



To: MCVB Board
From: Dee-dee Guerra – Executive Director
Date: January 26, 2016
RE: McKinney CVB December 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: 0

Webinars: 1

- Simple Tech Tools to Increase Your Productivity Process

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: 0

Hot Tax Collections: December 2015 – Sales Report

SMERF Totals: (completed in December 2015) TTL Rooms: 18, TTL Rev: \$2,773

Weddings:

- Fortune/Statowski Wedding; Grand Hotel: 18 rooms, \$2773 Rev.
- Aimee Dihle Wedding-No pick up

Social Groups: (completed in December) =0

Sports Groups: (completed in December) =0

- MOM 2015 vs. 2014 (19 hotels reporting)
 - November 2015: \$ 104,470.00
 - November 2014: \$ 64,494.00
 - 61.98%↑

Sales Calls: ASSOCIATIONS-/CORPORATE/SMERF Sales Calls: 12

Association: Attended TSAE Holiday Luncheon in lieu of sales calls. Sat with 2 planners: 250+ Meeting planners in attendance.

- Heather Hidalgo- Texas Justice Court Training Center (sent me an RFP)
- Craig Pace Director of Marketing & Communications Texas Chiropractic Association. He asked me to call Paula Ringling for a site visit (came to Sheraton Dinner-lead from TX Connect).

Corporate: Collin County, TX: 12

- Aptilo Networks Inc. – Spoke to Asa Neckan- Thedvall- asked that the Sheraton send bids for hotels. They bring in people from Sweden. They currently staying at Hampton in Allen or the Aloft in Frisco.
- Riveron Consulting- Spoke to Ladonda Schaffer- the Board does not like to go out of Uptown & Highland Park. She has tried to bring them to Frisco/Plano and they were adamant about staying in the Dallas area.
- Federal Reserve Bank of Dallas-Left information with front Desk for Agnes Mitchell.
- Miller of Denton-Spoke to Lorena Gomez-she asked that I mail her the sales kit.
- State Farm- Spoke to Heather Carter asked that I get back to her after the New Year.
- TD industries- Spoke to Mary Woodward, she was going out of town and asked me to mail her the Sales Kit and she would keep it on file.
- MBNA Information System, Inc. – this is a follow up call from last year. Vergi Tell was out on a site visit.
- Mary Kay Cosmetics, Inc. - Left message for Sara Robnet. Will follow up.
- Pizza Hut- Spoke to Josie Betts, she is retiring and asked me to call her at the end of January, they should know by then who will be replacing her.
- Life Insurance Co, of Southwest (merged w/ National Life group) - Spoke to Anne Cox, they are going through a reorg and asked me to call back in February.
- Trinity Christian Academy- Met with Rebecca Combs & Windy Munoz, were glad to get the information because they are always looking for new venues.

SMERF: 0

McKinney Top 25: 3

- UPS Distribution Center- Left materials w/HR
- Collin County (Courthouse)-Spoke to Teresa Mercer-Receptionist in Administration-use rooms in house.
- Collin College-Cindy White-Director of Purchasing (Higher Ed Bldg.)- will keep information, use meetings in house but will call for hotel rooms.

• **MCVB Calendar of Events 2015-2017: 7 New**

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
November				
11/2016	TASBO (Texas Association of School Business Officials)	Sheraton	150	105
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
Winter 2016	Texas Classic Tournaments	East McKinney Fields	20	100
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 December 19 th)	Tae Kwando Tournament	Vasquez Tae Kwando Facility	2015:7	8-12 teams 550-625 attendees

4/2017	Civil Court Process	Sheraton	300	120
4/2017	Justice of the Peace- Lost Bus.	Sheraton	495	150
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 not have enough hotels rooms due to another tournament)	2014: teams: 15 attendees:1000+ 2015: teams: 20 attendees:1000+
May 2017	Court Personnel	Sheraton-Lost Bus.	310	170
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
6/2017	Texas Counseling Association	Sheraton- Lost Bus.	400	350
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				
8/2016	Miniature Book Society	Sheraton	50	100
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 Gardener 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 (Oct. –Sept.): 368**
- December Total: 78
- Out of State: 36
- Out of Country: 11
- Texas Residents: 26
- McKinney Residents: 5

Day Trips: 0

Made in McKinney Store Revenue:

- Sales for December 2015 \$ 1486.19
- Sales for December 2014 \$ 2704.04
- MOM down by 45%

RFP Rec'd-7

- TASBO (Texas Association of School; Board Officials)- Sheraton (TX Connect Lead)
- Texas Classic Tournament-Winter 2016
- Miniature Book Society-August 2016
- Civil Court Process- April 2016 (2015 Austin Sales calls/SW Showcase 2015)
- Justice of the Peace-April 2016 (2015 Austin Sales calls/SW Showcase 2015)
- Court Personnel-May 2017 (2015 Austin Sales calls/SW Showcase 2015)
- Texas Counseling Association-June 2017 (TX Connect Lead)

Site Visits: 1

- National Beauty Culturists' League- Joe Walker (TX Connect NOV Tradeshow)

SMERF (Social, Military, Religious, & Fraternal)

New Prospects: *Bold & Italic indicates new business: 12 Weddings (0-New), 0- Day Trip (0 new), & 1 Sport (0 new)*

New & Ongoing Prospects: *Italic indicates new business*

- 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 (December)

Bags Serviced: 232

Mailing Leads Processed: December 2015 Leads Processed: 2035

- Tour Texas-31
- Southern Living -30
- Email/Call/Walk-In-20
- Texas State Travel Guide-75

- See Texas First-1871

Advertising/Marketing/Media

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

- Blogs (counts are as of Dec. 31)
 - NYE to Ring in 2016 in McKinney! - 114
 - Christmas Eve Services in McKinney - 84
 - Ho-Ho-Holidays in McKinney - 27
- Press releases – none in December
- Radio Interviews – one radio interview aired on DFW Fun Guide on Dec. 23 – talked about New Year’s Eve in McKinney and the Heard Dinosaurs as well as teaser on Travis Tritt Concert (This is an ICloud radio show on Pegasus Net Waves, an online radio network. Free coverage about McKinney events.)

Photos Representing MCVB

Took photos for Facebook:

- Made in McKinney photos
- Christmas Tree decorating/lights at Tucker Hill

SOCIAL MEDIA TRACKING

Facebook tracking

- “Likes”: 4382 (106 new likes!)
- 28 Day Engaged Users: 47801
- 28 Day Total Reach: 540,978
- 28 Day Total Impressions: 1,975,600

Twitter

- Followers: 3635 (60 new ones)
- Tweets: 4825
- Tweet impressions: 13.4 (down 26%)
- Profile Visits: 272 (down 12.5%)
- Mentions by other users: 19 (up 20%)

Blog Views on WordPress:

- Views:520
- Lifetime views: 28,960

YELP in December 2015

- 12 views (of our Yelp page)
- 3 website visits
- ROI: They stopped tracking ROI numbers on this page
- **Last 12 Months:** 128 views/25 web visits
- **Last 24 Months:** 270 Views/62 web visits

Google+ Page – December 2015

16 followers

- 6408 total views
- 94,335 lifetime views

YouTube Channel

December: 41 views

Lifetime: 1307 views

Followers: 8

December 2015 WEBSITE ANALYTICS

- **Total Website visits: 1867**
- **Page Views: 10072**
- **Unique Visitors: 1562**
- **Total Lifetime Website visits: 95,712**
- **Total Lifetime Page Views: 402,696**
- **Total Lifetime Unique Visitors: 81,421**

Country Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
United States	1,744	77.87%	1,358	4.53%	5.56	0:02:08
Philippines	17	88.24%	15	0.00%	6.12	0:01:54
Canada	13	84.62%	11	23.08%	2	0:00:18
United Kingdom	11	100.00%	11	0.00%	3.64	0:01:08
Brazil	10	100.00%	10	0.00%	2.2	0:00:08
Germany	8	75.00%	6	62.50%	1.62	0:02:13
China	6	16.67%	1	16.67%	2	0:05:42
India	6	100.00%	6	0.00%	2	0:00:00
Russia	5	40.00%	2	100.00%	1	0:00:00
Bulgaria	3	66.67%	2	0.00%	2	0:00:02

State Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
Texas	1,176	75.85%	892	1.28%	5.82	0:02:18
New York	81	75.31%	61	23.46%	2.28	0:00:45
California	73	84.93%	62	13.70%	4.84	0:02:24
Illinois	49	59.18%	29	14.29%	4.9	0:02:10
Florida	32	90.62%	29	9.38%	4.91	0:01:01
(not set)	24	87.50%	21	12.50%	2.42	0:00:13
Georgia	22	86.36%	19	4.55%	5.32	0:01:44
Kansas	22	63.64%	14	9.09%	4.27	0:02:13
Arizona	21	80.95%	17	9.52%	6.76	0:03:07
Virginia	21	95.24%	20	28.57%	3.43	0:00:23

City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pgs/Visit	Avg. Visit Duration
McKinney	452	67.70%	306	0.88%	5.72	0:02:08
Dallas	135	85.93%	116	0.74%	5.76	0:02:35
Plano	81	83.95%	68	1.23%	5.88	0:02:38
Frisco	45	88.89%	40	0.00%	6.18	0:01:44
Allen	39	92.31%	36	0.00%	5.38	0:01:17
Houston	33	69.70%	23	6.06%	5.94	0:02:03
Richardson	28	89.29%	25	0.00%	10.36	0:04:22
Austin	24	75.00%	18	8.33%	3.67	0:01:09
Fort Worth	19	89.47%	17	5.26%	6.37	0:02:06
Prosper	19	84.21%	16	5.26%	5.26	0:02:27

Home	2,084	868	0:00:25	838	5.49%	22.50%
Calendar	793	324	0:00:29	255	1.96%	21.69%
Explore	296	114	0:00:11	10	0.00%	6.08%
Calendar	248	97	0:00:23	2	0.00%	10.48%
Events	179	67	0:00:08	3	0.00%	2.79%
Visitors Guide	174	73	0:01:03	9	0.00%	21.26%
New & Coming Soon	173	77	0:00:25	75	1.33%	35.84%
Shopping	168	75	0:00:22	45	0.00%	33.93%
Stay	156	48	0:00:18	2	0.00%	3.85%
Staff Directory	131	50	0:00:16	12	8.33%	22.14%
Attractions	128	55	0:00:36	0	0.00%	7.81%
Weddings & Rec.	124	49	0:00:24	43	0.00%	8.87%
Unique Venues	122	56	0:00:43	0	0.00%	12.30%
NYE Blog	114	51	0:00:55	47	0.00%	43.86%
Shopping Centers	114	48	0:00:25	41	0.00%	35.09%
The Voice Blog	104	46	0:00:04	43	0.00%	41.35%
Dining	104	38	0:00:05	2	0.00%	3.85%
About McKinney	102	47	0:01:31	5	0.00%	16.67%
Shopping	92	42	0:00:37	14	0.00%	21.74%
Xmas Eve Blog	84	31	0:01:18	30	0.00%	35.71%
Unique Venues	84	33	0:01:39	4	0.00%	11.90%
All Dining Options	78	32	0:00:17	1	0.00%	5.13%
Attractions	76	29	0:00:24	0	0.00%	7.89%

Uniquely McKinney	72	31	0:00:38	1	0.00%	5.56%
Dec Calendar	72	26	0:00:07	0	0.00%	13.89%
Home	2,084	868	0:00:25	838	5.49%	22.50%

ADVERTISING Website & Publication ROI Tracking:

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

- Texas Meeting + Events – 4
- TripInfo.com - 2
- Tea in Texas Winter issue - 6
- TourTexas newsletter – Home for the Holidays – 4
- Maharani Weddings website – 6
- Meeting Planner Page – from cards Dee-dee gives to planners/links on ads - 33
- Multiview Behavioral Marketing Campaign - 310

December 2015 Media Coverage:

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

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

Piece from Darragh Castillo about McKinney in Port Arthur News

- (Online) Ad Value: \$850
- PR Value: \$3240
- Print Value: \$1080
- Impressions: 36000

TOTALS Media Values for December 2015:

TOTAL ONLINE AD VALUE: **\$1010**

TOTAL PRINT VALUE: **\$1080**

TOTAL PR VALUE: **\$8,040**

TOTAL Impressions: **85,384**



December 2015 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, framed pages & 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 + 1/4-Page Ad Each Issue of Quarterly Digital Magazine + Newsletter Features Campaign Start 10/2015; \$9,120 Annual Buy	\$760	\$2,280

IMPRESSIONS	CURRENT MONTH	CAMPAIGN TO DATE
TRIPinfo.com Internet Travel Monitor (Weekly Email Newsletter)	1,151	2,548
TRIPinfo.com Magazine (Quarterly Digital Edition)		13,733
TRIPinfo.com Online	757	1,829
Total Impressions	1,908	18,110

CLICKS	CURRENT MONTH	CAMPAIGN TO DATE
Clicks to Your Website or Video	53	155
Click-Thru Rate (Clicks Divided by Online Impressions + Newsletters)	2.78%	3.54%

WHY CLICK-THRU RATE (CTR) IS IMPORTANT
Travel Display Ads average CTR = 0.07%. Your TRIPinfo.com CTR is 51 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 51 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!

Behavioral Marketing: Multiview Behavioral Marketing Campaign – 310 click-thrus in Dec.

Leads: 9

- Texas Comptroller of Public Accounts- Austin, TX
- Nortex Communications- Gainesville, TX
- St. Marks School of Texas- Dallas, TX
- Involta LLC- Cedar Rapids, IA
- Lowe’s Companies- Mooresville NC

- IBM-Houston, TX
- Personalized Prevention- San Antonio, TX
- Allied Concrete Material, Inc. – Richmond, TX
- Texas Hospital Association, Austin, TX



McKinney Convention & Visitors Bureau

December 2015
SNAPSHOT

Your Account Manager

Kim Nabors

Direct:

kcarr@multiview.com

Total Impressions Purchased

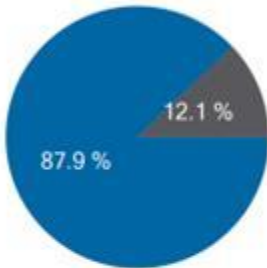
675,000

Impressions Served in December

29,821

Clicks in December

14



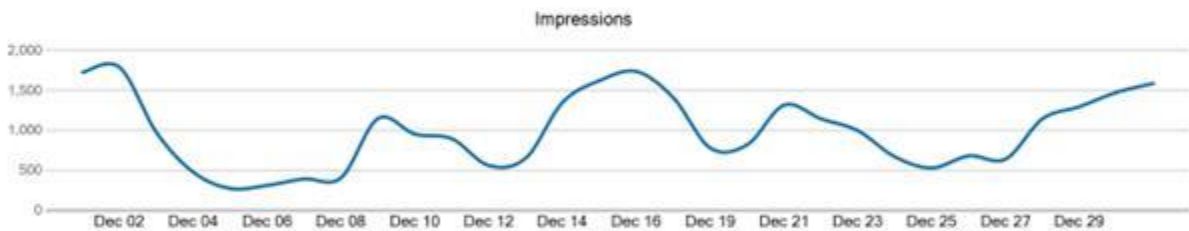
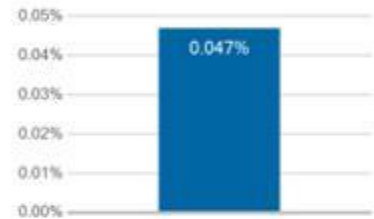
Overall Impressions Served

81,910 (12.1%)

Overall Impressions Remaining

593,090 (87.9%)

Average CTR (in December)



December Summary by Campaign

Campaign	Start Date	Impressions	Clicks	CTR %
Meetings - Search	10/20/2015	27,993	14	0.050%
Meetings - Site	11/20/2015	1,828	0	0.000%

Top 5 McKinney Hotels December 2015 Occupancy Rates:

Comfort Inn 69.05%
Hampton Inn 46.84%
Holiday Inn 80.17%
La Quinta N/A
Sheraton 61.35%

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%
- Nov. 2015: 61.35%

LOST BUSINESS-3

- Texas Counseling Association-June 2017-Sheraton had to decline they wanted 200 room nights for 2 days all in one space, no overflow.
- Justice of the Peace, 165 (3 nights), 150 attendees, April 2017- wouldn't fit w/ A/V & stage.
- Court Personnel, 155 (2 nights), 170 attendees May 2017 wouldn't fit w/ A/V & stage.