

Talking Points June 2017 for May 2017

MCVB Update:

MCVB Board approved to allow E.D. Guerra to have the city attorney execute a lease with The McKinney Shop for the retail space in the MCVB at 200 W. Virginia. They will begin setting up in late June and we will have a full launch the first week of July.

MCVB Room Nights Generated: 421 TTL Room Nights; TTL Revenue: \$46,615

WEDDINGS COMPLETED in May 2017 - TTL Room Nights: 260 TTL Rev: \$29,450

- Apodaca/Rodrigues Wedding (Springs) – Hampton Inn: TTL Room: 56, TTL Rev: \$6384
- Allison Ennis Wedding (The Springs) – Hampton Inn: TTL Rooms:22, TTL Rev: \$ 2508
- Max Pippin Wedding (The Springs) – Hampton Inn: TTL Rooms: 8, TTL Rev: \$912; Holiday Inn: TTL Rooms: 6, TTL Rev: \$694
- Tracey Gayle Wedding (The Springs) – Hampton Inn: TTL Rooms: 9, TTL Rev \$1026
- J Barton Wedding (The Springs) – Hampton Inn: TTL Rooms: 12, TTL Rev: \$1368; Holiday Inn: TTL Rooms: 31, TTL Rev: \$3289
 - Caitlyn Gilliam Wedding (The Springs) – Holiday Inn: TTL Rooms: 9, TTL Rev: \$ 732, Towne Place Suites: TTL Rooms: 21, TTL Rev: \$2289
- Knuth/Lagrow Wedding (Cotton Mill) – Holiday Inn: TTL Rooms: 3, TTL Rev: \$327
- Rachel Herhold Wedding (The Springs) – Hampton Inn: TTL Rooms: 6, TTL Rev: \$684; Holiday Inn: TTL Rooms: 14, TTL Rev: \$1732
- Hagelin/Buccino Wedding – Holiday Inn: TTL Room: 27, TTL Rev \$2673
- Hirt/Hendrickson Wedding – Grand Hotel: TTL Room: 14, TTL Rev: \$2216
- White/Lydic Wedding (Rusty Barn) – Holiday Inn: TTL Rooms: 22, TTL Rev: \$2616
- Lorde Wedding – Sheraton, no block made, guests used rooms. No pick up. Provided 15 bags, assuming pick up would have been around \$1785
- Rachel Wilson Wedding – no pick up
- Josh Bautista Wedding (The Springs) – no pick up

ASSOCIATION/CORPORATE/SMERF COMPLETED in May 2017: TTL Room nights: 139 TTL Revenue: \$14,877

- Gorden Funeral – Towne Place Suites: TTL Rooms: 14, TTL Rev; \$2086
- Clayton Homes – Grand Hotel: TTL Rooms: 92, TTL Rev: \$9108; 23 attendees, 4 nights each @\$99
- Tom Pierce Corp: Grand Hotel: TTL Rooms: 20, TTL Rev: \$2380; 7 attendees, 3 nights (avg)
- Emerson 5/23-25/17 (Holiday Inn)- 13 rooms at \$101=\$1,313

SPORTS: TTL Rooms: 22 TTL Rev: \$2288

- Strikes Against Cancer: Sheraton, no pick up, Holiday Inn: TTL Rooms: 22, TTL Rev: \$2288
- USTA- No Pick Up

Visitors: (October 2016-September 2017)

YTD Total: 1,374

April Total: 307

Out of State: 67

Out of Country: 14

Texas Residents: 20

McKinney Residents: 11

Ticker Count: 307 (195 didn't sign guest book)

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

Weddings

- Brittani Davidson Wedding (Springs) September 2017
- Jordon Knutson Wedding (Springs) November 2017
- Heisy Servellon Wedding (Springs) January 2018

Associaton: 1

- Taiwanese Chamber of Commerce Association Annual Banquet- The Sheraton 06/24/17- no room nights only banquet. This assocaiton has more events that are a possibility to acquire.

Site Visits: 4

- Beau Beasley- Texas Beer & Fly-fishing Tournament 2019 (March)-Myers Park & Hampton Inn.
- Tammy Warren- New Holiday Inn at Craig Ranch & Rosemary Barn
- FarmHouseFresh- Met with Sales Staff and toured the corporate facility
- AZZ Corporation (Ft. Worth Based, potential clients for 2018 or 2019 – officer managers staff, approx 50 attendees)

Advertising: Ads/materials created and submitted:

- Photos of Bike the Bricks
- Photos of Smiles Charity Concert
- Photos of Pecan Grove Memorial Day event
- Submitted photos to Mary Dunklin with Dallas Morning News
- Book Fair Proclamation
- Submitted Fall events to Texas Events Calendar
- MCVB is Sponsoring the 2017 Regional Meeting for the South Central – Georgia – Alabama Motorcoach Associations taking place in Arlington, TX. As part of the event, we will be included during the Early Bird Dinner on Sunday, July 30 and the Icebreaker Dinner on Monday, July 31. This is a unique opportunity to highlight our organization to more than 300 motor coach and tour operators and related industry attendees.

MEDC-MCDC-MAIN ST.

- We received a Facebook message from John Coughlin with CNN Money asking for permission to use a photo from our Facebook photo galleries to accompany an article they're running about McKinney being among the country's fastest growing cities. The CVB submitted a few photos (the raw, full sized files) of what he said they wanted from our FB photo albums.

Free Publicity:

MCVB FY 16-17	Budgeted Amount
Adv.	\$64,526
Promo.	\$88,757
Total	\$153,283

May 2017 - MCVB Publicity/Free Media Coverage					
<i>Publication</i>	<i>Article/Topic/Writer</i>	<i>Print Value</i>	<i>Web Value</i>	<i>PR Value</i>	<i>Impressions</i>
BubbleLife Collin County	Shared our blog and web postings 6 times	\$0	\$ 18,000	\$54,000	900,000
TOTALS for Month		0	\$ 18,000	\$54,000	900,000
FY 16-17 YTD Totals:		\$49,769	\$ 132,440	\$ 410,887	18,176,518

LOST BUSSINESS-1

- 2019 TACVB Annual Conference, Sheraton not large enough to accomodate