



To: MCVB Board
From: Dee-dee Guerra – Executive Director
Date: May 24, 2016
RE: McKinney CVB April 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**

On Apr 21, 2016, at 8:42 AM, MARY STROTHER <mcstrother@icloud.com> wrote:

Dee Dee,

I wanted to say thank you for all of your support in making the Collin McKinney 250 celebration a big success. It was always great to be able to count on you and Beth to get things done. Thank you for all of the publicity you were able to generate for the event. Thanks for making the cake and lighting the candles at the opening ceremony. The cake and song were a fun part of the opening ceremony. The name tags were very helpful for our volunteers. It was a joy to work with you on this committee. I can't wait to see all of your pictures.

With gratitude
Mary Carole Strother

From: CarolynCorbinGM@aol.com [<mailto:CarolynCorbinGM@aol.com>]

Sent: Wednesday, April 6, 2016 2:53 PM

To: DeeDee Guerra <dguerra@visitmckinney.com>

Subject: Re: Meeting tomorrow and March 31 meeting minutes

Thanks, Dee-dee!! Surely appreciate your help--and that of the whole MCVB!

Best,

Carolyn

From: CarolynCorbinGM@aol.com [<mailto:CarolynCorbinGM@aol.com>]

Sent: Sunday, April 3, 2016 4:05 PM

To: Beth Shumate <bshumate@visitmckinney.com>
Subject: Re: FW: "HAPPY SPRING" from The Daytripper!

Thanks, Beth. Great work. Looks wonderful. Thanks for sharing. I'll send it to the whole steering committee.

Appreciate your help and support in making the Sestercentennial weekend so exciting!!!!

Cordially,

Carolyn

From: MARY STROTHER [<mailto:mcstrother@icloud.com>]
Sent: Thursday, April 21, 2016 6:45 AM
To: Beth Shumate <bshumate@visitmckinney.com>
Subject: Big Thanks

Beth

Thanks so much for your support and help during the Collin McKinney 250 celebration. I was great to work together as a team and accomplish great things. Your positive attitude and willingness to do whatever needed to be done was a big support. The event was a huge success. I cannot wait to see the pictures you took during the event.

It was a joy to work with you and the McKinney Convention and Visitors Bureau.

These are the numbers we have for the event

The numbers for the museum are around 1,300 visitors we totaled it by following:

Volunteers-40

dancers and families-50

Student projects and family members- 306 artwork visitors- 20 Opening ceremony- 200 Choirs performing on front step plus family members-400 other guests- 300

Also, I did not know that you are from Arkansas and went to Henderson State University. I was your rival across the street at Ouachita Baptist University. I grew up in Little Rock. It is a small world.

Thanks again

Mary Carole Strother

Events: 3

- Towne Place Suites Open House/Grand Open- April 12,2016
- Tour de Coop (Chicken Coop Tour)-April 30, 2016
- Collin McKinney 250th Birthday Celebration-April 15 & 16,2016
 - BBQ Cook-Off

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: 0

Hot Tax Collections: April 2016 – Sales Report

TTL Room Nights: 302, TTL Rev: \$38,357

April 2016 – Sales Report

SMERF Totals: (completed in April 2016) TTL Room Nights: 240, TL Rev: \$30,057

Weddings:

- Albu-Elliott Wedding: Holiday Inn – 3 Room Nights, TTL Rev \$297
- Rerkins-Scheetz Wedding: Holiday Inn – 30 Room Nights, TTL Rev: \$3160
- Akram Wedding: Holiday Inn – 12 Room Nights, TTL Rev: \$ 1338
- Ellis Wedding: Sheraton Hotel – 20 Room Nights, TTL Rev: \$2680
- Staffed/McLean Wedding: Towne Place Suites – 17 Room Nights, TTL Rev: \$2359
- Henderson/Smith Wedding: Grand Hotel - 34 Room Nights, TTL Rev \$4916
- Siebert Wedding: Grand Hotel – 27 Room Nights, TTL Rev: \$ 3834

Social Groups:

- Gail Ainsworth Sorority Sisters: Grand Hotel – 14 Room Nights, TTL Rev: \$1666 (*repeat business – they also stayed at Grand Hotel Last year for their NGO)
- Electric Quilters Group: Hampton Inn – 23 Room Nights, TTL Rev: \$2507
- Judges Group: Grand Hotel – 60 Room Nights, TTL Rev: \$7300

Education Groups: N/A

Sports Groups: N/A

Associations/Corporate:

- Emerson (Sheraton) TTL rooms: 62 @ 129; \$ TTL Revenue: \$7998
- MOM 2016 vs. 2015 (16 Hotels & 12 B&B/VRBO reporting)
 - February 2016: \$ 137,503
 - February 2015: \$ 77,735
 - 76.89%↑

Sales Calls: ASSOCIATIONS-/CORPORATE/SMERF Sales Calls: 32

Association: DFWAE Day Follow up calls: 20

- ALOA- Mary May- Possible Board meeting
- American Association of Respiratory Care-Amanda Fell- Only meet at resorts.
- American College of Emergency Physicians-Mary Ellen Fletcher (Leadership Administrative Coordinator)-Meet in Los Colinas- Sheraton lost recent bid, try again.
- American College of Emergency Physicians-Sonja Montgomery (Governance Operations Director) - Possible Board meeting.

- American College of Emergency Physicians-Leah Stefanini (Meetings & Advertising Manager)-In same EDU Breakout with multi-media association. Keep try to see if you can get past gate keeper.
- American College of Emergency Physicians-Chris Weller (Educational Meetings Manager)-Only meet in Irving because of office location.
- American Fire & Sprinkler Association-Marilyn Ellis-Director of Admin Services)- Meet outside of the Dallas area.
- American Mensa Ltd.-Pam Donahoo (Exec. Director) - Meet nationally or in Arlington close to office.
- American Mensa Ltd. - Shayana Johnson (Exec. Assistant)-New to position- Will book Board meetings, but this group meets nationally.
- American Orthodontic Society-Tom Chapman (Exec. Director)-Only meets at Crowne Plaza in Addison.
- Automotive Service Association-Nicole Jewell (Membership & Acct. Manager)-May start regional meetings in 2017. Right now meets in FL. & PA. w/ 40 room nights per day.
- Automotive Service Association-David Lowell (Dir. of Operations)-Education Seminars are in Beaumont, TX.
- Electronic Security Association-Tony Boudreaux (VP) - Meetings are too large. Want all in one venue- Hotel rooms and meeting space. 3000 attendees.
- Experient & Maritz Travel Co.-Diane Steele (Senior Travel Account Manager)-Trying to set up a site visit.
- IFMA Foundation-Amy Arnold (Foundation Director)-Two conferences a year. Need one venue, 5,000 attendees- too large.
- Associated Independent Electrical Contractors (FT Worth/Tarrant County) - Jo Britt. McKinney is too far for them.
- International Association of Exhibitors (IAEE) - Michelle Menezes (Account Manager) – Too large. 5,000 attendees- need lots of exhibit space.
- Institute of Real Estate IREM Dallas-Kristen Heitt-(Exec. Director) - Left a sales kit. Only meet in Dallas proper.
- Promotional Products Association International- Rachel Robichaud- (director of Prof. Dev.)-left 2 phone messages & s emails. No response.
- Society of Diagnostics Medical Sonography-Heather Farmakis-Chief Leasing Officer- Meetings to large 13-15,000 attendees. Want everything in one space.

Corporate: Richardson, TX: 10

- The University of Texas- Dallas: Courtney Brechen-She will keep us in mind if they have anything new come up.
- Fujitsu Network Communications-Shenida Nelson- they have meeting space in house. Only use hotels in Richardson.
- Samsung Mobile-Kathleen- They do not have a planner on site anymore. All meetings are conducted on site.
- Traveler's Insurance- Spoke to Andy Vasquez, have meeting space on site. Only use hotels in Richardson.
- Education Services Center (Region 10)-Spoke to Marilyn, workshops are onsite or at a school. Do not use hotel rooms. Left a sales kit.

- Flexjet- Spoke to Julie no meetings offsite. Operations are in Cleveland at their corporate headquarters.
- ETC (Electronic Transaction Consultants) - Couldn't get anyone to answer.
- AMX Corporation (Harmon)-Spoke to Brenlynn, have meeting space onsite. Only use hotels in Richardson.
- RGS Financial- No answer.
- Texans Credit Union-Called and left message 3 times, no one returned my call.

SMERF: 0

McKinney Top 25: 2

- Lone Star reel Corporation- Met w/ Ramona Wilkerson-no meetings, left sales kit.
- Stat Lab-Left Brandy Kerns message. She's out for the next few weeks. Call back to set up a meeting.

MCVB Calendar of Events 2015-2017: 1 New

Month	Group	Venue	Room Nights	Attendees
October				
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
11/16/2016	Collin County Association of Realtors-	Piazza on the Green/Trolley	350	0-using Wingate in Frisco, TX

	Installation Ceremony			
11/6-10/2017	TX Downtown Association	City Wide-Sheraton (host Hotel)	300 (over the 4days of the conference)	300
December				
Month	Group	Venue	Room Nights	Attendees
January				
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				
4/25-28/16	Sheraton	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				
5/6-8/2016	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	2014: teams: 15 attendees:1000+ 2015: teams: 20 attendees:1000+

			another tournament)	
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
6/3-5/16	Analysis Group Team Building Event (Dallas)	Was looking for information: hotels, things to see and do	Sheraton	10
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
6/27-29/16	Aramark- K-12: education Summer FL Meeting	Sheraton	120	130
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 Gardener 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): 843**
 - April Total: 149
 - Out of State: 76
 - Out of Country: 11
 - Texas Residents: 29
 - McKinney Residents: 21

Day Trips: 0

Made in McKinney Store Revenue:

- Sales for April 2016 \$ 1102.63
- Sales for April 2015 \$ 1796.52
- MOM down by 38.62%

RFP Rec'd-1

- RFP-K-12 Education Summer FLM Meeting

Site Visits: 0

SMERF (Social, Military, Religious, & Fraternal)

New Prospects: Bold & *Italic indicates new business: 18 Weddings (3-New), 0- Day Trip (0 new), & 1 Sport (0 new)*

New & Ongoing Prospects: *Italic indicates new business*

- Walker Wedding – May 2016
- Chris Caffareal Wedding – May 2016
- Jennings Wedding – June 2016
- Patke Wedding – June 2016
- Summer Graham Wedding – June 2016
- Cannella/Eisenhart Wedding – June 2016
- Dana Pense Wedding – June 2016
- Spunck/Ryan Wedding – July 2016
- Anders Wedding – July 2016
- Alvarado Wedding – July 2016
- Geotz/Ruminski Wedding – July 2016
- Gina Roll (MOB) Wedding – August 2016
- Namey Wedding – September 2016
- Tavera Wedding – September 2016
- Stanlely Wedding – September 2016
- Oscar Butos Wedding – Sept 2016
- Stoner Wedding – October 2016
- Lynn Varnell – Soccer Tournament – June 2016
- *Britt Wedding – October 2016*
- *Foote Wedding – November 2016*
- *Gajewski-McGowan Wedding – December 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: 1047

Mailing Leads Processed: April 2016 Leads Processed: 1711

Top Five Sources:

- See Texas First – 1641
- Southern Living – 4
- Tour Texas - 66

Advertising/Marketing/Media

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

- **Blogs**

- Texas Wildflowers & Spring Gardening: 74
- Be a Tourist in Your Own Town: 52
- Sestercentennial info page: 174

- **Submitted photos and text:**
 - Where Magazine – sent via Dropbox
 - Chamber Marketing Partners (for Chamber guide reprint) – sent via Dropbox
 - Tea in Texas bonus editorial
 - TourTexas.com photo and blurb for May newsletter (Bike the Bricks/Eggfest)
 - National Travel & Tourism Week press release

- **Ads created and submitted in April**
 - Tea in Texas
 - Louisiana Life
 - Oxford American (web banner, e-newsletter and a summer print ad)
 - Fort Hood Summer Vacation Guide ad
 - New Orleans Magazine

Photos Representing MCVB

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

- Collin McKinney 250th photos from family reception
- Collin McKinney 250th Saturday public event photos
- Collin McKinney Cook-Off photos
- Arts in Bloom
- TownePlace Suites ribbon cutting/opening

Meetings/Events Attended:

- Monthly Strategy Meeting
- Steering committee meeting for Sestercentennial
- MCVB Board meeting
- Main Street Business Meeting
- North Texas Shopping partners meeting
- Collin McKinney Sestercentennial celebration
- Council Work session about Craig Ranch hotel/resort proposal
- Chicken Coop Preview WFAA – on-air at Yvonne Evan’s house

SOCIAL MEDIA TRACKING

Facebook tracking

- “Likes”: 4732 (113 new likes)
- 28 Day Engaged Users: 37,129
- 28 Day Total Reach: 372,614
- 28 Day Total Paid Reach: 122,227
- 28 Day Total (organic) Impressions: 2,179,533
- Paid Reach Impressions (Sestercentennial/Made in McKinney Store promoted): 167,747

Twitter

- Followers: 3838 (75 new ones)
- Tweets: 5002
- Tweet impressions: 21.2K (up 27.6%)
- Profile Visits: 401 (up 96.6%)
- Mentions by other users: 13 (up 30%)

Blog Views on WordPress:

- 354 reads
- Lifetime views: 30,237
- Lifetime Visitors: 15,078

YELP

- 12 views
- 1 website visits
- 12 months – 126 views/24 website visits
- 24 months – 252 views/50 website visits

Google+ Page/YouTube

- Google+ - Page views: 8,110 (up 48 from last month!) – 17 followers
- YouTube Channel: 1464 Views/9 subscribers

WEBSITE ANALYTICS

- **Total Website visits: 2723**
- **Page Views: 14,820**
- **Unique Visitors: 2356**
- **Total Lifetime Website visits: 105,874**
- **Total Lifetime Page Views: 459,098**
- **Total Lifetime Unique Visitors: 89,866**

Top 25 Pages in April 2016

Page	Page views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	2,951	1,260	0:00:25	1,213	4.04%	19.93%
Calendar	838	332	0:00:34	260	1.15%	16.59%
Explore	465	179	0:00:12	9	0.00%	7.53%
Calendar	436	161	0:00:30	2	0.00%	8.26%
Events	296	104	0:00:08	8	0.00%	5.41%
Stay	258	90	0:00:05	14	0.00%	2.71%
Visitors Guide	236	103	0:00:47	9	0.00%	18.64%
Staff Directory	228	91	0:00:17	18	11.11%	25.00%
Attractions	208	93	0:00:38	6	0.00%	15.87%
Blog: Welc. Bus.	197	81	0:00:18	77	0.00%	35.03%

shopping	155	75	0:00:27	44	0.00%	34.19%
Unique Venues	154	69	0:00:45	2	0.00%	11.04%
Pandora Contest	154	69	0:00:31	57	0.00%	14.94%
About McKinney	152	69	0:00:33	4	0.00%	9.87%
Plan Next Meeting	148	75	0:00:07	70	2.86%	47.30%
Collin McK Birthday	148	65	0:00:51	15	0.00%	35.14%
Plan Next Meeting	140	72	0:00:08	65	6.15%	47.86%
Wedd. & Rec.	138	59	0:00:17	53	0.00%	13.77%
Plan Next Meeting	134	73	0:00:11	67	2.99%	50.00%
Dining & Nightlife	130	57	0:00:32	25	0.00%	26.92%
Dining	119	42	0:00:05	2	0.00%	3.36%
Hotels & Motels	118	50	0:00:35	2	0.00%	16.10%
Attractions	114	41	0:00:30	3	0.00%	7.89%
Shopping Ctrs.	103	50	0:00:21	47	2.13%	37.86%
Unique Venues	102	44	0:01:09	5	20.00%	12.75%

Country Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs./Visit	Avg. Visit Duration
United States	2,509	81.71%	2,050	3.19%	5.6	0:01:57
Brazil	26	100.00%	26	3.85%	2.12	0:00:10
Philippines	26	46.15%	12	11.54%	4.96	0:05:09
Germany	22	100.00%	22	13.64%	2.95	0:00:19
(not set)	18	94.44%	17	72.22%	2.61	0:00:42
Canada	13	84.62%	11	15.38%	8	0:02:10
United Kingdom	12	100.00%	12	25.00%	4.08	0:00:35
India	8	100.00%	8	12.50%	3.62	0:00:40
China	7	85.71%	6	85.71%	1.29	0:00:18
Italy	7	100.00%	7	14.29%	1.86	0:00:01

State Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs./Visit	Avg. Visit Duration
Texas	1,602	77.22%	1,237	0.81%	6.04	0:02:22
New York	256	96.88%	248	6.25%	2.2	0:00:11
California	95	83.16%	79	8.42%	5	0:01:37
Virginia	57	98.25%	56	24.56%	3.28	0:00:16
Oklahoma	47	87.23%	41	2.13%	7.23	0:03:05
Florida	30	83.33%	25	6.67%	5	0:01:22
Georgia	28	85.71%	24	3.57%	4.29	0:00:44
Illinois	27	96.30%	26	7.41%	7.37	0:01:20

Kansas	25	72.00%	18	8.00%	6.16	0:01:40
Colorado	20	90.00%	18	5.00%	12.2	0:02:41

City Breakdown	Visits	% New Visits	New Visits	Bounce		Avg. Visit
				Rate	Pgs./Visit	Duration
McKinney	571	63.57%	363	0.70%	6.26	0:02:46
Dallas	224	79.46%	178	0.89%	5.26	0:02:37
Plano	88	86.36%	76	1.14%	7.17	0:02:07
Frisco	62	85.48%	53	1.61%	5.58	0:02:08
Austin	57	89.47%	51	0.00%	5.44	0:01:16
Allen	45	91.11%	41	0.00%	4.22	0:01:46
Richardson	42	76.19%	32	2.38%	7.14	0:02:00
Houston	31	80.65%	25	3.23%	7.06	0:02:20
Fort Worth	26	88.46%	23	0.00%	5	0:02:34
Garland	22	86.36%	19	0.00%	5.64	0:01:31

ADVERTISING Website & Publication ROI Tracking:

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

- Maharani Weddings website – 57
- Quinciañera page – 14
- Meeting Planner page from QR code scan: 42
- Multiview Behavioral Marketing Campaign (web hits) - 694

April 2016 Media Coverage:

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

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

Sestercentennial Articles

Courier Gazette

- (Online) Ad Value: \$1600
- Print Value: \$1152
- PR Value: \$8256
- Impressions: 49384

Community Impact News

- Print Value: \$4005
- PR Value: \$12,015
- Online Value: \$350
- Impressions (distribution for print): 60,275

McKinney Image Magazine (4 pages - Sestercentennial promotion)

- Print Value: \$8,000
- PR Value: \$24,000
- Impressions (distribution for print): 50,000

**Press Release about McKinney Community Band Concert
Courier Gazette**

Community Impact News

- Print Value: \$1200
- PR Value: \$3600
- Online Value: \$350
- Impressions (distribution for print): 60,275

North Texas E-News

- Online Value: \$240
- PR Value: \$720
- Impressions: 60,000

National Travel & Tourism Week

Courier-Gazette

- (Online) Ad Value: \$1600
- PR Value: \$4500
- Print Value: \$1500
- Impressions: 49384

(Also picked up by USNEWSNOW – news aggregator)

Chicken Coop Tour

McKinney Image Magazine (1/2 page)

- Print Value: \$1412.50
- Online ad value: \$700
- PR Value: \$4237.50
- Impressions (distribution for print): 47,000

Good Morning Texas (5 minute live piece) – we attended and helped with promotion before and after

- Broadcast Value: \$8,000
- Online ad value: \$4000
- PR Value: \$24,000
- Impressions: 419,780

Arts in Bloom

McKinney Image Magazine (1/2 page)

- Print Value: \$1412.50
- Online ad value: \$700
- PR Value: \$4237.50
- Impressions (distribution for print): 47,000

Mitas Hill

WFAA/Good Morning Texas (5 minute piece, live)

- Broadcast Value: \$8,000
- Online ad value: \$4000
- PR Value: \$24,000
- Impressions: 419,780

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

TOTAL PRINT/BROADCAST VALUE: \$35,402

TOTAL ONLINE AD VALUE: \$14,240

TOTAL PR VALUE: \$106,206

TOTAL Impressions: \$1,361,646



April 2016 Multi-Media ROI Report McKinney CVB

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, bots & 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	\$5,320

IMPRESSIONS	CURRENT MONTH	CAMPAIGN TO DATE
TRIPinfo.com 24/7/365 Online	690	4,354
TRIPinfo Weekly Newsletter - <i>Internet Travel Monitor</i>	0	8,722
TRIPinfo Quarterly Digital Magazine	1,117	33,410
Total Impressions	1,807	46,486

CLICKS	CURRENT MONTH	CAMPAIGN TO DATE
Clicks to Your Website or Video	75	398
Click-Thru Rate	4.15%	0.86%

WHY CLICK-THRU RATE (CTR) IS IMPORTANT
Domestic Travel Display Ads average CTR = 0.05%. Your TRIPinfo CTR is 17x 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 17 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 –visits to our landing page
Leads: 4**

- Orthosynetics
- Vocational Agriculture Teachers Association of Texas
- Austin Board of Realtors
- Mount Carmel Health System

Multiview Behavioral Marketing Campaign – 266 click thru

McKinney Convention & Visitors Bureau
targeted Campaign



Top 5 McKinney Hotels March 2016 Occupancy Rates:

Comfort Inn 83.56 %
 Hampton Inn 53.00 %
 Holiday Inn 85.57 %
 La Quinta 76.19 %
 Sheraton 63.53 %

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: 69.70 %
- Jul. 2015: 75.60 %
- 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 %
- Jan. 2016 61.62 %
- Feb. 2016 71.58 %
- Mar. 2016 63.53 %

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