

Talking Points November 2017 for October 2017

I. Recognition:

Second year in a row, the MCVB was voted for the annual Convention South Readers' Choice award. Press release is attached. Congratulations to the team at McKinney CVB! (*Way to seriously bring in the votes this year! One of only 38 total winners in the entire state including CVBs and venues!*) Of the *thousands* of meeting destinations in the South, *over 1,000* were nominated this year, and *only 300* were chosen winners... After *over 6,000* readers and fans voted, *you have won* an Annual *ConventionSouth* Readers Choice Award!



II. MCVB Room Nights Generated: TTL Room Nights: 819; TTL Revenue: \$91,187.45

WEDDINGS COMPLETED in October 2017 - TTL Room Nights: 375; TTL Rev: \$44,465.85

- Wheeler/Tadvick Wedding – Grand Hotel: TTL room nights: 11, TTL Rev: \$ 2107
- Warren/Wells Wedding – Towne Place Suites: TTL room nights: 2, TTL Rev: \$218
- Boyette/Cook Wedding – Grand Hotel: TTL room nights: 39, TTL Rev: \$6291
- Kimbro/Jensma Wedding – Comfort Suites: TTL room nights: 31, TTL Rev: \$2719
- Herrera/Sutherland Wedding – Hampton Inn: TTL room nights: 53, TTL Rev: \$6042
- Symone Charlton Wedding – Towneplace Suites: TTL room nights: 25, TTL Rev: \$2725, Hampton Inn: TTL room nights: 28, TTL Rev: \$3192, Holiday Inn: TTL room nights: 7, TTL rev: \$693
- Folkening/Harbour Wedding – Towneplace Suites: TTL room nights: 10, TTL Rev: \$1090, Best Western: TTL room nights: 2, TTL rev: \$191.98

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- Maddison Howell Wedding – Sheraton: TTL room nights: 46 TTL rev: \$5334
- Glenda Meadows Wedding – Best Western: TTL room nights: 13, TTL rev: \$1325.87
- Garrett/Bailey Wedding – Sheraton: TTL room nights: 58, TTL rev: \$6607
- Sarah Castaneda Wedding – Holiday Inn: TTL room nights: 2, TTL rev: \$ 218
- Jeania Lemons Wedding – Hampton Inn: TTL room nights: 8, TTL rev: \$ 952
- Leah Ingebriksen Wedding – Hampton Inn: TTL room nights: 28, TTL rev: \$ 3332
- Margot Delossantos Wedding – Hampton Inn: TTL room nights: 12, TTL rev: \$1428

No Pick-ups on the following weddings:

- Rachel Cohenouer - October 2017, The Springs
- Mercedes Henderson Wedding – October 2017, Rustic Grace
- Carly Schindler Wedding – October 2017, Stone Crest
- Dana Galway Wedding – Springs
- Katie Almaleh Wedding – October 2017, The Springs

ASSOCIATION/CORPORATE/SMERF COMPLETED in October 2017: TTL Room nights: 444, TTL Revenue: \$46,721.60

Associaton: TTL Rooms: N/A; TTL Rev: \$ 0

Corporate: TTL Rooms: 444 TTL Revenue: \$ 46,721.60

- Torchmark- Sheraton 10/8-12/17; 43 TTL Room nights; \$ 4,300 TTL Revenue
- Torchmark- Sheraton 10/10-12/17; 56 TTL Room nights; \$ 5,600 TTL Revenue
- Torchmark- Sheraton 10/16-17/17; 56 TTL Room nights; \$ 5,600 TTL Revenue
- Torchmark- Sheraton 10/22-25/17; 250 TTL Room nights; \$ 25,000 TTL Revenue
- Emerson- Sheraton 10/10-12/17; Cancelled
- Dow Chemical Co. – Grand Hotel: TTL room nights: 13, TTL Rev: \$1777
- 3D Group Travel – Grand Hotel: TTL Room nights: 26 TLL Rev: \$4000.60

SMERF: TTL Rooms: N/A; TTL Rev: \$ 0

Sports: 0 TTL Rooms: N/A; TTL Rev: \$ 0

- North Texas Fall Shootout – teams booked online, no room block, no pick up

III. Visitors: FYTD Total (October '17)

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

- Out of State:
- Out of Country:
- Texas Residents:
- McKinney Residents:
- Register Total:
- Ticker Counter:

IV. RFP's: 31 (1-Association, 20-Corporate, 10-Weddings, -Social (0-Religious), 0 -Sports, 0-Day Trips)

Association: 1

- Texas State NAACP Annual Conference to the Sheraton on 10/6/17
Event to Take Place 2 or 3rd Week in October 2018. Attendees: 250
Peak Room Nights: Thursday – Saturday 50-75 Room nights per night over 3 days (150-225 room nights) Off Peak Room Night: Wednesday 10 room nights.

Corporate: 20

- CarMax Employment Center: Monday, 19 Feb 2018 - Fri, 13 Apr 2018); looking for a venue only to do training.
- **1200 room nights- Emerson**
 - Emerson: 30 attendees; 60 room nights:
 - Life Cycle Services: IV 1100; 180 Room nights
 - 1/30/18-2/1/18
 - 5/1-3/18
 - 6/5-7/18
 - Life Cycle Services:IV1106;240 Room nights
 - 1/9-11/18
 - 4/10-12/18
 - 9/18-20/18
 - 11/13-15/18
 - Regulator:1100; 240 Room nights
 - 2/20-22/18
 - 3/20-22/18
 - 9/11-13/18
 - 11/6-8/18
 - Regulator:1106;240 Room nights
 - 2/27/18-3/1/18
 - 3/20-22/18
 - 9/11-13/18
 - 11/6-8/18
 - Regulator:1112; 120 Room nights
 - 5/22-24/18
 - 12/11-13/18
 - Emerson: 30 attendees; 90 room nights; 180 Room nights
 - Regulator:FC1605
 - 10/9-11/18
 - Regulator:FC1800
 - 1/23-26/18

Weddings: 10

- Kayly Browne Wedding, October 2018 – Avalon Legacy
- Shelby Boyett/Camerson Cook Wedding, October 2017 – Flour Mill
- Natalie Butlers Wedding, December 2017 – River Road Chateau
- Gaby Ortiz Wedding, December 2017, - Springs
- Shadae Rogers Wedding, February 2018 – The Springs

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- Morgan McGrew Wedding, March 2018, The Springs
- Alex Parkinson Wedding, April 2018, The Rosemary Barn
- Lauren Daymard Wedding, May 2018 – Chandlers Garden
- Katie Nelson Wedding, August 2018 – Stone Crest
- Waychoff/Lonzanida Wedding – August 2018, Stone Crest

SMERF: 0

V. RFP's: (-Association, -Corporate, -Weddings, -Social (0-Religious), 0 -Sports, 0-Day Trips)

VI. Site Visits: 452

- Out of State: 38
- Out of Country: 11
- Texas Residents: 28
- McKinney Residents: 9
- Register Total: 96
- Ticker Counter: 452

VII. Advertising: Ads/materials created and submitted: Created/submitted materials (photos and text)
Blogs on our website:

- Peek Inside The Old Gough-Hughston House - 17
- Support Your Local Farmers & Locally-Grown Food - 4
- Heard Museum 50th - 9
- Want to be in a Movie? – 7
- Benji House on Film Trail – 9
- Keep McKinney Beautiful This Fall: 1
- McKinney Shop opens - 25
- Slice of McKinney: Improv at Comedy Arena - 56
- Wurlitzer organ - 21
- What's New in McKinney-Fall Update - 48
- Grants now Available - 15

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

- **The McKinney Shop - 25**
- **World-War-I-Exhibit – 32**
- **Plan Your Visit - 6**
- **Weekend Update page: 84**
- **GetSocial#getsocial – 77**
- **MCVB Grants - 33**

#GETSOCIAL 17-18	
FY 17-18	Views
Oct, 17	77
TOTALS	77

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

- Facebook photos
 - DIY Class at Fair & Square
 - Fall photos at Towne Lake
 - Mayor’s Concert promoting MPAC grant competition
 - SportSource proclamation
 - TDA Proclamation
 - Press release for MCVB Grants
 - Eventzee Clues for TDA

- Materials Submitted
 - Winter calendar info for Texas Events Calendar
 - Home for the Holidays photos to Modern Luxury Magazine
 - Event information to Dallas Child Magazine

X. 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

XI. Free Publicity:

FY 17-18	Budgeted Amount
Adv.	\$42,655
Promo.	\$83,710
Total	\$ 126,365

- *Does not include \$20,000 for Grants*

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OCTOBER 2017 - MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print/ Broadcast Value	Web Value	PR Value	Impressions
BubbleLife Collin Co.	Shared Blog/web posts (4 times)	0	8000	24000	900000
Community Impact	MCVB Grants	0	2000	6000	150000
Courier Gazette	MCVB Grants	1025	1000	3000	49384
North Texas E- News	MCVB Grants	750	600	1800	55000
TOTALS		\$1,775	\$11,600	\$34,800	1,154,384

SOCIAL MEDIA TRACKING

FACEBOOK - 207-18					
FY 17-18	New Likes	TTL Likes	Engaged Users	Total Reach	Impressions
Oct. 17	47	6217	92,814	850,774	4,382,210
TOTALS	47	6,217	92,814	850,774	4,382,210

OTHER SOCIAL MEDIA TRACKING – AUGUST 2017

Type	Number	Increase #	Percentage (+/-)
Twitter			
Followers	4561	+72	+36%
Tweets	5932	+52	+2.0%
Tweet Impressions	16.8K	(not given)	-8.4%%

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Profile Visits	282	-58	-0.9%
Mentions by other users	26	+7	+13%
Google Sites	Views	Increase	Subscribers
YouTube	4015	329	20 (+1)

VISIT WIDGET - OCTOBER 2017						
OCTOBER	Sessions	Users	Page Views	Pages per Session	Bounce Rate %	% New Sessions
Oct. 2-8	34	22	135	3.97	20.59	41.18
Oct. 9-15	42	32	174	4.14	33.33	50.00
Oct. 16-22	31	24	226	7.29	16.13	45.16
Oct. 23-29	29	20	197	6.79	34.48	41.38
Oct. 30-Nov. 5	41	30	193	4.71	24.39	56.10
TOTALS	177	128	925	26.90	n/a	n/a

XII. Lost Business-2

- Texas State NAACP Annual Conference to the Sheraton on 10/6/17Event to Take Place 2 or 3rd Week in October 2018. Attendees: 250, Peak Room Nights: Thursday – Saturday 50-75 Room nights per night over 3 days (150-225 room nights). Off Peak Room Night: Wednesday 10 room nights.
- Emerson Global-Inside Sales Automation Solutions SK (HelmsBriscoe) www.emerson.com. RFP sent to the Sheraton. Dates: 11/14-17/17. Lost to Allen, wanted walk ability.
Dee-dee,

I just heard back after an email follow-up. They went to the Courtyard in Allen. It is now a room's only meeting and they like that they can walk to things – including Top Golf.

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