

# MCVB

# MARKETING PLAN

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## FY 2018-2019



McKinney Convention & Visitors Bureau  
200 West Virginia, McKinney TX 75069  
[www.VisitMcKinney.com](http://www.VisitMcKinney.com)  
888-649-8499

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## MCVB BOARD - FY 2018-19

The MCVB is served by a seven-member Board of Directors who are appointed by the McKinney City Council and who serve up to two three-year terms. Following are the MCVB board members for the 2018-19 fiscal year.

- Sally Huggins - Chair
- Jennifer Estes - Vice-Chair
- Connie Gibson - Secretary/Treasurer
- Julie Baublis - Board Member
- Jim Bressler- Board Member
- Hal Harbor - Board Member (past Chair)
- Bryan Perkins - Board Member



## CITY COUNCIL LIAISONS - FY 2018-19

- Councilman Rainey Rogers
- Councilman La'Shadion Shemwell



## MCVB STAFF

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



## PURPOSE OF THE MCKINNEY CVB

### 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.



**Top left:** A busy Saturday in downtown McKinney. **Top right:** Visitors Center guests pinning their hometown on the map. **Bottom row:** Former Mayor Brian Loughmiller presented a proclamation to 10 Australia visitors enjoying breakfast at Bill Smith's Café while visiting Dallas and McKinney-area members of Friendship Force International. (FFI is an adult travel exchange group.)

## MCVB FY 2018-19 MARKETING PLAN: Introduction

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 more than 180,000, is has repeatedly been ranked among the fastest-growing cities in America.

The 2018-19 Marketing Plan describes the planned promotional and marketing activities of the MCVB. 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 new and better strategies, we will incorporate them into the existing plan.

## 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 through Thursday business. Companies with which we hope to partner for their meeting and events needs include Simpson Strong-Tie, Independent Bank, Playful Corp., Cotiviti, PACCAR, UPS, and McKinney newcomer, Emerald Transformer.
- **Social Market** – McKinney is a popular destination for wedding, leisure travelers, and day trips.
- **Sports Market** – PSA McKinney, TPC Course, public and private golf courses, The Courts (tennis), The Beach at Craig Ranch (sand volleyball), Dr Pepper Star Center, Zinger Bat Ballpark (baseball) and Frozen Ropes, Michael Johnson Performance Center, and APEX Fitness and Aquatic Center.
- **McKinney National Airport** – The growth of the airport and its proximity to the DFW continues to positively impact corporate travel, corporate decision leaders, and charter business.
- **Education** – Collin College Higher Education Campus, Main Campus and Conference Centers which provide meeting and event spaces, as well as hospitality education programs. The MCVB is also working toward partnerships with the McKinney ISD for tournaments and other events.
- **Accessibility** – Easily accessible from all directions with major highways and tollways surrounding McKinney.
- **Corporate Developments** – South Gate and Craig Ranch corporate areas will attract additional corporate opportunities to the city.
- **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 six-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. The DASH was recognized in 2017 with an award from the Texas Downtown Association, and in 2018 from the Texas Association of Convention & Visitors Bureaus.



## WEAKNESSES

- **Proximity of Existing Hotels to Entertainment** – Hotels are not located near city entertainment and dining districts, i.e. the historic downtown square and the Sheraton Hotel & Conference Center.
- **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 sports teams or facilities, theme or amusement parks, or other entertainment options to draw visitors to stay in 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 not be completed before the end of FY 2018-19, as ground had yet to be broken by September 2018.
- **Lack of Visibility of Sheraton Hotel & Conference Center** - There is no signage from any direction.



## OPPORTUNITIES

- **Conventions/Meetings** – Continue working through our database of associations, government organizations, and educational institutions who expressed an interest in meeting in McKinney.
- **McKinney National Airport** – Developing and fostering relationships with corporate travelers and existing airport clients.
- **Recreation** – Utilize existing/planned facilities to attract tournaments including current expansions at The Courts and Bonnie Wenk Park. The new MISD football stadium and its additional facilities will also present future tournament/event opportunities.
- **Way-Finding Signage** – Evaluate existing and future signage and identify possible improvements.
- **Tourism Transportation** – Evaluate our role in assisting with visitor transportation options.
- **Marketing Partnerships** – Continue to 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. A parking structure is well underway, too, at Chestnut Commons, north of Virginia and between Chestnut and McDonald. The city also constructed some other parking lots north of the square.
- **Potential for Development of New Hotel North on 75 and West on Hwy 380.** – This area is ripe for hotels, thanks to the development of McKinney's northwest sector. Two properties are being discussed along Hwy. 380.
- **Construction of New Hotels:** Springhill Suites by Marriott and Hilton Home 2 (extended stays) at W. 75 and North of Eldorado; both are due to open in 2018. Also, the planned resort hotel in Craig Ranch will provide opportunities to bring more business and leisure visitors to McKinney.
- **Advertising & Promotional Grants:** With an increased amount of funding allotted for grants in 2018-19, the CVB will be able to help assist more partners in bringing new events to McKinney.
- **Potential to Develop New Entertainment Districts:** This could include a once-discussed Restaurant Row and/or something new and different from neighboring cities. Suggested ideas include water feature with light show or a nostalgic center including a drive-in theater, throwback video arcade (i.e. Free Play in Richardson), go-carts and more.
- **HUB 121:** This upcoming Craig Ranch project is set to have a Hilton Garden Inn, multiple eateries and leisure space.



## THREATS

- **Focus Change of Sales:** Despite new wedding venues opening in McKinney and surrounding small towns, the CVB is supporting a decreasing number of weddings. This is due to staff focusing more heavily on corporate and association business.
- **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 visitors in McKinney because of our lack of quality attractions, meeting facilities and sports venues.
- **Rapid Growth without Additional Structure** – Due to the influx of residents into McKinney, we have had vast growth in visitors and new residents 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 HOT tax. There is no way to track where they are all or whether they are paying lodging tax.
- **Development /Options in Neighboring Cities:** Our neighboring cities continue to develop lodging, entertainment and attraction options that will pull potential business from McKinney, i.e. IFly (Frisco), Top Golf (Allen), and Go Ape Zip Line & Treetop Adventure (Plano). New projects include planned and already-under-development projects in Allen. Also, visitor-friendly developments are also taking place north of McKinney, i.e. the Buc-ee's being built in Melissa, and a hotel announced for development in Anna. This hotel will have direct impact on McKinney hotel night business as wedding venues north of town will no longer send brides to McKinney for hotel accommodations.



*These images are of new developments announced by City of Allen Economic Development Corporation. Above right is Monarch City planned for the southwest corner of 121/75. Above center is The Strand by Hines announced for development at the southeast corner of 121/Alma. And above right is the Stacy Green project announced for the southwest corner of 75 and Stacy Road. Both are mixed-use developments that will include dining and attractions. Below is the new convention center hotel already well under construction at Bethany/75 (Watters Creek). This property also features a restaurant affiliated with Chef Stephan Pyles.*





## THE CURRENT STATE OF TRAVEL: 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:

- 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 in 2015.
- Room demand increased by 0.5 percent, compared to 0.4 percent in 2015.
- State/local tax revenue from travel spending increased by 3.2 percent in 2016, compared to 4.9 percent in 2015.
- The gross domestic product (GDP) of the Texas travel industry was \$35.2 billion in 2016.
- 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 and gas production in three areas:

- 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.

*(Note: Statistics provided are from 2015-16, as the state has not released 2016-17 numbers.)*



## THE CURRENT STATE OF TRAVEL (continued)

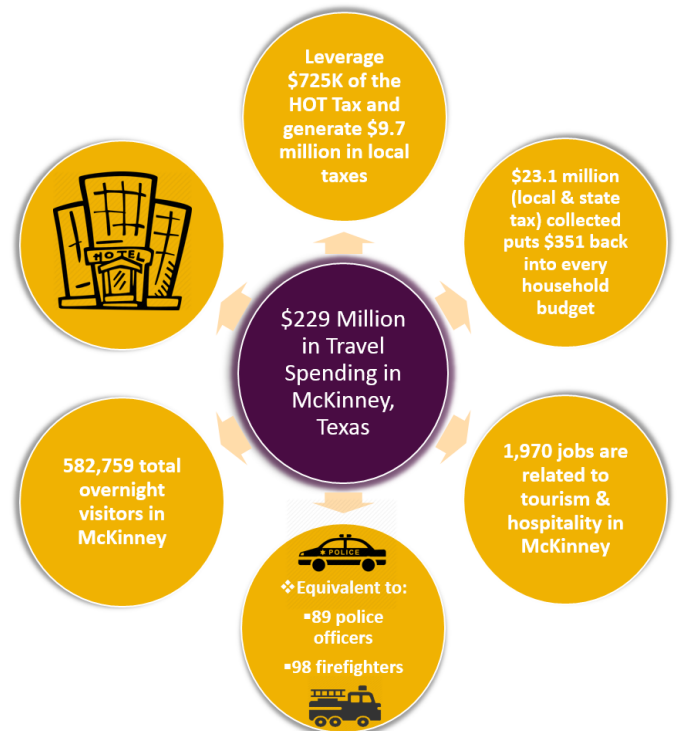
The Texas travel industry is still performing significantly better than the larger U.S. travel industry in recent years. More than half of all visitor spending continues to come from visitors from *outside* Texas (other states, and internationally, compared from within Texas), according to the **Office 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 could have had a negative impact on tourism in Texas were not passed in 2017:

- School start dates as mandated by 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. This discussion is on the State of Texas travel industry radar every year.
- Other states that have passed “bathroom bills” encountered large decreases in tourism from lost business of concert tours, sporting events and political/corporation travel. The Texas tourism industry on the whole was relieved this bill did not pass.

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

- The **Dallas area** had direct travel spending of \$13.7 billion in 2017, up 5.2 percent from 2016.
- **Collin County**, of which McKinney is the county seat, recorded direct travel spending of \$1.7 billion, with local tax receipts totaling \$66.2 million, an increase of 9.6 percent from 2016. The county realized direct earnings from tourism of \$645.4 million in 2017, up 4.3 percent from 2016. Hospitality-related businesses in Collin County employed 15,700 people in 2017.
- **McKinney** realized \$229 million in total travel spending in 2016-17, an increase of 6.5 percent with \$23.1 million in state tax revenues and \$9.7 million from local tax revenues, an increase of 9 percent from 2016. McKinney saw total direct earnings from tourism of \$84 million, an increase of 3.7 percent from the previous year, McKinney tourism-related businesses employed just under 2,000 people\* in 2016-17. The tax relief in McKinney from tourism was almost \$351 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 2018-19 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. Day trips also remain steady in McKinney and while they do not generate overnight stays, these day trips do provide great awareness and exposure of our city to future potential overnight guests.

\* Tourism-related businesses include lodging and food service, arts, entertainment and recreation, auto rentals and other ground transportation, local air transportation, retail, and fuel sales.

## USES OF LOCAL HOTEL OCCUPANCY TAX REVENUES

The State of Texas requires that hotel occupancy tax revenues be allocated based on two specific criteria and nine statutorily-provided categories.

**Criteria #1:** First, every expenditure must directly enhance and promote tourism and the convention and hotel industry.

**Criteria #2:** Every expenditure of the hotel occupancy tax must clearly fit into one of nine statutorily-provided categories for expenditure of local hotel occupancy tax revenues, as follows:

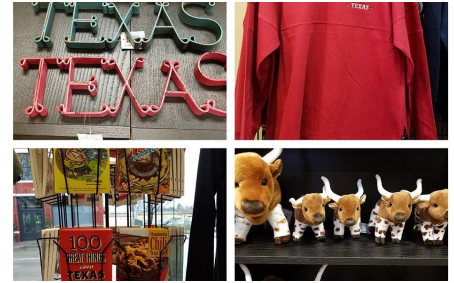
- 1) Funding the establishment, improvement, or maintenance of a convention center or visitor information center.
- 2) Paying the administrative costs for facilitating convention registration.
- 3) Paying for advertising, solicitations, and promotions that attract tourists and convention delegates to the city or its vicinity.
- 4) Expenditures that promote the arts.
- 5) Funding historical restoration or preservation programs.
- 6) Funding certain expenses, including promotional expenses, directly related to a sporting event within counties with a population of under one million.
- 7) Funding the enhancement or upgrading of existing sports facilities or sports fields for certain municipalities.
- 8) Funding transportation systems for tourists
- 9) Signage directing tourists to sights and attractions that are visited frequently by hotel guests in the municipality.



## SALES, MARKETING & ADVERTISING: Plan of Action FY 2017-18

### Dee-dee – per month focus on McKinney Corporate:

- Visit top companies in McKinney to work existing contacts and prospecting for new contacts/relationships - 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 speaking engagements
- Manage continued development of retail store with Lanio's Candies



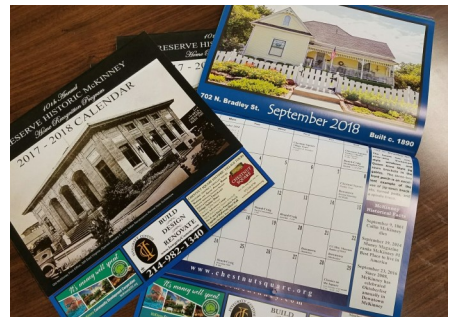
### Vanesa - Focus on sales calls to Associations, Corporations & SMERF:

- Sales Calls: 35 per month (combined association and corporate as well as Social/Civic /Fraternal - Weddings/Anniversaries, class and family reunions, social tradeshows, birthdays (Sweet 16, Milestone, Quinceañera, etc.), sports, girlfriend get-a-ways, beer/wine tours, medical tourism, partner with another town in the state with comparable amenities and size, etc. Also ongoing follow-up with existing contacts.
- Trade Shows:
  - ◇ DFWAE Association Day
  - ◇ Small Market Meetings
  - ◇ Destination Texas
  - ◇ Bridal Shows (Heritage Springs, Grand Hotel Bridal Show, MPAC/Main Street Bridal Show, etc.)
- Government/Military– follow-up
- Education—follow-up
- Day trips—2 per month
- Continue with networking opportunities (i.e. Chamber)
- Future association conferences currently working: NAACP, Pygmy Goats, Farmers and Ranchers Alliance (return business)



### Beth- Advertising & Marketing Efforts:

- Over-arching Marketing Vehicles include:
  - ◇ Visitors guide
  - ◇ Website
  - ◇ Email Campaigns (Robly) – weekend updates/quarterly meeting planner newsletters
  - ◇ Visitors Maps
  - ◇ CrowdRiff (use of user generated content in marketing)
  - ◇ In-house produced dining guides
  - ◇ The McKinney Shop - advertise in Courier-Gazette, Chamber map, Historic Preservation Map, Stonebridge Ranch News, high school athletic programs.



(continued next page)

## SALES/MARKETING & ADVERTISING: Plan of Action FY 2017-18 (continued)

### Association-Publications/Websites/Tradeshows

- 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: Annual April issue as it features CVBs/DMOs)
- Tradeshows (Collateral Information sheet and any other necessary pieces)
  - ◊ ABA-Team Texas
  - ◊ NTA



### Corporations

- Texas Meetings & Events Magazine\* (quarterly)
- Convention South (web directory, SMERF & small market meetings issues, annual print directory)
- MPI Online Buyers Guide \* & printed MPI Dallas directory (annual)
- Small Market Meetings \* (two placements a year plus website)

### Social

- **Weddings**
  - ◊ Services sheet for Vanesa to distribute
  - ◊ Bridal shows
  - ◊ Vendor lunches with suppliers/venues
- **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.
- **Influencer/travel writer individual visits and FAMS** - working with neighboring city CVBs to leverage greater coverage for the region while sharing costs and responsibilities to entertain the writers.
- **Work with Chet Garner from The Daytripper** - Filming of a video in September 2018 for which the MCVB is partnering with City Communications, MCDC and Main Street.

## SALES/MARKETING & ADVERTISING: Plan of Action FY 2017-18 (continued)

- **Sports** - Support via social media, website, & collateral material

- ◇ Sports Event Media Group (annual planners guide)
- ◇ Sports Dining Map
- ◇ PSA
- ◇ Strikes Against Cancer
- ◇ The Beach Club
- ◇ City Parks & Recreation
- ◇ Flamefest
- ◇ McKinney Soccer Association
- ◇ Triple Crown- Girls Softball
- ◇ The Courts at Gabe Nesbitt Park
- ◇ Dr Pepper Stars Center
- ◇ Frozen Ropes at Zinger Bats Ballpark
- ◇ 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 (when remnant space is available)
- ◇ Oxford American Magazine\* - Arkansas (4 issues+ website)
- ◇ Houston House & Home Magazine\* (travel sections)
- ◇ Louisiana Life Magazine\*
- ◇ Texas Polka News\* (advertising Oktoberfest in Summer issue)
- ◇ See Texas First (twice a year, national publication, co-op with City/MCDC)
- ◇ Bus Tours Magazine \* (new in 2018)
- ◇ Home & Away \* (AAA publication/website in Oklahoma)
- ◇ Texas Lifestyles Magazine (online publication)\*
- ◇ Authentic Texas Magazine

- **Military**

- ◇ Fort Hood Sentinel (summer/fall issue)

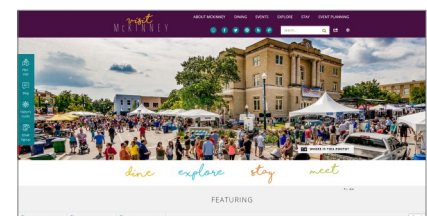
- **Education**

- ◇ 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)

- **Digital Marketing/Online Presence**

- ◇ Facebook - Boost Ads
- ◇ Twitter
- ◇ Instagram
- ◇ Trip Advisor
- ◇ YouTube Channel
- ◇ LinkedIn
- ◇ Website
- ◇ Google
- ◇ Pinterest

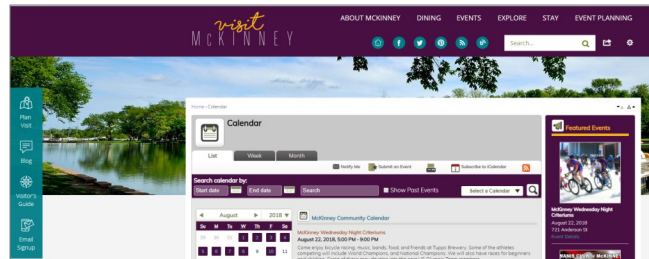
- **TACVB Marketing Symposium** — Continuing education and training for staff



## SALES/MARKETING & ADVERTISING: Plan of Action FY 2017-18 (continued)

### Cortney - Administrative 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/approve calendar entries



### 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



## VENUES & EVENTS the MCVB Supports via Marketing/Advertising

- McKinney Performing Arts Center & McKinney 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
  - ◊ Zip Line
- Third Monday Trade Days
- Myers Park Events
  - ◊ dog shows
  - ◊ horse shows
  - ◊ livestock shows
  - ◊ Master Gardener events
  - ◊ Vintage Market Days
  - ◊ Annual Garden Show
- State of the City - McKinney
- Volunteer McKinney
- Chamber (Community Awards/Leadership)
- Adriatica Events (Concerts at The Sanctuary, Love Life & Smiles Concert, Music & Wine Festival)
- Franconia Brewery
- TUPPS Brewery
- Wales Manor Music Under the Stars
- Mitas Hill Vineyard & Winery
- Live music at local restaurants/pubs/wine bars
- Food Tours (Food Walks of Texas & We Ate Well Food Tours)
- Escape Rooms (The Exit Plan & North Texas Escape Rooms)
- Urban Air Adventure Park
- Privately-owned baseball facilities—Zinger Bat, Texas Glory, etc.





## ALLOCATION OF MCVB ADVERTISING & MARKETING FUNDS

At right (and continued on the next page) is a list of the line items where each dollar of the MCVB's marketing and promotion fund is allocated. The list includes publications, websites, trade shows, events, partnerships, promotional items, and such in which the MCVB takes part in an effort to spread the word as far as possible about McKinney as a destination for leisure and business travel.

### Adjustments to this List

During budget planning each year, the MCVB staff and the board's Marketing and Development Committee assesses the items on this list to determine the validity and "fit" of each for promoting McKinney. The staff, with input from this committee, monitors the success of each item on the list throughout the year. If something is determined to not be as effective as projected, an item may be discontinued and another effective marketing vehicle contracted to replace it.

Publication/Website/Tradeshow	Amount Budgeted(\$)
TX State Travel Guide	3,825
Convention South Listing	95
Historic Calendar	125
Travel South Fall 2018- David Jacobs Publishing	1,500
Texas Highways ( 3 ads @ \$1475)	4,425
Tea in TX (1 yr.)	900
Certified Folder	1,500
Airport Brochure Co (Fall & Spring)	1,250
TX Events Calendar Spring & Fall	1,800
Fort Hood Centennial April Travel Issue 1/2 pg.	400
Tiger Oaks (Meetings & Events)	9,300
Pioneer Publishing (Small Market Meetings) 2 ads @ \$750	1,500
Houston House & Home 2 ads at \$450	950
Chamber Map	750
Chamber Relo Guide AD March Hard copy & online	400
Louisiana Efforts	1,000
Oklahoma Efforts	1,100
Arkansas Efforts	2,000
Austin Efforts	1,500
City Parking Map- reprint	1,500
Southern Living	1,500
Convention South	1,850
Authentic TX Magazine (2 x a year 900 ea.)	1,800
VisitWidget	1,800
USA Today	1,500
Successful Meetings (10,000 Meeting Planners)	2,500
Texas Trails Map	750
Tear Off Map	4,500
Grants \$20,000	20,000
Co-op Team TX NTA	1200
Albuquerque Balloon Fiesta	700
Trade Show Items	600
Tour TX-Web Display 4 email blasts	5,000
MPI online Listing	545
Peak Promotions: Promo Items	16,071
Chamber Awards Dinner	2500
Tourism Award	385

## ALLOCATION OF MCVB ADVERTISING & MARKETING FUNDS (continued)

In the case of print advertising campaigns, every effort is made to secure some form of digital component as part of the contract. This could be in the form of a banner ad with hot link, a page featuring free advertorial text and photos, or inclusion in an online directory.

From time to time, a campaign or promotion might appear to be a great fit for McKinney or it is an attractive offer, but it is outside our usual budget or is more than our budget can handle. In such case, the MCVB makes every effort to form a cooperative partnership with another city entity to share the cost. Other partners within the city will also bring such a possible advertising offer to the collective marketing group for consideration of sharing the expense. This allows each entity to spread its funds as widely as possible.

Nat'l Travel & Tourism Week	3,300
Bags-MPAC Bridal Show	1500
Re-print Visitors Guides	10,000
Re-print Map (CW Designs)	3,000
Naylor-TSAE Website	2,500
Staff- Logo Apparel	800
TTIA Unity Dinner	500
Sales Calls Materials	1,000
Online Sports Destination Management	1,100
Sports Event (Web)	95
STR Reports	5,800
TSAE On line Buyers guide	1,250
TSAE On line Profile	310
Plants for Outside-Front of House	1,500
TX Connect Trade Show	3,950
Networking- Dee-dee & Vanesa \$350 ea.	700
Events: Transportation, Speaker Gifts, Etc.	10,500
\$1500 allocated for (NCAAP)	0
Day Tripper	1,200
Trip Info- Oktoberfest (Co-op w/ Main St)	1,500
Select Traveler Conference	2,300
Facebook	600
State the City -Chamber	334
Misc.	8,150
The McKinney Shop (\$300 per ad in High School Sports Program- Boyd, McKinney High & McKinney North	900
Texas Travel State Fair Booth September-October 2018	150
The McKinney Store Revenue	4,260
Second Saturday Support	250
<b>Total \$</b>	<b>166,470</b>

## GLOSSARY OF TERMS

<b>ABA</b>	American Bus Association
<b>ASAE</b>	American Society of Association Executives
<b>CMP</b>	Christian Meeting Planners
<b>CMCA</b>	Christian Meeting & Conferences Association
<b>CVB</b>	Convention & Visitors Bureau
<b>DFWAE</b>	Dallas/Fort Worth Association Executives
<b>DMAI</b>	Destination Marketing Association International
<b>EDT</b>	Office of the Governor– Economic Development & Tourism
<b>FAM</b>	Familiarization Tour/Buyers Tour
<b>IACVB</b>	International Association of Convention & Visitors Bureaus
<b>IAEM-CTC</b>	International Association for Exhibition Management-Central Texas Chapter
<b>INET</b>	International Network (meeting leads)
<b>MPI-THCC</b>	Meeting Professionals International-Texas Hill Country Chapter
<b>NTA</b>	National Tour Association
<b>PCMA</b>	Professional Convention Management Association
<b>RCMA</b>	Religious Conference Management Association
<b>SGMP</b>	Society of Government Meeting Planners
<b>TACVB</b>	Texas Association of Convention & Visitor Bureaus
<b>TIC</b>	Travel Information Center (operated by TXDoT)
<b>TIS</b>	Texas Travel Information System
<b>TSAE</b>	Texas Society of Association Executives
<b>TTIA</b>	Texas Travel Industry Association
<b>TXDoT</b>	Texas Department of Transportation