



To: MCVB Board
From: Dee-dee Guerra – Executive Director
Date: February 22, 2016
RE: McKinney CVB January 2016-Staff Report

Goal 1 Operational Excellence

Strategies:

- **Develop and maintain a customer service oriented organization culture that emphasizes continual quality of life improvement throughout the city**

Events: 5

- Collin McKinney Sestercentennial Event- Beth & Dee-dee on Steering Committee April 16, 2016, (Intro at the Chamber Awards 2/19/16).
- Chamber Awards Ceremony- Dee-dee on the Steering Committee
- TACVB Mid- Winter- Beaumont, TX-Beth attended
- Hard Hat Tour- Townwplace Suites- Dee-dee & Vanesa attended
- 2nd Quarterly Hotel &B&B Meeting- Dee-dee & Vanesa conducted meeting

Webinars: 0

Goal 2 Financially Sound Government

Strategies:

- **Balance resources generated by Hot tax**
- **Develop and utilize performance measures to ensure successful and efficient operations**

Tradeshows/Missions: 1

- **Southwest Showcase- Austin, TX**

Hot Tax Collections: January 2016 – Sales Report

SMERF Totals: TTL Room Nights: 142, TTL Rev: \$15,351

Weddings:

- Maskos Wedding: Sheraton – 3 Rooms, TTL Rev \$337
- Baas/Tips Wedding: Grand Hotel – 34 Rooms, TTL Rev: \$4916
- Patel Wedding: Sheraton – 71 Rooms, TTL Rev: \$6732, All of Best Western, no Rev (Family)
- Alexander/Cammarano Wedding: Holiday Inn – 34 Rooms, TTL Rev: \$ 3366

Social Groups: (completed in January)

- n/a

Sports Groups: (completed in January)

- n/a
- MOM 2015 vs. 2014 (15 Hotels & 13 B&B/VRBO reporting)
 - December 2015: \$ 104,033
 - December 2014: \$ 59,432
 - 75.05 %↑
- 1st Quarter 2015 vs. 2014
 - 1st Quarter 2015: \$ 330,228
 - 1st Quarter 2014: \$ 193,359
 - 70.78 %↑

Sales Calls: ASSOCIATIONS-/CORPORATE/SMERF Sales Calls: 77

- **ASSOCIATIONS-/CORPORATE /SMERF Sales Calls: 57**
 - Association: Southwest Showcase Tardeshow-261 Meeting planners in attendance. 37 Planners stooped by our Booth.**
 - Texas Chiropractic Association- Tracy Edwards
 - TX State Safety School Center-Krista Salas & Cynthia J Arredondo
 - Texas Rural Water Association-Angela Russell
 - Texas Land Association-Lynne Daves
 - Texas Association of Assessing Officers-Chery Kay Abel
 - American Association of Nurse Practitioners- Debbie Jones, Sheri James, &Debra D. Parr
 - SCS Events- Teresa G. Sladek
 - Conference Direct-Myra Berry
 - Texas Justice Court Training Center- Heather Hidalgo, Jennifer Morales, & Jessica Foreman
 - The National Alliance for Insurance Education & Research- Ricardo Bosquez
 - Municipal Advisory Council of Texas-Laura Slaughter & Elissa Gregory Boeshart
 - Texas PTA-Carrie Mays, Rosemary Tills, & Sarie Tocket
 - Texas Association of Counties-Hailey Click, Ashley Royer, Michelle Ewerz, & Alyssa B. Lee
 - Conferences Designed LLC- Cori Dosett
 - MPI- Paula J Ringley
 - Fiatech-Eva Leos
 - ALOA Security Professional Association, Inc.-Kathryn Beard
 - Texas Association of Student Councils-Terry Hamm

- Texas Automobile Dealers Association- Penny Thomas & Kathy Sims
- Texas Society of Anesthesiologists- Christina D. Bacak & Dawn Atwell
- JMH events-Jan Halverson
- Texas Department of Assistive & Rehabilitative Services-Jo Ann Gonzales
- Space & Associates-Jane & Chuck Space
- Ms. Memo- Judy LeVisseur
- Texas Association of School Personal Administrators-Chandelle Crane

Corporate: Greenville, TX: 17

- Fritz Industries- Spoke to Amanda (planner), Executives plan their own meetings and do not get with the meeting planner to help with their meetings.
- Masonite International- spoke to Pat Horn, meet onsite only.
- Quanex Building Products-Spoke to Paula Dailey, only meet in Greenville.
- AB mauri Baling Ingredients- Spoke to Cedric Jackson (HR) asked me to mail him a sales kit.
- Cyteck Engineered Materials- Spoke to Memory Lawrence, only meet onsite.
- CNH- America- Spoke to Sandra Hyde, only meet onsite.
- The Henry Group-Spoke to Jessica Covington, have meeting space- only meet onsite.
- L-3 Mission Integration-Left 3 messages for Elizabeth Gavez.
- McKesson- Spoke to Brenda C., only meet onsite.
- Waterford US LP- Called 3 times, phone not working.
- Rock Tenn. Company-Spoke to Georgia, she asked me to call corporate. I called corporate and they said they only meet onsite in Greenville.
- Innovation First-Spoke to Megan, they only meet onsite.
- Texas Book Company. Left 3 messages for Laura English in HR.
- Omnisys LLC- No answer. Automated no operator.
- Pine Mountain Corporation- No answer, Left 3 messages. No response.
- FSTI Inc. - Spoke to Marcella Partida, only meet in Greenville & Austin, TX.
- Total Equipment Services-Called no operator, automated system. You have to have an extension or know who you are calling to speak to.

SMERF: 0

McKinney Top 25: 3

- Encore
- Simpson Strong Tie
- Blue Mountain Equipment

MCVB Calendar of Events 2015-2017: 8 New

Month	Group	Venue	Room Nights	Attendees
<i>October</i>				

10/4/15 - 3/3/15)	Houston Apartment Association (June Sales Calls)	Sheraton	20	10 (Sending Top 10 Performers as an incentive for the weekend)
10/3-7/16	Emerson	Sheraton	90	30
10/2016	Cornerstone Health	Sheraton	150	175
10/23-26/2016	Texas State University-Texas School Safety Center (SW Showcase)	Sheraton & Collin College Higher Ed. Bldg.	240	250
10/2016 or 11/2016	Texas Association of Assessing Officers (SW Showcase)	Sheraton & Holiday Inn	55	40
November				
11/2016	Cornerstone Health	Sheraton	150	175
11/2016	TASBO (Texas Association of School Business Officials) Lost to Allen Marriott	Sheraton	150	105
11/6-10/2017	TX Downtown Association	City Wide-Sheraton (host Hotel)	300 (over the 4days of the conference)	300
December				
12/6-8/16	Emerson	Holiday Inn	30	15
12/13-15/16	Emerson	Holiday Inn	30	15
Month	Group	Venue	Room Nights	Attendees
January				
1/12-14/16	Emerson	Holiday Inn	30	15
1/14-17/16		Heard Natural & Science Wildlife Museum	100	Using Hilton Garden Inn in Allen, they said the Sheraton was too pricey
1/16-17/2016	Nehemiah Network (tentative)	Hampton Inn	15	15
1/19-21/16	Emerson	Holiday Inn	30	15
February				
2/2-4/16	Emerson	Holiday Inn	30	15
Winter 2016	Texas Classic Tournaments	East McKinney Fields	20	100

2/9-11/15	Emerson	Holiday Inn	30	15
March				
April				
4/16/2016	Texas Chiropractic Association- 1 Day Seminar (SW Showcase)	Sheraton & Holiday Inn	100	0
4/2016	Red Hats-(Retired State Agency Executive Secretaries)	Sheraton, Holiday Inn & The Grand	40	50
4/25-28/16	Emerson	Sheraton	90	30
April 1-2, 2016	Destination Imagination	Anna TX /Fair Park	100+	8000
April (will now by December 19 th)	Tae Kwando Tournament	Vasquez Tae Kwando Facility	2015:7	8-12 teams 550-625 attendees
4/2017	Civil Court Process- Bid won	Sheraton	300	120
4/2017	Justice of the Peace- Lost Bus.	Sheraton	495	150
May				
5/6-8/2015	Strikes Against Cancer	Craig Ranch, Towne Lake, Gabe Nesbit, Mouzon, North Park, Triple Creek Academy & McKinney ISD- fields	2014:118 2015:142	510 teams 50,000 attendees
5/7-8/16	Vintage Market Days	Myers Park	30	8000 (weekend)
5/21/17	Polonia Festival	Myers Park	N/A	2017: 1500
5/28/16	Bike the Bricks	Downtown McKinney	2014: 0 2015:19	2014: riders: 550; attendees: 8,000 2015: 600, 9,000
May 2016 (dates not determined)	U-90C Soccer Tourney	Craig Ranch	2014:93 2015:45 (McKinney did not have enough hotels rooms due to another tournament)	2014: teams: 15 attendees:1000+ 2015: teams: 20 attendees:1000+
May 2017	Court Personnel	Sheraton-Lost Bus.	310	170

June				
6/10-12/16	Lynn Varnell	Gabe Nesbit & Craig Ranch Soccer	300	300 Teams/2000-3000 attendees
6/7-9/16	Emerson	Holiday Inn	30	15
6/14-16/16	Emerson	Holiday Inn	30	15
6/2017	Texas Counseling Association	Sheraton- Lost Bus.	400	350
6/17-19/19	Flamefest	Craig Ranch	2014:16 2015:19	2014-120 teams 3600 attendees
6/11-14/16	Triple Crown Softball	Craig Ranch, Gabe Nesbit, Towne Lake	2014:281 2015:209	
July				
August				
8/2016	Miniature Book Society	Sheraton	50	100
September				
9/2016	Fortium-National Partner Meeting	Sheraton & Holiday Inn	75	75
9/2019	Texas Society of Anesthesiologists (SW Showcase- Lost Business- Need lots of space for Exhibitors- only want to be in one hotel)	N/A	1160	250

Events the MCVB assist with: We help to advertise & promote these events (No Hotel Rooms or Venues):

- Rat & Rod Show (Tupps Brewery)
- Home for the Holidays
- Ghost Walk
- 4th of July Parade
- Holiday Home Tour
- Dinosaurs Live!
- Living History Days
- Collin County Historical Society Museum
- Halloween at the Heard
- Second Saturday
- ORLY- Old Red Lumber Yard
- Trade Days
- Myers Park Events (Dogs Show, Horse show, & Master Gardner Events)

- Farmers Market
- State of the City of McKinney Volunteer McKinney
- Chamber Community Awards
- Pumpkinville at Tucker Hill
- Sanctuary (Adriatica) Events
- Franconia Brewery Tour
- Tupps Brewery Tour
- Heritage
- Whales Manor Music Under the Stars
- City wide weekend events/concerts
- All MPAC Events

Visitors:

- **FYTD Total (October '15 –September '16): 488**
- January Total: 120
- Out of State: 48
- Out of Country: 8
- Texas Residents: 45
- McKinney Residents: 19

Day Trips: 0

Made in McKinney Store Revenue:

- Sales for January 2016 \$ 440.82
- Sales for January 2015 \$ 876.27
- MOM down by 49.69%

RFP Rec'd-8

- Texas Society of Anesthesiologists-Sept. 2019/5 days 4 nights, room nights 1169, attendees 250, 75 exhibitors (8X10). Want all in one space, we cannot fit 75 Exhibitors.
- Fortium National Partners Meeting- September 2016, 75 attendees, 75 room nights + F&B. Sheraton & Holiday Inn.
- Cornerstone Health Care- Oct./Nov. 2016-175 attendees, Room Nights: 150-Sheraton
- Texas Chiropractic Association-4/16/16 100+ attendees, 1 day seminar No rooms nights, F&B- Lunch Only – Sheraton & Holiday Inn (SW Showcase)
- Texas Association of Assessing Officers-2016 (Oct. 20-21/Nov 3-4/Nov 10-11/Nov 17-18, 55 rooms; 40 attendees. Sheraton & Holiday Inn (SW Showcase)
- Texas State University-Texas School Safety Center-October 23-26, 2016; 240 room nights, 250 attendees, and 6 break outs class room 75. F&B Refreshments 3 x a day for both days 250 attendees & 1 evening mixer for 75 attendees. Trying to see if we can use Colin County Higher ED for breakouts. Sheraton (SW Showcase)

- Red Hats-(Retired State Agency Executive Secretaries): April 2016, 40 room nights, 50 attendees. Sheraton, Holiday Inn, & Grand (SW Showcase)
- Dairy Practices Council- Site visit 3/10/16. November 18, 2018-205 room nights F&B \$11,000. Possible off-site dinner. Sheraton.

Site Visits: 3

- Christa Fulton- Collin County Realtors Association (Mitas Hill, Collin College Conference Center, Sheraton, Piazza on the Green, Cotton Mill, Flour Mill, & Grand Ballroom)
- Texas Justice Court Training Center-Heather Hidalgo (Sugarbacon, Landon's Winery, Mitas Hill, Collin College Conference Center, Sheraton, Piazza on the Green, Cotton Mill, & Flour Mill)
- Helen Anders (Mother of the Bride) – Hampton Inn

SMERF (Social, Military, Religious, & Fraternal)

New Prospects: Bold & *Italic indicates new business: 15 Weddings (4-New), 0- Day Trip (0 new), & 1 Sport (0 new)*

New & Ongoing Prospects: *Italic indicates new business*

- *Smith/Trumble Wedding – February 2016*
- *Raboy/Boswell Wedding – March 2016*
- April Goodman Wedding – March 2016
- *Megan Ellis Wedding – April 2016*
- Lindsay Lee Wedding – April 2016
- Samiya Akram Wedding – April 2016
- Natali Martinez Wedding – April 2016
- *Patke Wedding – June 2016*
- Summer Graham Wedding – June 2016
- Cannella/Eisenhart Wedding – June 2016
- Dana Pense Wedding – June 2016
- Geotz/Ruminski Wedding – July 2016
- *Gina Roll(MOB) Wedding-August 2016*
- Oscar Butos Wedding – Sept 2016
- India Haley – Wedding block for March 2016
- Lynn Varnell – Soccer Tournament – June 2016

Goal 3 Enhance the Quality of Life in Downtown:

Strategies:

- **Continue to highlight Downtown McKinney as a unique destination.**
- **Continue efforts to expand entertainment, dining, & shopping options.**

Newsletter Email Database (Robly) TTL: 32.5 % average open rate (December)

Bags Serviced: 45

Mailing Leads Processed: January 2015 Leads Processed: 1613

- Tour Texas- 71
- Southern Living -30
- Email/Call/Walk-In- 53
- Texas State Travel Guide- 49
- See Texas First- 1491

Advertising/Marketing/Media

Created/submitted materials (photos and text) – new this month

- Blogs
 - Brides Flock to McKinney - 92
 - February 2016 Full of Varied Events - 84
 - Undercover Boss Comes to McKinney- 393
- Wrote two articles for McKinney Image Magazine (February issue)
 - Trout Derby
 - Myers Park – a feature about dog shows as well as what they offer

Photos Representing MCVB

Took photos at the following events/venues to post on Facebook:

- Made in McKinney photos
- *No events to photograph*

SOCIAL MEDIA TRACKING

Facebook tracking

- “Likes”: 4447 (171 new likes)
- 28 Day Engaged Users: 47,092
- 28 Day Total Reach: 340,989
- 28 Day Total Impressions: 1,414,730
- Most successful posts this month:
 - Marco’s Pizza on Undercover Boss
 - 8,687 people reached
 - 25 likes
 - 25 shares!
 - Weekend Update post featuring Marco’s
 - 1,364 people reached
 - 24 likes
 - 4 shares

Twitter

- Followers: 3675 (100 new ones)
- Tweets: 4772
- Tweet impressions: 16.2K (up 19.8%)
- Profile Visits: 277
- Mentions by other users: 21 (up for 5%)

Blog Views on WordPress:

- 280 reads
- Lifetime views: 29,232
- Lifetime Visitors: 14,231

YELP

- 21 views (up 75%)
- 5 website visits
- 12 months – 128 views/26 website visits
- 24 months – 270 views/59 website visits
- No ROI to note – they’ve changed the way it’s calculated so you have to plug in the averages a customer spends, lead conversion rate and number of visit by the average visitor. Those numbers aren’t really anything we track, so no more ROI, but our numbers are up quite a bit.

Google+ Page/YouTube

Nothing to report this month as I was unable to get into the account. Not sure what is wrong

WEBSITE ANALYTICS

- Total Website visits: 2603
- Page Views: 13,416
- Unique Visitors: 2,173
- Total Lifetime Website visits: 98,315
- Total Lifetime Page Views:
- Total Lifetime Unique Visitors: 79,859

Country Breakdown	% New		New Bounce		Avg. Visit	
	Sessions	Sessions	Users	Rate Pgs./Visit	Duration	
United States	2,328	78.01%	1,816	6.31%	5.49	0:02:08
(not set)	63	95.24%	60	90.48%	1.11	0:01:54
China	20	90.00%	18	80.00%	1.25	0:00:18
India	20	95.00%	19	10.00%	2.9	0:01:08
United Kingdom	19	84.21%	16	21.05%	7.47	0:00:08
Germany	16	87.50%	14	37.50%	2.75	0:02:13
Philippines	16	62.50%	10	18.75%	4.38	0:05:42
France	11	100.00%	11	54.55%	1.64	0:00:00
Canada	10	80.00%	8	20.00%	3.2	0:00:00
South Korea	9	100.00%	9	77.78%	2.33	0:00:02

State Breakdown	% New		New Bounce		Avg. Visit	
	Sessions	Sessions	Users	Rate	Pgs./Visit	Duration
Texas	1,533	76.65%	1,175	1.57%	5.89	0:02:13
California	108	71.30%	77	15.74%	4.93	0:01:56
New York	103	91.26%	94	20.39%	2.71	0:00:51
Illinois	51	78.43%	40	13.73%	4.08	0:01:52
Florida	48	56.25%	27	25.00%	2.98	0:01:37
Oklahoma	41	85.37%	35	2.44%	8.46	0:02:49
Georgia	32	62.50%	20	6.25%	5.38	0:02:40
Virginia	30	96.67%	29	30.00%	4.53	0:01:37
(not set)	22	81.82%	18	45.45%	1.77	0:00:24
Kansas	22	59.09%	13	18.18%	3.27	0:00:47

City Breakdown	% New		New Bounce		Avg. Visit	
	Visits	Visits	Visits	Rate	Pgs./Visit	Duration
McKinney	650	68.00%	442	0.62%	5.72	0:02:06
Dallas	146	84.93%	124	2.05%	6.62	0:03:25
Plano	101	86.14%	87	1.98%	5.28	0:01:34
Frisco	51	72.55%	37	5.88%	5.06	0:01:45
Houston	45	84.44%	38	4.44%	3.31	0:00:43
Fort Worth	36	75.00%	27	2.78%	5.22	0:02:24
Richardson	35	82.86%	29	2.86%	6.83	0:02:04
Allen	33	87.88%	29	0.00%	5.15	0:01:51
Austin	23	86.96%	20	8.70%	4.91	0:01:34
Carrollton	20	75.00%	15	0.00%	6.6	0:02:33

ADVERTISING Website & Publication ROI Tracking:

Scans of QR codes/using redirect URLs in our ads:

- Food Traveler Magazine - 2
- Tea in Texas holiday issue - 1
- Food & Travel Magazine - 1
- Maharani Weddings website – 40
- Meeting Planner page from QR code scan - 134

January 2016 Media Coverage:

Courier-Gazette (Published online version of MCVB Weekend Update each week)

- (Online) Ad Value: \$1600
- PR Value: \$4800
- Impressions: 49384

Community Impact News;

Piece on McKinney Segway Tours (pitched a few months ago)

- Print Value: \$1475
- Online Value: \$350
- PR Value: \$4425
- Impressions: 15,000

Full page of event photos supplied by MCVB

- Print Value: \$4005
- PR Value: \$12,015
- Impressions (distribution for print): 60,275

McKinney Image Magazine Quoted Beth in 4-page article about impact of Four Funny Females bringing visitors to McKinney

- Print Value: \$8,000
- PR Value: \$24,000
- Impressions (distribution for print): 50,000
- Online – not sure of value at this time

McKinney Online

Shared our Marco's Pizza Blog

- (Online) Ad Value: \$1800
- PR Value: \$5400
- Impressions: 75,000

TOTALS Media Values for JANUARY 2016: - free positive publicity/press generated by MCVB

TOTAL ONLINE AD VALUE: **\$3750**

TOTAL PRINT VALUE: **\$13,480**

TOTAL PR VALUE: **\$51,690**

TOTAL Impressions: **249,659**

TripInfo.com- January 2016

Thank you for making TRIPinfo your Next Generation Marketing Partner! Our audience is Group + Tour + Agent + Meeting + Religious + Reunion + Event + Sport + Student + Wedding + International Planners. Traffic is filtered to remove search engine spiders, framed pages & page requests not fully transmitted.

INVESTMENT	CURRENT MONTH	CAMPAIGN TO DATE
12-Month Wide Skyscraper w/Video on TX Dining, TX Shopping & TX Meetings + 8 Text Ads on Market, Tables, Tour Index & Video Index + 1/4-Page Ad Each Issue of Quarterly Digital Magazine + Newsletter Features Campaign Start 10/2015; \$9,120 Annual Buy	\$760	\$3,040

IMPRESSIONS	CURRENT MONTH	CAMPAIGN TO DATE
TRIPinfo.com Internet Travel Monitor (Weekly Email Newsletter)	1,426	3,974
TRIPinfo.com Magazine (Quarterly Digital Edition)		13,733
TRIPinfo.com Online	510	2,369
Total Impressions	1,936	20,076

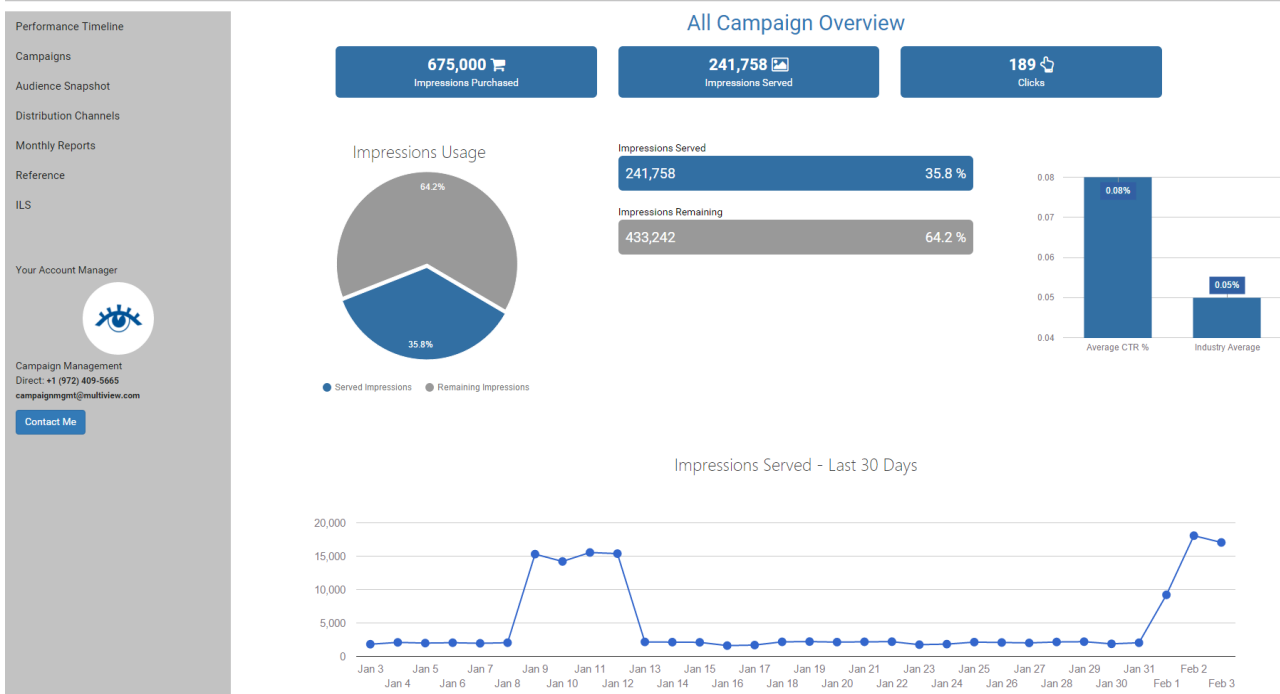
CLICKS	CURRENT MONTH	CAMPAIGN TO DATE
Clicks to Your Website or Video	72	227
Click-Thru Rate (Clicks Divided by Online Impressions + Newsletters)	3.72%	3.58%

WHY CLICK-THRU RATE (CTR) IS IMPORTANT
 Travel Display Ads average CTR = 0.07%. **Your TRIPinfo.com CTR is 51 times the industry average.** Many marketers budget Cost-Per-Thousand (CPM) of Ad Impressions, assuming the industry average Click-Thru Rate. But if a medium delivers 51 times the industry average CTR, that same multiplier should apply to the CPM budget for an Engaged Audience!

TRAVEL PROFESSIONALS SPEND MORE TIME HERE THAN ANY TRAVEL SITE
 ~123,000 travel professionals book \$222+ billion/year in group/volume bookings. An average 1 in 4 use TRIPinfo.com to plan. ~30,000 TRIPinfo.com pros book \$50+ billion/year... \$1,500,000+ average each! **A click from a TRIPinfo.com travel pro has buying power up to ~375 times more than consumers, who spend < \$4,000/year for family vacations. Multi-media impressions boost CTR!**

Behavioral Marketing: Multiview Behavioral Marketing Campaign –806 visits to our landing page Leads: 4

- Bright Industries- Dallas, TX
- VirMach- Midwest City, OK
- Trinity Apex Solutions, Inc.- Dallas, TX
- Texas Health Presbyterian Hospital Dallas-Dallas, TX



Top 5 McKinney Hotels January 2016 Occupancy Rates:

Comfort Inn N/A %
Hampton Inn 63.29 %
Holiday Inn 61.84 %
La Quinta 61.74 %
Sheraton 69.24 %

Sheraton Occupancy Rates FY 14-15:

- Mar. 2015: 24.60 % (Had three days of tax in Feb. paid in March)
- Apr. 2015: 39.29 %
- May 2015: 50.47 %
- Jun. 2015: 69.7 %
- Jul. 2015: 75.6 %
- Aug. 2015: 56.22 %
- Sept. 2015: 56.43 %

Sheraton Occupancy Rates FY 15-16:

- Oct. 2015: 67.28 %
- Nov. 2015: 61.35 %
- Dec. 2015: 69.24 %

LOST BUSINESS-3

- TASBO- Texas Association of School Board Officials- Lost to Allen Marriot Courtyard (Connect TX Lead)
- Texas Society of Anesthesiologists- Need too much space for Exhibitors and inly want to be in one hotel. (SW Showcase Lead)
- Texas Association of Counties- Lost Business to Frisco- Embassy Suites