

Talking Points October 2016 for September 2016

MCVB Updates:

Events: 3

- Leadership McKinney Retreat- Dee-dee Guerra
- 9/10-13/16-Dee-dee attended TSAE (Texas Society of Association Executives) New Ideas Conference in San Antonio, TX. There were over 300 association meeting planners in attendance.
- 9/29/16- Staff is did a segment with City Communications-#SeeMcKinneyWithMe.

New Venues: 3

- Stone Crest (New Hope, TX)- <http://stonecrest.com/>
- Rustic Barn Ranch(Celina, TX)- <http://www.rustybarnranch.com/>
- McKinney: Grace Vineyards <http://www.gracevineyardstx.com/vineyards>

Hot Tax Collections:

September 2016 – Sales Report TTL Room Nights: 163; TTL Rev: \$17,605

Weddings: 9 Weddings, 3 no Pick-up, 1- Corporate w/no room nights-space only

- Caldwell/Calistro Wedding: Holiday Inn: TTL Rooms -27, TTL Rev: \$2943
- Stanley Wedding: Hampton Inn – TTL Rooms: 11, TTL Rev: \$1254, Sheraton: TTL Rooms: 22, TTL Rev; \$ 2475
- Barnard/McCoy Wedding: Hampton Inn – TTL Rooms: 42, TTL Rev: \$4578
- Horner/Torres Wedding: Holiday Inn – TTL Rooms: 6, TTL Rev: \$654
- Oscar Butos Wedding: Holiday Inn – TTL Rooms 13, TTL Rev: \$1457
- Namey Wedding: Holiday Inn – TTL Rooms 16, TTL Rev: \$1635
- Tavera Wedding: Holiday Inn – TTL Rooms: 26, TTL Rev: \$2609
- No pick up report for the following weddings:
 - Ussher Wedding – Used Allen Hotels
 - Jennifer Rengal Wedding
 - Sean Copeland Wedding

Associations/Corporate:

- Stetler Media & Expos – no pick up report, used Sheraton Conference Center for space only.

Visitors:

- FYTD Total (October '15 –September '16): 2023; YTD: 4165

MEDC-MCDC-MAIN ST.

- **September Total:** 146 (registered); 486 total Count
- **Out of State:** 72
- **Out of Country:** 14
- **Texas Residents:** 50
- **McKinney Residents:** 10

Day Trips: 1

- Methodist Hospital Sr. Group (Heard Museum and Downtown McKinney)

RFP Rec'd- RFP's: 1 (Social)

- Morning Noon Lions –Holiday Inn Express- 5th year in McKinney; October 21, 2016, 100 attendees, 30 room nights:

Advertising:

- **Ads/materials created and submitted:**
 - TSAE Directory Listing Updates
 - Banner ads/text for TripInfo refresh
- **SEPTEMBER 2016 Media Coverage:**

<i>September 2016 - MCVB Publicity/Free Media Coverage Values</i>					
Publication	Article/Topic	Print Value	Web Value	PR Value	Impressions
Courier-Gazette	Weekend Update	\$0.00	\$1,600.00	\$4,800.00	49384
BubbleLife	Shared our blog link	0.00	2000.00	6,000.00	837,343
NOTE: SAME NUMBERS AS LAST MONTH					
TOTALS		0.00	\$3,600.00	\$10,800.00	886,727