



To: MCVB Board
From: Dee-dee Guerra – Executive Director
Date: January 24, 2017
RE: McKinney CVB December 2016-Staff Report

**Goal 1 Operational Excellence
Strategies:**

Events: 1

- Webinar- Avoiding Contract Loss to Zica Virus- TTIA & THLA-12/16/16

New Venues: 0

**Goal 2 Financially Sound Government
Strategies:**

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

HOT Tax Collections: 2016

MCVB Room Nights Generated: 2016): TTL Room nights: 189; TTL Revenue: \$ 16,298

WEDDINGS COMPLETED in December 2016 - TTL Room Nights: 84 TTL Rev: \$8993

- L Schinall Wedding – Hampton Inn, TTL Rooms: 8, TTL Rev: \$ 912
- Barron-Rhodes Wedding – Comfort Suites, TTL Rooms:16, TTL Rev \$1344
- Gajewski-McGowan Wedding –Holiday Inn, TTL Rooms: 10, TTL Rev: \$ 1037
- Sepeda/Beene Wedding – Hampton Inn, TTL Rooms: 18, TTL Rev: \$2052
- Lindsey Lacey Wedding – Hampton Inn, TTL Rooms: 32, TTL Rev: \$3648
- Jose Cerda Wedding – no pick up

Education Groups: N/A

Sports Groups:

Sports Source: Sheraton -TTL Rooms: 105, TTL Rev: \$13,396. Holiday Inn - TTL Rooms: 59, TTL Rev: \$7305

Associations/Corporate: TTL Room nights; TTL Revenue: \$ 0

HOT TAX collection reported by City:

- MOM 2016 vs. 2015 (?-Hotels & ?- B&B/VRBO reporting)
 - November 2016: \$
 - November 2015: \$
 - %↑

Sales Calls: ASSOCIATIONS-/CORPORATE/SMERF/MCKINNEY TOP 25 Sales Calls: 24

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

- Association: 10**

- Collin County Association of Realtors – Left message on voice mail, will call again after the new year
- Collin Baptist Association – Jeanette Edgar, advised she no longer works with the Association and provided new contact information, Mark Hooks.
- Collin County Deputies Association – Jared Clark. Sent introduction email provided information of services that MCVB offers. Will follow up after the new year with another email to confirm receipt.
- Collin County Hobby Beekeepers Association – John Talbert. Mr Talbert asked me to send him information on our services. He stated that he is stepping down from the Association's president position and that he would forward the information to the new leader once his successor has been named. He stated their meeting for 2017 are in place and will look for 2018 meeting space in early 2017. Will follow up with him in Feb 2017.
- Collin County Bar Association – Teresa Moore. Sent introduction email provided information of services that MCVB offers. Will follow up after the new year with another email to confirm receipt.
- Grayson County Builders Association – Spoke with Liz Washington. She stated they are an association for Grayson, Fannin, and Cooke counties and when/if they hold meetings they will only do it in the counties they represent. She did invite me to send her an email with a link to our website and services offered in case things changed.
- Plano Music Teachers Association - Sent introduction email and provided information of services that MCVB offers to BJ Harman and Irene Valdez. Will follow up after the new year with another email to confirm receipt.
- Texas Tech Alumni Association – Kayla Peltoma. Introduced myself to Kayla. Sent her an email with information about McKinney and the services that the MCVB provides. She stated most of their alumni association meetings are held in their office with no overnight stays required. Occasionally they will host an alumni meetup that will take place in Collin County, usually in Plano or Frisco. I discussed possibilities in McKinney and asked her to consider us in the future. I emailed her McKinney info.

- Collin County Young Lawyers Association - Sent introduction email provided information of services that MCVB offers. Will follow up after the new year with another email to confirm receipt.
- National Association of Remodeling Industry Greater Dallas Chapter. Spoke with Kim, coordinator of association. She advised they do monthly meetings at the location/showrooms of the association members. The annual awards banquet is held in Dallas due to central location and is already booked for 2017.

Corporate: 11

- Tyson Foods- Meetings in house, they have a conference area.
- Texas Instruments- Left a message with HR, followed up 3 times- No Answer.
- Copper B- Line- No answer called twice 12/14/16 & 12/15/16.
- Fisher Controls- All meetings are set up by headquarter office in Marshall, Iowa.
- Progressive Rail Service-Headquarters in Albertville, Alabama- Meetings are held in house.
- Globi-Tech-Left message. No response. Called twice 12/14/16 & 12/15/16.
- Sunny Delight- Called 3 times (12/14-16/16), no answer.
- Austin College- Not planning anything but would like to set up a site visit after the New Year. Would like to see the new venues (Tupper, Sheraton, Holiday Inn- Piazza on the Green- for Alumni and bigger programs that they can't fit on campus.
- Wilson & Johnson Hospital- Left message. Called twice 12/14 & 15/16. Follow up.
- Lloyd Pyle Construction- All meetings held on site, McKinney is too far.
- Starr Aircraft Products- All meetings held on site.

Social: 1

- Marilyn Kessler – USS Belle Grove, July 2017. They will host their meeting at the Holiday Inn, currently we are working on things to do on their free day in McKinney.

McKinney Top 25: 2

- Timber Blinds- Meetings in house; per receptionist.
- Collin County Courthouse- per Receptionist only use meeting rooms in house.

- **MCVB Calendar of Events 2015-2017: 3**

Month	Group	Venue	Room Nights	Attendees
October				
10/3-7/16	Emerson	Sheraton	90	30
10/20-21/16	First Mortgage-	Grand Hotel & MPAC-Emerson Board Room, Lunch from Patina Green, Dinner at Ricks Chophouse	6	6
November				
11/17-19/2017	Vintage Market Days	Comfort Inn & Suites	20	8,000
11/6-10/17	Emerson	Sheraton	90	30
11/6-10/2017	TX Downtown Association	City Wide-Sheraton (host Hotel)	300 (over the 4days of the conference)	300
December				
12/6-8/16	Emerson	Holiday Inn	30	15
12/13-15/16	Emerson	Holiday Inn	30	15
12/4-6/17	Emerson	Holiday Inn	30	15
12/6-8/17	Emerson	Holiday Inn	30	15
12/12-14/17	Emerson	Holiday Inn	30	15
12/19/16	Vasquez Taekwondo	Vasquez Tae Kwando Facility	2015:7	8-12 teams 550-625 attendees
January				
1/17-/19/17	Emerson	Holiday Inn	30	15
1/19-20/17	TCDLA (Texas Criminal Defense Lawyers Association (1 Day Seminar)	Holiday Inn	60	60
1/24-27/17	Emerson	Holiday Inn	30	15
February				
2/28/2017-3/3/2017	Texas Veteran's Commission	Sheraton	15	25
2/27/17-3/3/17	Emerson	Holiday Inn	30	15
March				
April				
4/18-20/17	Emerson	Sheraton	90	30
4/2017	Civil Court Process- Bid won	Sheraton	300	120

Month	Group	Venue	Room nights	Attendees
May				
5/7-9/2017	Vintage Market Days	Comfort Inn &N Suites	20	8,000
5/21/17	Polonia Festival	Myers Park	N/A	2017: 1500
5/23-25/17	Emerson	Holiday Inn	30	15
5/28/17	Bike the Bricks	Downtown McKinney	2014: 0 2015:19 2016: Cancelled- weather	2014: riders: 550; attendees: 8,000 2015: 600, 9,000 2016:0
5/2017	Wylie High School Reunion	Sheraton	25	250
June				
6/23-25/2017 7/21-23/2017 7/28-30/2017 7/14-16/2017	Applique Getaway- Annual Crafting away	Sheraton	325	600-800
6/3/2017	McKinney Square Book Festival	MPAC-50 authors	25	300
6/6-8/17	Emerson	Holiday Inn	30	15
6/13-15/17	Emerson	Holiday Inn	30	15
6/30/17- 7/3/17 Alt Date 9/1/4/17	Miss Globe USA	Sheraton	140	300
6/17-19/17	Flamefest	Craig Ranch	2014:16 2015:19	2014-120 teams 3600 attendees
6/17-21/19	TCCE (Texas Chamber of Commerce Executives) Annual Conf.	Sheraton	150-175	300
July				
7/14-16/16	TX Academy of Nutrition & Dietetics	Sheraton	120	60
7/20-21/16	Texas Society of Infection Control & Prevention (TSICP)	Sheraton	50	30
7/2019	Texas Agri-Life	Sheraton	100	300
7/18-20/17	Emerson	Holiday Inn	30	15
August				

8/10/16	Visage (Dru Reiss (Popular Ink)	Rick's Chophouse- rick's 101	18	0
8/2016	Miniature Book Society	Sheraton	50	100
8/15-17/17	Emerson	Holiday Inn	30	15
September				

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 '16 –September '17): ; YTD Total: 5639**
December Total: 342
Out of State: 24
Out of Country: 19
Texas Residents: 13
McKinney Residents: 6

Day Trips: 1

- Marianne Scruggs –Dallas Garden Club

Made in McKinney Store Revenue:

- Sales for December 2016 \$ 1470.02
- Sales for December 2015 \$ 1486.19
- MOM down by -1.09%

Meetings: 1

- Tom Pierce & Amy Rosenthal (I Lead USA-Leadership Meetings at MPAC)

RFP's: 16 (1-Association, 0-Corporate, 13-Weddings, 2-Social, 0 -Sports, 0 -Day Trips)

- TCCE Annual Convention 2019 – Sent to Sheraton
- Kate Nazzocco Wedding – March 2017
- Claire Chaney Wedding – December 2017, The Springs
- Hochevar/Scott Wedding – January 2017, The Grand
- Nease Wedding – February 2017, The Springs
- Casey Wilt Wedding – March 2017, The Springs
- Jacinda Jeter Wedding – April 2017, Rustic Grace
- Laura Clark Wedding – September 2017, Mitas Hill
- Camry Farhat Wedding – September 2017, The Springs
- Blair Bundren Wedding – April 2017, The Springs
- Katie Almaleh Wedding – October 2017, The Springs
- Tracey Gayle Wedding – May 2017, The Springs
- Dannie Teese Wedding – July 2017, The Springs
- Vintage Market Days 2017- 20 room nights Comfort Inn & Suites over 3 days; 8,000 attendees.
 - May 7-9, 2017
 - November 17-19, 2017

Site Visits: 2

- Jacinda Jeter – Bride
- Sue & Danielle Tease – Mother of Bride

SMERF (Social, Military, Religious, & Fraternal)**New Prospects: Bold & *Italic indicates new business:***

32-Weddings (12-New), 0- Day Trip (0- new), 4-Social (0- new) & 1 - Sport (0- new)

- Miss Globe USA September 2017
- Cowboys Classic Indoor Track & Field (Sheraton), February 2017
- Rachael Blanchard Wedding – Februarys 2017
- Sherry Zaunick Wedding – March 2017, The Springs
- Hensley/Wilson Wedding - March 2017

- McCauley/Little Wedding – March 2017
- Rohr Wedding – March 2017
- Kenya Alexander Vow Renewal - March 2017, looking for venue/hotels
- Amber Kotaur Wedding – April 2017
- Mallory Smith Wedding – April 2017
- Ashfia Salemin Birthday Celebration – April 2017, looking for venue/hotels
- J Barton Wedding – May 2017, The Springs
- Caitlyn Gilliam Wedding – May 2017
- Knuth/LaGrow Wedding – May 2017
- Kofahl Wedding – June 2017
- Swanson Meetings & Event Planning Family Reunion –June 2017
- Puckett Family Reunion – July 2017 – Looking for Venue
- Neena/Vay Wedding – July 2017
- Howard/Hope Wedding – July 2017, The Springs
- Bowmer Wedding – September 2017, Bella Donna
- Margot Delossantos Wedding – October 2017, The Springs
- Herrea/Sutherland Wedding – October 2017, Stone Crest
- Symone Wedding – October 2017, The Springs
- Stephanie Elizondo Wedding – November 2017, The Springs
- Emily Jones Wedding – November 2017

New & Ongoing Prospects: *Italic indicates new business*

Ongoing Prospects:

- Kate Nazzocco Wedding – March 2017
- Claire Chaney Wedding – December 2017, The Springs
- Hochevar/Scott Wedding – January 2017, The Grand
- Nease Wedding – February 2017, The Springs
- Casey Wilt Wedding – March 2017, The Springs
- Jacinda Jeter Wedding – April 2017, Rustic Grace
- Laura Clark Wedding – September 2017, Mitas Hill
- Camry Farhat Wedding – September 2017, The Springs
- Blair Bundren Wedding – April 2017, The Springs
- Katie Almaleh Wedding – October 2017, The Springs
- Tracey Gayle Wedding – May 2017, The Springs
- Dannie Teese Wedding – July 2017, The Springs

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: 0

Mailing Leads Processed: 705

Top Sources:

- See Texas First-634
- Tour Texas- 71

Total 2016 Leads Processed: 18,783

Advertising/Marketing/Media

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

Blogs on our website

- NYE in McKinney: 284
- Unique Gift Ideas in Downtown: 99

Visits on Homepage News Flash buttons & landing pages:

- Weekend Update – 132
- Home for the Holidays – 2
- Public Art in McKinney – 10

Ads/materials/web promotion created and submitted

- Submitted Texas Meetings + Events text and photos
- Submitted profile page for NTA
- Submitted design elements and photos to VisitWidget

Photos Representing MCVB

- No photos needed this month

ADVERTISING Website & Publication ROI Tracking:

- Quinciañera page – 15
- Welcome to McKinney: Visitor Map – 1

SOCIAL MEDIA TRACKING

FACEBOOK -

Month FY 16-17	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct-16	89	5,213	41,111	455,040	2,609,061
Nov-16	49	5262	34,002	428,214	2,800,279
Dec-16	22	5284	24,896	385,544	1,981,838
Totals	138	n/a	100,009	1,268,798	7,391,178

SOCIAL MEDIA TRACKING

Type	Number	Increase #	Percentage (+/-)
<i>Twitter</i>			
Followers	4182	37	+9%

Tweets	5416	40	+0.76%
Tweet Impressions	15.3K	Not given	-8.0%
Profile Visits	196	-44	-13%
Mentions by other users	11	-8	-45%
Yelp	30 days	12 mon.	24 mon.
Views	10 (+25%)	136 (+10%)	260
Web Visits	0	23	49
Google Sites	Views	Followers	Subscribers
YouTube	2282	N/A	10

WEBSITE ANALYTICS – DEC. 2016					
Total Visits	Page Views	Unique Visitors	Lifetime Visits	Lifetime Pg. Views	Lifetime Pg. Views
3478	8795	2976	134,811	552,622	115,018

Top 25 Pages in December 2016

Page	Page views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,608	1,220	0:01:07	1,168	38.10%	40.36%
Calendar	1,035	817	0:01:13	727	41.40%	42.22%
NYE Blog	283	264	0:02:35	247	87.85%	82.69%
Visitors Guide	203	172	0:01:56	21	61.90%	39.90%
Explore	192	137	0:00:26	9	55.56%	14.58%
Shopping	181	160	0:01:21	107	44.86%	39.78%
Shopping Centers	171	154	0:05:05	130	90.00%	81.87%
Share button	152	53	0:00:00	53	3.77%	34.87%
Dining	145	114	0:01:00	7	71.43%	22.07%
Weekend Update	132	121	0:01:34	30	86.67%	46.97%
Events	127	103	0:00:34	12	16.67%	13.39%
About McKinney	122	100	0:00:47	8	75.00%	27.05%
Dining / Nightlife	105	92	0:02:48	71	69.01%	60.00%

Unique Gifts	99	89	0:03:14	42	85.71%	77.78%
Events	89	83	0:02:11	37	94.59%	61.80%
Welcoming Bus.	88	71	0:01:07	71	73.24%	69.32%
Res Directory	86	71	0:00:51	1	100.00%	27.91%
Calendar	82	62	0:01:03	1	100.00%	39.02%
Staff Directory	81	40	0:00:35	10	60.00%	28.40%
Stay	77	62	0:00:11	3	0.00%	10.39%
Slice of Life	77	66	0:02:21	61	85.25%	76.62%
?	75	59	0:01:00	2	50.00%	20.00%
NTTA Tolls	74	69	0:01:51	69	92.75%	91.89%
Broken link	71	66	0:00:54	65	35.38%	36.62%
Weddings / Receptions	63	50	0:00:35	36	38.89%	28.57%

Country Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
United States	3,330	80.24%	2,672	54.44%	2.54	0:01:47
Russia	33	0.00%	0	6.06%	1.94	0:04:03
(not set)	31	87.10%	27	22.58%	2.71	0:01:22
Canada	12	91.67%	11	66.67%	2.75	0:01:29
Germany	11	100.00%	11	18.18%	2.55	0:00:00
United Kingdom	6	100.00%	6	83.33%	1.17	0:00:02
India	5	100.00%	5	60.00%	2.6	0:02:16
Australia	4	75.00%	3	25.00%	3	0:01:06
Bangladesh	3	100.00%	3	33.33%	3	0:02:06
Brazil	3	100.00%	3	66.67%	2.67	0:03:28

State Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
Texas	2,622	77.80%	2,040	55.64%	2.4	0:01:45
California	128	92.19%	118	47.66%	3.07	0:01:19
Oklahoma	38	86.84%	33	42.11%	3.39	0:03:54
Illinois	34	85.29%	29	50.00%	2.71	0:01:06
(not set)	33	100.00%	33	100.00%	1	0:00:00
Virginia	29	93.10%	27	68.97%	2.31	0:00:51
Georgia	28	64.29%	18	42.86%	2.46	0:01:27
New York	27	85.19%	23	59.26%	3.44	0:01:02
Ohio	24	75.00%	18	25.00%	3.62	0:02:55
Florida	23	95.65%	22	47.83%	3.39	0:01:49

City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pgs/Visit	Avg. Visit Duration
McKinney	950	71.16%	676	59.26%	2.18	0:01:39
Dallas	599	83.14%	498	56.76%	2.24	0:01:47

Plano	115	85.22%	98	48.70%	2.73	0:02:08
Allen	88	82.95%	73	57.95%	2.16	0:00:58
Frisco	84	77.38%	65	50.00%	2.35	0:01:24
Houston	60	65.00%	39	63.33%	2.1	0:01:21
Prosper	57	87.72%	50	59.65%	2.23	0:01:14
Austin	39	79.49%	31	61.54%	2.41	0:02:16
Richardson	35	77.14%	27	28.57%	3.11	0:01:44
Fort Worth	34	76.47%	26	55.88%	2.21	0:01:30

September 2016 - MCVB Publicity/Free Media Coverage Values					
Publication	Article/Topic	Print Value	Web Value	PR Value	Impressions
BubbleLife	Shared our blog link (3 times)	0.00	\$6000	\$28,920	3,349,372
TOTALS		0	\$8,350	\$28,920	2,512,029



December 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 + 1/2-Page Ad Each Issue of Quarterly Digital Magazine + 9 Newsletter Features Campaign Start 10/2016; \$9,200 Annual Buy	\$767	\$2,300

IMPRESSIONS	CURRENT MONTH	CAMPAIGN TO DATE
TRIPinfo.com 24/7/365 Online	1,901	3,803
TRIPinfo Weekly Newsletter - <i>Internet Travel Monitor</i>	0	2,297
TRIPinfo Quarterly Digital Magazine*	304	3,559
Total Impressions	2,205	9,659

CLICKS	CURRENT MONTH	CAMPAIGN TO DATE
Clicks to Your Website or Video	143	544
Click-Thru Rate	6.49%	5.63%

WHY CLICK-THRU RATE (CTR) IS IMPORTANT
Domestic Travel Display Ads average CTR = 0.05%. **Your TRIPinfo CTR is 113x 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 113 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!

Top 5 McKinney Hotels July & August 2016 Occupancy Rates:

	<u>Oct. '16</u>	<u>Nov. '16</u>	<u>Dec. '16</u>
Comfort Inn	N/A%	73.44 %	
Hampton Inn	96.90 %	99.24%	
Holiday Inn	83.19%	80.34 %	
La Quinta	79.01%	77.38%	
Sheraton	75.19%	75.20 %	
Townplace	72.02%	78.01%	

Sheraton Occupancy Rates:

Month	FY 14-15	FY 15-16	FY 16-17
October	N/A	67.28%	75.19%
November	N/A	61.35%	75.20%
December	N/A	69.24%	
January	N/A	61.62%	
February	N/A	71.58%	
March	24.60 %	63.53%	
April	39.29%	82.34%	
May	50.47%	64.60%	
June	69.70%	75.03%	
July	75.60%	72.61%	
August	56.22%	63.86%	
September	56.43%	72.50%	

LOST BUSINESS- 1

- Texas Veterans Commission – opted to go with another venue to maximize time and travel more central to Dallas