



## FY 16-17 3rd Quarter Recap

- I. **Hot Tax Collections (7%): 3rd Quarter 2017 vs. 2016: \$ 464,324 (3<sup>rd</sup> Quarter 2017) vs. \$ 470,340 (3<sup>rd</sup> Quarter 2016): 1.30%↑**
  - a. April 2017:
    - i. \$ 140,633 (2017) vs. \$ 137,503 (2016): 2.28%↑
  - b. April 2017:
    - i. \$ 160,466 (2017) vs. \$ 156,015 (2016): 2.85% ↑
  - c. June 2017:
    - i. \$ 159,734 (2017) vs. \$ 162,294 (2016): -1.58%↓
- II. **Hotel Room Nights: 1,354Room nights; \$ 151,056**
  - a. April 2017: 511 Room nights; Revenue:\$ 57,661
  - b. May 2017: 473 Room nights; Revenue:\$ 50,723
  - c. June 2017: 370 room nights; Revenue:\$ 42,662
- III. **Sales Calls: 90-Calls (30-Association, 41-Corporate, 19-SMERF)**
  - a. Corporate: 41
    - i. April 2017: 9
    - ii. May 2017: 10
    - iii. June 2017: 10
    - iv. McKinney Top 25:
      1. April 2017: 3
      2. May 2017: 3
      3. June 2017: 6
  - b. Association: 30
    - i. April 2017: 10
    - ii. May 2017: 10
    - iii. June 2017: 10
  - c. SMERF: 19
    - i. April 2017: 3
    - ii. May 2017: 7
    - iii. June 2017: 9
- IV. **Association/Corporations Bids Won: 2**
  - a. April 2017: 0
  - b. May 2017: 2
    - i. 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.
    - ii. Emerson- October 2017- Sheraton; 25 attendees, 50 room nights
  - c. June 2017: 0
- V. **RFP'S: 20 : 2-Associations, 1-Corporate, - SMERF: Weddings: 17, Sport: 0, & SMERF:1**
  - a. April 2017: 9
    - i. Association: 1



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1. Texas Association of College & University Police Administrators.  
Contact: Teri Adamson, Date: Nov 27-Dec 1, 2017; Attendees: 120, Room Nights: 46 Peak/151 Total. (this is a resubmitt with alternative dates requested). Sent to Sheraton for consideration.
  - ii. Corporate: 0
  - iii. SMERF:8
    1. Weddings: 7
      - a. Alison France (MOG) Wedding, August 2017, The Springs
      - b. Christina Flex Wedding, August 2107, The Springs
      - c. Kristen Byler Wedding, Septembe 2017, The Rusty Barn
      - d. Carly Schindler Wedding, October 2017, Stonecrest
      - e. Bernice Medellin Wedding, March 2018, D’Vine Grace
      - f. Delaney Lohmann Wedding – August 2017, The Springs
      - g. April Bear (MOB) Wedding, January 2018, The Springs
    2. Social: 1
      - a. Sylvia Sanches Family Reunion, September 2017
  - b. May 2017: 5
    - i. Association: 1
      1. Taiwanese Chamber of Commerce Association Annual Banquet- The Sheraton 06/24/17- no room nights only banquet. This assocaiition has more events that are a possibility to acquire.
    - ii. Corporate: 1
      1. Emerson- October 2017- Sheraton; 25 attendees, 50 room nights
    - iii. SMERF: 3-Weddings
      1. Brittani Davidson Wedding (Springs) September 2017
      2. Jordon Knutson Wedding (Springs) November 2017
      3. Heisy Servellon Wedding (Springs) January 2018
  - c. June 2017: 7
    - i. Association: 0
    - ii. Corporate: 0
    - iii. SMERF: 7-Weddings
      1. Folkening/Hsrbour Wedding – October 2017, The Springs
      2. Meagan Elmer Wedding – November 2017, The Springs
      3. Kayla Schwalenberg Wedding – February 2018, Stonecrest
      4. Mary Sine (MOB) Wedding – February 2018, The Grand Ivory/Leonard
      5. Nicole Castelin Wedding – February 2018, The Springs
      6. Hyejin Hwang Wedding – May 2018, The Springs
      7. Chelsea Parsons Wedding – August 2018, The Springs
- VI. Site Visits: 6**
- a. April 2017: 1



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- i. Texas Agri-Life Collin County Division – (For 2019 Conference) Sheraton Hotel, MPAC, Tupps, & Harvest.
  - b. May 2017: 4
    - i. Beau Beasley- Texas Beer & Fly-fishing Tournament 2019 (March)-Myers Park & Hampton Inn.
    - ii. Tammy Warren- New Holiday Inn at Craig Ranch & Rosemary Barn
    - iii. FarmHouseFresh- Met with Sales Staff and toured the corporate facility
    - iv. AZZ Corporation (Ft. Worth Based, potential clients for 2018 or 2019 – officer managers staff, approx 50 attendees)
  - c. June 2017: 1
    - i. Kelly Wride (MOB) – Venue: Springs, visited McKinney Hotels
- VII. Day Trips: 0**
- a. April 2017: 0
  - b. May 2017: 0
  - c. June 2017: 0
- VIII. Tradeshows/Events: 7**
- a. April 2017: 2
    - i. The Springs Open House Event
    - ii. New Holiday Inn Express at Craig Ranch- ribbon cutting
  - b. May 2017: 2
    - i. Attended MISD Volunteer Luncheon
    - ii. National Travel & Tourism Week
      - 1. Interview & remote frm KLAK
      - 2. First Responders Day – over 75 attendees
  - c. June 2017:3
    - i. Boards & Commissions Open House
    - ii. Attended the O’Riley McDonald’s All American Crew Competition 6/16/17. They have two stores in McKinney (Inside Wal-Mart- Custer/380 & Eldorado/Hardin). This is their annual competition and this group goes to a regional competition.
    - iii. TTIA –Travel College –Senior year
- IX. Lost Business: 2**
- a. April 2017: 1
    - i. Texas Rural Letter Association – Sent RFP to Sheraton. Meeting is for June 2020, Total room nights: approx 435, Total Attendees: 250
  - b. May 2017: 1
    - i. 2019 TACVB Annual Conference, Sheraton not large enough to accomodate
  - c. June 2017: 0
- X. Hotel/Attraction/Venue Updates**
- a. N/A
- XI. Advertising**
- a. Free Publicity: FY 16-17 Budget Allocation: Promotional:\$64,526 & Advertising: \$88,757= \$ 153,283
    - 1. April Free Publicity:



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- a. Print Value: \$ 0
  - b. Web Value: \$19,400
  - c. PR Value: \$ 58,200
  - d. Impressions: 1,005,500
2. May Free Publicity:
- a. Print Value: \$ 0
  - b. Web Value: \$ 18,000
  - c. PR Value: \$ 54,000
  - d. Impressions: 900,000
3. June 2017:
- a. Print Value: \$ 8,209
  - b. Web Value: \$ 15,800
  - c. PR Value: \$ 65,427
  - d. Impressions: 1,211,384
- b. April 2017:
- i. Visit Widget launched and is now active on VisitMcKinney.com, as of Friday. The online widget works in conjunction with a Smartphone app, available now for iPhone and Android. The widget and app help visitors plan their visits to McKinney, pulling our Facebook feed, events listings and resource directory of restaurants and attractions to let the visitors plan an itinerary and map of what they want to see and do. This was a combined effort with MCDL.
  - ii. A press release is going out this week and it will be promoted heavily as part of National Travel & Tourism Week.
  - iii. Blogger Coming into town 4/14/17: About the Blogger-Marci has a recipe blog titled My Heavenly Recipes. Marci has [23,000 Facebook fans](#) and 73,000 UVM mentioned that she is looking to do more travel focused content. She has agreed to craft a write-up for our [Texplorer page](#) and has agreed to include hotels and restaurants in her content. Note: She's been in the state being hosted by the state travel office and wanted to explore McKinney before they head back to Connecticut.
  - iv. Update: Ron Hunt, head of a real estate team in McKinney/Collin County, has invited the MCVB to help kick-off a website podcast on [www.McKinneyOnTheMove.com](http://www.McKinneyOnTheMove.com). Podcast link: <http://bit.ly/2p9OfcD>
- c. May 2017:
- i. 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 include 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
  - ii. **National Travel & Tourism Week – Theme: The Faces of Travel** May 7-13, 2017  
Tuesday, May 9 - Public Safety Appreciation Day - treating our first responders to lunch from 11 am. - 3 p.m. We had over 75 First responders attend the luncheon.



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Wednesday, May 10 - McKinney Travel Rally Day - giveaways with reading of a proclamation by Mayor Loughmiller and a two-hour radio remote with Johnny B of KLAQ from 4-6 p.m. Also features official launch of VisitWidget app on phone with web widget. Daryl Auterson will be interviewed, too, since this week also coincides with National Economic Development Week. (The Mayor will read the Proclamation for National Economic Development Week as well.)

- d. June 2017:
  - i. Photos to Dallas Morning News – CVB provided photos for a piece for the Dallas Morning News’s online travel section about cool road-trip destinations from Dallas.

### **XII. MCVB Updates:**

- a. April 2017
  - i. MCVB terminated lease with MIM Store.
- b. May 2017:
  - i. Board Approved:
    - 1. FY 17-18 Proposed Budget
    - 2. Approval of the Finance committee’s recommendation 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.
- c. June 2017:
  - i. Board Approved:
    - 1. The Incentive Letter to The Sports Source for Their December 1-3, 2017 Event Authorizing Executive Director Guerra to Execute Incentive Agreements for Qualified Expenditures Up to \$2500 Per Agreement, With Any Agreement Requiring an Expenditure Over \$2500 to be Approved by the MCVB Board.

### **XIII. Upcoming Events/Tarde Shows: 4th Quarter Events: 4**

- a. July 2017
  - i. 7/10-12/17: Exhibited & Sponsored at the Oklahoma Association of Executives Annual Conference in Enid, Oklahoma. McKinney was the only Texas CVB represented.
  - ii. 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 include 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
- b. August 2017: 1
  - i. Hotel B &B 4<sup>th</sup> Quarter Meeting
- c. September 2017:1
  - i. September 17, 2017-Heritage Springs Bridal Show