

Talking Points October 2017 for September 2017

**I. MCVB Room Nights Generated: TTL Room Nights 920; TTL Revenue \$98,205**

**WEDDINGS COMPLETED in August 2017 - TTL Room Nights: 419 TTL Rev: \$47,527.00**

- Zoe Blevins Wedding – Sheraton - TTL Rooms: 27, TTL Rev: \$3320; Hampton Inn - TTL Rooms: 25, TTL Rev: \$2850; Holiday Inn - TTL Rooms: 2, TTL Rev: \$ 198
- Julian Haugh Wedding – Sheraton - TTL Rooms: 94, TTL Rev: \$9635
- Anna Ferrero Wedding – Sheraton - TTL Rooms: 65, TTL Rev: \$ 6630
- Kelsey Mundry Wedding – Hampton Inn – TTL Rooms: 21, TTL Rev: \$2499; Holiday Inn – TTL Rooms: 11, TTL Rev: \$1199
- Kristin Byler Wedding – Hampton Inn – TTL Rooms: 33, TTL Rev: \$3927
- Nottestad/Gallagher Wedding – Hampton Inn – TTL Rooms: 47, TTL Rev: \$5358
- Casie Summers/Nick Fahrer Wedding - Hampton Inn – TTL Rooms: 22, TTL Rev: \$2618
- Heather Mitchell Wedding – Comfort Suites - TTL Rooms: 9, TTL Rev: \$801

**No Pick-ups on the following weddings:**

- Brittani Davidson Wedding - The Springs – Block was at Holiday Inn, no rooms picked up
- Jeremy Love Wedding –The Springs - Block was at Holiday Inn, no rooms picked up
- Morgan Underwood Wedding – The Springs – most likely at the Sheraton, no block
- Katie Thompson Wedding – The Springs– most likely at the Sheraton, no block
- Bowmer Wedding – Bella Donna – most likely at the Sheraton, no block
- Lora Hall (MOG) Wedding – The Springs – most likely at the Sheraton, no block
- Bambico/Dillard Wedding – Hampton Inn – TTL Rooms: 29 TTL Rev: \$3306

**ASSOCIATION/CORPORATE/SMERF COMPLETED in August 2017: 501 TTL Room nights, TTL Revenue: \$ 50,678**

**Associaton: TTL Rooms: 45 TTL Rev: \$ 5,694**

- FARFA – Grand Hotel - TTL Rooms: 38, TTL Rev: \$ 5052; Holiday Inn: TTL Rooms: 7, TTL Rev: \$642

**Corporate: TTL Rooms: 363 TTL Revenue: \$ 36,300**

- Torchamark- Sheraton 9/17-20/17; TTL Room nights 74; \$ 7,400 TTL Revenue
- Torchamark- Sheraton 9/24-26/17; TTL Room nights 289; \$28,900 TTL Revenue

**SMERF: TTL Rooms: 93 TTL Rev: \$ 8,684**

- Stark Girls Weekend Get-a-way – Grand Hotel- TTL Rooms: 11, TTL Rev: \$ 1529
- Oktoberfest – Grand Hotel – TTLRooms: 20, TTL Rev: \$3160
- Barn Hunt National Trials – La Quinta – TTL Rooms: 61, TTL Rev: \$5795
- Crape Myrtle Run – no pick up
- Munzee Event – no pick up

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

- N/A

**II. Visitors: FYTD Total (October '16-September '17): 2,763**

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

- Out of State: 30
- Out of Country: 21
- Texas Residents: 18
- McKinney Residents: 14
- Register Total: 83
- Ticker Counter: 328

**III. RFP's: 10 (2-Association, 1-Corporate, 7-Weddings, -Social (0-Religious), 0 -Sports, 0-Day Trips)**

**Association: 2**

- Texas Travel Counselors Conference for 2019 & 2020. Sent to Holiday Inn and Sheraton. TTL Attendees: 225, TTL Room Nights: 425 over 5 days, (85 per night) Potential date: April 7-11, or 14-18, 2019, April 5-9, 2020

**Corporate: 1**

- Emerson Global-Inside Sales Automation Solutions SK (HelmsBriscoe). RFP sent to the Sheraton. Dates: 11/14-17/17.

**Weddings: 7**

- Peggy Grubbs (MOG) Wedding – March 2018 – StoneCrest Trying to follow up on previous emails and voice mails. No Response.
- Amy Hernandez Wedding – November 2017 – D'Vine Grace
- Danille Jansma Wedding – October 2018 – Rustic Grace
- Glenda Meadows Wedding – October 2017 – Bella Donna
- Levi Kennaw Wedding – October 2018 – Stonecrest
- Grubbs Wedding – March 2018 – Stonecrest
- Chris Shuma Wedding – April 2016 – The Springs

**SMERF: 0**

**IV. Site Visits: 0**

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

**Blogs on our website:**

- Peek Inside The Old Gough-Hughston House: 2108
- Support Your Local Farmers & Locally-Grown Food: 20
- Heard Museum 50<sup>th</sup>: 55
- Want to be in a Movie?: 806
- Benji House on Film Trail: 12
- Keep McKinney Beautiful This Fall: 3
- McKinney Shop opens: 17

**VI. Visits on Homepage News Flash buttons & landing pages:**

- Weekend Update: 160

- World War I Exhibit: 21
- Plan Your Visit Button: 14
- 9/11 Ceremony: 25
- McKinney Shop: 27
- Weather : 7

#GETSOCIAL	
FY 2016-17	Views
May	88
Jun.	71
Jul.	69
Aug.	55
Sept.	43
<b>TOTALS</b>	<b>283</b>

**VII. Photos, Text Written, Marketing Materials and Ads Submitted**

- Facebook photos
  - Oktoberfest
  - New Farmers Market location
  - Photos during True Stories film parade
  - Photos at Wistron of film crew
  - Photos of Dinosaurs Live at The Heard (Set up a Dropbox, too, to share with The Heard)
  
- Materials Submitted
  - Winter calendar info for Texas Events Calendar
  - Submitted ad to Texas Highways for Nov.
  - Oktoberfest photos to Dallas Child
  - Photos and text for Texas Meetings + Events social media posts
  - Provided Dinosaurs Live pics to the Heard via Dropbox

**VIII. Advertising- Website & Publication ROI Tracking:**

- Meeting Planners Guide – 19
- Historic Calendar – 2
- TourTexas (Oktoberfest) – 6
- Oxford American (Oktoberfest) - 38
- Faster2First Tourney – 16
- DFW Map – 1
- Daytripper – Oktoberfest: 24
- Southern Living – 1
- Dallas Cowboys - 1

**MEDC-MCDC-MAIN ST.**

**VIII. Free Publicity:**

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

<b>August 2017 - MCVB Publicity/Free Media Coverage</b>					
<i>Publication</i>	<i>Article/Topic/Writer</i>	<i>Print Value</i>	<i>Web Value</i>	<i>PR Value</i>	<i>Impressions</i>
<b>BubbleLife Collin Co.</b>	Shared Blog/Web posts (4)	\$ 0	\$ 8,000	\$ 24,000	366,700
TOTALS for Month		\$ 0	\$ 8,000	\$ 24,000	366,700
<b>FY 16-17 YTD Totals:</b>		\$ 95,723	\$ 204,390	\$ 808,404	37,094,201

**X. Lost Business-0**