



To: MCVB Board
From: Dee-dee Guerra – Executive Director
Date: January 26, 2015
RE: McKinney CVB November 2015-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Develop and maintain a customer service oriented organization culture that emphasizes continual quality of life improvement throughout the city**

Events: 1

- Home for the Holidays

Webinars: 0

Goal 2 Financially Sound Government

Strategies:

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

Tradeshows/Missions: 2

- TSAE-TX Connect (Frisco, TX)
- DFWATC (Dallas Fort Worth Area Tourism Council)- Sales Blitz (Houston, TX)

Hot Tax Collections: November 2015 – Sales Report

- MOM 15 VS. 14
 - October 2015: \$121,175
 - October 2014: \$ 69,433
 - 74.52 %↑

November 2015 – Sales Report- TTL Rooms: 223, TTL REV: \$25,853

SMERF Totals: (completed in November 2015) TTL Rooms: 176, TTL Rev: \$20,495

Weddings:

- Phaup/Horn Wedding: Grand Hotel – 43 Rooms, \$6408 Revenue
- Edwards/Rotan Wedding: Grand Hotel – 34 Rooms, \$4976 Revenue
- Snowden Wedding: Hampton Inn – 12 Rooms, \$1248

No pick-up totals from the following weddings:

- Ellen Jantz Wedding
- Kristyn Bailey Wedding
- Jamie Mahan Wedding

Social Groups: (completed in November)

- MHS Class of 1965: Holiday Inn – 12 Rooms, \$1188
- Market Vintage Days- Comfort-75 rooms, 6,675

Sports: 0

Association/Corp. HOTEL ROOMS- Total Rooms: TTL RMS; 47 TTL REV; \$ 5,358

- Mitas Hill Software Conference (Nov. 7-10, 2015)- Sheraton- 47 rooms @ \$114= \$5,358
- Sway Group- Blogger Conference (couldn't pick up due to them not using the block code prepared for them by the hotel).
 - Sheraton
 - Hampton Inn

Sales Calls: ASSOCIATIONS-/CORPORATE/SMERF Sales Calls: 43

Association: Attended TX Connect Trade Show: 25

- Charge Financial/HelmsBriscoe – Traci Crews
- American Collectors Association of Texas, Inc.- Tom Morgan
- Associated Plumbing, Heating, & Cooling Contractors of TX-Alicia Dover
- Texas Professional Insurance Agents- Joe Tipton
- AZZ Incorporated-Michelle Scott
- American Subcontractors Association of TX (the Briggs Group) –Francine Dix
- Texas Society of Sons of the American Revolution (AMEX Meetings & Events)-Steve Huey
- Texas Probation Association- Chris Thomas
- Mexican American Golf Association- Danny Silva
- Texas Council on Family Violence-Gloria Terry
- American GI Forum-Antonio Gil Morlaes
- Texas Veterinary Association- Ellen Forsythe
- Texas Pest Control association- Amy Pilo
- EmCare- Carla Marshall
- Texas State Rifle Association-Doug Dubois
- Texas Association of School Business Officials(TASBO)-Tracy Ginsburg
- Texas Association of Freestanding Emergency Centers- Lisa Pearson
- National Beauty Culturist League, Inc.-Joe Walker
- Behringer- Warren Farmer
- Nexstar Broadcasting-Donna Elder
- Association of Progressive Rental Organizations-Bill Kesse
- Texas Mutual Insurance Company-Cindy Smith
- Texas Association of Counties- Haley Click

- Hispanic Woman’s Network of Texas- Lupe Morin
- Conference of Advanced Mathematics- Anita Hopkins

Corporate: Paris, TX: 15

- Jemasaco, Inc.- Landscape- only have meetings in house
- We Pack Logistics, LP- 3rd Party Logistics-only have meetings in house
- Blankamship Oil Co.- No meetings
- Campbell Soup- No answer- Mailed information
- Potters Industries- Engineered glass- only have meetings in house
- Turner Industries Group,LLC- Metal Manufacturing- only have meetings in house
- Share Corperation- John Wright- asked to be mailed information
- Skinner Baking- Artisan Baking- no meetings
- Simwick, LLC- Company no longer exists
- Focus Industries- Manufacturing - only have meetings in house
- Kimberly-Clarke-Corporation- Couldn't get passed security unless you had a name.
- Aequs Aero Machinery, Inc.- Manufacturing - only have meetings in house
- Oak Fams Dairy- Dairy-Couldn't get passed security - Mailed information
- Huhtamaki, Inc.- Packaging Materials -No meetings
- Welasco, Inc.- Welding- -No meetings

SMERF: 0

McKinney Top 25: 3

- Timber Blinds- meetings in house only per receptionist
- Encore Wire-left message for Denice Rodgers- no response
- Tourchmark- Left a message for Donita Fisher-no response

MCVB Calendar of Events 2015-2017:

Month	Group	Venue	Room Nights	Attendees
October				
10/4/15 - 3/3/15)	Houston Apartment Association (June Sales Calls)	Sheraton	20	10 (Sending Top 10 Performers as an incentive for the weekend)
10/3-7/16	Emerson	Sheraton	90	30
Oktoberfest	Main St	Downtown McKinney	10+	35,000
November				
11/20-21/15	Vintage Market Days	Myers Park	30	8000 (weekend)

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
Month	Group	Venue	Room Nights	Attendees
January				
1/12-14/16	Emerson	Holiday Inn	30	15
1/14-17/16		Heard Natural & Science Wildlife Museum	100	Using Hilton Garden Inn in Allen, they said the Sheraton was too pricey
1/16-17/2016	Nehemiah Network (tentative)	Hampton Inn	15	15
1/19-21/16	Emerson	Holiday Inn	30	15
February				
2/2-4/16	Emerson	Holiday Inn	30	15
2/9-11/15	Emerson	Holiday Inn	30	15
March				
April				
4/25-28/16	Emerson	Sheraton	90	30
April 1-2, 2016	Destination Imagination	Anna TX /Fair Park	100+	8000
April (will now by October 19 th)	Tae Kwando Tournament	Vasquez Tae Kwando Facility	2015:7	8-12 teams 550-625 attendees
May				
5/6-8/2015	Strikes Against Cancer	Craig Ranch, Towne Lake, Gabe Nesbit, Mouzon, North Park, Triple Creek Academy & McKinney ISD-fields	2014:118 2015:142	510 teams 50,000 attendees
5/7-8/16	Vintage Market Days	Myers Park	30	8000 (weekend)
5/21/17	Polonia Festival	Myers Park	N/A	2017: 1500
5/28/16	Bike the Bricks	Downtown McKinney	2014: 0 2015:19	2014: riders: 550; attendees: 8,000 2015: 600, 9,000
May 2016 (dates not determined)	U-90C Soccer Tourney	Craig Ranch	2014:93 2015:45 (McKinney did	2014: teams: 15 attendees:1000+

			not have enough hotels rooms due to another tournament)	2015: teams: 20 attendees:1000+
June				
6/10-12/16	Lynn Varnell	Gabe Nesbit & Craig Ranch Soccer	300	300 Teams/2000-3000 attendees
6/7-9/16	Emerson	Holiday Inn	30	15
6/14-16/16	Emerson	Holiday Inn	30	15
6/17-19/19	Flamefest	Craig Ranch	2014:16 2015:19	2014-120 teams 3600 attendees
6/11-14/16	Triple Crown Softball	Craig Ranch, Gabe Nesbit, Towne Lake	2014:281 2015:209	
July				
August				
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: 290**
- November Total: 92
- Out of State: 42
- Out of Country: 19
- Texas Residents: 12
- McKinney Residents: 19

Day Trips: 1

- Marilyn Davis (Coordinator) Sr. Citizens Group – Richland College

Made in McKinney Store Revenue:

- Sales for November 2015 \$ 1063.37
- Sales for November 2014 \$ 1939.35
- MOM -\$ 903.58 down by 45%

RFP Sent: 0

Site Visits: 0

SMERF (Social, Military, Religious, & Fraternal)

New Prospects: *Bold & Italic indicates new business: 13 Weddings (1-New), 0- Day Trip (0 new), & 1 Sport (0 new)*

New & Ongoing Prospects: *Italic indicates new business*

- Aimee Dihle Wedding – December 2015
- Kelsie Markos Wedding – January 2016
- April Goodman Wedding – March 2016
- Lindsay Lee Wedding – April 2016
- Samiya Akram Wedding – April 2016
- Natali Martinez Wedding – April 2016
- Summer Graham Wedding – June 2016
- Cannella/Eisenhart Wedding – June 2016
- Dana Pense Wedding – June 2016
- Geotz/Ruminski Wedding – July 2016
- *Gina Roll(MOB) Wedding-August 2016*
- Oscar Butos Wedding – Sept 2016
- India Haley – Wedding block for March 2016
- Lynn Varnell – Soccer Tournament – June 2016

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 (November)

Bags Serviced: 61

Mailing Leads Processed: N/A- Switching over to iDSS

- November 2015 Leads Processed:
 - Tour Texas
 - Travel Fun
 - Southern Living
 - Email/Call/Walk-In
 - Texas State Travel Guide
 - See Texas First

Advertising/Marketing/Media

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

- Blogs (counts are as of Nov. 30)
 - Ho-Ho-Holidays in McKinney - 20
 - Holiday Season Starts in McKinney Next Weekend (2015 Edition) - 70
 - Convention South Award for MCVB - 12
 - MHS Class of 1965 50th reunion - 14
 - From Oct. (new reads)
 - Global Exchange Tourism: 26
 - Madi Davis on Voice – 159
- Press releases
 - Veterans Day Free Concert
 - Convention South Award for MCVB

Photos Representing MCVB

Took photos at the following events/venues to post on Facebook:

- Home for the Holidays (very limited due to weather)
- Made in McKinney Store (for FB posts)
- Christmas Tree Lighting
- Bike event at Tupps
- Class of 1965 50th reunion
- Rye Open House

SOCIAL MEDIA TRACKING

Facebook tracking

- “Likes”: 4276 (54 new likes)
- 28 Day Engaged Users: 54,211

- 28 Day Total Reach: 601,695
- 28 Day Total Impressions: 1,979,479

Twitter

- Followers: 3575 (41 new ones)
- Tweets: 4772
- Tweet impressions: 15.1K (up 63%)
- Profile Visits: 277 (up 9.9%)
- Mentions by other users: 14 (up for 55.6%)

Blog Views on WordPress:

- 903 reads in Nov. 2015
- Lifetime views: 28,446

YELP in November 2015

- 9 views (of our Yelp page)
- 1 website visits
- ROI: \$330
- Last 12 Months: 125 views/21 web visits/\$6930
- Last 24 Months: 266 Views/67 web visits/ \$20,790

Google+ Page – November 2015

16 followers

- 4546 total views
- 85,349 lifetime views

YouTube Channel

November: 30 views

Lifetime: 1266 views

Followers: 8

NOVEMBER 2015 WEBSITE ANALYTICS

- **Total Website visits: 2404**
- **Page Views: 11,246**
- **Unique Visitors: 2012**
- **Total Lifetime Website visits: 93,845**
- **Total Lifetime Page Views: 392,624**
- **Total Lifetime Unique Visitors: 79,859**

Country Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Session Duration
United States	2,234	80.75%	1,804	3.45%	4.8	0:01:51
Russia	50	4.00%	2	86.00%	1.18	0:01:48
Philippines	13	92.31%	12	0.00%	8.15	0:06:45
Germany	12	50.00%	6	0.00%	5.92	0:00:46

Netherlands	10	90.00%	9	40.00%	2	0:00:02
India	9	100.00%	9	0.00%	5.33	0:02:19
(not set)	9	66.67%	6	66.67%	1.44	0:00:30
Canada	6	83.33%	5	0.00%	5	0:01:20
United Kingdom	5	80.00%	4	20.00%	3.4	0:00:21
Mexico	5	100.00%	5	0.00%	4.4	0:00:19

State Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
Texas	1,372	74.42%	1,021	1.60%	5.49	0:02:22
Virginia	368	99.46%	366	4.89%	1.96	<00:00:01
New York	76	94.74%	72	11.84%	3.09	0:00:39
California	67	82.09%	55	4.48%	4.51	0:01:11
Oklahoma	30	86.67%	26	0.00%	11.47	0:03:57
Illinois	24	79.17%	19	12.50%	5.08	0:02:41
Arkansas	23	78.26%	18	0.00%	4.96	0:02:49
Florida	20	80.00%	16	5.00%	3.25	0:02:20
Colorado	15	46.67%	7	26.67%	2.6	0:00:59
(not set)	14	71.43%	10	21.43%	2.21	0:00:49

City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pgs/Visit	Avg. Visit Duration
McKinney	518	59.85%	310	1.74%	5.55	0:02:19
Dallas	157	87.26%	137	0.00%	5.02	0:02:12
Plano	85	83.53%	71	0.00%	4.59	0:01:44
Frisco	57	84.21%	48	3.51%	6.91	0:03:25
Allen	39	69.23%	27	0.00%	6.15	0:04:08
Richardson	29	82.76%	24	0.00%	5.1	0:02:26
Fort Worth	28	82.14%	23	3.57%	6.14	0:02:48
Houston	23	69.57%	16	8.70%	4.17	0:01:33
Sherman	19	73.68%	14	0.00%	5.26	0:01:45
Austin	18	88.89%	16	0.00%	3.44	0:01:04

Top Pages	Page views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	2,014	869	0:00:32	845	10.18%	21.65%
Calendar	898	370	0:00:26	313	1.92%	20.16%
Calendar	395	132	0:00:34	12	0.00%	8.10%
Explore	342	126	0:00:22	7	0.00%	8.19%

Events	200	80	0:00:05	7	0.00%	4.50%
The Voice Blog	159	73	0:00:05	71	0.00%	42.77%
Attractions	152	65	0:00:38	6	0.00%	11.84%
Staff Directory	150	60	0:00:22	16	6.25%	25.33%
Shopping	148	70	0:00:19	44	0.00%	38.51%
Visitors Guide	146	65	0:01:14	9	0.00%	20.55%
Welcoming Bus. Blog	145	59	0:00:29	57	1.75%	35.17%
Weddings & Rec.	145	62	0:00:09	51	1.96%	11.72%
Home for the Holidays	134	62	0:00:12	60	0.00%	42.54%
About McKinney	132	55	0:00:48	10	0.00%	15.15%
Shopping	118	53	0:00:37	24	0.00%	35.59%
Unique Venues	114	54	0:01:21	1	0.00%	17.54%
Stay	112	43	0:00:04	7	0.00%	6.25%
Dining	90	28	0:00:09	6	0.00%	6.67%
Shopping Centers	114	49	0:00:32	39	0.00%	31.58%
Is overnight camping allowed?	98	47	0:00:16	46	0.00%	46.94%
Busy October	88	38	0:00:34	31	0.00%	35.23%
Dining	88	35	0:00:14	1	0.00%	1.14%
Unique Venues	86	35	0:01:26	2	0.00%	18.60%
Shopping	85	38	0:00:28	11	0.00%	28.24%
Uniquely McKinney	84	38	0:00:45	3	0.00%	13.10%

ADVERTISING Website & Publication ROI Tracking:

Scans of QR codes/using redirect URLs in our ads:

- Southern Living Fall travel Issue - 10
- TSAE Newsbrief - 6
- TourTexas newsletter – Home for the Holidays – 136
- Maharani Weddings website – 8
- Oxford American (winter) - 26

NOVEMBER 2015 Media Coverage:

Courier-Gazette (Published online version of MCVB Weekend Update each week)

- (Online) Ad Value: \$1600
- PR Value: \$4800
- Impressions: 49384

Veterans Day Concert Press Release

Courier

- (Online) Ad Value: \$1600
- PR Value: \$8256
- Print Value: \$1152
- Impressions: 49384

North Texas E-News

- Online Value: \$240
- PR Value: \$720
- Impressions: 60,000

McKinney Online

- (Online) Ad Value: \$1800
- PR Value: \$5400
- Impressions: 75,000

TOTALS Media Values for NOVEMBER 2015: - free positive publicity/press generated by MCVB

TOTAL ONLINE AD VALUE: \$5240

TOTAL PRINT VALUE: \$1152

TOTAL PR VALUE: \$19,176

TOTAL Impressions: 418,152

TripInfo.com-November 2015

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 + 1/4-Page Ad Each Issue of Quarterly Digital Magazine + Newsletter Features Campaign Start 10/2015; \$9,120 Annual Buy	\$760	\$1,520

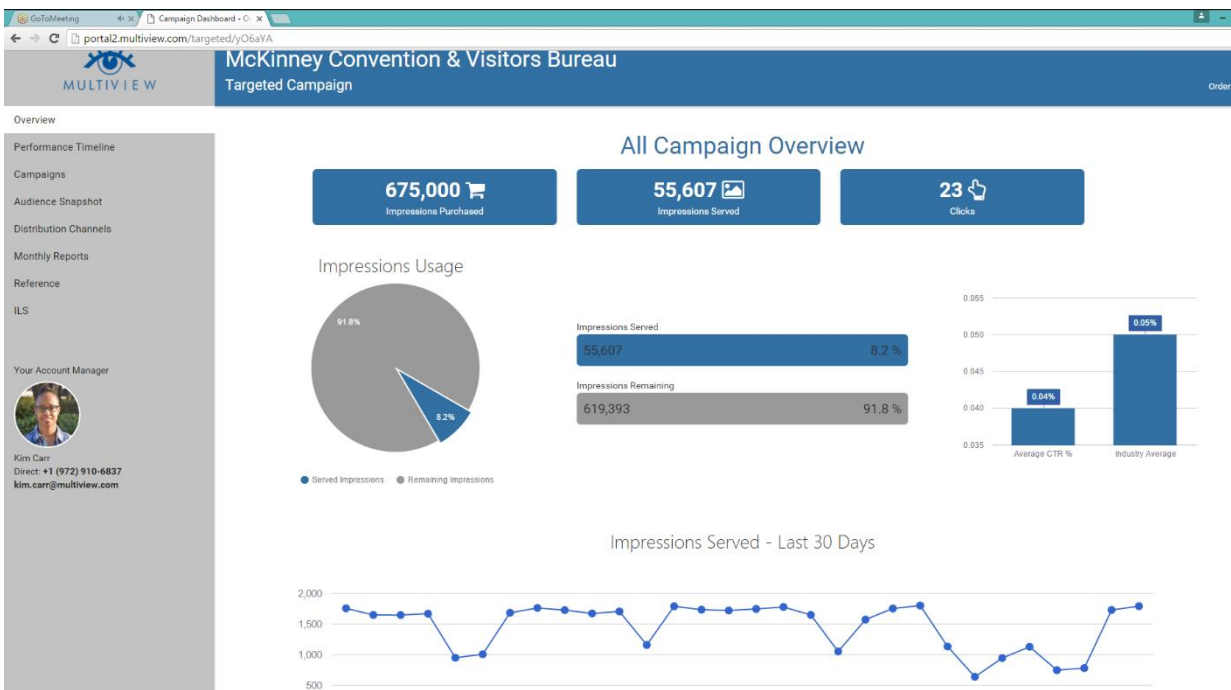
IMPRESSIONS	CURRENT MONTH	CAMPAIGN TO DATE
TRIPInfo.com Internet Travel Monitor (Weekly Email Newsletter)	0	1,397
TRIPInfo.com Magazine (Quarterly Digital Edition)		13,733
TRIPInfo.com Online	509	1,072
Total Impressions	509	16,202

CLICKS	CURRENT MONTH	CAMPAIGN TO DATE
Clicks to Your Website or Video	31	102
Click-Thru Rate (Clicks Divided by Online Impressions + Newsletters)	6.09%	4.13%

WHY CLICK-THRU RATE (CTR) IS IMPORTANT
Travel Display Ads average CTR = 0.07%. Your TRIPInfo.com CTR is 59 times 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 59 times the industry average CTR, that same multiplier should apply to the CPM budget for an Engaged Audience!

Behavioral Marketing: Multiview Behavioral Marketing Campaign – 298 click-thrus , Oct.- Nov. Leads: 8

- Occidental Petroleum Corporation- Houston, TX
- Microsoft Corporation- Austin, TX
- Fujitsu Frontech North America, Inc. - Foothill, CA.
- Lennox International, Inc.- Richardson, TX
- Texoma Christian School- Sherman, TX
- Baptist Health System- San Antonio, TX
- Raytheon Company- Huntsville, AL
- Aetna- Hartford. CT



Sheraton Occupancy Rates FY 14-15:

- Mar. 2015: 24.60% (Had three days of tax in Feb. paid in March)
- Apr. 2015: 39.29%
- May 2015: 50.47%
- Jun. 2015: 69.7%
- Jul. 2015: 75.6%
- Aug. 2015: 56.22%
- Sept. 2015: 56.43%

Sheraton Occupancy Rates FY 15-16:

- Oct. 2015: 67.28%

LOST BUSINESS-0