – Number of Page Views</p> <p style="color: red;">(2) KPI – Number of Unique Web Visitors</p> <p style="color: red;">(3) KPI – Number of Web Visitors</p> <p style="color: red;">(4) KPI – Number of Visitors to Visitors Center</p> <p style="color: green;">(5) Sales calls- 35 Calls per month (Corp./Assoc/SMERF) & 2 Calls Per month - McKinney Corporate</p> <p>(6) Number of annual blog views</p> <p>(7) Number of annual Facebook likes</p> <p>(8) Number of annual Facebook Engaged users</p> <p>(9) Increase in annual Facebook Total Impressions</p> <p>(10) Number of You Tube Viewers</p> <p>(11) Number of <b style="color: green;">Writers/Influencers</p> <p>(12) CrowdRiff Engagement rate</p> <p>(13) Increase awareness of the McKinney Shop through advertising and promotion.</p>	<p>(1) Maintain press kit & photo files.</p> <p>a. Distribute digitally to writers/film commission/other publications</p> <p>(2) Develop and Maintain Social Media Outlets for CVB</p> <p>a. Update: Blog, Twitter, Facebook, (Pinterest delete), add Google business page & Instagram & YouTube (delete)</p> <p>(3) Promote McKinney as a destination to meeting planners in key markets (DFW Area, Austin, Houston and Oklahoma)</p> <p>a. Create quarterly newsletter for targeted meeting planners within our defined key markets.</p> <p>b. <b style="color: green;">Maintain direct mail/e-mail campaign to distribute quarterly newsletter</p> <p>(4) Promote tourism /entertainment districts</p> <p style="padding-left: 20px;">a. Weekly updates, daily FB posts, Share 1 partner event per day on social media outlets. (13)</p> <p>Feature one post per week of the McKinney Shop merchandise.</p>	<p>(1, 2/2a, 3a-b & 4) BS</p> <p>(3) BS, DG, & VR</p>

*Highlighted items in Red- Denotes these are for public consumption

Add Influencers after Travel Writers (#10)

Change Implement to Continue or Maintain