



To: MCVB Board

From: Dee-dee Guerra – Executive Director

Date: February 28, 2017

RE: McKinney CVB January 2017-Staff Report

Goal 1 Operational Excellence

Strategies:

- MCVB HR Committee has been meeting to make the MCVB Goals & Strategies S.M.A.R.T. Goals and to be in alignment with Council Goals.
- The MCVB has contracted with the Daytripper newsletter for the following 3 months (March, April and September). To market the upcoming World War I exhibit at the Collin County Historical Museum, Arts in Bloom and Oktoberfest. We are hoping to keep the lines of communication open with Chet Garner, so that we can have him as the Keynote Speaker for the Texas Downtown Association Conference in November 2017.
- The MCVB had 117 applications for the Admin position. 37 applicants were interviewed by a panel on panel interview method. MCVB made an offer to Ashley Ford and she accepted.
- Holiday Inn Craig Ranch will open mid to late February according to Sameer Nanu (co-owner).
- HR Committee working on making MCVB Goals S.M.A.R.T. Goals to be consistent with Council Goals.
- USA Today- Top 50 Scenic Small Towns (Road Trip):
<http://www.usatoday.com/story/travel/experience/america/fifty-states/2017/01/17/scenic-small-towns-50-states/96557870/>

Events: 7

- Beth attended TACVB Mid-winter Conference and completed two more certification categories toward her TDM.
- MCVB attended and co-oped with MPAC for their annual Bridal Show on 1/21/17, the show had 190 attendees.
- MCVB attended SW Showcase Tradeshow in Austin-281 attendees.
- MCVB attended Baylor, Scott & White “For Women for Life” event on 1/28/17 - Exceptional turn out over 250 attendees from 8:00 am- Noon. It was a great place to meet with our target market and sell the MCVB Services to residents and as well as our sister city residents.
- Attended Annual Chamber Meeting

- Helmbriscoe (3rd party Meeting Planners) will be here Feb. 8-9 with 20 planners in attendance. The Sheraton is sponsoring their 1st Quarter meeting, F&B & overnight stay. While here, they will be experiencing the North Texas Escape Rooms, and will end the night at Tupps Brewery, where Tupps and Cadillac Pizza will be sponsoring their dinner & drinks.
- 2nd Quarterly meeting-MCVB meeting w/ Hoteliers (1/30/17).

Venues:1

- Holiday Inn Craig Ranch will open February 28, 2017, according to Sameer Nanu (co-owner).

Goal 2 Financially Sound Government

Strategies:

- Balance resources generated by Hot tax
- Develop and utilize performance measures to ensure successful and efficient operations

HOT Tax Collections: 2016-2017

MCVB Room Nights Generated: January 2017): TTL Room nights: 75; TTL Revenue: \$ 7,614

Weddings Completed in January 2017 - TTL Room Nights: 8 TTL Rev: \$835

- Rimmer Wedding – The Grand Hotel, 8 Rooms, TTL Rev: \$835

Education Groups: N/A

Sports Groups: N/A

Associations/Corporate: 67 TTL Room nights; TTL Revenue: \$ 6,779

- Emerson (Holiday Inn)
 - 1/17-19/17; Cancelled moved to December
 - 1/24-27/17; 63 room nights @\$101= \$6,363
- Texas Defense Criminal Lawyers Association (Holiday Inn); 60 attendees; 4 room nights @ \$104= \$ 416

HOT TAX collection reported by City:

- MOM 2016 vs. 2015 (16-Hotels & 6- B&B/VRBO reporting)
 - December 2016: \$ 120,091
 - December 2015: \$ 104,033
 - 15,43%↑
- MOM 2016 vs. 2015 (16-Hotels & 6- B&B/VRBO reporting)
 - November 2016: \$ 129,720
 - November 2015: \$ 104,470
 - 24.17%↑

Sales Calls: ASSOCIATIONS-/CORPORATE/SMERF/MCKINNEY TOP 25 Sales Calls: 52

- **Association: spoke w/31 planners and will follow up with email. The following have potential:**
 - Texas Justic Court Training – Heather Hidalgo, Booked Sheraton, March 2017, will provide welcome bags
 - Texas Chiropractic Assoc – Andrea Howard, will follow up with email
 - TX Assoc. of Accessing Officers – Cherry Abel, looking for 2018, will follow up with email
 - Ms. Memo – Judy LeViseur – Looking for small venue for outdoor/indoor wedding for 2018, Sheraton Hotel to send rate info
 - Texas Food & Feul Assoc. – Dana Fuller, will send out RFP in Sept/Oct for 2018
 - TX Rural Letter Carriers Assoc. – Vickie Lovings, will follow up with email. She is beginning to look for 2020
 - TX Veterinary Medical Association – Ellen Forsythe, will follow up with email. (however I don't believe that we have the space she is looking for – 35k in meeting space)
- **Corporate: 19**
 - Fritz Industries- Spoke to Tina Patel (planner), conference rooms on site.
 - Masonite International- spoke to Pat Horn, meet onsite only.
 - Quanex Building Products-Spoke to Paula Dailey, office closing this week
 - AB mauri Baling Ingredients- Spoke to Cedric Jackson (HR), McKinney is too far.
 - Cyteck Engineered Materials- Spoke to Memory Lawrence, only meet onsite.
 - CNH- America- Spoke to Mary, only meet onsite.
 - The Henry Group-Spoke to Rachel, have meeting space- only meet onsite.
 - L-3 Mission Integration-Left 3 messages for Brenda Morgan.
 - McKesson- Spoke to Brenda C., medical billing company – no meetings.
 - Waterford US LP- Called 3 times, phone not working.
 - Rock Tenn. Company-Spoke to Ashley McGee, she asked me to call corporate. I called corporate and they said they only meet onsite in Greenville.
 - Innovation First-Spoke to Megan, they only meet onsite.
 - Texas Book Company. Left 3 messages for Laura English in HR.
 - Omnisys LLC- Left 3 messages for Adrian Mosley in HR.
 - Pine Mountain Corporation- No answer, Left 3 messages. No response.
 - FSTI Inc. - Spoke to Amber Buechler, only meet in Greenville & Austin, TX.
 - Total Equipment Services-Spoke to Jackie, Grenville office is closing.
- **McKinney Top 25: 2**
 - Tourchmark- Left 3 messages for Matt Parkerson , new Travel Manager. No response.
 - Encore wire-Emailed wiy Denice Liss, she doesn't have any needs at this time.
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- **Social: 0**
- **Education/Religion -2**
 - Region 10 Education Service Center – Sent information on venues to host small to large workshops when organizaion needs an outside venue

• MCVB Calendar of Events 2017-2019: 1

Month	Group	Venue	Room Nights	Attendees
October				
November				
11/6-10/17	Emerson	Sheraton	90	30
11/6-10/2017	TX Downtown Association	City Wide-Sheraton (host Hotel)	300 (over the 4days of the conference)	300
December				
12/4-6/17	Emerson	Holiday Inn	30	15
12/6-8/17	Emerson	Holiday Inn	30	15
12/12-14/17	Emerson	Holiday Inn	30	15
January				
February				
2/4-5/17	Christ's Church Ministries Retreat	Holiday Inn,	20	60
2/27/17-3/3/17	Emerson	Holiday Inn	30	15
March				
April				
4/18-20/17	Emerson	Sheraton	90	30
4/2017	Civil Court Process- Bid won	Sheraton	300	120
May				
5/21/17	Polonia Festival	Myers Park	N/A	2017: 1500
5/23-25/17	Emerson	Holiday Inn	30	15
5/28/17	Bike the Bricks	Downtown McKinney	2014: 0 2015:19 2016: Cancelled-weather	2014: riders: 550; attendees: 8,000 2015: 600, 9,000 2016:0
June				
6/6-8/17	Emerson	Holiday Inn	30	15
6/13-15/17	Emerson	Holiday Inn	30	15
6/30/17-7/3/17 Alt Date 9/1/4/17	Miss Globe USA	Sheraton	140	300
6/17-19/19	Flamefest	Craig Ranch	2014:16 2015:19	2014-120 teams 3600 attendees
July				

7/2019	Texas Agri-Life-S	Sheraton	100	300
7/18-20/17	Emerson	Holiday Inn	30	15
August				
8/15-17/17	Emerson	Holiday Inn	30	15
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 (October-January '17): YTD Total: 1719

- January Total: 245
- Walk-ins-193
- Out of State: 24
- Out of Country: 13
- Texas Residents: 7
- McKinney Residents: 8

Day Trips: 0

Made in McKinney Store Revenue:

- January 2017: \$ 444.69
- January 2016: \$ 440.82
 - 0.88%↑

Meetings:

RFP's: 4 (0-Association, 0-Corporate, 3-Weddings, 2-Social (1-Religious), 0 -Sports, 0 -Day Trips)

- Christ's Church Ministries Retreat sent to: Holiday Inn; 2/4-5/17, 60 attendees, 20 attendees
- Bambico/Dillard Wedding: 3/18-19/17; 10 attendees; 22 room nights
- Gorman/Levine Wedding: 9/8-10/17; 10 attendees; 16 room nights
- Zina & Neil's Wedding and Reception- 11/18 or 25/17; 400 attendees- N/A room nights

Site Visits: 2

- Grace Waldon (Wedding – Hotels)
- Tereesa Davenport, FARFA (Flour Mill)

SMERF (Social, Military, Religious, & Fraternal)

New Prospects: Bold & *Italic indicates new business:*

48-Weddings (16-New), 0 - Day Trip (0- new), 2-Social (0- new) & 1- Sport (0- new)

- ***Leads from MPAC bridal show, 186. Sent email to each registered bride explaining/offering MCVB services***
- ***Blair Bundren Wedding – April 2017, The Springs***
- ***Allison Ellis Wedding – May 2017, The Springs***
- ***Max Pippin Wedding – May 2017, The Springs***
- ***Cole Frazier Wedding – June 2017, The Springs***
- ***Grace Weldon Wedding – June 2017, The Springs***
- ***Larry Harvey (FOG) – July 2018, Stonecrest***
- ***Emily Malloy Wedding – July 2017, The Springs***
- ***Lynn Jones (MOB) Wedding – July 2017, The Springs***
- ***Lynn Mikesell (MOB) Wedding – July 2017, Rustic Grace***
- ***Katie Thompson Wedding – September 2017, The Springs***
- ***Carly Schindler Wedding – October 2017, Stonecrest***
- ***Jeania Lemons Wedding – October 2017, The Springs***
- ***Katie Almaleh Wedding – October 2017, The Springs***
- ***Sean Jamisen Wedding – November 2017, The Springs***
- ***Julisa Martinez Wedding – December 2017, The Springs***
- ***Clay Quinn Wedding – December 2017, The Springs (?)***

Ongoing Prospects:

- Cowboys Classic Indoor Track & Field (Sheraton), February 2017
- Miss Globe USA September 2017
- Swanson Meetings & Event Planning Family Reunion –June 2017
- Ashfia Salemin Birthday Celebration – April 2017, looking for venue/hotels
- Nease Wedding – February 2017, The Springs

- Rachael Blanchard Wedding – Februarys 2017
- Casey Wilt Wedding – March 2017, The Springs
- Kate Nazzocco Wedding – March 2017
- Sherry Zaunick Wedding – March 2017, The Springs
- Hensley/Wilson Wedding - March 2017
- McCauley/Little Wedding – March 2017
- Rohr Wedding – March 2017
- Kenya Alexander Vow Renewal - March 2017, looking for venue/hotels
- Jacinda Jeter Wedding – April 2017, Rustic Grace
- Blair Bundren Wedding – April 2017, The Springs
- Amber Kotaur Wedding – April 2017
- Mallory Smith Wedding – April 2017
- Tracey Gayle Wedding – May 2017, The Springs
- J Barton Wedding – May 2017, The Springs
- Caitlyn Gilliam Wedding – May 2017
- Knuth/LaGrow Wedding – May 2017
- Kofahl Wedding – June 2017
- Dannie Teese Wedding – July 2017, The Springs
- Puckett Family Reunion – July 2017 – Looking for Venue
- Neena/Vay Wedding – July 2017
- Howard/Hope Wedding – July 2017, The Springs
- Laura Clark Wedding – September 2017, Mitas Hill
- Camry Farhat Wedding – September 2017, The Springs
- Bowmer Wedding – September 2017, Bella Donna
- Katie Almaleh Wedding – October 2017, The Springs
- Margot Delossantos Wedding – October 2017, The Springs
- Herrea/Sutherland Wedding – October 2017, Stone Crest
- Symone Wedding – October 2017, The Springs
- Stephanie Elizondo Wedding – November 2017, The Springs
- Emily Jones Wedding – November 2017
- Claire Chaney Wedding – December 2017, The Springs

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: 342

Mailing Leads Processed: 0

Advertising/Marketing/Media

Created/submitted materials (photos and text) –

Blogs on our website

- Painting with the Boss - 37
- Cooking & Sharing on the Square - 102
- Treat Your Valentine in McKinney - 1

Visits on Homepage News Flash buttons & landing pages:

- Weekend Update – 125
- Lights Camera Action: Popular Ink on TV - 109
- Shopping & Prizes (NorthTexasShopping.com)- 45

Photos/Ads Submitted

- Submitted photos of trout derby to Dallas Child
- Took photos of Undercover Boss night at Painting with a Twist
- Submitted Texas Highways Magazine (April ad)
- Supplied photo/logo to IDSS

Meetings/Events Attended/Connections Made:

- Main Street Business Meeting
- Strategy Meeting with City Communication
- TACVB Mid-Winter (completed final 3 TDM categories – Group Sales, Tourism Sales, Heritage/Cultural Tourism)
- MCDC
- Conference call meeting with VisitWidget to begin set-up
- Participated in Hotelier Meeting

ADVERTISING Website & Publication ROI Tracking:

- Quinceaneras – 7
- Meeting Planners Guide – 14

SOCIAL MEDIA TRACKING

FACEBOOK -

Month FY 16-17	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct-16	89	5,213	41,111	455,040	2,609,061
Nov-16	49	5262	34,002	428,214	2,800,279
Dec-16	22	5284	24,896	385,544	1,981,838
Jan-17	51	5335	56,136	683,769	2,709,980
Totals	138	n/a	156,145	1,952,567	10,101,158

SOCIAL MEDIA TRACKING

Type	Number	Increase #	Percentage (+/-)
Twitter			
Followers	4237	55	+1.3%
Tweets	5457	41	+10.8%
Tweet Impressions	20K	Not given	+30.3%%
Profile Visits	281	+85	+36.4%
Mentions by other users	10	-1	-16.7%
Yelp			
	30 days	12 mon.	24 mon.
Views	9 (-10%)	136 (+10%)	260
Web Visits	1	21	49
Google Sites			
	Views	Followers	Subscribers
YouTube	2360	n/a	10

WEBSITE ANALYTICS – JAN. 2017					
Total Visits	Page Views	Unique Visitors	Lifetime Visits	Lifetime Pg Views	Lifetime Pg Views
3331	9336	2804	138,142	561,958	117,822

Top 25 Pages in January 2017

Page	Page views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	Exit %
Home	1,881	1,436	0:01:18	1,375	40.65%	41.10%
Calendar	854	655	0:01:03	534	42.32%	41.57%
Visitors Guide	237	192	0:01:28	14	64.29%	31.22%
Events	196	159	0:00:14	11	18.18%	5.61%
Explore	190	141	0:00:28	5	60.00%	14.74%
About McKinney	150	118	0:01:53	14	71.43%	25.33%
Dining	147	120	0:00:39	17	58.82%	23.81%
Shopping Centers	146	133	0:02:01	106	90.57%	77.40%
Staff Directory	143	86	0:00:54	32	53.12%	32.17%
Shopping Centers	138	116	0:01:09	83	49.40%	42.03%
Monthly/Annual Events	135	123	0:02:15	46	73.91%	65.19%
Wedd., Rec., Ven.	132	97	0:00:38	65	27.69%	25.76%
New & Coming Blog	129	114	0:02:28	112	73.21%	75.97%

Stay	128	100	0:00:14	4	50.00%	10.94%
Dining-Nightlife	105	94	0:02:04	73	76.71%	66.67%
Cooking Blog	102	95	0:03:27	90	88.89%	86.27%
Weekend Updates	87	81	0:02:33	10	70.00%	35.63%
Lights, Cam. Action	86	82	0:00:24	81	64.20%	62.79%
Calendar	80	59	0:00:58	0	0.00%	15.00%
Unique Venues	77	63	0:02:42	2	50.00%	20.78%
Res. Dir. All Cat.	73	59	0:00:34	0	0.00%	10.96%
History of McKinney	70	56	0:01:10	12	66.67%	21.43%
NTTA Toll Blog	68	59	0:03:15	59	86.44%	82.35%
Res. Dir. All Cat.	58	49	0:00:28	4	75.00%	46.55%

Country Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
United States	3,248	78.33%	2,544	53.42%	2.82	0:02:10
(not set)	10	100.00%	10	80.00%	1.6	0:00:28
Canada	9	77.78%	7	55.56%	2.89	0:00:28
Germany	6	83.33%	5	66.67%	3.17	0:03:17
Mexico	6	83.33%	5	33.33%	2.5	0:07:26
India	5	100.00%	5	80.00%	1.4	0:00:25
United Kingdom	4	100.00%	4	25.00%	4.25	0:02:18
Venezuela	4	75.00%	3	0.00%	6.5	0:07:40
Bulgaria	3	0.00%	0	100.00%	1	0:00:00
Philippines	3	100.00%	3	33.33%	2	0:00:37

State Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
Texas	2,411	75.49%	1,820	52.97%	2.79	0:02:15
California	128	84.38%	108	54.69%	3.06	0:01:39
Oklahoma	49	73.47%	36	36.73%	3.22	0:02:01
Virginia	43	90.70%	39	81.40%	1.7	0:01:05
New York	39	97.44%	38	71.79%	2.05	0:01:23
Georgia	38	71.05%	27	65.79%	3.13	0:01:45
Kansas	35	80.00%	28	48.57%	2.49	0:02:20
Illinois	33	87.88%	29	51.52%	3.21	0:01:02
Colorado	29	79.31%	23	55.17%	2.69	0:00:41
Louisiana	29	96.55%	28	55.17%	2.48	0:02:03

City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pgs/Visit	Avg. Visit Duration
McKinney	810	66.42%	538	56.30%	2.59	0:02:04
Dallas	509	77.41%	394	54.62%	2.49	0:01:56
Plano	97	86.60%	84	51.55%	2.97	0:02:56
Frisco	87	85.06%	74	48.28%	2.76	0:02:50
Houston	75	74.67%	56	49.33%	3.59	0:02:49
Allen	63	80.95%	51	60.32%	2.25	0:01:06
Fort Worth	48	87.50%	42	39.58%	4.85	0:04:30
Prosper	45	82.22%	37	53.33%	2.44	0:03:12
Austin	33	54.55%	18	39.39%	3.61	0:04:02
Sherman	33	66.67%	22	39.39%	4.33	0:02:39

January 2017 - MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions
USAToday.com	MCVB-supplied photo used in list of top cities per state - McKinney was the TX city	\$44,900	\$26,100	\$78,300	1,870,320
BubbleLife Collin County	Shared our blog and web postings 4 times	\$0	\$ 12,000	\$36,000	2,500,000
BubbleLife Park Cities	8 Spas Across DFW for Treating Yourself - includes Spa Esoteric - by Rita Cook	\$0	\$ 3,000	\$9,000	625,000
TOTALS for Month		\$44,900	\$ 41,100	\$123,300	4,995,320



January 2017 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, bots & page requests not fully transmitted.

INVESTMENT	CURRENT MONTH	CAMPAIGN TO DATE
12-Month Wide Skyscraper w/Video on TX Dining, TX Shopping & TX Meetings + Text Ads on Market, Tables, Tour Index & Video Index + 1/2-Page Ad Each Issue of Quarterly Digital Magazine + 9 Newsletter Features Campaign Start 10/2016; \$9,200 Annual Buy	\$767	\$3,067

IMPRESSIONS	CURRENT MONTH	CAMPAIGN TO DATE
TRIPinfo.com 24/7/365 Online	609	4,412
TRIPinfo Weekly Newsletter - <i>Internet Travel Monitor</i>	1,304	3,601
TRIPinfo Quarterly Digital Magazine*	1,126	4,685
Total Impressions	3,039	12,698

CLICKS	CURRENT MONTH	CAMPAIGN TO DATE
Clicks to Your Website or Video	120	664
Click-Thru Rate	3.95%	5.23%

WHY CLICK-THRU RATE (CTR) IS IMPORTANT
Domestic Travel Display Ads average CTR = 0.05%. **Your TRIPinfo CTR is 105x 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 105 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!

*ISSUU now reports real Impressions for Digital Magazines -- more detail than Distribution.

TRIPinfo utilizes respected web analytics from the following sources:



Top 5 McKinney Hotels July & August 2016 Occupancy Rates:

	<u>Oct. '16</u>	<u>Nov. '16</u>	<u>Dec. '16</u>
Comfort Inn	N/A	73.44 %	67.54%
Hampton Inn	96.90	99.24%	95.68%
Holiday Inn	83.19%	80.34 %	60.05%
La Quinta	79.01%	77.38%	74.85%
Sheraton	75.19%	75.20 %	57.74%
Townplace	72.02%	78.01%	73.40%

Sheraton Occupancy Rates:

Month	FY 14-15	FY 15-16	FY 16-17
October	N/A	67.28%	75.19%
November	N/A	61.35%	75.20%
December	N/A	69.24%	57.74%
January	N/A	61.62%	
February	N/A	71.58%	
March	24.60 %	63.53%	
April	39.29%	82.34%	

May	50.47%	64.60%	
June	69.70%	75.03%	
July	75.60%	72.61%	
August	56.22%	63.86%	
September	56.43%	72.50%	

LOST BUSSINESS – 2

- TCCE Annaul Convention 2019 – Sheraton Declined, venue not large enough to accommodate
- JLM Event – Applique Getaway Craft Event. Venue not large enough to accommodate needs