

Talking Points December 2016 for November 2016

MCVB Updates:

- MCVB Board met for their regular monthly Board meeting and followed with their 2016-17 Strategic Planning Session.
 - During the Board meeting, the Board voted on the Tourism Partner of the Year that will be awarded on February 17, 2017 at the Sheraton Hotel for the Annual Chamber Awards Dinner. The three partners that were suggested by staff were Franconia Brewery, Tupps Brewery & Sheraton Hotel & Conference Center. The Sheraton was selected as the “MCVB 2017 Tourism Partner of the Year.”
 - The Board made several changes to the FY 16-17 MCVB Goals & Strategic Plan, once these changes are finalized the MCVB Board will approve the finalized Goals & Strategic & Marketing Plan at the January 24, 2017 Board meeting (The MCVB Board elected at the October Board meeting not to meet in December).
- The MCVB & MCDC have agreed to co-op on an app called Visitwidget: The app is for both visitors and resident. It is really a wonderful enhancement to our website as it lets visitors plan their itinerary when in town. It even routes it for them. The cost is \$3600 and we will be splitting the cost with MCDC. The widget app works in conjunction with our website, it pulls all the calendar, attraction, hotel & restaurant info already on our website to populate the app; it does the same with our social media – it pulls our Facebook posts every couple of hours to keep it updated, which is an awesome feature. The app lives on the website and people can use it from their home computer, laptop or tablet. But then people can also download the app from the Apple and Google stores (for free), so they can take it with them on their mobile devices. Below are some links to see how the app works:

Visit McKinney Demo (what we looked at during the

meeting): <https://visitmckinney.visitwidget.com/> (You can view this from a computer or smartphone to see the different experiences)

- **Example Client – Kerrville, TX- Widget & Apps:** Web-Widget: <http://www.kerrvilletexascvb.com/> (Click on green Plan Visit button in top left hand corner)
- Apple App: <https://itunes.apple.com/us/app/visit-kerrville-tx!/id1156744473?mt=8>
- Android App: <https://play.google.com/store/apps/details?id=com.visitwidget.kerrville&hl=en>
- Holiday Inn Craig Ranch Update- They are trying to get open before the end of the year but they think it will be close to mid- January before they actually finish construction and receive their CO from the City.

Events: 2

- Beth attended Travel Writer Media Mission with the Office of the Governor on 11/13-14/16. She met with 6 Travel Writers.
- Vanesa attended Connect TX-Galveston, TX on 11/15-17/16. Vanesa met with 9 Association Planners, 10 Corporate Planners, & 6 SMERF (Social, Military, Educational, Religious, and Fraternal) Planners.

New Venues: N/A

Hot Tax Collections: October 2016): TTL Room nights: 59; TTL Revenue: \$6904; F&B:

(1-Corporate, 9-Weddings [6-no pick up])

Weddings completed in November 2016 - TTL Room Nights: 76 TL Rev: \$8,255

- Jelesa Holmes Wedding: Comfort Inn: 6 room nights, \$534 TTL Rev.
- Tori Penrose Wedding: *no pick up report provided*
- Emily Jones Wedding: *no pick up report provided*
- Foote Wedding: Sheraton Hotel, 22 Room nights, \$3161 TTL Rev.
- Bertrand/Williams Wedding: Holiday Inn, had room block, no rooms picked up
- Maytee/Coronona Wedding: *no pick up report provided*
- Tiliacos/LaPenna Wedding: Holiday Inn, 31 Room Nights, \$3209 TTL Rev.
- Calandar/Lewallen Wedding: *no pick up report provided*
- Grimes/Nicholson Wedding: *no pick up report provided*

Social Groups: 1

Vintage Market Days Comfort Suites: 17 room nights; Revenue: \$1351

Education Groups: N/A

Sports Groups: N/A

Corporate: N/A

Associations/Corporate:

- Collin County Realtors: Room nights went to Wingate Hotel- Frisco, TX, F&B: Piazza on the Green \$ (Waiting on report from Piazza).

Visitors: FYTD Total (October '15 –September '16): 1132; YTD: 5297

- November Total: 543
- Out of State: 36
- Out of Country: 13
- Texas Residents: 14
- McKinney Residents: 9

Day Trips: 2

- Greenville Chamber of Commerce – Chestnut Square, Downtown McKinney Shopping
- Calvary Chapel Ladies Sunday School Class – Paris Texas, Heard Craig House, Shoppings, Harvest

Bids Won: 1

MEDC-MCDC-MAIN ST.

- Monica Palacios- HelmsBriscoe Reginal Manager (lives in McKinney, TX) – 1st Quarter Meeting February 5-6, 2017; Sheraton Hotel, 15 room nights (Rooms & F&B comped per Sheraton), 30 attendees. We will be working with them on an evening out for the group, we are showcasing McKinney to these 3rd party planners.

RFP's: 12 (1-Association, 1-Corporate, 8-Weddings, 2-Social, -Sports, 0 -Day Trips)

- Texas Veterans Commission, February 28 – March 3, 2017 Regional Conference. 25 attendees, 15 Room nights
- JLM Events – Applique Getaway, Summer 2017 (flexible dates given). 600-800 attendees
- Ramos/Salas Wedding – September 29-30, 2017, Decision will be made on January 30, 2017. 10 Attendees, 22 Room nights
- Amber Bertrand/Thomas Williams Wedding- November 2016, Sheraton
- Carol Beth Scott – Meeting space for 30-50 and hotel rooms
- Leah Hefner/Brennan Reinemund Wedding – April 2017
- Megan Sexton Wedding – The Springs
- USS Belle Grove Reunion – July 2017 (Holiday Inn)
- Casey Wilt Wedding – March 2017 (Springs)
- Clark/Maler Wedding – September 2017 (Hampton Inn/Springs)
- Camry Farhat Wedding – September 2017 – Springs
- Texas Authors Book Festival – June 2017

Advertising:

- **Ads/materials created and submitted:**
 - Submitted photos to USAToday.com
 - Submitted Spring Texas Events calendar listings

November 2016 Media Coverage:

<i>November 2016 - MCVB Publicity/ Free-Media Coverage Values</i>					
Publication	Article/Topic	Print Value	Web Value	PR Value	Impressions
Community Impact News	Article about new hotels/quoted D2	\$4005	\$350	\$12,015	49384
BubbleLife	Shared our blog link (4 times)	0.00	\$8000	\$38,560	3,349,372
TOTALS		\$4,005	\$8,350	\$50,575	3,398,756