



To: MCVB Board

From: Dee-dee Guerra – Executive Director

Date: April 25, 2017

RE: McKinney CVB March 2017-Staff Report

Goal 1 Operational Excellence

Strategies:

- The Seven Habits of Highly Effective People-Part 2 (3/1/17)- Dee-dee attended.
- Webinar - How to Develop a Seasonality-Based Marketing Strategy- Beth attended.

Events: 2

- Hotel Association Spring Mixer 3/2/17
- Sneak Peek-WWI Centennial Commemoration Exhibit- Collin County Historical Society & Museum (Post Office)

Goal 2 Financially Sound Government

Strategies:

- **Balance resources generated by Hot tax**
- **Develop and utilize performance measures to ensure successful and efficient operations**

HOT Tax Collections: 2016-2017

HOT TAX collection reported by City:

- MOM 2017 vs. 2016 (16-Hotels & 6- B&B/VRBO reporting)
 - January 2017: \$ 120,551
 - January 2016: \$ 103,954
 - **16.37%↑**
- MOM 2017 vs. 2016 (16-Hotels & 7- B&B/VRBO reporting)
 - February 2017: \$ 108,562
 - February 2016: \$ 97,581
 - **11.25%↑**

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

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

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

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

Sports: TTL Rooms: TTL Rev: \$ 0

- National Collegiate wrestling Association – no pick up reported

ASSOCIATIONS-/CORPORATE /SMERF Sales Calls: 30

● **Association: 12**

- **Dallas VA Research Corporation**; Michele Packard-Milam. They hold large meetings of 500 plus and would not be a good fit for McKinney.
- **American Association of Community Theatre**, David Cockerell. He advised that the planning for their meetings is handled via their national committee and McKinney's MPAC might be a good fit. He was going to pass along the information to the appropriate planner. Will follow up with him next month.
- **National Athletic Trainers' Association**, Kandy Cefoldo. She stated that their meetings are usually very large, 10K plus attendees and McKinney would not be a good fit.
- **PPAI Organization**, AJ Hunter stated that the organization does hold some small meetings and gave me another contact (Alan Peterson) to follow up with. Sent email
- **Professional Retail Store Maintenance Association**, Joanna Brown advised their meetings are very large and held at the Gaylord. Their smaller meetings are held in house.
- **MENSA**, Shirley Meine stated they do hold some small meetings and McKinney could be a potential location. Sent follow up email to open lines of communication. She responded with thanks and will contact me when needed.

- **U.S. Chamber of Commerce**, Charles Carrington advised that I needed to contact John Gonzales or Monique Thierry for information regarding meetings in Texas. Sent email to open lines of communication and their contact information.
 - **Automotive Service Association**, Liz Cook advised McKinney may be a fit for the type of meetings she coordinates. Sent her a follow up email and offered a site visit.
 - **International News Media Association**, Kris Williams, advised their meetings are very large and are held internationally. She did advise that she is trying to get the North America team to come to North Texas, however most likely would consider Dallas. Sent a follow up email to open line of communication.
 - **Association of Physicians**, Michelle Clark – McKinney is a potential for meetings. Will send her a follow up email. Looking for email, she did not have card with her.
 - **Texas Society of CPA's**, Craig Myer –advised me to reach out to the Dallas Chapter and also the Whicita Chapter.
 - **Associated Locksmiths of America**, was given the name Kathryn Beard to contact for small meetings. Will call her to open lines of communication.
- **Corporate: 10**
 - **Sally Beauty Supply** – Spoke with Kelly Hughes and followed up with an email. She stated that most of the meetings are held in house, however encouraged me to send an introductory email. She would then pass it along to administrative team in each department that coordinates meetings.
 - **Sports Clips** – Left a voice mail and followed up with email to Saronna Maldonado. Will follow up again with Email/call.
 - **Nike** – joint effort with the Grand Hotel. Contact: Jonathan Rasca
 - **Jet Support** – joint effort with the Grand Hotel, Contact: Tracie Klassen
 - **Liberty National** – joint effort with the Grand Hotel, Contact: Kathy Lopez and Kristi Mixan
 - **The Valisade Group** – Spoke with Valerie Delaney. I meet her at Connect Texas. She stated that McKinney is not large enough to accommodate her meetings. She offered to check with her colleagues and would introduce me to those that may have a better fit for McKinney.
 - **Helms Brisco** – Martine Lacombe-Michels. She asked me to circle back around to her in late April because she had not yet received the RFP she needs to send out. Currently she is working with the TX State Teachers Association, their meeting is in April 2017 in Houston.
 - **Pizza Hut Domestic** – Laura Nava, left message on her voice mail
 - **YUM** – Andrea Anderson, receptionist stated she wasn't able to transfer call unless they were expecting the call and advised to fill out vendor information online.
 - **KFC** – Cathy Dennis - receptionist stated she wasn't able to transfer call unless they were expecting the call and advised to fill out vendor information online. Sent an email to the suppliers help email to ask for guidance on moving forward for these three companies.

- **SMERF: (Local) 5**
 - **Vasquez Taikowndo** – Tournament in April. Assited with Hotel accomodations and visitor bags.
 - **Zennith Gymnastics** – Left message for Joel Rytzell and followed up with an email offering assistance with hotel room blocks for upcoming tournaments
 - **Primetime Sports** – Basketball Tournaments at PSA. Contact Christ Hoover recommended that I reach out to Karla Killman, as she handles hotels for them now Sent Karla an email and will follow up again next month if I do not hear back from her.
 - **Premier** – Left a message with Amber Jonson
 - **U90C/EM2 Housing** – Spoke with Miranda, no longer doing housing for soccer. Primarily seek housing for Volleyball and a little bit of basketball, however nothing is scheduled for McKinney at this time. She will reach out to me when it does.
- **McKinney Top 25: 3**
 - Met with Jennifer Coultier (Event Planner) from Mercedes Benz. Helping her get connected with the Chamber and introducing her to organizations who are offering sponsor opportunities and groups needing meeting space. The dealership has a board room and a conference room that are available at no charge to rent.
 - Connecting Sport Source with MISD Athletics for the turf soccer fields for their event Dec. 1-3, 2017. They currently using Al Ruschhaupt & Craig Ranch Soccer Fields. Last year they brought in 400 room nights. We are hoping to get more room nights with the new Holiday Inn at Craig Ranch opening. This year we are reaching out to the hoteliers in advance, since our hotel rooms get blocked early with wedding groups.
 - Farm Fresh- Scott <http://www.farmhousefreshgoods.com/> Website sales only-Sell only to Boutique Hotels. Corporate office in McKinney off of Custer & 380. Partnering for samples to put in welcome bags for TDA.

● **MCVB Calendar of Events 2017-2019:6**

Month	Group	Venue	Room Nights	Attendees
October				
November				
11/6-10/17	Emerson	Sheraton	90	30
11/6-10/2017	TX Downtown Association	City Wide-Sheraton (host Hotel)	300 (over the 4days of the conference)	300
11/26/18-12/1/18	NAIA Mens Soccer National Championships	MISD	200	400
December				
12/1-3/17	Sports Source	City wide	2016: 400	1000+
12/4-8/17	Texas Association of College & University Police Administrators	Sheraton	151	120

Month	Group	Venue	Room Nights	Attendees
12/4-6/17	Emerson	Holiday Inn	60	30
12/12-14/17	Emerson	Holiday Inn	48	24
12/7-9/19	NAIA Mens Soccer National Championships	MISD	200	400
January				
1/15/17	Emerson	Holiday Inn	60	30
February				
March				
April				
4/18-20/17	Emerson	Sheraton	90	30
4/17-19/2017	Civil Court Process	Sheraton	300	120
May				
5/6-8/17	USTA Junior National Championship	City Wide	50	200
5/23-25/17	Emerson	Holiday Inn	48	24
5/28/17	Bike the Bricks	Downtown McKinney	2014: 0 2015:19 2016: Cancelled- weather	2014: riders: 550; attendees: 8,000 2015: 600, 9,000 2016:0
5/5-6/18	Texas Beer & Fly Fishing Festival	Myers Park	75	700
June				
6/27-29/17	Texas Bankruptcy Court	Grand Hotel	38	19
6/4-9/17	Emerson	Holiday Inn	106	153
6/2019	Keep Texas Beautiful	City Wide	200	500
6/17-19/19	Flamefest	Craig Ranch	2014:16 2015:19	2014-120 teams 3600 attendees
6/25/20- 7/1/20	Texas Rural Carrier	Sheraton	100	250
July				
7/2019	Texas Agri-Life	Sheraton	100	300
7/18-21/17	Emerson	Holiday Inn	48	24
7/20/17	Rug Fest	Holiday Inn & Hampton	20	70
August				
8/14-18/17	Emerson	Holiday Inn	24	48
September				

Events the MCVB assist with: We help to advertise & promote these events (No Hotel Rooms or Venues):

- Rat & Rod Show (Tupps Brewery)
- Home for the Holidays
- Ghost Walk
- 4th of July Parade
- Holiday Home Tour
- Dinosaurs Live!
- Living History Days
- Collin County Historical Society Museum
- Halloween at the Heard
- Second Saturday
- ORLY- Old Red Lumber Yard
- Trade Days
- Myers Park Events (Dogs Show, Horse show, & Master Gardener Events)
- Farmers Market
- State of the City of McKinney Volunteer McKinney
- Chamber Community Awards
- Pumpkinville at Tucker Hill
- Sanctuary (Adriatica) Events
- Franconia Brewery Tour
- Tupps Brewery Tour

Heritage

- Whales Manor Music Under the Stars
- City wide weekend events/concerts
- All MPAC Events

Visitors: FYTD Total (October '16-Setember '17):

- YTD Total: 1,067
- March Total: 466
- Out of State: 25
- Out of Country: 23
- Texas Residents: 30
- McKinney Residents: 5

Day Trips: 0

Made in McKinney Store Revenue:

- March 2017: \$ 604.03
- March 2016: \$ 1017.99
 - -40.66%↓

Meetings: 8

Sales: 1

- Conference Call –TDA (Texas Downtown Association)#2- 3/15/17

Leadership: 5

- "Leadership Talk" 3/7/17
- Spring 2017 Executive Director and Leader's Breakfast 3/21/17
- Chandler Merritt- KPI's 3/24/17
- 911 Memorial Meeting- Leadership Class 3/30/17
- TACVB-TDM Education Committee Meeting 3/31/17

Advertising: 2

- Sales meeting with IDI - #GetSocial
- Podcast for McKinney on the Move – promoting CVB (awareness), city events, and National Tourism Week

RFP's: 10 (0-Association, 1-Corporate, 9-Weddings, 0-Social (0-Religious), 0 -Sports, 0-Day Trips)

Corporate: 1

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

Weddings: 9

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

Site Visits: 6

- Pogue Construction- Melinda Garcia- Sheraton
- Rachel Cohenour (Bride) – Hampton, Comfort, Holiday Inn
- Pogue Construction: Melinda Garcia (Sheraton)
- The Courts McKinney- Looking for Hotels for the USTA Junior National Championship being held in McKinney May 6-8, 2017.
- TDA (Texas Downtown Association) on 3/29/17
- Hannah Brewer-Wedding
- Keep Texas Beautiful- City Wide, June 219, 200 room nights, 500 attendees.
- Texas Downtown Association 11/7-10/17 (already won this bid lat year).

Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal):55-(51-Weddings, 4-Social, 0 -Sports, 1-Day Trips)

- Kate Nazzocco Wedding - April 2017
- Blair Bundren Wedding – April 2017, The Springs

- Jacinda Jeter Wedding – April 2017, Rustic Grace
- Blair Bundren Wedding – April 2017, The Springs
- Amber Kotaur Wedding – April 2017
- Mallory Smith Wedding – April 2017
- Allison Ellis Wedding – May 2017, The Springs
- Max Pippin Wedding – May 2017, The Springs
- Tracey Gayle Wedding – May 2017, The Springs
- J Barton Wedding – May 2017, The Springs
- Caitlyn Gilliam Wedding – May 2017
- Knuth/LaGrow Wedding – May 2017
- Rachel Wilson Wedding – May 2017
- Cole Frazier Wedding – June 2017, The Springs
- Grace Weldon Wedding – June 2017, The Springs
- Kofahl Wedding – June 2017
- Julie Perry Wedding – June 2017, The Springs
- Erin Ramsey Wedding – June 2017, The Springs
- Ashley Fernendex Wedding – June 2017
- U.S. Bankruptcy Court – June 2017 at The Grand Hotel
- Shelbie Gardner Wedding – July 2017, The Springs
- Harvey Wedding – July 2017, Stone crest
- Emily Malloy Wedding – July 2017, Stone crest
- Lynn Jones (MOB) Wedding – July 2017, The Springs
- Lynn Mikesell (MOB) Wedding – July 2017, Rustic Grace
- Dannie Teese Wedding – July 2017, The Springs
- Puckett Family Reunion – July 2017 – Looking for Venue
- Neena/Vay Wedding – July 2017
- Howard/Hope Wedding – July 2017, The Springs
- Katie Thompson Wedding – September 2017, The Springs
- Laura Clark Wedding – September 2017, Mitas Hill
- Camry Farhat Wedding – September 2017, The Springs
- Bowmer Wedding – September 2017, Bella Donna
- Zoe Blevins Wedding – September 2017, Stone Crest
- Julian Haugh Wedding – September 2017
- Lora Hall (MOG) Wedding – September 2017, The Springs
- Carly Schindler Wedding – October 2017, Stone Crest
- Jeania Lemons Wedding – October 2017, The Springs
- Katie Almaleh Wedding – October 2017, The Springs
- Margot Delossantos Wedding – October 2017, The Springs
- Herrea/Sutherland Wedding – October 2017, Stone Crest
- Symone Wedding – October 2017, The Springs

- Rachel Cohenouer - October 2017, The Springs
- Sean Jamisen Wedding- November 2017, The Springs
- Stephanie Elizondo Wedding – November 2017, The Springs
- Emily Jones Wedding – November 2017
- Hannah Brewer Wedding – November 2017, Myers Park
- Julisa Martinez Wedding – December 2017, The Springs
- Claire Chaney Wedding – December 2017, The Springs
- Clay Quinn Wedding – December 2017, The Springs (?)
- Rachel Kaplan Wedding – January 2018, The Springs

Social: 5

- Ashfia Salemin Birthday Celebration – April 2017, looking for venue/hotels
- Meals and Wheels Waco – Day Trip to McKinney – Scheduled for late April, currently working on details and possible site visit to Heard-Craig House
- Rug Fest/Hook Inn, Robin Reynolds – 15-20 Rooms Needed 1 night only, July 20, 2017
- Swanson Meetings & Event Planning Family Reunion –June 2017

Goal 3 Enhance the Quality of Life in Downtown:

Strategies:

- Continue to highlight Downtown McKinney as a unique destination.
- Continue efforts to expand entertainment, dining, & shopping options.

Newsletter Email Database (Robly) TTL: 32.5 % average open rate (December)

Bags Serviced: 740

Mailing Leads Processed: 174

- Tout Texas -174

Advertising/Marketing/Media

Created/submitted materials (photos and text)-

Blogs on our website

- Rye: Local History, Farm-Fresh Food and Craft Cocktails: 3
- McKinney B&B: History & Biscotti: 59
- St. Patty Day's Fun: 56

Visits on Homepage News Flash buttons & landing pages:

- Weekend Update – 145
- Vintage Market Days - 30
- Shopping & Prizes (NorthTexasShopping.com)- 55
- World War I Exhibit - 64

Photos Taken/Submitted and Ads 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)
- Submitted info about Ashley for new hire news on TACVB website/email

Meetings/Events Attended/Connections Made:

- Main Street Business Meeting
- Strategy Meeting with City Comm
- Directors Meeting one week
- Sales meeting with IDI - #GetSocial
- Podcast for McKinney on the Move – promoting CVB (awareness), city events, and National Tourism Week
- Attended webinar - How to Develop a Seasonality-Based Marketing Strategy

ADVERTISING Website & Publication ROI Tracking:

- Quinceañeras – 15
- Meeting Planners Guide – 27
- Maharani Weddings – 6
- Southern Living – 1
- Texas State Travel Guide – 3
- Texas Highways – 1
- Daytripper – March (Collin County Museum Exhibit) - 60
- Daytripper – Arts in Bloom – 9 (there will be more next month)
- Austin Monthly – 95
- Louisiana Life – 6

SOCIAL MEDIA TRACKING

FACEBOOK -

Month FY 16-17	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct-16	89	5,213	41,111	455,040	2,609,061
Nov-16	49	5262	34,002	428,214	2,800,279
Dec-16	22	5284	24,896	385,544	1,981,838
Jan-17	51	5335	56,136	683,769	2,709,980
Feb-17	140	5475	125,150	1,211,410	4,007,313
Mar 17	27	5502	71,907	640,829	2,972,790
Totals	378	n/a	353,202	3,804,806	17,081,261

SOCIAL MEDIA TRACKING – MARCH 2017

Type	Number	Increase #	Percentage (+/-)
Twitter			
Followers	4296	28	+1%
Tweets	5565	47	-7.8%
Tweet Impressions	16.5K	Not given	-4.9%
Profile Visits	186	-41	-19.5%
Mentions by other users	13	+3	-7.1%
Yelp	30 days	12 mon.	24 mon.
Views	4 (-33%)	112 (-17%)	247
Web Visits	3	22	48
Google Sites	Views	Followers	Subscribers
YouTube	2668	n/a	11

WEBSITE ANALYTICS – MARCH 2017

Total Visits	Page Views	Unique Visitors	Lifetime Visits	Lifetime Pg Views	Lifetime Pg Views
3969	10,150	3395	145,373	580,998	123,983

Top Pages in MARCH 2017

Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.	Exit %
Home	1,914	1,500	0:01:07	1,443	40.89%	39.97%
Calendar	888	710	0:01:17	589	50.25%	44.93%
Visitors Guide	253	197	0:01:42	20	45.00%	32.02%
Shopping Centers	239	214	0:02:30	187	86.10%	82.01%
Explore	205	157	0:00:37	17	88.24%	16.59%
Calendar	196	151	0:00:51	141	39.01%	43.88%
Shopping Centers	171	150	0:01:01	100	52.00%	41.52%
Events	163	132	0:00:25	15	60.00%	14.72%
Monthly-Annual Ev	162	145	0:02:02	91	83.52%	68.52%
Dining	146	119	0:00:48	18	83.33%	25.34%
Weekend Update	140	120	0:01:45	3	33.33%	35.71%
Dining & Nightlife	135	120	0:01:46	97	85.57%	72.59%
About McKinney	131	109	0:01:03	12	75.00%	30.53%
Stay	123	98	0:00:12	16	87.50%	15.45%
Weddings-Red-Ven	103	79	0:00:25	59	27.12%	28.16%
Calendar	96	80	0:00:58	4	100.00%	38.54%
Aus. Mon. Readers	91	85	0:01:50	84	84.52%	83.52%
Res Directory	87	80	0:00:32	2	100.00%	10.34%
Res. Directory	81	77	0:01:03	3	33.33%	19.75%
Res. Directory	78	62	0:01:02	5	100.00%	39.74%
Event Planning	64	58	0:00:17	16	81.25%	31.25%
WWI Centennial	64	59	0:01:23	31	93.55%	59.38%
Re.s Directory	63	56	0:00:33	2	100.00%	20.63%

Country Breakdown	% New		New Users	Bounce		Avg. Visit Duration
	Sessions	Sessions		Rate	Pgs/Visit	
United States	3,850	80.88%	3,114	58.10%	2.57	0:01:48
Brazil	20	100.00%	20	100.00%	1	0:00:00
(not set)	12	41.67%	5	66.67%	4.5	0:05:24
Canada	11	72.73%	8	36.36%	3.73	0:02:02
United Kingdom	9	55.56%	5	55.56%	3.11	0:01:08
India	7	100.00%	7	100.00%	1	0:00:00
Mexico	5	60.00%	3	40.00%	4	0:02:53
Russia	5	100.00%	5	100.00%	1	0:00:00
China	3	100.00%	3	66.67%	1.67	0:02:34
Colombia	3	100.00%	3	66.67%	3.33	0:02:50

State Breakdown	Sessions	% New Sessions	New Users	Bounce Rate	Pgs/Visit	Avg. Visit Duration
Texas	2,933	79.24%	2,324	56.77%	2.57	0:01:51
Virginia	169	91.12%	154	93.49%	1.21	0:00:24
California	110	88.18%	97	63.64%	2.62	0:01:39
Oklahoma	52	96.15%	50	36.54%	5.15	0:03:59
Illinois	42	80.95%	34	50.00%	2.69	0:01:42
Kansas	42	57.14%	24	66.67%	2.4	0:00:35
Florida	40	80.00%	32	52.50%	2.4	0:01:13
Georgia	35	85.71%	30	60.00%	2.83	0:03:25
New York	31	83.87%	26	48.39%	2.84	0:01:34
Colorado	28	82.14%	23	46.43%	2.96	0:01:33

City Breakdown	Visits	% New Visits	New Visits	Bounce Rate	Pgs/Visit	Avg. Visit Duration
McKinney	819	67.28%	551	53.97%	2.69	0:02:18
Dallas	691	82.05%	567	61.79%	2.36	0:01:33
Plano	145	88.97%	129	57.24%	2.26	0:01:04
Austin	120	87.50%	105	73.33%	2.02	0:00:58
Allen	96	80.21%	77	54.17%	1.97	0:00:40
Frisco	89	76.40%	68	56.18%	1.98	0:01:35
Houston	77	88.31%	68	70.13%	2.1	0:01:12
Prosper	66	84.85%	56	60.61%	1.83	0:01:07
Ballinger	53	100.00%	53	100.00%	1	0:00:00
Fort Worth	41	78.05%	32	53.66%	3.41	0:01:57

Free Publicity:

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



March 2017 Multi-Media ROI Report

McKinney CVB

Thank you for making TRIPinfo your Next Generation Marketing Partner! Our audience is Group + Tour + Agent + Meeting + Religious + Reunion + Event + Sport + Student + Wedding + International Planners. Traffic is filtered to remove search engine spiders, bots & page requests not fully transmitted.

INVESTMENT	CURRENT MONTH	CAMPAIGN TO DATE
12-Month Wide Skyscraper w/Video on TX Dining, TX Shopping & TX Meetings + Text Ads on Market, Tables, Tour Index & Video Index + 1/2-Page Ad Each Issue of Quarterly Digital Magazine + 9 Newsletter Features Campaign Start 10/2016; \$9,200 Annual Buy	\$767	\$4,600

IMPRESSIONS	CURRENT MONTH	CAMPAIGN TO DATE
TRIPinfo.com 24/7/365 Online	578	5,409
TRIPinfo Weekly Newsletter - <i>Internet Travel Monitor</i>	1,325	6,104
TRIPinfo Quarterly Digital Magazine*	1,149	7,424
Total Impressions	3,052	18,937

CLICKS	CURRENT MONTH	CAMPAIGN TO DATE
Clicks to Your Website or Video	96	832
Click-Thru Rate	3.15%	4.39%

WHY CLICK-THRU RATE (CTR) IS IMPORTANT
Domestic Travel Display Ads average CTR = 0.05%. Your TRIPinfo CTR is 88x the industry average. Many marketers budget Cost-Per-Thousand (CPM) of Ad Impressions, assuming the industry average Click-Thru Rate. But if a medium delivers 88 times the industry average CTR, that same multiplier should apply to the CPM budget for an Engaged Audience!

Top 5 McKinney Hotels July & August 2016 Occupancy Rates:

	<u>Oct. '16</u>	<u>Nov. '16</u>	<u>Dec. '16</u>	<u>Jan. '17</u>	<u>Feb. '17</u>
Comfort Inn	N/A	73.44 %	67.54%	67.49%	92.50%
Hampton Inn	96.90	99.24%	95.68%	97.84%	97.82%
Holiday Inn	83.19%	80.34 %	60.05%	65.30%	73.70%
La Quinta	79.01%	77.38%	74.85%	77.95%	76.99%
Sheraton	75.19%	75.20 %	57.74%	69.54%	79.77%
Townplace	72.02%	78.01%	73.40%	69.54%	65.49%

Sheraton Occupancy Rates:

Month	FY 14-15	FY 15-16	FY 16-17
October	N/A	67.28%	75.19%
November	N/A	61.35%	75.20%
December	N/A	69.24%	57.74%
January	N/A	61.62%	69.54%
February	N/A	71.58%	79.77%
March	24.60 %	63.53%	
April	39.29%	82.34%	
May	50.47%	64.60%	
June	69.70%	75.03%	
July	75.60%	72.61%	
August	56.22%	63.86%	
September	56.43%	72.50%	

LOST BUSSINESS – 3

- 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)
- 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.
- 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.