

Talking Points April 2017 for March 2017

MCVB Updates:

- o Hotel Association Spring Mixer 3/2/17
- o Sneak Peek-WWI Centennial Commemoration Exhibit- Collin County Historical Society & Museum (Post Office)
- o The 7 Habits of Highly Effective People-Part 2 (3/1/17)- Dee-dee attended.
- o Webinar - How to Develop a Seasonality-Based Marketing Strategy- Beth attended.

MCVB Room Nights Generated: 273 TTL Room Nights; TTL Revenue: 31,528

Weddings Completed in March 2017 - TTL Room Nights: 181; TTL Rev: \$21,400

- o McCauley/Little Wedding - Towne Place Suites: TTL Room Nights: 16, TTL Rev. \$1744
- o Lowry/Ebrt Wedding - Holiday Inn: TTL Room Nights:23, TTL Rev: \$ 2801
- o Scott/Lineberry Wedding - Holiday Inn: TTL Room Nights: 26, TTL Rev: \$3224
- o Sherry Zaunick Wedding - Hampton Inn: 8, TTL Rev: \$912; Holiday Inn: TTL Room Nights: 35, TTL Rev: \$4091
- o Casey Wilt Wedding - Hampton Inn: TTL Room Nights: 5, TTL Rev: \$570
- o Rohr Wedding - Hampton Inn: TTL Room Nights: 4, TTL Rev: \$456
- o Perez/Bowman Wedding - Hampton Inn: TTL Room Nights: 31, TTL Rev: \$3534
- o Megan Richards Wedding -heraton: TTL Room Nights: 33, TTL Rev: \$ 4068
- o Kenya Alexander Vow Renewal - March 2017, looking for venue/hotels
- o Hensley/Wilson Wedding – no pick up
- o Kim Karnes Wedding- no pick up

Association/Corporate/SMERF: TTL Room nights: 92 TTL Revenue: \$10,128

- o Nike: Grand Hotel- 10 Room Nights, \$1190 TTL Rev
- o Liberty Mutual/Torchmark: Grand Hotel - 32 Room Nights, TTL Rev \$3488
- o Jet Support Systems: Grand Hotel – 50 Room Nights TTL Rev: \$5450

Sports: TTL Rooms: TTL Rev: \$ 0

- o National Collegiate wrestling Association – no pick up reported

Visitors: (October 2016-September 2017)

FYTD Total: 2,728

March Total: 466

Out of State: 25

Out of Country: 23

Texas Residents: 30

McKinney Residents: 5

RFP's: 17 (2-Association, 1-Corporate, 8-Weddings, 2-Social, 3 -Sports, 1 -Day Trips)

- o Texas Association of College & University Police Administrators. December 4-8, 2017; 120 Attendees, Total Room Nights Expected: 151. Sent RFP to Sheraton for consideration.
- o Keep Texas Beautiful- 500 attendees, 200 room nights, June 2019.
- o USTA Junior National Championship being held in McKinney May 6-8, 2017.
- o NAIA Mens Soccer National Championships. Planner: Bryton Curtis. Estimated participants: 400. Sent RFP to MISD for consideration
 - Dates:
 - Nov. 26-Dec 1, 2018
 - Dec. 2-7, 2019
- o Texas Instruments, June 2017, 5 Days, 17 Attendees – The Grand
- o Meals and Wheels Waco – April 2017, Day Trip
- o Joseph Hackenbracht Wedding – June 2017, The Springs
- o Christine Westman Wedding – August 2017, The Springs
- o Brittany Villarosa Wedding – August 2017, The Springs.
- o Morgan Underwood Wedding – September 2017, The Springs
- o Kaelam Cowan Wedding – December 2017, The Springs
- o Jasmin Torres Wedding – December 2017
- o Delaney Lohmann Wedding – August 2017, The Springs
- o April Bear (MOB) Wedding, January 2018, The Springs
- o Sylvia Sanches Family Reunion, September 2017
- o Texas Beer & Fly Fishing festival- May 5-6, 2018- Myers Park

Day Trip: 1

- o Gotta Go Tours by Patti

Site Visits: 6

- o Pogue Construction: Melinda Garcia (Sheraton)
- o The Courts McKinney- Looking for Hotels for the USTA Junior National Championship being held in McKinney May 6-8, 2017.
- o TDA (Texas Downtown Association) on 3/29/17
- o Hannah Brewer-Wedding
- o Keep Texas Beautiful- City Wide.
- o Texas Downtown Association 11/7-10/17 (already won this bid lat year).

Advertising: Ads/materials created and submitted:

- Submitted content for Texas Meetings + Events editorial
- Submitted materials to Daytripper for April newsletter
- Photos at Apex
- Photos at Collin County Historical Museum exhibit
- Photos for Facebook at Hutchins (showing construction)

Free Publicity:

MCVB FY 16-17	Budgeted Amount
Adv.	\$64,526
Promo.	\$88,757
Total	\$153,283

MARCH 2017 - MCVB Publicity/Free Media Coverage					
<i>Publication</i>	<i>Article/Topic/Writer</i>	<i>Print Value</i>	<i>Web Value</i>	<i>PR Value</i>	<i>Impressions</i>
Restless Chipotle Sponsored Blog	1 entries – what to do in McKinney; McKinney B&B	\$0	\$9,000	\$27,000	315,000
BubbleLife Collin County	Shared our blog and web postings 3 times	\$0	\$ 9,000	\$27,000	825,000
TOTALS for Month		0	\$ 18,000	\$54,000	1,140,000
FY 16-17 YTD Totals:		\$864	\$47,000	\$112,545	\$19,252,406

LOST BUSSINESS-3

- o 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).
- o 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.
- o 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 also booked and unable to accommodate this group.