

Talking Points November 2016 for October 2016

MCVB Updates:

Accolades:

- **Events: 3** McKinney Convention & Visitors Bureau Is Honored with *ConventionSouth's* Annual Readers' Choice Award (Press release attached).

RFP Update:

- NAIA (National Association of Intercollegiate Athletes)-The MISD & City have agreed to share \$95,000 cost to bring this event to McKinney. The MISD has submitted the RFP and we are awaiting to see if the NAIA accepts the proposal. The way this is designed, both the MISD & the City (Hot Tax) will be able to re-coop most of our investment through: parking sales, concession sales, program sales, & ticket sales.

Events: 1

- TTIA Summit- Houston TX 10/9-12-16
 - Legislation: ED Guerra Attended TTIA Summit October 9-12, 2016 in Houston, TX:
 - The legislative agenda for 2017 will be a full one and the focus items are:
 - Full Funding for Tourism
 - Later School Start Date
 - Preserve the Events Trust Funds
 - Legislation related to the bill (HB2) from North Carolina.
 - 27th Annual TTIA Unity Dinner and Converge on the Capital will be February 15-17, 2016.

New Venues: 1

- North Texas Escape Room <http://www.northtexasescaperooms.com/>

Hot Tax Collections: October 2016): TTL Room nights: 388; TTL Revenue: \$32,278

SMERF: (completed in October 2016) TTL Room Nights: 292 TL Rev: \$20,054

(13- Weddings-5 no pick up, 2- Social Groups, & 3 Corporate Groups)

Weddings:

- Coleman Wedding: Comfort Suites, TTL Rooms: 31 TTL Rev: \$2635
- Reith Wedding: Holiday Inn, TTL Rooms: 3, TTL Rev: \$297
- Tiliacos/LaPenna Wedding: Holiday Inn, TTL Rooms: 31, TTL Rev: \$3209
- Britt Wedding: **no pick up report**
- Stoner Wedding: Marriott Towne Place Suites, TTL Rooms: 23, TTL Rev: \$ 2507
- Overman/Gartley Wedding: **no pick up report**

MEDC-MCDC-MAIN ST.

- Dunn/Adair Wedding: Comfort Suites, TTL Rooms: 16 TTL Rev: \$1440
- Simons/Guevara Wedding: Comfort Suites, TTL Rooms: 3 TTL Rev: \$261
- Brown/Usser Wedding: no pick up report
- Goodman/Gervais Wedding: Sheraton, TTL Rooms: 15, TTL Rev: \$ 1620
- Pugh/Swift Wedding: Sheraton, TTL Rooms: 23, TTL Rev: \$3036
- Monroe/Bou langer Wedding: no pick up report
- Kara Girardo Wedding: no pick up report

Social Groups:

- McKinney Non Lions Fall Conference: TTL Rooms: 28, TTL Rev: \$2772
- Munzee Madness: Holiday Inn, TTL Rooms: 23, TTL Rev \$2277

Education Groups: N/A

Sports Groups: N/A

Corporate: N/A

Associations/Corporate: 96 TTL Room nights; TTL Revenue: \$ 12,224

- Stetler Media & Expos – no pick up report, used Sheraton Conference Center for space only.
- First Mortgage- Grand Hotel: 8 rooms @ \$109=\$872, MPAC, & Lunch catered from and dinner was at Ricks Chophouse.
- Emerson- Sheraton 10/3-7/16: 88 rooms @ \$129=\$11,352

Visitors: FYTD Total (October '15 –September '16): 589; YTD: 4754

- YTD Total: 4754
- October Total: 589
- Out of State: 84
- Out of Country: 28
- Texas Residents: 26
- McKinney Residents: 16

Day Trips: 3

- SW Bank Travel Club – Heard Craig House
- AME Companion Group – Chestnut Square
- Greenville TX Chamber of Commerce – Day Trip/Chestnut Sq./Heard-Craig House (Nov 2016)

RFP Rec'd- RFP's: 1- Sport, 1- Association, 1-Corporate, 13-Social RFP's: 16

- NAIA Track Meet for 2018/2019 -MISD does not have facility to handle this type of track meet
- Texas Agri-Life Service- 300 attendees 100 room nights: July 2019- Sent to the Sheraton

- BizNow Announcing North Central Expressway Development Forum: Projects Roar Between Downtown Dallas and McKinney, Date: 11/30/16-Shelia from the Sheraton Spoke with Karen Pierre at BisNow. They are trying to hold this meeting in an office building with vacant space. They feel we are too far north for their topic “North Central Expressway from Downtown to McKinney.” They want something more centrally located this time. However, they did get the contact for BisNow for the McKinney area with this lead.

Social: 13

- MCVB received an RFP from the Miss Globe USA Pageant. The RFP was sent to the Sheraton. The meeting planner will choose a venue in early November.
- Assoc. Mgf Excellence Conf – Day Trip for Companions – Chestnut Square
- Swift/Pugh Wedding – October 2016
- Miss Globe USA 2017
- Cowboys Classic Indoor Track & Field (Sheraton)
- Puckett Family Reunion – July 2017, looking for venue
- J Barton Wedding – May 2017, The Springs
- J Homes Wedding – November 2016, Comfort Inn
- L Schinall Wedding – December 2016, The Springs/Hampton
- Sherry Zaunick Wedding – March 2017, The Springs
- Stephanie Elizondo Wedding – November 2017, The Springs
- Margot Delossantos Wedding – October 2017, The Springs
- Herrera/Sutherland Wedding – October 2017, Stone Crest

Advertising:

- **Ads/materials created and submitted:**
 - TDA Welcome video - worked with videographer
 - Submitted TourTexas.com November Event for Hot & Happening e-blast

Created homepage News Flash buttons & landing pages for:

- Home for the Holidays – 34 views
- Public Art in McKinney – 16 views
- Don't Mess with Texas Anniversary blog – 19 view

- October 2016 Media Coverage:

<i>October 2016 - MCVB Publicity/Free Media Coverage Values</i>					
Publication	Article/Topic	Print Value	Web Value	PR Value	Impressions
Courier-Gazette	Halloween Silent Film (Organ Society)	\$0.00	\$1,600	\$4,800.00	49384
North Texas E-News	Halloween Silent Film (Organ Society)	0.00	\$240	\$720	60,000
McKinney Online	Halloween Silent Film (Organ Society)	0.00	\$1800	\$5400	75,000
BubbleLife	Shared our blog link (3 times)	0.00	\$6000	\$28920	2,512,029
TOTALS		0.00	\$9,640	\$10,800.00	2,696,413