



## 1<sup>st</sup> Quarter Recap

- I. **Hotel Tax Collections (7%): 1<sup>st</sup> Quarter 2016 vs. 2015: 1<sup>st</sup> Quarter 2015: \$ 330,228 vs. 1<sup>st</sup> Quarter 2014: \$ 193,359: 70.78 %↑**
  - a. October 2015:
    - i. \$121,725 (2015) vs. \$69,433 (2014): **74.52%↑**
  - b. November 2015:
    - i. \$104,470 (2015) vs. \$64,494 (2014): **61.98% ↑**
  - c. December 2015:
    - i. \$ 104,033 (2015) vs. \$ 59,432 (2014): **75.05 % ↑**
- II. **Hotel Room Nights: 298 Room nights; \$33,816**
  - a. October 2015: 54 Room nights; Revenue:\$5153 (Four Weddings & Oktoberfest)
  - b. November 2015: 223 Room nights; Revenue:\$25,853(6 Weddings, MHS Class Reunion, Vintage Class Reunion, & Mitas Hill Conference)
  - c. December 2015: 18 room nights; Revenue:\$2,773 (2 Weddings, Did not have a pick-up for 1 Wedding)
- III. **Sales Calls: 113-Calls (61-Association, 46-Corporate, 0-SMERF)**
  - a. Corporate: 32
    - i. October 2015: 10 (Collin County/Grayson County)
    - ii. November 2015: 15 (Paris, TX)
    - iii. December 2015:12 (Collin County & Dallas County)-Allen, Plano, Frisco, Richardson, &Addison)
    - iv. McKinney Top 25: 9
      1. October 2015: 3
      2. November 2015: 3
      3. December 2015: 3
  - b. Association: 61
    - i. October 2015: 11 (Sherman/Denison)
    - ii. November 2015: 25 (TX Connect)
    - iii. December 2015: Attended TSAE Holiday Luncheon 250+ planners in attendance in lieu of sales calls (Austin, TX).Spoke to 25 Planners and sat with 3 planners for lunch
  - c. SMERF: 0
    - i. October 2015: 0
    - ii. November 2015: 0
    - iii. December 2015: 0
- IV. **Association/Corporations Bids Won: 1**
  - a. October 2015: 0
  - b. November 2015: 1
    - i. TX Downtown Association. This will take place 11/6-10/2017. This a City wide event. We will be using more than the Sheraton Hotel to accommodate this group, as they will be bringing 250-300 here for the week. They will also be featuring the downtown/historic districts and using some of the downtown



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venues for workshops. Special thanks to Amy Rosenthal and the Sheraton for their support in helping us with this bid.

- c. December 2015: 0
- V. RFP'S: 36: 6-Associations, 0-Corporate, 30- SMERF: 25 Weddings: 2 Sport, & 3 SMERF**
  - a. October 2015:26
    - i. Association: 1
    - ii. Corporate: 0
    - iii. SMERF: 24 (Wedding)
  - b. November 2015:2
    - i. Association: 0
    - ii. Corporate: 0
    - iii. SMERF: 2 (1-Wedding &1 Sport)
  - c. December 2015: 8
    - i. Association: 5
    - ii. Corporate: 0
    - iii. SMERF:4 (3-Social & 1 Sport)
- VI. Site Visits: 1**
  - a. October 2015: 0
  - b. November 2015: 0
  - c. December 2015:1 (Association)
- VII. Day Trips: 1**
  - a. October 2015: 0
  - b. November 2015:1
  - c. December 2015:0
- VIII. Tradeshow/Events: 10**
  - a. October 2015:
    - i. TTIA Summit
    - ii. TSAE New Ides Conference
    - iii. HelmsBriscoe Fam ( partnered w/Sheraton)- 5 Planners
    - iv. Albuquerque Balloon Festival – Part of Team TX Co-op- we rec'd 2344 leads
  - b. November 2015:
    - i. TSAE TX-Connect (Frisco, TX: met w/25 planners)
    - ii. DFWATC Sales Blitz (Houston, TX: met w/5)
    - iii. 2-Bloggers as part of a media cooperative effort with
    - iv. Blogger's Conference was held at Eldorado Country Club (1 day seminar).We had a blogger blog about the Hampton Inn.
    - v. MHS Class of '65- Sugarbacon
    - vi. The MCVB assisted with the Mitas Hill Conference
  - c. December 2015
    - i. TSAE Holiday Luncheon (Networking)
- IX. Lost Business: 5 RFP's**
  - a. October 2015: 2
  - b. November 2015: 0



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- c. December 2015: 3
- X. Hotel/Attraction/Venue Updates**
  - a. Piazza on the Green (Craig Ranch) is now open.
  - b. Marriott to purchase Starwood, the acquisition should be final by next year. The Sheraton does not expect any changes at their property.
  - c. Townplace Suites has moved their opening date a few weeks from Jan 12, 2016 to February 10, 2016.
  - d. Holiday Inn at Craig Ranch is set to open Summer of 2016.
  - e. Rye on the Square is now open, they will be catering.
- XI. Advertising**
  - a. October 2015:
    - i. Griffon
    - ii. Trip Info.
    - iii. Houston House & Home
    - iv. Photos sent to a Beer Publication for annual best beer cities issue.
  - b. November 2015:
    - i. Food Traveler magazine ad featuring craft beer and wine in McKinney – Co-op w/ City Communications and MCDC
  - c. December 2015:
    - i. Beth - radio interview for DFW Fun Guide
    - ii. Press releases: 2
- XII. Recognition:**
  - a. MCVB: McKinney Convention & Visitors Bureau was Honored with ConventionSouth's Prestigious Top New/Renovated Meeting Site Award (ConventionSouth Top 50 in 2015 Designation)-Only 50 meeting sites and destinations in the South selected.
- XIII. MCVB Updates:**
  - a. MCVB is currently moving to iDSS Database
  - b. **Multiview Behavioral Campaign- 22-Leads.** Seeing a lot of people looking at Wedding Venues, Blog, Calendar, Things to do, and Place's to Stay.
    - i. October-3
    - ii. November-10
    - iii. December-9
- XIV. Upcoming Events/Tarde Shows: 2<sup>nd</sup> Quarter Events:**
  - a. January 2016
    - i. Southwest Showcase (Austin-MPI & IAEE)
    - ii. National Travelers Association (Co-op w/ Team TX)
    - iii. ABA (American Bus Association) will be held in Louisville, KY-Co-op w/ Team TX.
    - iv. Main St. Bridal Show 1/16/16
  - b. February 2016
    - i. Quinciañera EXPO
    - ii. NTA Exchange January 31-February 4, 2016; Atlanta, Georgia ( Team Texas)
  - c. March 2016
    - i. DFWAE DAY (Tradeshaw for DFW Association Planners)