



## 2<sup>nd</sup> Quarter Recap

### I. **Hot Tax Collections (7%): 2nd Quarter 2016 vs. 2015: 2nd Quarter 2016: \$ 339,038 vs. 2nd Quarter 2015: \$ 191,769: 76.79%↑**

- a. January 2016:
  - i. \$103,954 (2016) vs. \$59,241 (2015): **75.05%↑**
- b. February 2016:
  - i. \$97,581 (2016) vs. \$54,793 (2015): **68.85% ↑**
- c. March 2016:
  - i. \$137,503 (2016) vs. \$77,735 (2015): **76.89% ↑**

### II. **Hotel Room Nights: Room nights 985; Revenue: \$123,007**

- a. January 2016: Room nights 178; Revenue:\$ 18,897 (4- Weddings, 1-Corporate-Emerson)
- b. February 2016: 186 Room nights; Revenue:\$ 25,184 (3-Weddings, 1- Corporate (Emerson)
- c. March 2016: 621 room nights; Revenue: \$ 77,941 (4-Weddings, 1-Education, 1- Gov't)

### III. **Sales Calls: 113-Calls (-Association, 50-Corporate, 0-SMERF)**

- a. Corporate: 50
  - i. January 2016: 12 (Collin County)
  - ii. February 2016:17 (Greenville, TX)
  - iii. March 2016: 12 (Frisco, TX/Plano, TX)
  - iv. McKinney Top 25: 9
    - 1. January 2016: 3 (UPS, Collin College, & Collin County Courthouse)
    - 2. February 2016: 3 (Encore, Simpson Strong Tie, & Blue Mountain Equipment )
    - 3. March 2016: 3 (Lone Star Reel Corporation, Erchonia, & Popular Ink)
- b. Association: 92
  - i. January 2016: 37 (Southwest Showcase Tradeshow)
  - ii. February 2016:15 (Austin Sales Calls)
  - iii. March: 40 (Attended DFWAE Association Day- Spoke to 40 Planners over 100 attendees.)
- c. SMERF: 0
  - i. January 2016: 0
  - ii. February 2016: 0
  - iii. December 2016: 0

### IV. **Association/Corporations Bids Won: 4**

- a. January 2016: 1
  - i. Civil Court Process-4/2017 @ Sheraton 320 room nights, 120 attendees.
- b. February 2016: 2



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- i. Colin County Association of Realtors@ Piazza on the Green, 0 room nights, 350 attendees.
    - ii. Analysis Group- Sheraton, 10 room nights, 30 attendees
  - c. March 2016: 1
    - i. 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 Innis the only hotel that had availability.
  
- V. RFP'S: 28 : 10 -Associations, 3-Corporate, 15- SMERF: Weddings: Sport, & SMERF**
  - a. January 2016: 8
    - i. Association: 6
    - ii. Corporate: 2
    - iii. SMERF: 4 (Weddings)
  - b. February 2016: 2
    - i. Association: 1
    - ii. Corporate: 1
    - iii. SMERF: 4 (Weddings)
  - c. March 2016: 4
    - i. Association: 3
    - ii. Corporate: 0
    - iii. SMERF: 7 (6- Weddings & 1-Sports)
  
- VI. Site Visits: 4**
  - a. January 2016: 3 ( 2- association & 1- Wedding)
  - b. February 2016: 0
  - c. March 2016: 1 (Association)
  
- VII. Day Trips: 0**
  - a. January 2016: 0
  - b. February 2016:0
  - c. March 2016:0
  
- VIII. Tradeshow/Events: 15**
  - a. January 2016: 7
    - i. TACVB ( Texas Association of Convention & Visitors Bureau) Mid- Winter
    - ii. Townplace Suites Hard Hat Tour
    - iii. 2<sup>nd</sup> Quarterly Hotel & B&B Meeting
    - iv. Southwest Showcase (Austin-MPI & IAEE)
    - v. National Travelers Association (Co-op w/ Team TX)
    - vi. ABA (American Bus Association) will be held in Louisville, KY-Co-op w/ Team TX.
    - vii. Main St. Bridal Show 1/16/16
  - b. February 2016: 4



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- i. Chamber Awards Ceremony- Dee-dee on Steering Committee. Awarded Local Yocal as Tourism Partner of the Year.
- ii. TTIA Unity Dinner
- iii. Quinciañera EXPO
- iv. NTA Exchange January 31-February 4, 2016; Atlanta, Georgia ( Team Texas)

### c. March 2016: 4

- i. DFWAE (Dallas Forth-Worth Association executives) A- Day, Arlington, TX.
- ii. Hotel Association-Fish Training
- iii. Hotel Association-Quarterly meeting
- iv. Hotel Association-Networking –Top Golf

## IX. Lost Business: 6

### a. January 2016: 3

- i. Texas Association of School Board Officials-Lost to Allen, TX- Marriott Courtyard
- ii. Texas Society of Anesthesiologists-Lost because they needed exhibition space (75 exhibitors)
- iii. Texas Association of Counties-Lost to Frisco, TX

### b. February 2016: 1

- i. Collin County Association- Room Nights going to Frisco, TX- Wingate

### c. March 2016: 2

- i. Texas Association of Sports Official's
- ii. Texas Association of Counties

## X. Hotel/Attraction/Venue Updates

- a. Townplace Suites has moved their opened on February 22, 2016.
- b. Holiday Inn at Craig Ranch is set to open Summer of 2016.
- c. Spring Hill Suites proposed at Country Club Dr. & 75

## XI. Advertising

### a. January 2016:

#### i. Blogs:

1. Marco's Pizza on Undercover Boss posts. We received lots of reads off of this post.
2. Brides flock to McKinney- Featured the MPAC Bridal Show.
3. February 2016-Full of Sweet Events

#### ii. Articles:

1. Trout Derby
2. Myers Park- a feature about dogs shows as well as what all they have to offer.

### b. February 2016:

- i. Segway Tours – Good Morning Texas aired a 5-1/2 minute live piece



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- ii. Blogs:
    - 1. Meet McKinney's Bed & Breakfast
    - 2. February 2016-Full of Sweet Events
    - 3. Wurlitzer Organ to shine
  - iii. Articles:
    - 1. Louisiana Life
    - 2. Convention South
    - 3. TCC (TML Magazine)
    - 4. Texas Meetings & events ad
    - 5. TripInfo ( Special ad section- Foodie Destinations)
- c. March 2016:
- i. Texas Municipal Leagues-Texas Town & city: Spring Issue-Advertised meeting space.
  - ii. Southern Living Spring Issue-Co-op: City Communications, MCDC, &N MCVB.
  - iii. Texas Meetings & Events Ad
  - iv. Daytripper April newsletter piece – banner and text
  - v. Pandora banner ads and script (started April 1, 2016 and runs through May 9, 2016 in the Austin area. We have an ad in Austin Monthly in May to really push McKinney as a weekend stay to the Austin Market.
  - vi. Trip Info.Com: Group Dining ad special section(Farm to Table Dinners/Dining on the Downtown Square):Meeting & Event Planners
  - vii. Blog:
    - 1. Madi Davis
    - 2. Bed & Breakfasts: 14 (in addition to the 150 last month!)
    - 3. McKinney's Historic District, Then and Now: - 126
    - 4. Easter Sunday Brunch Offerings: 116
    - 5. Texas Wildflowers & Spring Gardening: 32 (new last week)

## XII. MCVB Updates:

- a. MCVB is currently working on FY 16-17 Budget
- b. MCVB is working on revising Goals to meet the new City Council Goals.
- c. **Multiview Behavioral Campaign-16 Leads.** Seeing a lot of people looking at Wedding Venues, Blog, Calendar, Things to do, and Place's to Stay. Sent leads to: MCDC- PF Chang's & MEDC-Warfront Café LLC.
  - i. January 2016- 4
  - ii. February 2016-5
  - iii. March 2016-7

## XIII. Upcoming Events/Tarde Shows: 2<sup>nd</sup> Quarter Events:

- a. April 2016-2
  - i. 3<sup>rd</sup> Hotelier & B&B Meeting
  - ii. Pandora Sweepstakes launched runs until May 9, 2016.
- b. May 2016-2
  - i. National Travel & Tourism Week- May 1-7, 2016



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- ii. Texas DMO Empowered Training- TTIA, May 10-12,2016
- c. June 2016-2
  - i. TTIA- Travel College, June 27-July 1, 2016
  - ii. Site Visit- Cherry Kay Abel-Texas Association of Assessing Officers- June 17,2016