

McKinney Convention & Visitors Bureau



Marketing Plan FY 2016-2017

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McKinney Convention & Visitors Bureau Board

FY 2015-2016

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

Council Liaisons:

- **Mayor Brian Loughmiller**
- **Councilman Rainey Rogers**

STAFF

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

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

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 162,000, is one of the fastest-growing cities in America.

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.
- Social Market – McKinney is a popular destination for wedding, leisure travelers, and day trips.
- 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.
- Accessibility – Easily accessible from the north, south, east, and west with major highways and tollways surrounding McKinney.
- Corporate Developments – Gateway and Craig Ranch corporate areas will attract additional corporate opportunities to the city.
- 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.

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.

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.

- McKinney National Airport – Developing and fostering relationships with corporate travelers and existing airport clients.
- Recreation – Utilize existing and planned recreational facilities to attract tournaments.
- 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 -The city is in discussion with property owners and developers adjacent to the downtown square to develop new parking areas to provide additional parking while the new 9-acre development is under construction and moving forward.
- Development of new Hotels north on 75 and west on Hwy 380 to accommodate growth in those areas

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.
- Air B&B and VRBOs – competes with traditional hotels and lack of regulations to collect HOTTAX

Marketing Plan Introduction

FY 2016-17

The 2016-2017 Marketing Plan describes the planned promotional and marketing activities of the McKinney Convention & Visitors Bureau. The following is an active document, not simply a history 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 \$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, which slowed slightly in 2015 from its 2014 numbers:

- Total direct spending in Texas was \$68.7 billion in 2015, a decrease of 2.2 percent.
- Real spending (adjusted for inflation) increased by 2.7 percent in 2015, compared to 4.7 percent the preceding year.
- Room demand increased by 0.7 percent, compared to 4.8 percent in 2014.
- State and local tax revenue generated by travel spending increased by 4.9 percent in 2015.
- Travel spending supported jobs in other industries through the re-spending of travel-related revenues by businesses and individuals. The secondary impacts in 2015 were 487,500 jobs and \$27.8 billion in earnings.

Growth in travel-generated jobs and earnings remained strong in 2015, with employment increasing by 3.5 percent in 2015, a very slight decrease from 2014's growth of 3.7 percent. The decline in tourism numbers is partly due to the decline in oil and gas production, resulting in a decline in both business and leisure travel, as well as a decrease in spending on leisure and hospitality services.

The Texas travel industry has performed significantly better than the larger U.S. travel industry in recent years. More than half of all visitor spending comes 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.

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 \$12.5 billion in 2015, up from \$11.9 billion in 2014.
- **Collin County**, of which McKinney is the county seat, recorded roughly \$1 billion in total direct travel spending in 2015, up 7.6 percent from 2014. Collin County sales tax revenues totaled \$820 million. Visitor tax revenue in 2015 amounted to roughly \$290 per household, with a total of \$420 per Collin County household in total tax revenue (visitor, business and employee).
- **McKinney** realized \$176 million in total travel spending in 2015, with \$10.5 million in state tax revenues (an increase of 14.1 percent YOY) and \$7.1 million from local tax revenues (an increase of 16.4 percent YOY). McKinney tourism-related businesses employed 1,610 people in 2015. The tax relief in McKinney from tourism is \$371 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 2016-17 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 15-16

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

- Associations- 15 per month
- Corporate: 15 per month
 - In addition:
 - Visit Top 25 McKinney Companies
 - Visit Top 5 companies in Sherman
- Trade Shows:
 - Southwest Showcase- Austin
 - DFWAE Association Day
 - TX Connect- TSAE

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

- Social/Civic /Fraternal- 5 calls:: (Weddings/Anniversaries, 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 DFW area, etc.
- Government/Military-5 calls
- Education -5 calls
- 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
- 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, featuring CVBs/DMOs)
 - Tradeshaw (Collateral Information sheet)
 - AARP- Team Texas
 - ABA-Team Texas
 - Albuquerque Balloon Fiesta
 - 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
 - Service Groups (Rotary, Lions Club, & Kiwanis)
 - Realtor Groups
 - Chamber (Leadership McKinney, Ambassadors & Experience McKinney)
 - McKinney ISD
 -
 - Stonebridge Country Club Ladies Group
 - McKinney Newscomers
 - Jean D'Arc (meeting at Heard-Craig)
 - Collin County Junior League
 - El Dorado Country Club Ladies Association
 - McKinney Chamber- McKinney Experience
 - HOA's- 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
 - Parks Map (per City Communications)
 - Support through 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
 - TX Authors Book Festival
 - 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)
 - Shop Across Texas * (website – annual contract)
 - 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)
 - TravelerFun.com & quarterly publication*
 - McKinney Magazine* (advertising National Travel & Tourism Week)
 - Tea in Texas
 - Austin Monthly
 - Oklahoma – Home and Away website
- Military
- Education
 - Heritage Guild of Collin County (ad in home tour programs/Farmers Market bags)
 - 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)
- 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
 - Google+

(*) Denotes Digital Marketing Component in addition to print

Dee-dee – Goals

- McKinney & Targeted Adjacent Cities Corporate – Prospect for contacts/develop accounts- 8 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