

**Talking Points March 2017 for February 2017**

**MCVB Updates:**

- Attended TTIA Unity Dinner & Converge on the Capital 2/15-16/17
- Austin Sales Calls: 2/13-17/17
- HelmsBriscoe Planners at Sheraton, North Texas Escape Room & Tupps Brewery (2/8-9/17).
- Attended Health Fair at Old Settler's for East Side of McKinney.
- Met with Sports Source-Discussed Dec. 2-3, 2017 event, Hotel Room nights, Tupps event for VIP's, bags, 12 Gift Baskets for VIPS & partnership with MISD Athletics.
- Pogue Construction- Site Visit (May meeting & Christmas Party) – Planners: Josie Betts & Melinda Garcia.

**New Venue: 1**

- Rosemary Barn: <http://www.therosemarybarn.com/>

**MCVB Room Nights Generated: TTL Room nights: 114; TTL Revenue: \$ 12,539**

**WEDDINGS Completed in February 2017 - TTL Room Nights: 94 TTL Rev: \$10,139**

- Blanchard /Seeman Wedding: Holiday Inn - Room Nights: 52; TTL Rev: \$5419
- Nease/Brown Wedding: Holiday Inn- Room Nights: 8; TTL Rev: \$872
- Romero/Rodrigues Wedding: Holiday Inn – Room Nights: 5; TTL Rev: \$542, Hampton Inn & Suites – Room Nights: 29; TTL Rev: \$3306

**Association/Corporate/SMERF: TTL Room nights: 20 TTL Revenue: \$2400,**

- Christ's Church Ministers Retreat: Holiday Inn – TTL Room Nights: 20; TTL Rev: \$2400

**Visitors:** YTD Total: 518

February Total: 273

Out of State: 22

Out of Country: 13

Texas Residents: 19

McKinney Residents: 0

**RFP's: 22 (1-Association, 0-Corporate, 15-Weddings, 4-Social (1-Religious), 1 -Sports, 1 -Day Trips)**

Association: 1

- Texas Rural Letter Carrier's Assoc.- For June 2020 6/25-7/1-2020. Peak Night – 100 Rooms, sent to Sheraton.

Weddings: 15

- LM Media World Wide, LLC -Bambico/Dillard Wedding September 2017
- Zina Patel Wedding, November 2017. \*Actually received in January
- Rachel Kaplan Wedding – January 2018, The Springs
- Hannah Brewer Wedding – November 2017, Myers Park
- Zoe Blevins Wedding – September 2017, Stone Crest
- Rachel Cohenouer - October 2017, The Springs
- Julie Perry Wedding – June 2017, The Springs
- Perez/Bowman Wedding – March 2017, Springs
- Megan Richards Wedding – March 2017
- Rachel Wilson Wedding – May 2017
- Erin Ramsey Wedding – June 2017, The Springs
- Ashley Fernendex Wedding – June 2017,
- Julian Haugh Wedding – September 2017
- Lora Hall (MOG) Wedding – September 2017, The Springs
- Shelbie Gardner Wedding – July 2017, The Springs

Day Trip:1

- Meals and Wheels Waco – Day Trip to McKinney – Scheduled for late April, currently working on details and possible site visit to Heard-Craig House.

Social: 4

- Amazing Church –May 2017, Planing a Festival that includes music/good/games, low potential for overnights. Forwarded info to MPAC also.
- Rug Fest/Hook Inn, Robin Reynolds – 15-20 Rooms Needed 1 night only, July 20, 2017
- U.S. Bankruptcy Court – June 2017 at The Grand Hotel
- Cvent – National Antique Oldsmobile Club National Meet – Sent to Sheraton

Sports: 1

- Sports Source Dec 2-3, 2017

**Advertising: Ads/materials created and submitted:**

- Took photos at Krewe of Barkus
- Took photos at Friendship Force International breakfast with mayor
- Took photos at Mad Hatters Event at Sharla's
- Took photos at Helms Briscoe night at TUPPS
- Submitted content for Daytripper March newsletter
- Submitted content for script for Book Festival

**February Free Publicity:**

<b>FEBRUARY 2017 - MCVB Publicity/Free Media Coverage</b>					
<i>Publication</i>	<i>Article/Topic/Writer</i>	<i>Print Value</i>	<i>Web Value</i>	<i>PR Value</i>	<i>Impressions</i>
Restless Chipotle Sponsored Blog	2 entries – what to do in McKinney; McKinney B&B	\$0	\$9,000	\$27,000	315,000
BubbleLife Collin County	Shared our blog and web postings 6 times	\$0	\$18,000	\$54,000	2,650,000
Courier Gazette	Used our Krewe of Barkus photo with story (24 in.)	\$864	\$2,000	\$8,592	595,000
<b>TOTALS for Month</b>		<b>\$864</b>	<b>\$29,000</b>	<b>\$89,592</b>	<b>3,560,000</b>

**LOST BUSSINESS-0**