



November 2018

I. MCVB Room Nights Generated: TTL Room Nights: 355; TTL Revenue: \$ 41,375

WEDDINGS COMPLETED- November 2018 - TTL Room Nights: 83 TTL Rev: \$11,741

- Westlake/Ross Wedding – Sheraton Hotel, TTL rooms: 14, TTL rev: \$ 1484
- Abbott/Fowler Wedding – Grand Hotel, TTL rooms: 9, TTL rev: \$1431
- Courtney Lavey – Grand Hotel: TTL rooms: 2, TTL rev: \$358, The Neathery Estates: TTL rooms: 4 (entire house), TTL rev: \$1853
- Britt Morgan Wedding – Hampton Inn: TTL rooms: 13, TTL rev: \$1,482, Grand Hotel: TTL rooms: 23, TTL rev: \$3517
- Phares Wedding – Comfort Suites: TTL rooms: 6, TTL rev: \$ 468
- Strobel Wedding – Comfort Suites: TTL rooms: 8, TTL rev: \$792
- Sutton Wedding – Comfort Suites: TTL rooms: 4, TTL rev; \$356

Assisted following wedding parties with hotel quotes/info, however, no hotel room blocks made or welcome bags provided.

- Beaubien Wedding – Springs
- Ringo/Carter Wedding – River RD

ASSOCIATION/CORPORATE/SMERF COMPLETED in October 2018: TTL Room nights: 272; TTL Revenue: \$29,634

Associaton: TTL Rooms: 23 ; TTL Rev: \$ 2,445

- Women's Health Network Association, Holiday Inn – Total rooms: 23 TTL rev: \$2,445

Corporate: TTL Rooms: 47; TTL Revenue: \$ 6,063

- Emerson-1100-Holiday Inn: TTL room nights: 0; TTYL Rev. \$ 0
- Emerson-1106-Holiday Inn: TTL room nights: 9; TTYL Rev. \$ 1,161
- Emerson-IV 1106-Holiday Inn: TTL room nights: 38; TTYL Rev. \$ 4,902

SMERF: TTL Room nights: 202 TTL rev: \$21,164

- Toast Masters , Sheraton – TTL rooms: 57, TTL rev: \$5,472
- Delta Theta Chi , Sheraton – TTL rooms: 75, TTL rev: \$9,150
- Lodge Family Block, La Quinta – TTL rooms: 18, TTL rev: \$1,602
- Vintage Market Days, Hampton Inn- TTL rooms: 52, TTL rev: \$ 4,940

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



II. Visitors: FYTD Total (October '18-September'19): 874

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

- Out of State: 29
- Out of Country: 21
- Texas Residents: 39
- McKinney Residents: 15
- Register Total: 104
- Ticker Counter: 448

III. RFP's: 33 (0-Association, 29-Corporate, 4-Weddings, 0-Social: 0-Religious, 0-Sports, 0-Day Trips)

Association:

- N/A

Corporate: 29

- Room Nights: 1365 attendees: 1465

<u>Month</u>	<u>Group</u>	<u>Venue</u>	<u>Room Nights</u>	<u>Attendees</u>
January	-	-	-	-
01/13 - 01/16/19	Torchmark AIL 101	Sheraton	100	100
01/21 - 01/23/19	Torchmark AIL SGA Improvement Seminar	Sheraton	15	15
01/27 - 01/30/19	Torchmark LNL 201	Sheraton	30	30
February				
02/11 - 02/13/2019	Torchmark AIL 201	Sheraton	80	80
02/17 - 02/20/2019	Torchmark FHL 201	Sheraton	15	30
02/19 - 02/22/2019	Torchmark FHL 101	Sheraton	22	44



02/24 - 02/28/2019	Torchmark LNL 101	Sheraton	100	100
March				
03/04 - 03/06/2019	Torchmark AIL 301	Sheraton	50	50
03/18 - 03/20/2019	Torchmark LNL 401	Sheraton	20	20
03/24 - 03/27/2019	Torchmark LNL 301	Sheraton	20	20
April/May				
04/28 - 05/01/2019	Torchmark AIL 101	Sheraton	100	100
05/05 - 05/09/2019	Torchmark LNL 101	Sheraton	100	100
June				
06/16 - 06/19/2019	Torchmark AIL 101	Sheraton	100	100
06/23 - 06/26/2019	Torchmark LNL 201	Sheraton	30	30
July				
07/15 - 07/17/2019	Torchmark AIL SGA Improvement Seminar	Sheraton	15	15
07/21 - 07/25/2019	Torchmark FHL 101	Sheraton	22	44
07/24 - 07/26/2019	Torchmark FHL 301	Sheraton	9	18
August				
08/05 - 08/08/2019	Torchmark LNL 401	Sheraton	20	20



08/12 - 08/14/2019	Torchmark AIL 201	Sheraton	80	80
08/25 - 08/28/2019	Torchmark LNL 301	Sheraton	20	20
September				
09/15 - 09/19/2019	Torchmark LNL 101	Sheraton	100	100
09/23 - 09/25/2019	Torchmark AIL 301	Sheraton	50	50
October				
10/20 - 10/23/2019	Torchmark LNL 201	Sheraton	30	30
10/22 - 10/23/2019	Torchmark FHL 101	Sheraton	22	44
10/27 - 10/29/2019	Torchmark FHL 201	Sheraton	15	30
10/27 - 10/30/2019	Torchmark AIL 101	Sheraton	100	100
November				
11/03 - 11/07/2019	Torchmark LNL 101	Sheraton	100	100
Total			1365	1470

Social: 0

- N/A

SMERF: 4 (4-Weddings, 0-Sport)

- Westlake/Ross Wedding – November 2018
- Courtney Lavey Wedding – November 2018, The Gather
- Claudia Martinez Wedding – May 2019, The Springs
- Senkel/Basile Wedding – June 2019, The Gather



IV. Site Visits: 1

- Megan Neth

V. Advertising: Ads/materials created and submitted: Created/submitted materials (photos and text) **Blogs: 28**

Second Saturday Blog (Nov.) - 27

New to McKinney – 1

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

Weekend Update page - 99

NCAA – 36

McKinney Shop – 11

Event-Planning – 54

Santa on the Square – 22

Plan Your Visit – 6

MAST (McK Art Studio Tour) – 16

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

- Submitted info Texas Events Calendar
- Wrote November feature and submitted photos to Texas Hotel Assoc. (Al DeBerry)
- Took photos at Home for the Holidays
- Created artwork for promotional items
- Submitted Nov. events to TACVB for the newsletter
- Emailed grant confirmation letters to recipients

VIII. Advertising- Website & Publication ROI Tracking:

- MHS-Lions: 1
- Boyd-High-Broncos: 3
- MNHS Bulldogs - 1
- Daytripper – Home for the Holidays – 4
- McKinney Foodie scene – 27
- McKinney Music scene – 19
- NCAA – 1
- Sports Destination Marketers - 1

IX. Free Publicity:

Publicity: *Does not include \$30,000 for Grants*



FY 18-19	Budgeted Amount
Adv. & Promo TTL	\$ 141,470

NOVEMBER 2018- MCVB Publicity/Free Media Coverage					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
BubbleLife	Shared Blog/website updates (2 times)	\$0	\$2,500	\$9,000	575,000
Courier Gazette	Economic Impact of NCAA game - D2 Quoted	\$1,120	\$800	\$5,760	225,000
County Line Magazine	New Year's Eve listing	\$750	\$500	\$3,600	60,000
Community Impact	Economic Impact of NCAA game - D2 Quoted	\$1,800	\$900	\$8,100	250,000
TSAE Newsletter	Free article		\$570	\$1,375	10,000
Texas Standard web/NPR radio	Piece by Marika Flatt		\$6,000	\$18,000	210,000
TTIA Newsletter	Shared article from Texas Standard	\$0	\$450	\$1,500	40,000
TOTALS		\$3,670	\$11,720	\$47,335	1,370,000
FY 18-19 Totals		\$5,605	\$22,120	\$78,535	\$2,235,000

X. Lost Business-0