

Talking Points September 2017 for August 2017

MCVB Room Nights Generated: 472 TTL Room Nights; TTL Revenue \$ 47,126

WEDDINGS COMPLETED in August 2017 - TTL Room Nights: 89 TTL Rev: \$9541

- Christine Westman Wedding – Comfort Suites: TTL Rooms: 13, TTL Rev: \$ 1157
- Brittany Villarosa Wedding – Hamton Inn: TTL Rooms: 36 TTL RevL \$4104; Holiday Inn: TTL Rooms: 2, TTL Rev: \$198
- Christina Felix Wedding – no pick up
- Delaney Lohman Wedding – no pick up
- France-Thompson Wedding – Hampton Inn: TTL Rooms: 12, TTL Rev: \$1368
- John Gorczk Wedding – Hampton Inn: TTL Rooms: 16, TTL Rev: 1824
- Hanson-Furber Wedding – Comfort Suites: TTL Rooms: 10, TTL Rev: \$890

ASSOCIATION/CORPORATE/SMERF COMPLETED in August 2017: 383 TTL Room nights, TTL Revenue: \$37,585

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

- N/A

Corporate: TTL Room nights: 383 TTL Revenue: \$ 37,855

- Torchamark- Sheraton 8/13-15/17; 86 TTL Room nights; \$8,600 TTL Revenue
- Torchamark- Sheraton 8/27-30/17;250 room Nights; \$25,000 TTL Revenue
- Emerson- Holiday Inn 8/14-18/17; 6 TTL Room nights; \$ 606 TTL Revenue
- Gatehouse Media – Holiday Inn: TTL Rooms: 41, TTL Rev: \$3649

SMERF: TTL Rooms: TTL Rev: \$ 0

- N/A

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

- N/A

Visitors: FYTD Total (October '16-September '17): 2,435

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

- Out of State: 32
- Out of Country: 13
- Texas Residents: 22
- McKinney Residents: 10
- Register Total: 77
- Ticker Counter: 272

RFP's: 14 (0-Association, 0-Corporate, 13-Weddings, 1-Social (0-Religious), 0 -Sports, 0-Day Trips)

Association: 0

Corporate: 0

Weddings: 13

- Spencer Mitchell Wedding – November 2017, Stone Crest
- Petry Wedding – November 2017, Stone Crest
- McLendon Wedding – February 2018, Avalon Legacy
- Sydney Rodriguez Wedding – May 2018, The Springs
- Eva McGuire Wedding – May 2018, The Springs
- Mercedes Henderson Wedding – October 2017, Rustic Grace
- Olivia Sebesta Wedding – June 2018 Wedding, The Springs
- Sarah Cantu Wedding – September 2018 Wedding, D'Vine Grace
- Aja Walker Wedding – March 2018, The Springs
- Samantha Guerra Wedding– August 2018, The Springs
- Ray Byrns Wedding – September 2018, The Springs
- Debbie Lynn (MOG) Wedding – November 2017, The Rusty Barn
- Casie Summers/Nick Fahrer Wedding - September 2017

SMERF: 1

- Crape Myrtle Run – September 22, 2017

Site Visits: 1

- Olivia Sebastian (Wedding) – Grand Hotel and Hampton Inn

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

Blogs on our website:

- Want to be in a Movie?: 1,183
- Benji House on Film Trail: 105
- Keep McKinney Beautiful This Fall: 31
- Buster Keaton Alive & Well: 10
- Areté Volleyball Facility: 37
- Farmers Market moving: 9
- McKinney Shop opens: 22

Visits on Homepage News Flash buttons & landing pages:

- Call for Movie Extras: 46
- Benji Movie: 42
- 9/11 Day of Remembrance: 19
- Weather: 11
- World-War-I-Centennial-Commemoration: 22
- Plan Your Visit (VisitWidget): 29
- Weekend Update page: 134
- GetSocial#: 55

Photos, Text Written, Marketing Materials and Ads Submitted

MEDC-MCDC-MAIN ST.

- Facebook photos
 - Photos for The McKinney Shop
- Materials Submitted
 - Ads for 3 high school booster programs
 - TSAE Advertising info
 - Text/photos to Travel South
 - AD to Southern Living
 - Submit editorial/photos for Louisiana Road Trips Magazine
 - Submit Oktoberfest info to Daytripper
 - Quarterly Meeting Planners e-newsletter

Free Publicity:

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

August 2017 - MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions
Small Market Meetings	Texas True West	\$3,750	\$2,000	\$17,250	1,110,000
Polka News	McKinney Oktoberfest	\$1,000	\$0	\$3,000	\$0
BubbleLife Collin Co.	Shared Blog/Web posts	\$0	\$10,000	\$30,000	1,833,333
TOTALS for Month		\$ 4,750	\$ 12,000	\$50,250	2,943,333
FY 16-17 YTD Totals:		\$ 95,723	\$ 287,993	\$ 782,404	236,727,501

LOST BUSSINESS – 1

- Texas Law Enforcement Records Association - Approx. 100 Attendees, day business only. Meeting did not come to fruition. Original bid was for either 23rd or 30th of August.