

McKinney Convention & Visitors Bureau



Marketing Plan FY 2017-2018

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McKinney Convention & Visitors Bureau Board

FY 2017-2018

- **Wayne Hill- Chair**
- **Jim Bressler (Vice-Chair)**
- **Sally Huggins(Secretary/Treasurer)**
- **Jennifer Estes**
- **Connie Gibson**
- **Hal Harbor**
- **Bryan Perkins**

Council Liaisons:

- **Councilman Scott Elliott**
- **Councilman La'Shadion Shemwell**

STAFF

- **Dee-dee Guerra - Executive Director**
- **Beth Shumate - Communications Manager**
- **Vanesa Rhodes - Sales Manger**
- **Ashley Ford - Administrative Assistant**
- **Sue Davis - Part-Time Staff Assistant**

Vision Statement

The vision of the *McKinney Convention & Visitors Bureau* is to attract visitors and travelers to McKinney.

Mission Statement

The mission of the *McKinney Convention & Visitors Bureau* is to generate economic impact by marketing McKinney to event planners and leisure travelers.

Statement of Current Conditions

The elements that established McKinney as unique from its very beginnings are the same that continue to attract residents, visitors and businesses to our community today. Beautiful tree-lined streets, diverse residential neighborhoods, outstanding educational opportunities, a robust business environment, a charming historic downtown and a strong sense of community make McKinney truly stand out. Just 30 miles north of downtown Dallas, McKinney is a picturesque city with a small-town feel that is quite different from the Metroplex's urban sprawl. Our friendly charm, green spaces and comfortable pace belie the fact that McKinney, with a population of nearly 170,000, is one of the fastest-growing cities in America, ranked #3 Fastest Growing City in 2017.

SWOT Analysis

Strengths

- Historic Downtown – McKinney’s downtown is a gem in our community, embracing our history while offering alternatives to the young and young-at-heart. Travel writers and visitors request information on our downtown more than any other area of McKinney.
- Corporate Market – Companies like Raytheon, Encore Wire, Torchmark, and Emerson Process Management currently provide our hotels with a number of overnights, helping increase the occupancy in the much needed Sunday-Thursday business. Companies with which we hope to partner for their meeting and events needs include Simpson Strong-Tie, Independent Bank and Playful Corp. (both expansions) and Cotiviti and PACCAR (new corporations coming to McKinney).
- Social Market – McKinney is a popular destination for wedding, leisure travelers, and day trips. With new wedding venues opening in McKinney and surrounding small towns, the CVB is supporting an increasing number of weddings.
- Sports Market – PSA McKinney, Ballfields at Craig Ranch, TPC Course, public and private golf courses, The Courts (Tennis), The Beach at Craig Ranch (Sand Volleyball), Dr Pepper Star Center, Triple Creek Baseball/Frozen Ropes and APEX Fitness and Aquatic Center.
- McKinney National Airport – The growth of the airport and its proximity to the metroplex continues to positively impact corporate travel, corporate decision leaders, and charter business.
- Educational – Collin College Higher Education Campus, Main Campus and Conference Centers which provide meeting/event spaces and hospitality education programs. Also working toward partnerships with the McKinney ISD for tournaments and other events.
- Accessibility – Easily accessible from the north, south, east, and west with major highways and tollways surrounding McKinney.
- Positive Community Image – This is reflected in national and regional recognition of the city: #1 Best Place to Live in 2014, Money Magazine and Top 40 Destinations in Texas by the readers of Texas Highways, among several other top lists.
- Natural Beauty – McKinney’s topography offers the perfect setting for beautiful parks and recreation areas, hike and bike trails, and many nature-filled open spaces.
- DASH – Via MCVB’s partnership with McKinney Main Street and the McKinney Community Development Corporation, downtown now has a 6-seat (driver and five passenger) shuttle for moving people between parking areas and the square in an effort to ease complaints about parking being too far from the square. It also gave the CVB the opportunity for visible advertising on the unit itself.

Weaknesses

- Proximity of Existing Hotels – Hotels are not located near city entertainment districts.
- Transportation Options – The city currently offers no public transportation options and limited hotel shuttle services aside from Uber, Lyft and cab services.
- Lack of Destination Entertainment – The city lacks any sports teams or facilities, theme or amusement parks or other entertainment options to draw visitors to McKinney.
- Limited number of full service hotels or resorts – McKinney only offers travelers one full-service hotel and no resort properties. An agreement has been signed for a resort hotel in Craig Ranch near the TPC, a Marriott Autograph. It will be not be completed before the end of FY 2017-18.

Opportunities

- Conventions/Meetings – Strengthen partnerships with our hotels to work through our database of associations, government organizations, and educational institutions who have expressed an interest in meeting in McKinney.
- Corporate Developments – Southgate McKinney, future light industrial park, and Craig Ranch corporate areas will attract additional corporate opportunities to the city.
- McKinney National Airport – Developing and fostering relationships with corporate travelers and existing airport clients.
- Recreation – Utilize existing and planned recreational facilities to attract tournaments. Assisting in this area are current expansions with The Courts and Bonnie Wenk Park. Also, construction of the new MISD football stadium with its additional event facilities will also present new opportunities for attracting tournaments and larger scale events.
- Way Finding Signage – Evaluate existing and future signage and identify possible improvements.
- Community Transportation – Evaluate our role in assisting with visitor transportation options.
- Partnerships – Identify and leverage co-op marketing and advertising opportunities.
- Public Parking Spaces near the downtown square – Construction on the parking garage as the 9-acre site is under construction and moving forward. An agreement has also been signed for a parking structure north of Virginia and between Chestnut and McDonald. Other parking lots are also under construction north of the square.
- Potential for Development of new Hotels north on 75 and west on Hwy 380 – This area is ripe for hotels thanks to the development of McKinney's northwest sector.
- Construction of New Hotels: Springhill Suites by Marriott and Hilton Home 2 (extended stays) at W. 75 and North of Eldorado. Due to open 2018.

Threats

- Competition from Other Cities Events/Facilities/Sports Venues – Because our neighboring cities along with other cities around the state have already developed infrastructures with numerous attractions, we struggle with keeping the visitor in McKinney because of our lack of quality attractions, meeting facilities and sports venues.
- Rapid Growth without Structure – Due to the influx of residents into McKinney, we have had vast growth in visitors but limited growth in business, attractions, parks, and such. The city is also experiencing challenges in building the infrastructure quickly enough to handle the growth.
- Air B&B and VRBOs – These compete with traditional hotels and lack of regulations to collect HOTTAX. There is no way to track where they are all or whether they are paying lodging tax.

Marketing Plan Introduction

FY 2017-18

The 2017-18 Marketing Plan describes the planned promotional and marketing activities of the McKinney Convention & Visitors Bureau. The following is an active document, not simply a historical or situational analysis. As such, it possesses flexibility that will allow us to change or adopt new strategies. It is important for us to keep up-to-date on all changes in the marketplace and thereby develop those strategies which will be most effective in securing the greatest possible market share.

As the Marketing Committee or Board of Directors sees changes or develops better strategies, we will incorporate them into the existing plan.

The Current State of Travel in Texas, Our Region & Our City

Tourism is one of the largest industries in the state of Texas. In fact, the gross domestic product (GDP) of the Texas travel industry was \$35.2 billion in 2016, up from \$33.5 billion in 2015. (Only oil and gas production and related manufacturing has a significantly greater GDP.)

The Texas travel industry contributes more tax revenue to state and local governments than would be expected based on the size of the industry. Whereas the gross domestic product and employee earnings represent about two percent of the state economy, the travel industry generates 5.5 percent of tax revenue. The contribution of the travel industry to state government is even more pronounced – 6.9 percent in the 2015 fiscal year.

Below are the latest statistics on the rate of growth of the Texas travel industry, up in 2016 from a slight slow-down in 2015 that otherwise did have some positive growth in some areas:

- Current spending increased by 0.7 percent in 2016, compared to a 2.2 percent decrease in 2015.
- Real spending (adjusted for inflation) increased by 1.8 percent in 2016, compared to 2.7 percent the preceding year.
- Room demand increased by 0.5 percent, compared to 0.4 percent in 2015.
- State and local tax revenue generated by travel spending increased by 3.2 percent in 2016, compared to the previous 4.9 percent.
- The gross domestic product (GDP) of the Texas travel industry was \$35.2 billion in 2016. This reflects a 5% increase in travel industry GDP.
- Earnings increased 5.2 percent, compared to 9.5 percent in 2015.
- International spending increased 1.7 percent despite the strong U.S. Dollar.

The Texas travel industry was affected by the decline in oil & gas production; the contraction of the oil and gas industries had three effects:

- A decline in related business travel
- A decline in leisure travel due to the loss of personal income generated by the industry
- A decline in spending on leisure and hospitality services by those temporarily employed in the industry.

While it is not possible to separate out these three effects, the areas of the state that experienced the largest decreases in the growth of visitor spending in 2016 were relatively dependent on the oil and gas industry.

The Texas travel industry is still performing significantly better than the larger U.S. travel industry in recent years. More than half of all visitor spending continues to come from visitors from *outside* Texas (other states, and internationally, compared from within Texas), according to the Office of the Governor– Economic Development & Tourism (EDT). Tourism is vital to both the state of Texas and local communities within the state.

Two pieces of legislation that do/could have a negative impact on tourism in Texas are:

- School start dates as mandated by the state: Earlier start dates for schools within the state. Starting school in early-mid August heavily impacts tourism dollars as families have to cut short their travel plans to prepare for back-to-school planning.
- The “Bathroom Bill”: Other states that have already passed legislation requiring public restrooms to be gender specific (based on a person’s gender at birth) and in such cases, they have already encountered large decreases in tourism from lost business of concert tours, sporting events and political/corporation travel. If a similar law is passed in Texas, only time will tell of its impact on Texas tourism.

What portion of these state travel revenues do we realize in the Dallas area, Collin County and more importantly, McKinney?

- The **Dallas area** had direct travel spending of almost \$13 billion in 2015, up from \$12.5 billion in 2014.
- **Collin County**, of which McKinney is the county seat, recorded sales tax revenues totaling \$872 million. Visitor tax revenue in 2016 amounted to roughly \$300 per household, with a total of \$450 per Collin County household in total tax revenue (visitor, business and employee).
- **McKinney** realized \$195 million in total travel spending in 2016, with \$19.6 million in state tax revenues and \$8.2 million from local tax revenues. McKinney tourism-related businesses employed 1,760 people in 2016. The tax relief in McKinney from tourism is \$380 per household.

To maintain our “edge” in this competitive business, we must target our niche markets and continue our level of services and quality of response literature. The 2017-18 Marketing Plan for the McKinney Convention & Visitors Bureau is geared toward increasing the economic impact of this important industry in McKinney.

The major element of this marketing plan is to promote overnight stays in the City of McKinney to individuals, corporate and association meetings and events, families, tour groups, weddings, family reunions, and day and weekend tour groups.

Sales/Marketing & Advertising:

Plan of Action FY 2017-18

Dee-dee – per month focus on McKinney Corporate:

- Visit Top 25 Companies in McKinney-Prospect for contacts/develop accounts- 2 calls per month
- Work with MEDC to facilitate corporate connections
- Engage City Manager/Mayor/Council to go out on calls
- Increase activity with local organizations/pursue local speaking engagements
- Manage conversation/development of retail store with Lanio's Candies

Vanesa-per month focus on Sales Calls to Associations & Corporations):

- Associations-10 per month
- Corporate:10 per month
 - In addition:
 - Visit Top 5 companies in Sherman
- Trade Shows:
 - Southwest Showcase- Austin
 - DFWAE Association Day
 - TX Connect- TSAE

Vanesa- (per month to focus Bringing in SMERF Business)-Call on:

- Social/Civic /Fraternal- 5 calls: (Weddings/Anniversaries, Reunions, Social Tradeshows, Birthdays (Sweet 16, Milestone, Quinceanera, etc.), Sports, Girlfriend Get-a-ways, Beer/Wine Tours, Medical Tourism, Partner with another town in the DFW area, etc.
- Government/Military-
- Education -
- Day Trips- 2 per month
- Trade Shows: Heritage Springs, Grand Hotel Bridal Show, MPAC Bridal Show, DFWATC Blitz- 1-2 events per year

Beth- Advertising & Marketing to hit these prospects:

- Over-arching Marketing Vehicles:
 - Visitors guide
 - Website
 - Email Campaigns (Robly) – weekend updates/quarterly meeting planner newsletters
 - Visitors Maps
 - In-house Brochures/Dining Guides
 - Made in McKinney Advertising - Courier/Chamber map/Historic Preservation Map
- Association-Publications/Websites/Tradeshaw
 - Small Market Meetings * (two placements a year plus website)
 - MPI Online Buyers Guide * & printed MPI Dallas directory (annual)

- TSAE Online Buyers Guide * (annual placement)
- Texas Town & City Magazine (Texas Municipal League publication - one issue annually- April - featuring CVBs/DMOs)
- Tradeshow (Collateral Information sheet)
 - ABA-Team Texas
 - NTA
- Corporations
 - Texas Meetings & Events Magazine* (quarterly)
 - Convention South (web directory, SMERF & small market meetings issues, annual print directory)
 - Tripinfo.com*- Shopping, Dining & Meetings banners on meeting planner website
 - MPI Online Buyers Guide * & printed MPI Dallas directory (annual)
 - Small Market Meetings * (two placements a year plus website)
- Social
 - Weddings:
 - Digital billboard for MPAC bridal show (split with MPAC)
 - Speaking Engagements/ MCVB 101 Presentation/Education/Support
 - Service Groups (Rotary, Lions Club, & Kiwanis)
 - Realtor Groups
 - Chamber (Leadership McKinney, Ambassadors & Experience McKinney)
 - McKinney ISD
 - Stonebridge Country Club Ladies Group
 - McKinney Newcomers
 - Book, art club and professional meetings at Heard-Craig
 - Collin County Junior League
 - El Dorado Country Club Ladies Association
 - HOAs- Stonebridge, Craig Ranch, & Historic Neighborhood Assoc., etc.
 - Smaller Chambers that have no hotel: Fairview, Anna, Melissa, Farmersville, Princeton, Prosper, & Celina.
 - Sports:
 - Sports Event Media Groups
 - Sports Event Media Group (annual planners guide)
 - Sports Dining Map
 - Support via social media, website, & collateral material
 - PSA
 - Strikes Against Cancer
 - Beach Club
 - City Parks & Recreation
 - Ballfields at Craig Ranch
 - Flamefest
 - McKinney Soccer Association
 - Triple Crown- Girls Softball
 - The Courts at Gabe Nesbit Park
 - Dr Pepper Stars Center
 - Frozen Ropes of North Dallas at Triple Creek Academy

- Barney & Me (Silver Gloves)
- Lynn Varnell (Youth Soccer Event)
- Believe Run
- Crape Myrtle Trails Run
- Bike the Bricks
- Kiwanis Triathlon
- Niche Marketing Publications:
 - Texas Highways* (3 ad placements a year)
 - TourTexas.com* (annual contract/ongoing)
 - Southern Living (Travel Issues in Fall/Winter, Spring/Summer)
 - Oxford American Magazine* - Arkansas (4 issues+ website)
 - Houston House & Home Magazine* (travel sections)
 - Louisiana Life Magazine*
 - Historic Preservation Annual Calendar
 - Texas Polka News (advertising Oktoberfest in Summer issue)
 - See Texas First (twice a year, national publication, co-op with City/MCDC)
 - Tea in Texas
 - Austin Monthly
 - Oklahoma – Home and Away website
- Military
- Education
 - Texas Lake Trails* (website/map placements)
 - TX State Travel Guide * (annual publication – one placement)
 - Texas Events Calendar magazine (two ad placements for targeted months; calendar listing inclusion in quarterly publications and online)
 - TX Authors Book Festival
- Religious- N/A
- Fraternal- N/A
- Digital Marketing- Free Advertising*
 - Facebook Boost Ads (Paid \$ 250/\$25 per month)
 - Twitter
 - Pinterest
 - Yelp
 - Trip Advisor
 - YouTube Channel
 - LinkedIn
 - Website

(*) Denotes Digital Marketing Component in addition to print

Ashley: Admin. Services

- Coupons from restaurants & merchants for welcome bags
- Assist Sue with processing leads
- Updates Hotel & B&B List-monthly
- Update restaurant list for brochures & website
- Monitor website for updates

Sue- Meeting & Convention Services:

- Welcome Bags for Clients
- Visitor Counts
- Inventory of give-a-ways
- Update sales kits for Dee-dee & Vanesa
- Process Leads
- Bulk Mail
- Visitors Center- Update & Stock Brochures

Events/Venues the MCVB Supports via Marketing/Advertising

- Main Street
 - Home for the Holidays
 - 4th of July Parade
 - Second Saturday
 - Krewe of Barkus
 - Bike the Bricks
 - Arts in Bloom
- MPAC Events (all concerts/plays/art exhibits/public events)
- Chestnut Square
 - Ghost Walk (Chestnut Square/Collin County Historical Museum)
 - Holiday Home Tour
 - Farmers Market
 - Farm to Table dinners
 - Prairie Camp
 - Ice Cream Crank Off
- Collin County Historical Society Museum (all exhibits)
- Heard Natural Science Museum & Wildlife Sanctuary
 - Dinosaurs Live!
 - Halloween at the Heard
 - Holiday Trail of Lights
 - Butterfly Gardens & House
 - Spring and Fall Native Plant Sales
 - Texas Heritage Day
- Third Monday Trade Days
- Myers Park Events (Dogs Show, Horse show, & Master Gardener Events)
- State of the City - McKinney
- Volunteer McKinney
- Chamber (Community Awards/Leadership)
- Pumpkinville at Tucker Hill
- Adriatica Events (at Sanctuary, Love Life & Smiles Concert)
- Franconia Brewery Tour
- Tupps Brewery Tour
- Wales Manor Music Under the Stars
- Live music at local restaurants/pubs/wine bars

GLOSSARY OF TERMS

ABA	American Bus Association
ASAE	American Society of Association Executives
CMP	Christian Meeting Planners
CMCA	Christian Meeting & Conferences Association
CVB	Convention & Visitors Bureau
DFWAE	Dallas/Fort Worth Association Executives
DFWATC	Dallas/Fort Worth Area Tourism Council
DMAI	Destination Marketing Association International
EDT	Office of the Governor– Economic Development & Tourism
FAM	Familiarization Tour/Buyers Tour
IACVB	International Association of Convention & Visitors Bureaus
IAEM-CTC	International Association for Exhibition Management-Central Texas Chapter
INET	International Network (meeting leads)

GLOSSARY OF TERMS CONTINUED

KCVB	Kerrville Convention & Visitors Bureau
MPI-THCC	Meeting Professionals International-Texas Hill Country Chapter
NTA	National Tour Association
PCMA	Professional Convention Management Association
RCMA	Religious Conference Management Association
SGMP	Society of Government Meeting Planners
TACVB	Texas Association of Convention & Visitor Bureaus
TIS	Texas Travel Information System
TSAE	Texas Society of Association Executives
TTIA	Texas Travel Industry Association
TXDOT	Texas Department of Transportation
TxMet	Texas Meetings & Events Tracking