

Talking Points August 2016 for July 2016

MCVB Updates:

Hot Tax Collections: July 2016 – Sales Report TTL Room Nights: 369; TTL Rev: \$45,000.75

SMERF: (completed in July 2016) TTL Room Nights: 271 TL Rev: \$33,819

Weddings: 225 Rooms, \$27,435 TTL Rev \$27,435

- Froehlich/Frey Wedding – The Grand: TTL Room Nights: 1, TTL Rev: \$ 179
- Wilcox/Yanniello Wedding – Towne Place Suites: TTL Room Nights: 45, TTL Rev: \$4905, Holiday Inn: TTL Room Nights: 30, TTL Rev: \$ 3230
- Sievers/Leroy Wedding – Holiday Inn: TTL Room Nights: 17, TTL Rev: \$1823
- Henrich/Wilson Wedding – The Grand Hotel: TTL Room Nights: 15, TTL Rev: \$2335
- Spunk/Ryan Wedding – The Grand Hotel: TTL Room Nights: 35, TTL Rev; \$ 5755
- Alvarado Wedding – no pick up
- Geotz/Ruminski Wedding – Holiday Inn: TTL Room Nights: 17, TTL Rev: \$1733
- Canella Wedding – no pick up
- Gardner/Kemp Wedding – The Grand Hotel: TTL Room Nights: 9, TTL Rev: \$1491
- Moreno/Brown Wedding – Holiday Inn: TTL Room Nights: 56, TTL Rev: \$ 5984

Sports Groups: PrimeTime (PSA) - Sheraton: TTL Room nights: 46 room nights; TTL Revenue: \$6015

Associations/Corporate: TTL Room nights: 98 ; TTL Revenue: \$11,181.75

- Texas Society of Infection Control & Prevention: Sheraton- TTL Room nights: 23; TTL Revenue \$2,967
- TX Academy of Nutrition & Dietetics: Sheraton- TTL room nights:75; TTL Revenue \$8,214.75

Visitors: FYTD TOTAL (October '15-September '16): 1742

- July Total: 273
- Out of State: 65
- Out of Country: 10
- Texas Residents: 90
- McKinney Residents: 598

RFP Rec'd- RFP's: 2

- Popular Ink (Dru Reiss) Visage Board Meeting 8/10/16 (Ricks Chophouse)

MEDC-MCDC-MAIN ST.

- Kansas City Railroad Association- Dinner party tribute to retiring Pres.; Sheraton Nov 10 , need meeting space & a dinner venue.

RFP Bid Won: 1

- Popular Ink (Dru Reiss) Visage Board Meeting 8/10/16- Ricks Chophouse- Ricks 101

Site Visits: 4

- The Sports Source – Soccer Tournament Dec 2016
- SW Bank (Ft Worth) – Day Trip
- Vicki Croxton – Mother of Bride (5/16/17 wedding)
- Nancy Wheeler – Mother of Bride (10/7/17 wedding)

Advertising:

Ads/materials created and submitted:

- TripInfo – ad for Digital online directory; also supplied photo and ad for fall as well
- Oktoberfest materials for Polka News
- New Orleans Magazine ad for Sept. Issue

MCVB Free Publicity:

<i>JULY 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
"	Community Band 10th Anniv. Concert	\$2,741.00	\$1,600.00	\$13,023.00	49384
"	Silent Movie Comedy Festival/organ	\$0.00	\$1,600.00	\$4,800.00	49384
North TX E-News	Community Band 10th Anniv. Concert	\$0.00	\$240.00	\$720.00	60000

MEDC-MCDC-MAIN ST.

"	Silent Movie Comedy Festival/organ	\$0.00	\$240.00	\$720.00	60000
McKinney Image	Community Band 10th Anniv. Concert	\$0.00	\$1,400.00	\$4,200.00	40000
McKinney Online (Chamber)	Community Band 10th Anniv. Concert	\$0.00	\$1,800.00	\$5,400.00	75000
"	Silent Movie Comedy Festival/organ	\$0.00	\$1,800.00	\$5,400.00	75000
Texas Highways Mag	Green Living (Patina Green Article) - 3 pgs	\$22,428.00	\$0.00	\$67,284.00	202673
"	McKinney Squared (Downtown Square) - 8 pgs	\$59,808.00	\$0.00	\$179,424.00	202673
TOTALS		\$84,977.00	\$10,280.00	\$285,771.00	863498

- **Texas Highways Magazine -11 pages:**
 - **Print Value \$82,236**
 - **PR Value: \$328,944**
 - **Impressions: 734,290**