

MCVB GOALS FY 19 -20



CITY COUNCIL GOAL 2: OPERATIONAL EXCELLENCE

Council Strategies: A. Implement performance management practices that include developing and training staff and Board/Commission members

Visit McKinney Objective 1:

Ensure 100 percent of Board Members have been trained on Visit McKinney policies and procedures by December 2019

Visit McKinney KPI:

100 percent of the new Board Members trained by December 2019

Visit McKinney Steps:

1. Executive Director will set up a meeting with new appointees to go over the policies/procedure manuals
2. Board Member will read a book provided by the Visit McKinney E.D., "Destination Leadership for Boards," by: Bill Geist to read by December
3. A quiz will be given to each new Board member after his/her completion of the book to see if they understand their role as a Board member for a destination. A score of 80 or better is required to show that the Board member understands their role
4. Executive Director will keep up with the "Policies and Procedures Manual" and look for other items to help new Board members have the proper training to be a Visit McKinney Board member

Staff:

DG and SS

*Highlighted items in red - denotes these are for public consumption

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CITY COUNCIL GOAL 2: OPERATIONAL EXCELLENCE

Council Strategies: A. Implement performance management practices that include developing and training staff and Board/Commission Members

Visit McKinney Objective 2:

Staff will be responsible to track, maintain, and certify for their specific job description by September 2020

Visit McKinney KPI:

- V. Rhodes- 2 webinars per quarter and 2 Good to Great Training Classes per year. TTIA Travel College 2020 (Year 1 to complete in 2022)
- B. Shumate- 2 webinars per quarter and 2 Good to Great Training Classes per year. TTIA Travel College 2020 (Year 2 to complete in 2021)
- D. Guerra- 2 webinars per quarter and 2 Good to Great Training Classes per year
- S. Smith TDM by 2023
- Full time employees certified by CTA maintain CTA Certification by December of 2019

Visit McKinney Steps:

Staff will attend their respective annual classes through TACVB to maintain or achieve their certifications

Staff:

All Staff

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CITY COUNCIL GOAL 2: OPERATIONAL EXCELLENCE

Council Strategies: C. Identify opportunities for internal efficiencies and continuous improvement to affect a high performing organizational culture

Visit McKinney Objective 1:

~~Increase the attendance at Hotel/B&B Monthly/Quarterly Meetings by 5 percent by September 2020.~~

Changes due to COVID-19:

Meet with each hotel and Bed & Breakfast at least once a quarter, in person or virtually.

Visit McKinney KPI:

~~Attendance at monthly/quarterly meetings~~

Changes due to COVID-19:

Meet quarterly with 100 percent of the Hotels and B&B's in McKinney by September 2020

Visit McKinney Steps:

~~Develop and maintain strong relationships with hoteliers and venues:~~

- ~~a. Monthly/Quarterly Meetings—Visit monthly with Hotels that partner with the Visit McKinney and quarterly with those that do not~~
- ~~b. Support all McKinney hotels and venues~~

Changes due to COVID-19:

Develop and maintain strong relationships with hoteliers and venues:

- a. Quarterly visits in person or virtually - Visit quarterly with hotels and venues that partner closely with Visit McKinney and semiannually with those that do not
- b. Support all McKinney hotels and venues by providing visitors guides, maps, and other collateral as needed, and by promoting them on Visit McKinney social media, website, and meeting planner publications/websites

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Staff:

a: DG and VR

b: DG, VR, BS, SS and SD

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CITY COUNCIL GOAL 2: OPERATIONAL EXCELLENCE

Council Strategies: C. Identify opportunities for internal efficiencies and continuous improvement to affect a high performing organizational culture

Visit McKinney Objective 2

~~Increase MPG annual page views by 5 percent by September 2020~~

Annual Page Views of the Meeting Planners Hub section

Visit McKinney KPI:

~~Annual Page Views~~

Changes due to COVID-19

~~Maintain the target of 1860 hits of the annual visits to the Meeting Planners Hub section of the website by September 2020~~

Visit McKinney Steps:

Maintain Digital Meeting Planners Hub

- ~~a. Update Digital Meeting Planners Hub monthly, distribute electronically, post to Visit McKinney website and promote~~

Maintain Digital Meeting Planners Hub

- a. Update Digital Meeting Planners Hub pages of the website regularly, as needed, and promote this section with posts on the Visit McKinney website and social media.

Staff:

BS

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CITY COUNCIL GOAL 2: OPERATIONAL EXCELLENCE

Council Strategies: C. Identify opportunities for internal efficiencies and continuous improvement to affect a high performing organizational culture

Visit McKinney Objective 3:

~~Maintain average line item variances to less than 5 percent by September 2020~~

Changes due to COVID-19:

Stay on budget by the closeout of the fiscal year

Visit McKinney KPI:

~~Average monthly line item variances (5 percent)~~

Maintain average line item variances to less than five percent by September 2020

Visit McKinney Steps:

Meet monthly with Finance Committee to review expenses and verify there is no overspending of the budget in each line item

Staff:

DG and Finance Committee

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CITY COUNCIL GOAL 2: OPERATIONAL EXCELLENCE

Council Strategies: C. Identify opportunities for internal efficiencies and continuous improvement to affect a high performing organizational culture

Visit McKinney Objective 4:

Ensure the annual Marketing Plan is updated by August 2020 and finalized by September 2020

Visit McKinney KPI:

The expenditures in Advertising and Promotion come within a percent variance of the allocated dollars by September 2020

Visit McKinney Steps:

The Visit McKinney Board and Staff will meet in April for their Annual Strategic Planning Session to update the Visit McKinney Goals and Objectives as well as the Visit McKinney Marketing Plan

Staff:

DG, BS, SS, Marketing Committee (with Board Approval)

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CITY COUNCIL GOAL 4: FINANCIALLY SOUND GOVERNMENT

Council Strategies: B. Balance resources generated by property taxes, sales taxes, hotel occupancy tax and fees

Visit McKinney Objective 1:

~~Generate five percent increase in the number of hotel room nights and conference bookings within the Corporate, Association and SMERF (Social, Military, Education, Religious and Fraternal) markets by September 2020.~~

Changes due to COVID-19:

Generate 300 hotel room nights and conference bookings for Q3 and Q4 within the Corporate, Association and SMERF (Social, Military, Education, Religious and Fraternal) markets by September 2020

Visit McKinney KPI:

- ~~1. KPI – Number of Rooms Visit McKinney helps to fill in Hotels and Conference Center~~
- ~~2. KPI – McKinney Hotel Occupancy~~
- ~~3. Number of leads the Visit McKinney brings in every year~~

Changes due to COVID-19:

4. KPI – Obtain 300 room nights and meetings in Hotels and Conference Center for Q3/2020 and Q4/2020 by September 2020
5. KPI – Obtain McKinney hotel occupancy for Q3/2020 as follows: 10 percent for April, 10 percent for May and 10 percent for June and for Q4/2020 as follows: 10 percent for July and 15 percent for August and 20 percent for September

Visit McKinney Steps:

1. Attend and/or send collateral to the following Trade Shows/Conferences:
 - Association: TSAE, DFVAE, Small Market Meetings, Select Traveler, Religious Meetings and Events, Connect Specialty, and Rendezvous Convention
 - Corporate: Sales Calls, MPI Sales Blitz

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- SMERF: Team Texas: (ABQ Balloon Festival ABA, NTA), Bridal Shows- MPAC, Grand, and Heritage Springs, and Connect Tour
 - a. Record leads, fulfillment distribution, events and other tourism-related activities
- 2. Partner with MEDC and Chamber on outreach efforts for Business Retention/Expansion Program

Staff:

1., 1.a.: All Staff

2.: DG

***Key for Acronyms:**

TSAE: Texas Society and Association Executives

DFWAE: Dallas Forth Worth Association Executives

Conn TX: Connect Texas

SMM: Small Market Meetings

ABA: American Bus Association

NTA: National Tourism Association

Team Texas: DMOs/CVBs that belong to Texas Association of Convention and Visitors Bureau (TACVB) are able to join and pay a fee to attend shows by sending collateral items instead of having a physical presence at the show

MPI = Meeting Professional International

BREP = Business Retention/Expansion Program

TTIA = Texas Travel Industry Association

TACVB = Texas Association of Convention and Visitor Bureaus

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CITY COUNCIL GOAL 4: FINANCIALLY SOUND GOVERNMENT

Council Strategies: B. Balance resources generated by property taxes, sales taxes, hotel occupancy tax and fees

Visit McKinney Objective 2:

Increase number of RFPs (Request For Proposal) which are generated for events in McKinney by 10 percent by September 2020.

Visit McKinney KPI:

~~1. KPI – Number of RFPs collected (Association, SMERF, Corporate)~~

Changes due to COVID-19:

2. Obtain 22 RFPs (Request For Proposal) for Q3 and Q4 which are generated for events in McKinney by September 2020

Visit McKinney Steps:

1. Maintain Marketing Plan for the Conference Center, Tourism Regions, and Entertainment Districts
 - a. Disseminate Marketing Plan for Conference Center, Tourism Regions, and Entertainment Districts to Visit McKinney staff, assigning responsibility to each outlined task

Staff:

- 1.: DG, BS (with Board Approval)
- 1.a.: All Staff

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CITY COUNCIL GOAL 5: ENHANCE THE QUALITY OF LIFE IN MCKINNEY

Council Strategies: C. Continue to market and highlight McKinney as a unique destination for residents and visitors alike

Visit McKinney Objective 1:

~~Increase public awareness and visitation to McKinney by 5 percent by September 2020~~

~~Increase visitation to Visit McKinney/Visitors Center, "The McKinney Market", Website, and Social Media pages by 5 percent by September 2020~~

Changes due to COVID-19:

Increase website traffic and social media pages for Q3 and Q4 by 2 percent by September 2020 and increase traffic to Visitors Center and "The McKinney Market" by 2 percent by September 2020

Visit McKinney KPI:

1. KPI – Number of Webpage Views
2. KPI – Number of Websessions
3. KPI – Number of Webusers
4. KPI – Number of Visitors to Visitors Center
5. Sales calls- 40 calls per month (Corporate/Association/SMERF) and 2 calls per month - McKinney corporate
6. Number of annual blog views
7. Number of annual Facebook likes
8. Number of annual Facebook engaged users
9. Increase in annual Facebook total impressions
10. Number of YouTube Viewers
11. Number of Writers/Influencers
12. CrowdRiff Views
13. Visit Widget User
14. Visit Widget Sessions

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15. Visit Widget Page Views
16. Visit Widget Downloads
17. Increase Number of annual Instagram followers
18. Increase awareness of the “The McKinney Market” through advertising and promotion

Visit McKinney Steps:

1. Maintain press kit and photo files
 - a. Distribute digitally to writers/film commission/other publications
2. Develop and Maintain Social Media Outlets for Visit McKinney
 - a. Update: Blog, Twitter, Facebook, Instagram, and YouTube
3. Promote McKinney as a destination to meeting planners in key markets (DFW Area, Austin, Houston and Oklahoma)
 - a. Create quarterly newsletter for targeted meeting planners within our defined key markets
 - b. Maintain direct mail/e-mail campaign to distribute quarterly newsletter
4. Promote tourism /entertainment districts
 - a. Weekly updates, daily FB posts, share 1 partner event per day on social media outlets
 - b. Feature one post per week of “The McKinney Market” merchandise

Staff:

- 1., 2, 2a., 3a, 3b, 4: BS
3.: BS, DG, and VR

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