

June City Council Update: April 2013

- Under Armour®/Hunter Mahan Junior Golf Championships Tournament at TPC Craig Ranch. 75 youth participated from all over the world. We helped with dinners, welcome bags, and a banquet for the players & families catered by Hutchins BBQ.
- We had a very successful **National Travel & Tourism Week** last week (May 4-12). This is the week each year when we focus on locals to educate them and encourage them to experience all McKinney has to offer. They are our best travel ambassadors as they share our community with family and friends when they visit. Activities included:
 - **“Where is this?” Photo Contest** – Shared a photo a day from somewhere in McKinney. Everyone who commented/guesses where it was has their name entered in a prize drawing. We had 73 respondents during the week whose names were in the drawing. The big winner was Heather Seegert of Allen.
 - **Public Safety Appreciation Day** – Each year, we invite our first responders (police and fire personnel) to our offices for breakfast and lunch to thank them for all they do to keep our residents and visitors safe.
 - **“Name our Tourism Ambassador”** contest – Local artist Carol Witt painted two frogs (a male and female), tying into the downtown frogs. People suggested names for them with the winning submission winning a print from Carol that includes the frogs. We will then use these frogs in future years (i.e. hiding them around town) to promote local tourism. The winning names are Freddie & Fergie, named by Anne Davidson (of Vital Signs).
- We’ve been marketing the **Made in McKinney store** heavily on Facebook and on our website since its soft opening May 1 (in time for National Travel & Tourism Week). We have had an incredible response from visitors and residents. A grand opening will take place in June/July; date to be determined by our board. And we’ve had five customers come in and say they did so because they saw it on Facebook.
- **We hit 2200 fans on Facebook on May 19.**
- We have renewed our contract for **NorthTexasShopping.com**. The first year of the site wrapped this month, with a total of just over 50,000 web visits and people from more than 20 states entering the sweepstakes. Dee-dee has secured all the prizes for this year’s sweepstakes.
- We opted NOT to advertise in a publication we always have advertised in the past – Texas Monthly’s annual meeting planner magazine. The ad was \$4700 and in the past 10 months, we’ve gotten less than 200 leads from it. Staff decided it was not worth renewing.

- We are working with city web person Susan Mardele and our app company, Triangle Studios, to upgrade our app to incorporate design elements into our Smartphone app. We have some other things that need tweaking – address, functionality – but all these things are big fixes that require resubmission to Apple. The cost to do this is \$950, so we’re waiting until we have everything ready to go before we submit this.
- Publications with new ads just submitted:
 - **RIDE Texas** (motorcycle readership) – Summer issue
 - **Texas Events Calendar** – Fall issue
 - **Oklahoma Magazine** – Summer issue featuring Texas destinations
 - **The Griffon** – partnered with MCDC- military publication – submitted ad, photos and 1100 words of editorial content for June issue. Focus is on veterans programs including Smiles Charity/concerts, Community Lifeline Center’s veterans outreach and TownSquareBuzz’s Red Shirt program.
 - Historical Preservation Group annual calendar
 - We contracted to do a 6-month directory listing on a new WFAA venture, a website called **Bride365.com**. It’s \$600 for six months.
- MCVB assisted in blocking rooms for the following groups in April:169
Rooms/Total value \$19,429.00
 - Harrington Smith Wedding (Grand Hotel)- 6 @ \$ 894, 22 rooms @\$144+ \$3186, 32 rooms @\$143= \$4576= 60 rooms @\$ 8638.00
 - Emerson (Holiday Inn) 109 Rooms @ \$99.00= 10,791.00