



## FY 16-17 2nd Quarter Recap

- I. **Hot Tax Collections (7%):** 2<sup>nd</sup> Quarter 2017 vs. 2016:  
**2<sup>nd</sup> Quarter 2017: \$369,746 vs. 2nd Quarter 2016: \$ 339,038= 9.06%↑**
  - a. January 2017:
    - i. \$120,551 (2017) vs. \$ 103,954 (2016): 16.37%↑
  - b. February 2017:
    - i. \$108,562 (2017) vs. \$97,581 (2016): 11.25% ↑
  - c. March 2017:
    - i. \$ 140,633 (2017) vs. \$ 137,503 (2016): 2.28% ↑
- II. **Hotel Room Nights: Room nights; \$**
  - a. January 2017: 75 Room nights; Revenue:\$7,614
  - b. February 2017: 114 Room nights; Revenue:\$ 12,539
  - c. March 2017: 273 Room nights; Revenue:\$ 31,528
- III. **Sales Calls: -Calls (-Association, -Corporate, 0-SMERF)**
  - a. Corporate: 46
    - i. January 2017: 19 (Follow up calls)
    - ii. February 2017: 10
    - iii. March 2017: 10
    - iv. McKinney Top 25:
      - 1. January 2017: 2
      - 2. February 2017: 2
      - 3. March 2017: 3
  - b. Association: 54
    - i. January 2017: 31
    - ii. February 2017: 11 (Austin)
    - iii. March 2017: 12
  - c. SMERF: 12
    - i. January 2017: 2
    - ii. February 2017: 5
    - iii. March 2017: 5
- IV. **RFP's Bids Won:**
  - a. January: 1
    - i. Church Christ Ministry-2/4-5/17; 20 room nights & 60 attendees
    - ii.
  - b. February: 4
    - i. Sports Source: City Wide- 12/1-3/17; 450 room nights & 1000 + attendees
    - ii. Texas Bankruptcy Court-6/27-29/17; 38 room nights & 19 attendees
    - iii. Texas Rural Carriers-6/25/20-7/1/20; 100 room nights & 250 attendees
    - iv. Rug Fest-7/20/17; 20 room nights & B 70 attendees
  - c. March:



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- V. RFP'S: 36 : 1-Associations, 1-Corporate, 34 -SMERF: Weddings-27 Sport-1: , & SMERF: 6**
- a. January 2017: RFP's: 4 (0-Association, 0-Corporate, 3-Weddings, 2-Social (1-Religious), 0 -Sports, 0 -Day Trips)
- i. Christ's Church Ministries Retreat sent to: Holiday Inn; 2/4-5/17, 60 attendees, 20 attendees
  - ii. Bambico/Dillard Wedding: 3/18-19/17; 10 attendees; 22 room nights
  - iii. Gorman/Levine Wedding: 9/8-10/17; 10 attendees; 16 room nights
  - iv. Zina & Neil's Wedding and Reception- 11/18 or 25/17; 400 attendees- N/A room nights
- b. February 2017: 22 (1-Association, 0-Corporate, 15-Weddings, 4-Social (1-Religious), 1 - Sports, 1 -Day Trips)
- Association: 1
- i. Texas Rural Letter Carrier's Assoc.- For June 2020 (6/25-7/1-2020). Peak Night – 100 Rooms, attendees: 250 Sent to Sheraton.
- Weddings: 15
- ii. LM Media World Wide, LLC -Bambico/Dillard Wedding September 2017
  - iii. Zina Patel Wedding, November 2017. \*Actually received in January
  - iv. Rachel Kaplan Wedding – January 2018, The Springs
  - v. Hannah Brewer Wedding – November 2017, Myers Park
  - vi. Zoe Blevins Wedding – September 2017, Stone Crest
  - vii. Rachel Cohenouer - October 2017, The Springs
  - viii. Julie Perry Wedding – June 2017, The Springs
  - ix. Perez/Bowman Wedding – March 2017, Springs
  - x. Megan Richards Wedding – March 2017
  - xi. Rachel Wilson Wedding – May 2017
  - xii. Erin Ramsey Wedding – June 2017, The Springs
  - xiii. Ashley Fernendex Wedding – June 2017,
  - xiv. Julian Haugh Wedding – September 2017
  - xv. Lora Hall (MOG) Wedding – September 2017, The Springs
  - xvi. Shelbie Gardner Wedding – July 2017, The Springs
- Day Trip: 1
- xvii. Meals and Wheels Waco – Day Trip to McKinney – Scheduled for late April, currently working on details and possible site visit to Heard-Craig House.
- Social: 4
- xviii. Amazing Church –May 2017, Planning a Festival that includes music/good/games, low potential for overnights. Forwarded info to MPAC also.
  - xix. Rug Fest/Hook Inn, Robin Reynolds – 15-20 Rooms Needed 1 night only, July 20, 2017 (Holiday Inn & Hampton).
  - xx. U.S. Bankruptcy Court: June 27-29, 2017 at The Grand Hotel; 38 room nights, 19 attendees.
  - xxi. Cvent – National Antique Oldsmobile Club National Meet – Sent to Sheraton



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Sports: 1

- xxii. Sports Source Dec 2-3, 2017
- c. March 2017: 10 (0-Association, 1-Corporate, 9-Weddings, 0-Social (0-Religious), 0 - Sports, 0-Day Trips)

### **Corporate: 1**

- i. Texas Instruments, June 2017, 5 Days, 17 attendees, The Grand

### **Weddings: 9**

- ii. Joseph Hackenbracht Wedding – June 2017, The Springs
- iii. Christine Westman Wedding – August 2017, The Springs
- iv. Brittany Villarosa Wedding – August 2017, The Springs.
- v. Morgan Underwood Wedding – September 2017, The Springs
- vi. Kaelam Cowan Wedding – December 2017, The Springs
- vii. Jasmin Torres Wedding – December 2017
- viii. Delaney Lohmann Wedding – August 2017, The Springs
- ix. Sylvia Sanches Family Reunion, September 2017
- x. April Bear (MOB) Wedding, January 2018, The Springs

## **VI. Site Visits: 11**

- a. January 2017: 2
- b. February 2017: 3
- c. March 2017:6

## **VII. Day Trips: 2**

- a. January 2017: 0
- b. February 2017:1
  - i. Meals and Wheels Waco – Day Trip to McKinney – Scheduled for late April, currently working on details and possible site visit to Heard-Craig House.
- c. March 2017:1

## **VIII. Tradeshows/Events: 15**

- a. January 2017: 7
  - i. Beth attended TACVB Mid-winter Conference and completed two more certification categories toward her TDM.
  - ii. MCVB attended and co-oped with MPAC for their annual Bridal Show on 1/21/17, the show had 190 attendees.
  - iii. MCVB attended SW Showcase Tradeshow in Austin-281 attendees.
  - iv. MCVB attended Baylor, Scott & White “For Women for Life” event on 1/28/17 - Exceptional turn out over 250 attendees from 8:00 am- Noon. It was a great place to meet with our target market and sell the MCVB Services to residents and as well as our sister city residents.
  - v. Attended Annual Chamber Meeting
  - vi. Helmbriscoe (3<sup>rd</sup> party Meeting Planners) will be here Feb. 8-9 with 20 planners in attendance. The Sheraton is sponsoring their 1<sup>st</sup> Quarter meeting, F&B & overnight stay. While here, they will be experiencing the North Texas Escape



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Rooms, and will end the night at Tupps Brewery, where Tupps and Cadillac Pizza will be sponsoring their dinner & drinks.

vii. 2<sup>nd</sup> Quarterly meeting-MCVB meeting w/ Hoteliers (1/30/17).

b. February 2017: 6

i. MCVB attended and co-oped with MPAC for their annual Bridal Show on 1/21/17, the show had 190 attendees.

ii. MCVB attended SW Showcase Tradeshow in Austin-281 attendees.

iii. MCVB attended Baylor, Scott & White "For Women for Life" event on 1/28/17 - Exceptional turn out over 250 attendees from 8:00 am- Noon. It was a great place to meet with our target market and sell the MCVB Services to residents and as well as our sister city residents.

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vi. 2<sup>nd</sup> Quarterly meeting-MCVB meeting w/ Hoteliers (1/30/17).

c. March 2017:2

i. Hotel Association Spring Mixer 3/2/17

ii. Sneak Peek-WWI Centennial Commemoration Exhibit- Collin County Historical Society & Museum (Post Office)

### IX. Lost Business: 5 RFP's

a. January 2017: 2

i. TCCE Annaul Convention 2019 – Sheraton Declined, venue not large enough to accommodate

ii. JLM Event – Applique Getaway Craft Event. Venue not large enough to accommodate needs

b. February 2017: 0

c. March 2017: 3

i. Texas Veterans Commission - Planner: Sue Jevning, September 17-29,2017, 670 Attendees. Sent to the Sheraton, they were unable to accommodate the needs of this RFP. (this is a resubmit from November 2016, it was lost business then and is lost business now)

ii. National Antique Oldsmobile Club National Meet – Planner: Loulu Lima, June 5-9, 2019, 300 Attendees. Sent to the Sheraton, do not have the parking requirements for this event.

iii. 2018 American Vet Chiro Association (AVCA) Annual Conference – Planner: Debora Renken, November 6-13, 2018. Sheraton unable to accommodate needs for animals, Myers Park is booked and unable to accommodate also.



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### X. Hotel/Attraction/Venue Updates

- a. Holiday Inn Craig Ranch will open mid to late February according to Sameer Nanu (co-owner).
- b. Rosemary Barn <http://www.therosemarybarn.com/>

### XI. Advertising

- a. January 2017:
  - i. The MCVB has contracted with the Daytripper newsletter for the following 3 months (March, April and September). To market the upcoming World War I exhibit at the Collin County Historical Museum, Arts in Bloom and Oktoberfest.
  - ii. We are hoping to keep the lines of communication open with Chet Garner, so that we can have him as the Keynote Speaker for the Texas Downtown Association Conference in November 2017.
  - iii. Free Publicity: FY 16-17 Budget Allocation: Promotional:\$64,526 & Advertising: \$88,757= \$ 153,283
    1. January Free Publicity:
      - a. Print Value; \$44,900
      - b. Web Value; \$41,000
      - c. PR Value \$123,300
      - d. Impressions: 4,995,320
    2. February Free Publicity:
      - a. Print Value; \$ 864
      - b. Web Value; \$ 29,000
      - c. Ad Value \$ 58,545
      - d. PR Value \$155,842
      - e. Impressions: 17,999,861
    3. March 2017:
      - a. Print Value; \$ 864
      - b. Web Value; \$ 47,000
      - c. PR Value \$112,545
      - d. Impressions: 19,252,406

### XII. Recognition:

- a. USA Today- Top 50 Scenic Small Towns (Road Trip):  
<http://www.usatoday.com/story/travel/experience/america/fifty-states/2017/01/17/scenic-small-towns-50-states/96557870/>

### XIII. MCVB Updates:

- a. MCVB- Ashley Ford hired as Administrative Assistant.

### XIV. Upcoming Events/Tarde Shows: 3<sup>rd</sup> Quarter Events:

- a. January 2017:
  - i. TACVB Mid-Winter- Beaumont, TX
  - ii. Southwest Showcase- Austin, TX
- b. February 2017:
  - i. TTIA Unity Dinner & Converge on the Capital



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c. March 2017: N/A