

Talking Points October 2017 for September 2017

I. MCVB Room Nights Generated: TTL Room Nights 919; TTL Revenue \$ 100,005

WEDDINGS COMPLETED in August 2017 - TTL Room Nights: 419 TTL Rev: \$47,527.00

- Zoe Blevins Wedding – Sheraton - TTL Rooms: 27, TTL Rev: \$3320; Hampton Inn - TTL Rooms: 25, TTL Rev: \$2850; Holiday Inn - TTL Rooms: 2, TTL Rev: \$ 198
- Julian Haugh Wedding – Sheraton - TTL Rooms: 94, TTL Rev: \$9635
- Anna Ferrero Wedding – Sheraton - TTL Rooms: 65, TTL Rev: \$ 6630
- Kelsey Mundry Wedding – Hampton Inn – TTL Rooms: 21, TTL Rev: \$2499; Holiday Inn – TTL Rooms: 11, TTL Rev: \$1199
- Kristin Byler Wedding – Hampton Inn – TTL Rooms: 33, TTL Rev: \$3927
- Nottestad/Gallagher Wedding – Hampton Inn – TTL Rooms: 47, TTL Rev: \$5358
- Casie Summers/Nick Fahrer Wedding - Hampton Inn – TTL Rooms: 22, TTL Rev: \$2618
- Heather Mitchell Wedding – Comfort Suites - TTL Rooms: 9, TTL Rev: \$801

No Pick-ups on the following weddings:

- Brittani Davidson Wedding - The Springs – Block was at Holiday Inn, no rooms picked up
- Jeremy Love Wedding –The Springs - Block was at Holiday Inn, no rooms picked up
- Morgan Underwood Wedding – The Springs – most likely at the Sheraton, no block
- Katie Thompson Wedding – The Springs– most likely at the Sheraton, no block
- Bowmer Wedding – Bella Donna – most likely at the Sheraton, no block
- Lora Hall (MOG) Wedding – The Springs – most likely at the Sheraton, no block
- Bambico/Dillard Wedding – Hampton Inn – TTL Rooms: 29 TTL Rev: \$3306

ASSOCIATION/CORPORATE/SMERF COMPLETED in August 2017: 500 TTL Room nights, TTL Revenue: \$ 50,678

Associaton: TTL Rooms: 45 TTL Rev: \$ 5,694

- FARFA – Grand Hotel - TTL Rooms: 38, TTL Rev: \$ 5052; Holiday Inn: TTL Rooms: 7, TTL Rev: \$642

Corporate: TTL Rooms: 363 TTL Revenue: \$ 36,300

- Torchmark- Sheraton 9/17-20/17; TTL Room nights 74; \$ 7,400 TTL Revenue
- Torchmark- Sheraton 9/24-26/17; TTL Room nights 289; \$28,900 TTL Revenue

SMERF: TTL Rooms: 93 TTL Rev: \$ 8,684

- Stark Girls Weekend Get-a-way – Grand Hotel- TTL Rooms: 11, TTL Rev: \$ 1529
- Oktoberfest – Grand Hotel – TTLRooms: 20, TTL Rev: \$3160
- Barn Hunt National Trials – La Quinta – TTL Rooms: 61, TTL Rev: \$5795
- Crape Myrtle Run – no pick up
- Munzee Event – no pick up

Sports: 0 TTL Rooms: TTL Rev: \$ 0

- N/A

II. Visitors: FYTD Total (October '16-September '17): 2,763

August Total: (includes all individuals that have come through the visitor's center)

- Out of State: 30
- Out of Country: 21
- Texas Residents: 18
- McKinney Residents: 14
- Register Total: 83
- Ticker Counter: 328

III. RFP's: 10 (2-Association, 1-Corporate, 7-Weddings, -Social (0-Religious), 0 -Sports, 0-Day Trips)

Association: 2

- Texas Travel Counselors Conference for 2019 & 2020. Sent to Holiday Inn and Sheraton. TTL Attendees: 225, TTL Room Nights: 425 over 5 days, (85 per night) Potential date: April 7-11, or 14-18, 2019, April 5-9, 2020

Corporate: 1

- Emerson Global-Inside Sales Automation Solutions SK (HelmsBriscoe). RFP sent to the Sheraton. Dates: 11/14-17/17.

Weddings: 7

- Peggy Grubbs (MOG) Wedding – March 2018 – StoneCrest Trying to follow up on previous emails and voice mails. No Response.
- Amy Hernandez Wedding – November 2017 – D’Vine Grace
- Danille Jansma Wedding – October 2018 – Rustic Grace
- Glenda Meadows Wedding – October 2017 – Bella Donna
- Levi Kennaw Wedding – October 2018 – Stonecrest
- Grubbs Wedding – March 2018 – Stonecrest
- Chris Shuma Wedding – April 2016 – The Springs

SMERF: 0

IV. Site Visits: 0

V. Advertising: Ads/materials created and submitted: Created/submitted materials (photos and text)

Blogs on our website:

- Peek Inside The Old Gough-Hughston House: 2108
- Support Your Local Farmers & Locally-Grown Food: 20
- Heard Museum 50th: 55
- Want to be in a Movie?: 806
- Benji House on Film Trail: 12
- Keep McKinney Beautiful This Fall: 3
- McKinney Shop opens: 17

VI. Visits on Homepage News Flash buttons & landing pages:

- Weekend Update: 160

- World War I Exhibit: 21
- Plan Your Visit Button: 14
- 9/11 Ceremony: 25
- McKinney Shop: 27
- Weather : 7

#GETSOCIAL	
FY 2016-17	Views
May	88
Jun.	71
Jul.	69
Aug.	55
Sept.	43
TOTALS	283

VII. Photos, Text Written, Marketing Materials and Ads Submitted

- Facebook photos
 - Oktoberfest
 - New Farmers Market location
 - Photos during True Stories film parade
 - Photos at Wistron of film crew
 - Photos of Dinosaurs Live at The Heard (Set up a Dropbox, too, to share with The Heard)
- Materials Submitted
 - Winter calendar info for Texas Events Calendar
 - Submitted ad to Texas Highways for Nov.
 - Oktoberfest photos to Dallas Child
 - Photos and text for Texas Meetings + Events social media posts
 - Provided Dinosaurs Live pics to the Heard via Dropbox

VIII. Advertising- Website & Publication ROI Tracking:

- Meeting Planners Guide – 19
- Historic Calendar – 2
- TourTexas (Oktoberfest) – 6
- Oxford American (Oktoberfest) - 38
- Faster2First Tourney – 16
- DFW Map – 1
- Daytripper – Oktoberfest: 24
- Southern Living – 1
- Dallas Cowboys - 1

MEDC-MCDC-MAIN ST.

VIII. Free Publicity:

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

August 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>
BubbleLife Collin Co.	Shared Blog/Web posts (4)	\$ 0	\$ 8,000	\$ 24,000	366,700
TOTALS for Month		\$ 0	\$ 8,000	\$ 24,000	366,700
FY 16-17 YTD Totals:		\$ 95,723	\$ 204,390	\$ 808,404	37,094,201

X. Lost Business-0