

Talking Points July 2017 for June 2017

MCVB Room Nights Generated: 370 TTL Room Nights; TTL Revenue: \$42,662 & F&B \$3,000

WEDDINGS COMPLETED in June 2017 - TTL Room Nights: 241 TTL Rev: \$28,975

- Monica Perez Wedding – Sheraton Hotel: TTL Rooms: 76, TTL Rev: \$8284
- Nelson/Hartman Wedding – Towne Place Suites: TTL Rooms: 56, TTL Rev: \$6104
- Grace Weldon Wedding – Holiday Inn: TTL Rooms: 2, TTL Rev: \$218, Hampton Inn: TTL Rooms: 8, TTL Rev: \$912
- Kofahl Wedding – Holiday Inn: TTL Rooms: 23, TTL Rev: \$2507
- Miskell Wedding – Hampton Inn: TTL Rooms: 10, TTL Rev: \$1140
- Swanson Meetings & Event Planning Family Reunion –June 2017
- Dale/Brown Wedding – Grand Hotel: TTL Rooms: 64, TTL Rev: \$9602
- Julie Perry Wedding – Provided RFP, Venue: Springs
- Erin Ramsey Wedding – June 2017, The Springs
- Ashley Fernandez Wedding – Provided RFP, no welcome bags, No Pick Up
- Joseph Hackenbracht Wedding – Comfort Suites: TTL Rooms 2, TTL Rev; \$ 208
- Cole Frazier Wedding – No Pick Up

ASSOCIATION/CORPORATE/SMERF COMPLETED in June 2017: 129 TTL Room nights, TTL Revenue: \$13,687 & F&B: \$3,000

Associaton: 56 TTL Rooms: TTL Rev: \$ 5544

- U.S. Bankruptcy Court –The Grand Hotel: 56 TLL Rooms, TTL Rev: \$5544
- Taiwanese Chamber Banquet- Sheraton: 0 TTL Rooms, F&B Rev \$3,000

Corporate: 69 TTL Rooms: TTL Rev: \$7,707

- Emerson: Holiday Inn- 54 room nights @ \$101=\$5,454
- Hero Nation- Grand Hotel room nights: 15 nights @ \$129 & 2 nights @ \$159=\$1935 + \$318=\$2253

SMERF: 1 TTL Rooms: TTL Rev: \$ 436

- Texas Author Book Festival – Towne Place Suites: TTL Rooms: 4, TTL Rev: \$436

Sports: 0 TTL Rooms: TTL Rev: \$0

- Bike the Bricks – No pick up
- Battle Dallas Flag Football Tournament – No pick up

Visitors: FYTD Total (October '16-September '17): 1919

April Total: (includes all individuals that have come through the visitor's center)

- Out of State: 53
- Out of Country: 25

- Texas Residents: 12
- McKinney Residents: 5
- Register Total: 95
- Ticker Counter: 238

Day Trips: 0

RFP's: 7 (0-Association, 0-Corporate, 7-Weddings, 0-Social (0-Religious), 0 -Sports, 0-Day Trips)

Weddings: 7

- Folkening/Hsrbour Wedding – October 2017, The Springs
- Meagan Elmer Wedding – November 2017, The Springs
- Kayla Schwalenberg Wedding – February 2018, Stonecrest
- Mary Sine (MOB) Wedding – February 2018, The Grand Ivory/Leonard
- Nicole Castelin Wedding – February 2018, The Springs
- Hyejin Hwang Wedding – May 2018, The Springs
- Chelsea Parsons Wedding – August 2018, The Springs

Site Visits: 1

- Kelly Wride (MOB) – Venue: Springs, visited McKinney Hotels

Advertising: Ads/materials created and submitted: Created/submitted materials (photos and text)

Blogs on our website

- Farmhouse Fresh Blog - 8
- Plan Your Trip (Visit Widget blog) – 51
- Visiting Duck Family – 38
- Celebrate Father's Day – 26
- World's Largest Collection (Ice cream freezers) – 84
- Great Music Fills McKinney's Summer Calendar – 27

Photos, Text Written, Marketing Materials and Ads Submitted

- Facebook photos
 - Ice Cream Crank Off
 - Delaney House Ribbon Cutting
 - Crape Myrtle World Collection Park pictures
 - Dixie's Store Ice Cream Freezer Collection
 - Celtic Music Festival
 - Ribbon Cutting at Happiness is Quilting
 - McKinney Square Book Festival
- Materials Submitted
 - Sports Destination information and photos
 - Texas Events Calendar fall info
 - Updated info to Convention South
 - Photos and information to Small Market Meetings for article

TMP-13687 - MCVB REPORT

Free Publicity:

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

June 2017 - MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions
KLAK Radio	four minute PSA w/Johnny B	\$ 300	0	\$ 1200	0
BubbleLife Collin Co.	Shared Blog/web posts (4 times		\$ 8000	\$ 2400	900,000
CollinCountyMagazine.com	Blog share for Father's Day (online)		\$ 600	\$ 1800	12,000
Community Impact	DASH Coverage (online)		\$ 1400	\$ 3600	100,000
McKinney Online (Chamber)	DASH Coverage (online only)		\$ 600	\$ 1800	75,000
Courier Gazette	DASH Coverage (print/online)	\$ 84	\$ 1000	\$ 3252	49,384
Community Impact	McKinney Shop/Parade photo (print)	\$ 925	\$ 0	\$ 2775	0
McKinney Online (Chamber)	DASH Coverage (online only)	\$0	\$ 1800	\$ 5400	75,000
NBC DFW Channel 5	Coverage of Ducks in downtown	\$ 7200	\$ 2400	\$ 21,600	0

TMP-13687 - MCVB REPORT

TOTALS for Month	\$ 8209	\$ 15,800	\$65,427	1,211,384
FY 16-17 YTD Totals:	\$ 53,973	\$ 165,290	\$ 563,854	22,256,745

LOST BUSSINESS-0