



**To:** MCVB Board

**From:** Dee-dee Guerra – Executive Director

**Date:** April 23, 2019

**RE:** McKinney CVB March 2019-Staff Report

**Goal 1 Operational Excellence**

**Strategies:**

- **Advertising/Marketing:**
  - **County Line Magazine** – We secured a discounted remnant ad in the March/April issue advertising Arts in Bloom. This publication also has a wonderful opportunity for Farmers Markets to take place in a co-op ad in the May-June issue. The MCVB is working with Chestnut Square to help provide content so the McKinney's Farmers Market can be represented in this campaign.
  - April issue of The Daytripper newsletter promoting Arts in Bloom.
  - April issue of TourTexas.com newsletter promoting Arts in Bloom.
  - Ad in March/April issue of County Line Magazine promoting spring events in McKinney
  - 2019-20 issue of the Texas Tour & Meeting Guide, promoting our meeting/event venues, attractions & events
  - The Industry Resource Guide of the International Association of Exhibitions and Events
  - **Free Coverage:** Livability.com contacted the MCVB last month for photos and quotes about McKinney for an upcoming article about their Best Places to Live list. Livability.com released their list/article last week, using a photo provided by MCVB (from a local photographer who had given us permission to use it) and quoting a local resident to whom we had sent them to get quotes about favorite places in McKinney. The MCVB Facebook post about this piece garnered some incredible coverage for the city on Visit McKinney's page:
    - 10,562 people reached
    - 1595 engagements
    - 147 reactions/likes
    - 15 comments
    - 64 shares
- **Board: Cycle 2-Promotional Grants allocated dollars for Cycle II: \$ 18,000 (\$3,000 were not allocated in Cycle 1)** - The following groups made presentations about their applications at the Feb. 26, 2019 MCVB Board meeting. The Board will be making final decisions on these grant applications at the March Board meeting.
  - MAST
    - Grant Amount Requested: \$ 8,000
    - Purpose: Marketing, Advertising, and Promoting
    - Event Date: March 1, 2019- December 31, 2019
    - **Amount Granted: \$7,500**
  - Odysseus Chamber Orchestra
    - Grant Amount Requested: \$1,500
    - Purpose: Marketing, Advertising and Promoting Seasonal Concerts for 2019
    - Event Dates: February 23, 2019, April 6, 2019, and May 4, 2019
    - Other Funds Requested: Arts Commission: \$ 20,000
    - **Amount Granted: \$1,500**

- Heard Craig Center for the Arts
  - Grant Amount Requested: \$5,000
  - Purpose: Marketing, Advertising and Promoting the Arts Meets Floral Event.
  - Event Dates: April 14, 2019
  - **Amount Granted: \$5,000**
- Game Day Foods LLC, Benefiting Community Garden Kitchen of Collin County
  - Grant Amount Requested: \$1,500
  - Purpose: Marketing, Advertising and Promoting the 2<sup>nd</sup> Annual Star Spangled Salsa Festival, July 2019.
  - Event Date: July 4, 2019
  - Other Funds Requested: MCDC \$ 6,700
  - **Amount Granted: \$1,000**
- International Festival – Imagine International Academy-Finch Park
  - Grant Amount Requested: \$5,000
  - Purpose: In celebration of the increasing diversity in McKinney, the school plans to hold a one day International Festival showcasing cultural attribute and talents of the residents
  - Event Date: May 11, 2019
  - **Amount Granted: \$7,500**
- **Education/Webinar:**
  - C. Marsh:
    - Organizational Development Training - Cultural Competence in the Workplace
    - Organizational Development Training - 2019 City Secretary Forum – Laserfische document management
  - D. Guerra:
    - Dr. Debbie Silver: Social & Emotional learning-Those “other” Essential Skills for Leaders
    - Lead-One week course on HPO- High Performing Organizations in Charlottesville, VA
  - B. Shumate:
    - Webinar – 2019 Customer Experience Trends
    - Webinar – Adweek: Changing Privacy Landscape’s Impact on Data-Driven Advertising
    - Webinar – CrowdRiff Customer update/training on new features
  - V. Rhodes:
    - Generational Diversity
    - How to Manage Time Wisley, A Guide for Employees
- **Events/Services:**
  - Site Visit:
    - Gloria Martinez, Wedding-the Springs- Holiday Inn & Hampton Inn
  - Events:
    - LEAD 2019- Darden Business School: March 2-8, 2019-Charlottesville, VA-Dee-dee Guerra
    - Rendezvous Tradeshaw: March 11-15, 2019-The Woodlands, Texas -Vanessa Rhodes
    - Springs in Anna, TX Bridal Show-Vanessa Rhodes
    - Food Walks of Texas Ribbon Cutting-Beth Shumate
    - Interurban Chamber Network (Anna, Melissa, Van Alstyne, & Howe Chamber of Commerce)V. Rhodes
- **Sales:**
  - **NCAA committed to a 3-year contract with MISD & the City.**
    - <https://www.ncaa.com/news/football/2019-03-12/2019-21-division-ii-football-championship-returning-mckinney-texas>
  - The 2019 Texas High School Lacrosse League (THSLL) Boys State Championship will take place May 11-12 at Ron Poe Stadium with an anticipated attendance of approximately 6,000 for the weekend's event.
  - Texas Ovation Academy Showcase – April 2019
  - Meeting with Bettye Odle- McKinney High School Class of 1965's reunion in 2020.
  - Met with Director Sammy Olali of AYSES – Re: Soccer Tournament (Michael Kaye from Parks & Rec. attended via phone conference)
  - Met with Derrick Robinson of AEYL – Basketball tournament-Home School Association (Mort Kramer from PSA attended this meeting).

- NCAA D2 Football Game Kick of Meeting w/Lisa Hermes, MISD Staff, & Angie Bado.
- **Hotel Visits: 3**
  - Days Inn
  - Sheraton
  - McKinney Inn

## **Goal 2 Financially Sound Government**

### **Strategies:**

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

### **HOT Tax Collections: 2018-2019**

#### **HOT TAX collection reported by City:**

- MOM 2019 vs. 2018 (17-Hotels & 9-B&B/VRBO reporting)
  - March 2019: \$ 121,000
  - March 2018: \$ 124,511
    - **-3.23%↓**
- YTD: 2019 vs 2018
  - FY 18-19: \$ 783,083
  - FY 17-18: \$ 828,769
    - **-5.51%↓**

### **MCVB Room Nights Generated: TTL Room Nights: 298; TTL Revenue: \$ 34,171**

#### **WEDDINGS COMPLETED- March 2019 - TTL Room Nights: 30 TTL Rev: \$3,450**

- Kaufman Wedding – Hampton Inn: TTL room nights: 4, TTL rev: \$396
- Jenni McFarland – Hampton Inn: TTL room nights: 7, TTL rev: \$ 693
- Vraniqi/Lowes Wedding, Stone Crest – Towne Place Suites: TTL room nights: 9, TTL rev: \$891, Hampton Inn: TTL room nights: 3, TTL rev: \$ 357
- Dwulet/Kane – Grand Hotel: TTL room nights: 7, TTL rev: \$1113

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

- Fraizer Wedding –The Springs, used Frisco Hotels – there were no hotels in McKinney that could accommodate her large group. No bag provided.
- Meghan Powers-The Springs
- Allie Preston – La Cour
- Alyssa Kroll – Cotton Mill
- Erika Hernandez – The Springs

### **ASSOCIATION/CORPORATE/SMERF COMPLETED in March 2019: TTL Room nights: 268; TTL Revenue: \$ 30,721**

**Associaton: TTL Rooms: 0; TTL Rev: \$ 0**

#### **Corporate: TTL Rooms: 268; TTL Revenue: \$ 30,721**

- Torchmark-AIL 301-Sheraton: TTL room nights: 51; TTYL Rev. \$ 4,947
- Torchmark-LNL 401-Sheraton: TTL room nights: 28; TTYL Rev. \$ 2,716
- Torchmark-LNL 301-Sheraton: TTL room nights: 54; TTYL Rev. \$ 5,238
- Emerson-Sheraton: TTL room nights: 135; TTYL Rev. \$ 17,820

**SMERF: TTL Room nights: 0; TTL Rev: \$ 0**

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

## **Sales Calls: ASSOCIATIONS-/CORPORATE /SMERF Sales Calls: 44**

### **Association: 8**

1. Texas Society of Certified Public Accountants – Contact: Holly McCauley/Jan Neuthary. Left a message for Holly and sent follow up email. Called again to see if I could make an appointment to see her, no response.
2. Texas Organization of Rural & Community Hospitals – Contact: Rose Valenzuela. They were in Frisco in October 2018. September 2020 is their annual conference. Sent her information on McKinney. I told Rose I would follow up with her again in a few months regarding a site visit.
3. Co-Dependents Anonymous (CoDA Texas) – Contact: Lisa Cuccerre. Followed up on a lead that she books a spring and fall meeting in the Dallas Area. Sent email with information about McKinney. Will reach out to her again to see if I can make contact.
4. Texas Methodist Foundation – Contact: Janet Klosterboer. Janet has booked her conference through 2020. She stated she would keep the information on McKinney on file and reach out should McKinney fit her needs.
5. Retail Industry Leaders Association – Contact: Rachael Dahl. Per assistant, Amanda sent Rachel information via email. Follow up with a phone call, left a message on voice mail.
6. Professional Bondsmen of Texas – Contact: Stan Reed. Sent Stan email to open lines of communication. Stan advised 2019 meetings are confirmed and asked me to reach back out to him in September to work on the 2020 meetings.
7. National Association of Educational Office Professionals – Contact: Debbie Geib. Debbie will forward info to colleagues in TX - her meetings are 350-400, too big for McKinney. Sent follow up email.
8. Council on Occupational Education – Contact: Tami Maynard. Tami provided me with an RFP for her Spring 2020 meetings. She is interested in looking into smaller markets. Gave RFP to the Sheraton, also followed up email to Tami introducing Steven from Sheraton.

### **Corporate: 21**

1. Minke Wellness – Contact: Peter Minke. Plans approximately 6 meetings annually. Stated McKinney might be a good fit for the type of meetings he plans. Send a follow-up email with information about our hotels & meeting space.
2. Vector Marketing – Contact: Shelby Wildgust. Shelby is one of many planners at Vector Marketing. Each department does its own planning and hotel site selection. Sent email to Shelby about McKinney hotel & meeting space. Shelby stated she would forward to her colleagues also.
3. Sladek Conference Services, Inc. – Contact: Kelly Harrell. McKinney would be a good fit for her smaller meetings. Sent follow up email. Also followed up with a message on her voice mail. No response.
4. International Conference Management – Contact: Keith Bryant. Keith is a meeting planner for ICM and plans about 12 meetings a year, which are too large for McKinney. He stated that he would consider McKinney for possible board retreats/meetings. Sent him a follow-up email with links to information regarding McKinney.
5. Oxychem – Contact: Aurora Ayala. Next open date is May of 2020. Group size of meetings 100. Good fit for McKinney. Sent Aurora follow up email with links to McKinney information as well as followed up with a phone call. Left a message on her voice mail.
6. UDR – Contact: Deborah Portillo. Deborah is booked until 2021. She has hosted a meeting in Frisco/DFW area previously and will return to this area in spring of 2021. The events typically have 70-80 attendees. Sent Deborah information on McKinney. Will follow up again to see if I can get her out for a site visit.
7. AmerisourceBergen – Contact: Jeffrey Herod. Email bounced. Looking for an alternate form of communication.
8. United Supermarkets – Contact: Cynthia Server. Sent email to Cynthia with information about McKinney and our meeting space. Conducted follow up call and spoke with Camye Ellsworth, regional sales office, she advised currently they do not have any new development in our area.
9. Helena Chemical – Contact: Jan Schultz. Jan stated most of the attendees she works with prefers Ft. Worth for a location of their meetings. I asked her to consider McKinney and sent her information. She stated she would keep it on file.
10. JSL Meeting & Event Group – Contact: Jan Levine. Currently does not have an active RFP. She will bid out 2020 programs in late spring/early summer of 2019. Sent her to follow up email to establish lines of communication and provide information on McKinney as a destination for the meetings she plans.
11. HelmsBrisco – Contact: Ali McQueen Cannon. (Rendezvous South Conf.2019/The Woodlands) Ali stated her client just went to contract with her 2020 meeting –location: Denver. She stated she could potentially be in the DFW area in 2021/2022. She books all size meetings and over 100 events annually, 50 % are from her corporate client. She stated McKinney would be a good fit for the Twinless Twins Support Group she handles. Sent her to follow up email to establish lines of communication and provide information on McKinney as a destination for the meetings she plans.

12. ThoughtWorks, Inc. – Contact: Rebeca Davidek. (Rendezvous South Conf.2019/The Woodlands). This is a custom software company – they office is 40 different countries. Their annual Demand Team Summit program would fit McKinney, 60-80 attendees with a weekday travel pattern. Additionally, their North American Leadership Team meetings are potential for McKinney. This group meets monthly in various areas of the country. Sent her to follow up email to establish lines of communication and provide information on McKinney as a destination for the meetings she plans.
13. Fed-Comm. International, Inc. – Contact: Jason Morrison. Rendezvous South Conf.2019/The Woodlands). Jason does not have an active RFP at this time, he usually will bid 6 months out. His primary customers deal with weapons systems, cyber security, emerging health care. Currently, he is launching Medical Kiosks (Doc in a box) in which a person will virtually speak with medical staff, the kiosk has the capability to take vitals and RX can be dispensed. They will launch in Mississippi in April 2019. Sent him to follow up email to establish lines of communication and provide information on McKinney as a destination for the meetings he plans.
14. iRobot Corporation – Contact: Penny Marsh. Rendezvous South Conf.2019/The Woodlands). They usually hold their meetings in Boston; however, Penny stated they are looking to branch out to hold meetings across the U.S. Their meetings are usually small (70-100 attendees). Good fit for McKinney. Sent her to follow up email to establish lines of communication and provide information on McKinney as a destination for the meetings she plans.
15. LaCroix Events – Contact: Tish Lacroix. Third party planner. Her clients are price driven, she does not have anything for bid at the time, and she will bid 2020 in the next 3-6 months and will consider McKinney. Sent her to follow up email to establish lines of communication and provide information on McKinney as a destination for the meetings she plans.
16. Humes McCoy Aviation – Contact: Cammie Bridges. Her meetings consist of 50-200 attendees, they look for natural light in meeting locations, and meetings are agenda based. Sent her to follow up email to establish lines of communication and provide information on McKinney as a destination for the meetings she plans.
17. Pinnacle Management Group – Contact: Mark Freeman. He asked for follow up, said he would be sending out RFP for 2020 in the next 4-8 weeks. The meeting is Sun-Thur. travel pattern, approx. 250 attendees. Gave information to the Sheraton. Also sent follow up email to establish lines of communication and provide information on McKinney as a destination for the meetings he plans.
18. Fannie Mae – Contact: Sherrille Mingo. No RFP at this time, she plans 2-6 months prior to need. She will be bidding fall 2019 in the next month and asked for follow up. Sent information to Sheraton, also sent email to establish lines of communication and provide information on McKinney as a destination for the meetings she plans.
19. Carolinas Credit Union – Contact: Lauren DeAngelis. Most of her meetings are in NC, she has a colleague in FW that handles DFW area - said she would pass the info along to her colleague. Sent her to follow up email to establish lines of communication and provide information on McKinney as a destination for the meetings she/they plan.
20. Qfix – Contact: Nanci Gage. Nanci stated her meetings have a Thur.-Sun. pattern, 2020 next bid-4th quarter. They are open to small markets; 100 attendees. They work in the “radiation position” medical field and Baylor/TX Oncology would be a good location for their training. Sent her to follow up email to establish lines of communication and provide information on McKinney as a destination for the meetings she plans.
21. Spray Polyurethane Foam Alliance – Contact: Michele Riesenber. Received RFP, her meetings are too big for McKinney, she said we might be a fit for Regional meetings and would pass along info to colleagues. Sent her to follow up email to establish lines of communication and provide information on McKinney as a destination for the meetings her team plans.

#### **SMERF:**

1. Solar Soccer Club – Contact: Jennifer Pivnick. Most games are from local teams, however, occasionally they will have out of town teams participate in a tournament. She has a tournament coming up in May, I am working with her to secure hotels in McKinney for room blocks for out of town teams.
2. Dallas City FC/KLA International Sports Management – Contact: Jacob Tuygun. An established line of communication to offer assistance with room blocks.
3. Texas Skyward Users Group Conference – Contact: Becky Bunte. Becky was currently at their annual conference and asked if I could send her information on McKinney and follow up with her. Left message for her on voice mail.
4. Professional Development Institute (PDI) – Contact: Tami Russell. Sent Tami email to establish lines of communication and provide information on McKinney as a destination for the meetings she plans. Also followed up with a phone call and left a message on her voice mail.
5. Texas State Council Knights of Columbus – Contact: Michal McLaughlin. Sent Michael an email to open lines of communication.
6. Redhorse Corp – Contact: Deborah Ogunshakin. (Rendezvous South Conf 2019/The Woodlands) Currently does not have an active RFP. She will bid out 2020 programs in the next 3-6 months. Typically sends RFP’s out 8-9 months prior to the event. She mainly works on government contracts. Meeting size: ranges from 150-1500. She does not book July/Aug meetings due

to heat. Sent her to follow up email to establish lines of communication and provide information on McKinney as a destination for the meetings she plans.

7. Varsity Reunion Services – Contact: Cyndi Clamp. (Rendezvous South Conf 2019/The Woodlands). Cyndi plans and works with High Schools for their reunion, currently, she covers the Midwest and is looking to branch out to the DFW/North Texas area. Sent her to follow up email to establish lines of communication and provide information on McKinney as a destination for the meetings she plans.
8. The National Hispanic Corporate Council– Contact: Eduardo Arabu. (Rendezvous South Conf 2019/The Woodlands). No RFP at this time. Travel pattern is mid-week, he needs 2 breakout sessions, pre-function area for registration only. He needs approx. 5000 sq. feet for meetings. Attendees: 300 (max). Sent him to follow up email to establish lines of communication and provide information on McKinney as a destination for the meetings he plans.
9. Holiday Cruises & Tours – Contact: John Baker. He mainly books Navy Reunion Groups, as well as military leisure travel cruises. The Navy Reunion rotates location by time zone. He will bid 2021 in late 2019. Sent him to follow up email to establish lines of communication and provide information on McKinney as a destination for the Navy Reunion.
10. Garland Senior Center – Contact: Sarah Walter. Working with Sarah to bring a group to McKinney for a day trip. Currently looking in the fall time (Date to be determined later) with visits to Chestnut Square and Collin Co. History Museum.
11. Advanced Youth Soccer Educational Systems (AYSES)-Contact: Sammy Olali. Meet with Sammy to discuss hotel needs for soccer tournaments. He stated until they get their additional fields, which will be in 2020, they will continue to play in The Colony and use their hotels.
12. Alliance of Elite Youth Leadership (AEYL) – Contact: Derrick Robinson. Joint meeting with PSA McKinney and Derrick to discuss bringing the Home School Athletic Association games to PSA-McKinney.

#### McKinney Top 25: McKinney Corporate: 3

1. Emerson Process Management-Met with Tammy Warren. Has moved all her classes back to Allen and is using the Delta & Marriott due to the walkability.
2. Simpson Strongtie-Met with Lisa Chumbley-Watson. Awaiting Hilton Home 2 & Springhill Suites to open. They have also opened up their training room to other companies they work with, so that gives us another opportunity to get more room nights off of their partners who plan to use their conference facilities for meetings in McKinney.
3. Blue Mountain Equipment-Met with Matt Thomson. Sent him venues for their annual Christmas Party. Still using Sheraton & Holiday Inn when they need hotels.

#### MCVB Calendar of Events 2018-2020: 4 Yellow highlight=New business & Red type=indicates Lost Business

Month	Group	Venue	Room Nights	Attendance
<b>March</b>				
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
03/	Mitas Group	Sheraton	35	50
<b>April</b>				
4/6-7/19	Mitas Group	Grand Hotel	40	50
4/25-28/19	Texas Folklore	Sheraton	70	150
4/23/19	Junto Group	Grand	5	5
4/26-28/19	Ovation Academy- Ovation Intensive Weekend ( Judges)	Grand	200	5
04/28 – 05/01/2019	Torchmark AIL 101	Sheraton	100	100
<b>May</b>				
5/3/2019	Big Z Classic	Hampton, Holiday Inn, & Towne Place Suites	100	30

05/05 – 05/09/2019	Torchmark LNL 101	Sheraton	100	100
<b>June</b>				
6/27-28/2019	Texas Volunteer management Conference	Grand/Hampton Inn	12	200
06/16 – 06/19/2019	Torchmark AIL 101	Sheraton	100	100
06/23 – 06/26/2019	Torchmark LNL 201	Sheraton	30	30
<b>July</b>				
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
7/22-26/19	Texas Extension Association of Family & Consumer Sciences-Texas Agri-Life	Sheraton	100	300
7/2019	Texas Retailers	Sheraton	149	250
7/5-6/19	Religious Conf. Overflow- Allen	City Wide	300	700
<b>August</b>				
8/1-3/19	Southwest College Football Officials (SWCFO)	Sheraton	250	65
8/2019	Texas Lake Trail Annual Board Meeting	Meeting Space Only	50	50-75
08/05 – 08/08/2019	Torchmark LNL 401	Sheraton	20	20
08/12 – 08/14/2019	Torchmark AIL 201	Sheraton	80	80
8/23-25/19	Texas Christmas Tree Growers Assoc.	Sheraton	60	120
08/25 – 08/28/2019	Torchmark LNL 301	Sheraton	20	20
<b>September</b>				
9/9-12/19	Koha-Library Automation Conference	Grand/MPAC	250	75
09/15 – 09/19/2019	Torchmark LNL 101	Sheraton	100	100
9/19-21/2019	3e United-Union Event September 19-21, 2019 at MPAC.	Sheraton/MPAC	100 (?)	1200
09/23 – 09/25/2019	Torchmark AIL 301	Sheraton	50	50

9/2019	Claims Prevention & Procedure Council	Sheraton	225	90
<b>October</b>				
10/2019	God Said Glow	Sheraton	450	150
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
<b>November</b>				
11/03 - 11/07/2019	Torchmark LNL 101	Sheraton	9-Apr	100
11/2019	Texas Public Purchasing Association	Sheraton	280	120

#### 2020

Month	Group	Venue	Room Nights	Attendance
<b>October</b>				
<b>May</b>				
<b>April</b>				
	Franchise Meeting Group/Event Prep	Sheraton	225	250
<b>June</b>				
6/11-16/20	National Pygmy Goat Association	Sheraton, Springhill Suites & Hilton Home 2	100	400-500
<b>July</b>				
7/2020	Council on Occupational Education	Sheraton	125	350
7/2020	Profoundly Gifted Children Retreat 2020	Sheraton	380	300
<b>September</b>				

#### 2021

Month	Group	Venue	Room Nights	Attendance
<b>May</b>				
2/2021	Spray Polyurethane Annual Convention	Sheraton	2,075	1,500

#### 2022

Month	Group	Venue	Room Nights	Attendance
<b>October</b>				
10/2022	Floor Covering Installation Contractors Association (FCICA)	Sheraton	200	75

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

- Main Street
  - Home for the Holidays
  - 4th of July Parade
  - Second Saturday
  - Krewe of Barkus
  - Bike the Bricks
  - Arts in Bloom
- MPAC Events (all concerts/plays/art exhibits/public events)
- Chestnut Square
  - Ghost Walk (Chestnut Square/Collin County Historical Museum)
  - Holiday Home Tour
  - Farmers Market
  - Farm to Table Dinners
  - Prairie Camp
  - Ice Cream Crank-Off
- Collin County Historical Society Museum (all exhibits)
- Heard Natural Science Museum & Wildlife Sanctuary
  - Dinosaurs Live!
  - Halloween at the Heard
  - Holiday Trail of Lights
  - Butterfly Gardens & House
  - Spring and Fall Native Plant Sales
  - Texas Heritage Day
- Third Monday Trade Days
- Myers Park Events (Dogs Show, Horse show, & Master Gardener Events)
- State of the City - McKinney
- Volunteer McKinney
- Chamber (Community Awards/Leadership)
- Pumpkinville at Tucker Hill
- Adriatica Events (at Sanctuary, Love Life & Smiles Concert)
- Franconia Brewery Tour
- Tupps Brewery Tour
- Wales Manor Music Under the Stars
- Live music at local restaurants/pubs/wine bars

**The McKinney Shop:**

- **March 2019 Gross Sales \$ 521.00**
  - **Rent check \$355.00**

**Visitors: FYTD Total (Oct.'18– Sept. '19): 2,448**

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

- Out of State: 32
- Out of Country: 14
- Texas Residents: 9
- McKinney Residents: 6
- Register Total: 61
- Ticker Counter: 395

**Day Trips: 0**

**RFP's: 6 (1-Association, 2 -Corporate, 2-Weddings, 1-Social, 0-Religious, -Sports, 0-Day Trips)**

**Association: 1**

- Spray Polyurethane Annual Convention, February 2021, room nights: 2,075; Total Attendees: 1,500

**Corporate: 2**

- Council on Occupational Education. Tami Maynard. July 10-12, 2020, room nights: 125 Attendees: 200-250. – Gave to Sheraton
- Mitas Group-Grand Hotel, April 6-7, 2019, 40 room nights, 50 attendees.

**SMERF: 3 (2-Weddings, 1 -Social, -Sport, 0-Religious)**

- Jerra Long, Wedding Planner, Client: Heather, August 2019 Rosemary Barn
- Amanda Davis, September 2019 – Rustic Grace
- Profoundly Gifted Children Retreat 2020 –Week of July 4. 4 nights/5days. Room nights: 380 Attendees: 250-300 – gave to Sheraton.

**Site Visits: 1**

- Gloria Martinez and Brad Box – Holiday Inn and Hampton Inn, wedding venue: Springs.

**Ongoing Prospects: SMERF (Social, Military, Religious, & Fraternal): 25 (25-Weddings, 0-Social, 0 -Sports, 0-Day Trips)**

**Weddings: 25**

1. Lavender Blue Weddings & Events (Planner) – April 2019, Rosemary Barn
2. Shauna Brown – April 2019, Springs
3. Jessica Costello –April 2019, Stone Crest
4. Jo Slowinski (MOG), May 2019, Grand Ivory
5. Sumner Sparks – May 2019, Cotton Mill
6. Jocelyn Hubbell – May 2019, Chandlers Garden
7. Megan Harrison – May 2019, Rosemary Barn
8. Keil/Macready Wedding, June 2019, Springs
9. Paige Koester Wedding, June 2019, Springs
10. Bysani/Swift Wedding, June 2019 (MPAC lead)
11. Megan Neth – June 2019, River Road Chateau
12. Sauter Wedding – July 2019, River Rd
13. Parker Juarez, August 2019, Rosemary Barn
14. Charla Thomas (MOB) August 2019, Gather
15. Lourdes Vasquez – August 2019, Springs
16. Carrier & Zach Hood – September 2019, Bella Donna
17. Christy Skertchly – October 2019, Stonecrest
18. Stutzman Wedding – October 2019, Stonecrest
19. Gloria Martinez, November 2019, Springs
20. Vonderschmidt Wedding, November 2019, Undecided
21. Lamberson Wedding – November 2019, Stone Crest
22. Kerarra Comer, December 2019, Springs
23. Erin Fanatico Wedding, December 2019
24. Morrison Wedding – December 2019, Rustic Grace
25. Symm Wedding – February 2020, Springs

**Social: 0**

**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: 407****Mailing Leads Processed: 115**

- Tour Texas: 115

**Top Five States requesting information:**

- Texas
- Louisiana
- Minnesota
- Oklahoma
- Washington

**Advertising/Marketing/Media****Blogs: 162**

Film Friendly City – 30

Plan Your Visit - 30

Toll Tag blog – 102

**Visits on Homepage News Flash buttons & landing pages:**

Weekend Update page – 95

Then & Now exhibit – 21

Event-Planning Pages/Meeting Planners Guide – 330

Visitors Guide – 147

MPAC Upcoming Events – 34

KPIs – 7

Tourism Grants – 16

**Special Client Pages:**

TAAF State Gymnastics Meet – 42

Lacrosse - 5

Big Z Golf Tourney – 8

IAEE - 4

Texas Volunteer Management - 9

**SUBMITTED: Photos, Text Written, Marketing Materials and Ads**

- Submitted editorial info to County Line Magazine about brunches and farm-to-table dinners in McKinney
- Submitted materials for IAEE directory listing
- Did first of Ask a Local campaign shoots – Courtney Solstad
- Submitted material for Daytripper April newsletter
- Submitted Tour Texas April event materials
- Submitted materials for IAEE directory listing
- Updated Texas Monthly Texas Meetings guide annual survey of venues/attractions/lodging
- Created landing pages for:
  - Volunteer Association conference
  - IAEE directory

**Advertising- Website & Publication ROI Tracking:**

- Bus Tours Magazine - 19
- Stonebridge Ranch HOA - 29
- Texas Meetings & Events – 2
- Oxford American – 1
- Talk Business 360 (American Airlines) – 3
- MHS Lions – 2
- Boyd Broncos – 2
- Convention South Readers – 6

- Meet Texas Readers – 19
- County Line Magazine – 7
- TSAE – 1
- Daytripper – 2

## **SOCIAL MEDIA TRACKING**

<b><i>TWITTER</i></b>	
Followers	5053
Tweets	6645
Tweet Impressions	7,697
Profile Visits	232
Mentions by other users	21

<b>INSTAGRAM</b>	<b>New Followers</b>
Historical	761
Oct. 2018	126
Nov. 2018	164
Dec. 2018	94
Jan. 2019	56
Feb. 2019	59
March-19	75
<b>TOTAL</b>	<b>1335</b>

<b><i>YOUTUBE</i></b>	<b>Views</b>	<b>Subscribers</b>
Historical numbers	6699	30
Oct. 2018	217	0
Nov. 2018	222	4
Dec. 2018	232	3
Jan. 2019	124	1
Feb. 2019	155	1
Mar-19	142	3
<b>TOTAL</b>	<b>7791</b>	<b>42</b>

<b><i>Google Business Pg.</i></b>	<b><i>Page Views</i></b>	<b><i>Website visits</i></b>
Oct. 2018	1,960.00	27
Nov. 2018	1,970.00	30
Dec. 2018	1,195.00	40
Jan. 2019	1,850.00	34
Feb. 2019	1,970.00	29
Mar-19	2,240.00	31
<b>TOTAL</b>	<b>11,185.00</b>	<b>191</b>

March Mobile Traffic	Users
Mobile	1232
Desktop	1021
Tablet	187

#### Web Analytics – MARCH 2019

Month	Sessions	Pageviews	Users
Oct. 18	3,061	7,459	2,496
Nov. 2018	3,565	7,585	3,140
Dec. 2018	3,043	6,689	2,640
Jan. 2019	2,880	7,381	2,383
Feb. 2019	2,632	6,433	2,200
Mar. 2019	2,900	6,705	2,440
<b>FY 18-19</b>	<b>18,081</b>	<b>42,252</b>	<b>15,299</b>

#### MARCH 2019 TOP WEB PAGES

Page	Pageviews	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rt.
Home	1,216	962	0:01:31	911	26.81%
Calendar	513	414	0:01:18	316	47.47%
Shopping Centers	210	188	0:01:51	170	85.88%
Calendar	155	131	0:01:34	131	59.54%
Visitors Guide	147	129	0:02:06	33	69.70%
Events	133	113	0:00:16	21	19.05%
Mo. Ann. Events	113	99	0:02:41	58	79.31%
Explore	113	79	0:00:51	4	60.00%
NTTA Blog	102	91	0:02:01	91	89.01%
Wknd Update 4/4	95	88	0:01:03	17	100.00%
About McKinney	87	69	0:01:10	6	66.67%
Dining	86	57	0:01:18	7	42.86%
Accommodations	76	67	0:00:56	19	42.11%
Calendar	74	56	0:01:26	53	45.28%
Calendar	60	47	0:01:00	6	50.00%
Calendar	59	56	0:05:34	54	90.74%
Event Planning	57	37	0:00:19	6	50.00%
Staff Directory	57	41	0:00:46	14	71.43%
Meeting Planners Guide	52	27	0:00:15	4	0.00%
Wedd. Rec. Venues	52	42	0:01:23	29	37.93%
Calendar	52	28	0:00:36	6	0.00%
Parks-Trails Map	51	44	0:02:59	26	76.92%
Tours	48	29	0:00:58	14	50.00%
Towne Lake	48	39	0:01:01	29	44.83%
Hotels/Motels	46	44	0:02:45	6	100.00%

## Top Countries

Country Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. sess.
United States	2,331	2,223	2,779	55.38%	2.34	0:01:54
Canada	16	16	17	70.59%	1.35	0:00:50
Germany	14	14	14	100.00%	1	0:00:00
South Korea	14	14	14	100.00%	1	0:00:00
United Kingdom	9	8	9	55.56%	2.56	0:00:24
India	9	9	9	66.67%	1.89	0:00:20
Mexico	6	6	8	50.00%	3.88	0:01:54
Netherlands	6	6	7	42.86%	1.57	0:00:13
China	4	4	4	75.00%	1.25	0:00:15
Ukraine	4	4	5	100.00%	1	0:00:00

## Top States

State Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Sess. Duration
Texas	1,745	1,646	2,117	55.60%	2.36	0:01:59
California	79	76	87	49.43%	2.59	0:02:01
Oklahoma	55	50	70	62.86%	2.07	0:02:08
Virginia	40	40	44	72.73%	1.48	0:00:28
(not set)	26	27	30	76.67%	1.17	0:01:23
Illinois	26	26	30	43.33%	3.07	0:02:05
Arkansas	24	24	30	36.67%	3.73	0:02:42
Florida	22	21	27	59.26%	2.44	0:02:39
Kansas	20	19	20	35.00%	2.5	0:00:49
Missouri	19	17	19	52.63%	3.11	0:01:13

## Top Cities

City Breakdown	Users	New Users	Sessions	Bounce Rate	Pgs./Sess.	Avg. Visit Duration
McKinney	523	460	708	49.86%	2.81	0:03:10
Dallas	489	454	554	64.44%	1.83	0:01:02
Allen	90	86	100	63.00%	1.89	0:00:54
Plano	85	78	93	52.69%	2.57	0:01:47
Frisco	53	50	58	72.41%	1.9	0:01:54
Houston	44	42	46	54.35%	2.33	0:01:44
Fort Worth	26	26	29	51.72%	2.86	0:02:38
Prosper	23	22	26	69.23%	1.58	0:01:00
Austin	21	19	22	72.73%	1.55	0:00:45
Richardson	20	18	22	50.00%	2.77	0:01:50

## VISIT WIDGET - MARCH 2019

	Users	Sessions	Page Views	New Downloads
<b>Widget</b>	<b>36</b>	<b>111</b>	<b>669</b>	
<b>Desktop</b>	24	26	124	
<b>Mobile</b>	13	14	67	
<b>iOS</b>	66	59	399	20
<b>Android</b>	15	12	79	7
<b>TOTAL</b>	<b>118</b>	<b>111</b>	<b>669</b>	27

CROWDRIFT ACCESS - March 2019		
Gallery	Interactions	Views
Summer Fun	14	15
Explore	19	103
Dining	21	78
History (Downtown)	1	52
Events	1	107
Home Gallery	123	438
<b>TOTAL</b>	<b>179</b>	<b>793</b>

**Advertising- Website & Publication ROI Tracking:**

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

<b>FY 18-19</b>	<b>Budgeted Amount</b>
<b>Adv. &amp; Promo TTL</b>	<b>\$ 141,470</b>

**MARCH 2019 FREE MEDIA**

Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
BubbleLife	Shared Blog/web updates	\$0	\$4,000	\$12,000	310,000
Courier-Gazette	Arts in Bloom – used photo	\$480	\$600	\$3,240	100,000
Courier-Gazette	NCAA Contract renewal- MCVB provided info	\$1,080	\$9,000	\$30,240	410,000
Livability.com	MCVB provided photo/ contact for McKinney's inclusion on 2019 list of best places to live	0	\$55,000	\$165,000	1,400,000
<b>TOTALS</b>		\$1,560	\$68,600	\$210,480	2,220,000
<b>FY 18-19 Totals</b>		\$16,914	\$131,515	\$609,383	8,491,000

**OCCUPANCY RATES:****Top 5 McKinney Hotels 2016-2017 Occupancy Rates: %**

Hotel	Oct. '18	Nov. '18	Dec. '18	Jan. '19	Feb. '19	Mar. '19	Apr. '19	May '19	Jun. '19	Jul. '19	Aug. '19	Sep. '19
Comfort	64.57	66.03	56.17	50.79	55.73							
Hampton	73.87	62.03	87.46	93.30	98.19							
Holiday Inn	63.70	72.00	67.48	57.93	66.23							
Holiday Inn CR	65.16	72.96	52.30	51.73	57.63							
La Quinta	58.96	77.17	73.79	63.90	67.36							
Sheraton	85.79	77.95	66.66	69.83	83.67							
Townplace	59.48	65.54	54.19	51.65	59.95							

**Sheraton Occupancy Rates:**

Month	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19
October	N/A	67.28%	75.19%	96.77%	85.79%
November	N/A	61.35%	75.20%	N/A%	77.95%
December	N/A	69.24%	57.74%	N/A%	66.66%
January	N/A	61.62%	69.54%	72.13%	69.83%
February	N/A	71.58%	79.77%	79.03%	<b>83.67%</b>
March	24.60 %	63.53%	77.04%	75.54%	
April	39.29%	82.34%	84.81%	78.06%	
May	50.47%	64.60%	81.11%	78.87%	
June	69.70%	75.03%	88.88%	81.25%	
July	75.60%	72.61%	N/A	77.76%	
August	56.22%	63.86%	76.00%	72.64%	
September	56.43%	72.50%	N/A	78.98%	

**LOST BUSINESS:**

1. KOHA Library Conference, the bid went to Pueblo Colorado.
2. Spray Polyurethane Annual Convention, February 2021, Total Attendees: 1500 too big for McKinney.  
Received RFP from Rendezvous South Conference
3. Profoundly Gifted Children Retreat 2020 –Week of July 4. 4 nights/5days. Attendees: 250-300 – gave to Sheraton, they are currently booked.