

Talking Points May 2017 for April 2017

MCVB Updates:

- **Events: 2**
 - The Springs Open House Event
 - New Holiday Inn Express at Craig Ranch- ribbon cutting

MCVB Room Nights Generated: 511 TTL Room Nights; TTL Revenue: \$ 57,661

Weddings- April 2017 - TTL Room Nights: 213 TTL Rev: \$23,689

- Amanda Voyta – no pick up provided
- Amber Kotzur – Towne Place Suites: TTL Rooms – 4, TTL Rev: \$436, Sheraton: TTL Rooms – 43, TTL Rev - \$5907
- Bonham/Rhodes – Grand Hotel: TTL Rooms – 9, TTL Rev: \$1161; Sheraton: TTL Rooms – 2, TTL Rev: \$318; Hampton Inn – TTL Rooms – 2, TTL Rev: \$228
- Blair Bundren – no pick up provided – Most likely used the Hampton, but not enough rooms held to have a block.
- Brooklyn Harkness – Hampton Inn: TTL Rooms-12, TTL Rev- \$ 1368
- Jacinda Jeter – Towne Place Suites: TTL Rooms – 6, TTL Rev- \$654; Grand Hotel: TTL Rooms – 6, TTL Rev \$ 585
- Kate Nazzocco- no pick up provided
- Lindsay Sachs – Sheraton: TTL Room – 24, TTL Rev: \$2681
- Mallory Smith – Grand Hotel: TTL Rooms: 27, TTL Rev: \$4084; Hampton Inn: TTL Rooms – 14, TTL Rev -\$1596
- Reinemund/Hefner – Hampton Inn: TTL Rooms – 35, TTL Rev - \$3990
- Shelby Knight – Hampton Inn: TTL Rooms – 13, TTL Rev - \$1482, Sheraton: TTL Rooms 44, TTL Rev - \$3471
- Wesley Beeland – Holiday Inn – TTL Rooms: 15, TTL Rev: \$1635

Association/Corporate/SMERF-April 2017:

TTL Room nights: 298 TTL Revenue: \$ 33,972

- Linda's Electirc Quilters Group – Hampton Inn: TTI Rooms: 16, TTL Rev: \$1824
- Texas Justice Court Training Group – Sheraton: TTL Rooms 282, TTL Rev: \$32,148
- Emerson cancelled for month of April.

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: 9 (1-Association, 0-Corporate, 7-Weddings, 1-Social (0-Religious), 0 -Sports, 0-Day Trips)

Weddings

- Alison France (MOG) Wedding, August 2017, The Springs
- Christina Flex Wedding, August 2107, The Springs
- Kristen Byler Wedding, Septembe 2017, The Rusty Barn
- Carly Schindler Wedding, October 2017, Stonecrest
- Bernice Medellin Wedding, March 2018, D'Vine Grace
- Delaney Lohmann Wedding – August 2017, The Springs
- Sylvia Sanches Family Reunion, September 2017
- April Bear (MOB) Wedding, January 2018, The Springs

Associaton: 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.

Day Trips: 1

- Mesquite Parks & Rec Senior Group- Nancy Kramer

Site Visits: 1

- Texas Agri-Life Collin County Division – (For 2019 Conference) Sheraton Hotel, MPAC, Tupps, & Harvest.

Advertising: Ads/materials created and submitted:

- Photos of Arts in Bloom
- Attend/photos of All-Abilities Playground Groundbreaking
- Attend/photos – ribbon cutting at The Comedy Arena
- Work for National Tourism Week – press release, website news flash button and webpage
- Photos of new Holiday Inn Express
- Submitted ad to Fort Hood Sentinel
- Provided photos/text for Oxford American summer issue

MEDC-MCDC-MAIN ST.

Free Publicity:

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

APRIL 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>
McKinney Online	Press release – National Tourism Week	\$0	\$1400	\$4200	90,500
BubbleLife Collin County	Shared our blog and web postings 6 times	\$0	\$ 18,000	\$54,000	915,000
TOTALS for Month		0	\$ 19,400	\$58,200	1,005,500
FY 16-17 YTD Totals:		\$864	\$ 66,400	\$ 170,745	\$20,257,906

LOST BUSSINESS-1

- Texas Rural Letter Association – Sent RFP to Sheraton. Meeting is for June 2020, Total room nights: approx 435, Total Attendees: 250