

# NCAA D2 National Football Championship in McKinney, TX December 21, 2019



## Ingredients for Success



### Visitors & Visitors & Visitors, Oh My!

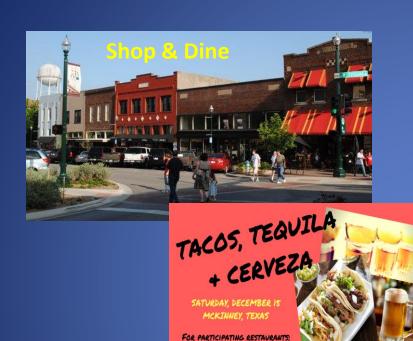


\$1.1+ million in economic impact!

4300 attendees in 2018 Goal of 5300 in 2019



### NCAA D2 Events







DZMCKINNEY.COM



#### **Digital Marketing**













# **Being Social**



## Money, Money, Money, Money

- Goal: Reaching a larger audience by marketing the game, and events surrounding the game, to generate an increase in visitors to McKinney.
- Benefits:

**Business community** 

City

Community



### \$15,000 from MCDC will provide:

- Ability to update website with "Plan Your Trip" section
- Expand digital targeted marketing reach
- Generate greater digital ad presence
- Provide opportunity for marketing in DFW metropolitan area
- The Ticket Radio

End Result: More visitors = More \$\$

