



FY 15-16 Recap

- I. **Hot Tax Collections (7%): FY 15-16 \$669,266 vs. FY 14-15 \$395,128=69.38%↑**
 - a. 1st Quarter 2016 vs. 2015: 1st Quarter 2015 \$330,228 vs. 1st Quarter 2014 \$193,359=70.78%↑
 - b. 2nd Quarter 2016 vs. 2015: 2nd Quarter 2016: \$ 339,038 vs. 2nd Quarter 2015: \$ 191,769= 76.79%↑

- II. **Hotel Room Nights (1st & 2nd Quarter Totals): Rooms: 144.85%↑ Revenue: 141.92%↑**
 - a. FY 14-15: Room nights 542; Revenue: \$64,824
 - b. FY 15-16: Room nights 1,283; Revenue: \$ 156,823

- III. **Sales Calls: FY 15-16: 218 vs. FY 14-15:149=46.31%↑**
 - a. Corporate:
 - i. FY 15-16: 15
 - ii. FY 14-15: 52
 - b. Association:
 - i. FY 15-16: 24
 - ii. FY 14-15: 84
 - c. SMERF:
 - i. FY 15-16: 3
 - ii. FY 14-15: 15

- IV. **FY 15-16 (Oct.-Mar) Association/Corporations Bids Won: 16**
 - i. Houston Apartment Association @ Sheraton: 20 room nights, 10 attendees
 - ii. Blogger's Conference was held at Eldorado Country Club (1 day seminar) with a reception at Tupps Brewery. We had a blogger blog about the Hampton Inn. Didn't use code, couldn't get pick up.
 - iii. MHS Class of '65- Sugarbacon/Holiday Inn-12 rooms, 80 attendees
 - iv. Vintage Market Days-11/20-21/15, Myers Park @ Comfort Inn-75 rooms, 6775 attendees (2 twice a year, next May 13-14, 2016)
 - v. The MCVB assisted with the Mitas Hill Conference Sheraton-11/7-10/15, 47 room nights, 23 attendees
 - vi. Miniature Book Society Inc. @ Sheraton 8/2-9/16, room nights: 150 attendees:100
 - vii. TX Downtown Association 11/6-10/17 @ Sheraton 400 room nights 300 attendees
 - viii. Civil Court Process-4/2017 @ Sheraton 320 room nights, 120 attendees
 - ix. Colin County Association of Realtors@ Piazza on the Green, 0 room nights, 350 attendees.
 - x. Sorority Group-Gail Ainsworth-Grand -14 room nights (March 2016)
 - xi. Electric Quilters Group-23 room nights (March 2016)



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- xii. Analysis Group- Sheraton -6/3-5/16, 24 room nights, 12 attendees
- xiii. Tae Kwando Tournament-Towne Place Suites- 5/13-14/16; 30 room nights for Officials & referees- 250 attendees. Hotels were all booked by the time the planner came to us to block rooms for the tournament. The Holiday Inn is the only hotel that had availability.
- xiv. Destination Imagine-April1-2, 2016:
 - 1. Hampton Inn 55 room nights; TTL Rev.: \$7700
 - 2. Sherston-306 room nights ; TTL Rev.: \$39,474
 - 3. Holiday Inn-122 room nights; TTL Rev.: \$13,299
- xv. Federal Judges-Grand Hotel56 room nights; TTL Rev.: \$6,824
- xvi. Emerson- Sheraton/Holiday Inn: Depends on class training 60-90 room nights, 15-30 attendees (2-4 days). Approx. 10 per FY15-16.

V. RFP'S : FY 15-16 (Oct.-Mar.): 80 FY 14-15: 97

- i. Association:
 - 1. FY 15-16: 14
 - 2. FY 14-15: 12
- ii. Corporate:
 - 1. FY 15-16: 4
 - 2. FY 14-15: 6
- iii. SMERF:
 - 1. FY 15-16: 62 (14-Sport, 35- weddings, 12 social, 1-Education)
 - 2. FY 14-15: 79

VI. Site Visits:

- a. FY 15-16 (Oct-Mar.): 5
- b. FY 14-15: 20

VII. Day Trips:

- a. FY 15-16 (Oct-Mar.): 1
- b. FY 14-15: 1

VIII. Recognition:

- a. MCVB: McKinney Convention & Visitors Bureau was Honored with ConventionSouth's Prestigious Top New/Renovated Meeting Site Award (ConventionSouth Top 50 in 2015 Designation)-Only 50 meeting sites and destinations in the South selected.

IX. Lost Business:

- a. FY 15-16 (Oct-Mar.): 12
- b. FY 14-15: 21