

Talking Points September 2016 for August 2016

MCVB Updates:

Accolades:

From: Barbara Williamson [<mailto:willibj1@att.net>]
Sent: Monday, August 22, 2016 8:42 AM
To: Paul Grimes <pgrimes@mckinneytexas.org>
Cc: Vanesa Rhodes <vrhodes@visitmckinney.com>; Beth Shumate <bshumate@visitmckinney.com>
Subject: Commendations for the McKinney Convention and Visitors Bureau

Mr. Grimes,

I am writing to enthusiastically endorse the staff at the McKinney Convention and Visitors Bureau. My husband and I were hosts to a long weekend convention of the Miniature Book Society, Inc. This international society meets only once a year in different cities around the world. McKinney, Texas was chosen for the 2016 venue. We live in McKinney and the first step to begin the planning process was in the McKinney Convention and Visitors Bureau. The actual convention was held in the Sheraton McKinney Hotel. We hosted folks from 4 countries and 17 US States.

We worked with Vanesa Rhodes and all her staff members. From the beginning, we received such solid support and resources from this office. When we signed up to host the Conclave, GoTaps was still in place and we were so happy to have simple transportation for our conference attendees. When GoTaps folded, transportation around McKinney became a huge issue. Vanesa worked with us tirelessly to find solutions for moving attendees around the city. They put together wonderful welcome bags for our attendees. When a Thursday night VIP dinner venue fell through, they helped us find another wonderful place to host our VIPs.

I can't say how important their generous support was to us as we are not event planners. This office is so critical to visitors. I'd like to leave you with a moment that our guests are STILL talking about. On Saturday, August 5, we bussed our guests to the Historic Square for free time to shop and dine. While we had a bus circulating, some folks were still downtown past the bus service deadline. They assumed they could just get a taxi. (Note: please please help with the lack of taxi service in McKinney. It is brutal and with economic growth, it is so essential). Some folks ended up in the Visitor's Center. They got back to the hotel when a staff member getting off duty, brought them in her own car. In another case, a shopkeeper from the Square brought others back to the Hotel.

Our guests were full of gratitude and amazement at the radical hospitality so evident in McKinney. Our deep thanks and sincere appreciation goes out to every member of the McKinney Convention and Visitors Bureau. Because of them, our feedback from attendees proclaimed McKinney Texas the best venue in 34 years of this conference. With the state of our world being often chaotic, we were so proud of our little city McKinney, Texas!

With gratitude and admiration,

Barbara J. Williamson
Miniature Book Society, Inc.
2016nd Conclave Host

Events: 4

- Dee-dee Guerra attended the Leadership McKinney Retreat on 8/11-12/16.
- Vanesa Rhodes attended the Heritage Springs Bridal Show in Anna TX on 8/21/16.

MEDC-MCDC-MAIN ST.

- Beth Shumate & Vanesa Rhodes attended the Texas Association of Convention and Visitors Bureau annual conference on 8/15-19/16. Vanesa Rhodes was certified and awarded as a TDM (Texas Destination Marketer) at the conference.
- Sports- City Manager Grimes MCVB Staff, Dana Riley & MISD Superintendent Dr. Rick McDaniel, & the MISD Athletic Staff met with the NAIA (National Athletic Intercollegiate Association) about possibly bring a Football Championship Play-off game in December 16, 2017 to the new MISD Football Stadium. Consensus was that it was too soon to the delivery date of the stadium. City Manager Grimes asked to see if they could wait until 2018, so that we would have a year under our belt and all the kinks were worked out with the stadium. We want to produce a memorable experience for these athletes and their families and fans. Still waiting to hear from Coach Pratt on the discussion he had with the NAIA on the response we gave to their proposal.

Hot Tax Collections: August 2016 – Sales Report TTL Room Nights: 299; TTL Rev: \$38,837

SMERF: TTL Room Nights: 299 TL Rev: \$38,837

(7 Weddings- & 1 Social Group2 weddings had no pick up)

Weddings: 124 Rooms, TTL Rev \$15,187

- Elliott Wedding – Sheraton Hotel: TTL Room Nights: 31, TTL Rev: \$4309
- Roll Wedding – Towne Place Suites: TTL Room Nights: 25, TTL Rev: \$ 2725
- Sterling/Conky Wedding – Holiday Inn: TTL Room Nights: 2, TTL Rev; \$ 218
- Samantha Sands Wedding – Sheraton Hotel: TTL Room Nights: 39, TTL Rev: \$4992
- Aidan Dially Wedding – no pick up
- Di Domenico/Landers Wedding – no pick up
- Stefanie Caldwell Wedding – Holiday Inn: TTL Room Nights: 27, TTL Rev: \$2943

Social Groups:

- Miniature Book Society Conclave – Sheraton Hotel: TTL Room Nights: 175, TTL Rev: \$20,650

Associations/Corporate: 0 TTL Room nights; ; TTL Revenue: \$ 0& F&B: \$948.89

- Visage – Dru Reiss (popular Ink) Meeting at Ricks 101 no room nights. F&B \$948.89

Visitors:

- **FYTD Total (October '15 –September '16): 2023 YTD:4019**
 - August Total: 281
 - Out of State: 96
 - Out of Country: 44
 - Texas Residents: 50
 - McKinney Residents: 91

- **Note: Out of Country visitors that stopped in the visitors center the month of August, 2016: Scotland, Australia, Russia, England, Italy, Puerto Rico, Taiwan, Germany, South Africa, Malta – Europe, Chile, and China.**

RFP Rec'd- RFP's: 13 (1- Association, 1-Corporate, 9- Weddings, 2- Reunions)

- RFP'S sent: 2
 - TCDLA-Texas Criminal Defense Lawyers Association. One day Seminar in McKinney. January 20, 2017 and need assistance finding a hotel to host the seminar. 60 people classroom, a sleeping rooms for the night of the 19th (govt. rate). Continental breakfast, and maybe boxed lunch.
 - First Service Mortgage Strategic Planning Session (lead from MEDC- Abby Liu), 10/20-21/16, 6 attendees.
- RFP Bid Won: 2
 - TCDLA-Texas Criminal Defense Lawyers Association. One day Seminar in McKinney. January 20, 2017 and need assistance finding a hotel to host the seminar. 60 people classroom, a sleeping rooms for the night of the 19th (govt. rate). Continental breakfast, and maybe boxed lunch.
 - First Service Mortgage Strategic Planning Session (lead from MEDC- Abby Liu), 10/20-21/16, 6 attendees.
 - Barnard/McCoy Wedding – September 2016
 - Overman/Gartley Wedding – October 2016
 - Dunn/Adair Wedding – October 2016
 - Sepeda/Beene Wedding – December 2016
 - Rachael Blanchard Wedding – February 2017
 - Hensley/Wilson Wedding – March 2017
 - McCauley/Little Wedding – March 2017
 - Caitlyln Gilliam Wedding – May 2017
 - Neena/Vay Wedding – July 2017
 - Swanson Meetings & Event Planning Family Reunion –June 2017
 - Wylie High School 10 Year Class Reunion – May 2017

Advertising:

- **Ads/materials created and submitted:**
 - Created Tea in Texas co-op piece (partnership with Heard-Craig House/Chestnut Square)
 - Home & Away web banner ad
 - Daytripper materials
 - TSAE Banner ads
 - Oxford American ad

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- TourTexas.com Sept newsletter materials – Oktoberfest
- Wrote/delivered proclamation for Sport Source tourney
- Oktoberfest landing page and home page News Flash button for our website

- **AUGUST 2016 Media Coverage:**

<i>AUGUST 2016 - MCVB Publicity/Free Media Coverage Values</i>					
Publication	Article/Topic	Print Value	Web Value	PR Value	Impressions
Courier-Gazette	Weekend Update	\$0.00	\$1,600.00	\$4,800.00	49384
BubbleLife (by Rita Cook)	Local Performance Training Facility	0.00	2000.00	6,000.00	837,343
TOTALS		0.00	\$3,600.00	\$10,800.00	886,727