

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, November 19, 2020 at 9:00 a.m. at the Grapevine Convention and Visitors Bureau, 636 S. Main Street, Grapevine, Texas with the following persons in attendance:

Joe Szymaszek	Board Chair
Mark Terpening	Board Vice Chair
Dan Weinberger	Board Member
Corinna Wenks	Board Member
Iain Scouller	Board Member
Cynthia Blankenship	Board Member
Chuck Pacioni	Board Member
Debi Meek	Alternate Board Member
Sharron Rogers	Council Liaison

Constituting a quorum, with the following liaisons and staff members present:

Paul W. McCallum	Executive Director
Brady Closson	Deputy Executive Director
Lindy Bell	Assistant to the Executive Director

CALL TO ORDER

Board Chair Joe Szymaszek, called the meeting to order at 9:00 a.m.

APPROVAL OF MINUTES

Motion by Dan Weinberger, seconded by Mark Terpening approved the minutes from the October 15, 2020 meeting and prevailed by the following vote:

Ayes: Szymaszek, Terpening, Weinberger, Wenks, Blankenship, Scouller, Pacioni, and Meek.

Nays: None

SALES AND MARKETING REPORT

Brady Closson reported that for October the Convention team had 41 sales leads representing more than 57,000 potential room nights and a potential economic impact of over \$25 million. There were 12 definite bookings representing over 27,000 room nights and a potential economic impact of \$28 million. There were nine in person site visits during the month. Several smaller meetings have recently been booked in Grapevine.

Strong prospects being worked include Worldwide Meetings and Events for 500 total room nights, Keystone Bigshow for March 2021 for 3800 total room nights and Love's Travel Stops and Country Stores considering a two-year arrangement with 4,428 rooms in 2024 and 2025.

Leisure and International Sales has sourced three new leads with over 3,400 room nights with a potential economic impact of \$622,000. Two virtual FAMS were hosted for the Australia/New Zealand markets showcasing Gaylord Texan, Great Wolf Lodge and Hotel Vin as well as Grapevine food and wine tours. To date, 103 travel agents have viewed the virtual FAM.

Destination Services assisted five groups representing 503 delegates with a potential impact of almost \$500,000.

The Visitor Information Center distributed over 35,000 brochures and welcomed over 6,700 visitors during the month of October.

The Convention Center, Palace Arts Center and Concourse have booked 45 events, including 26 new events. The CVB meeting facilities have seen a combination of booked events including one memorial, two weddings, two recitals, and two dance programs.

Grapevine Vintage Railroad conducted 20 excursions in October, with a ridership of over 3,300 passengers. The Grapevine Vintage Railroad continues to see strong ridership on its weekly excursions. Multiple special events trains were held in October including two Jazz Wine Trains, three Trick-or-Treat trains and one Witches Brew train which were all sold out.

The website received a total visitation in October of approximately 161,000 to the site driven by North Pole Express, Christmas Capital of Texas, Grapevine Vintage Railroad, and Christmas wine trains. Average time spent on the site was just under 2 ½ minutes.

Online Trade (GROUP) received more than 30,000 total impressions with one insertion. Print Trade (GROUP) had two insertions with a circulation of more than 60,000.

Print consumer publications had 13 insertions with a circulation of over 1.6 million. Publications included *Bon Appetit* (Texas) and *Southern Living*.

On-line Consumer Advertising exceeded 2.8 million impressions with seven insertions.

Eight media releases were distributed including the topics of the 37th Annual Lone Star Wine Competition, Christmas Magic is in the Air!, MPI Steps Up, Stay Thirsty, Grapevine Friends and All Eyes on Texas as Grapevine Hosts.

There were four TV/radio segments in October. Online placements for October were 120 with ad value over \$9,000. Stories generated include Hotel Vin in Grapevine, Texas is the Ultimate Staycation, New Observation Tower at Grapevine's Main Station, Taste Texas Wines at Bull Lion Ranch and Vineyards, and Grapevine Launches New Craft Beverage Tour.

Mr. Closson reported the marketing team continues a heavy push to promote Christmas Capital of Texas activities.

No action was taken by the Board.

Connect Marketplace – Orlando Recap

Connect Marketplace was held in Orlando, FL over the dates of October 19-22. Codi Missimo and Tanja Nichols attended on behalf of the CVB team. This was the first sales mission/industry event attended by members of the sales team since the start of the pandemic. Connect was originally scheduled to be held in Las Vegas, NV, however, was moved to Orlando, FL based on the restrictions in place in Nevada. Two tracks were attended, Corporate and Association tracks. Both sales managers had in excess of 30 one-on-one appointments.

Notable client appointments for the Corporate Track were Elevated Meeting Solutions interested in Hotel Vin for the first quarter of 2021, Meetings Made Easy and Growmark for the third week in January 2021, Atlas Venture interested in Hotel Vin, and Worldwide Meetings and Events which has already sent a request for proposal.

Association appointments included Worthington Association Management representing International Association of Canine Professionals, Conference Direct, NACE International, and Association of Tech Leaders in Independent Schools for their next available year to book of 2025.

Twelve Weeks of Christmas

Mr. Closson provided an update on the 'Twelve Weeks of Christmas' promotion which in its first two and a half weeks has generated as of November 18, 28 new lead opportunities representing 24,500 requested room nights and \$16.3 million in economic impact. One definite program, Innovative Marital Arts Systems Dallas tournament, has been booked for March 2021 with 300 contracted guestrooms and an economic impact of over \$290,000 at the Hyatt Regency DFW.

No action was taken by the Board.

OLD BUSINESS

MPI/WEC Grapevine Update

Mr. McCallum reported the Meeting Professionals International/World Education Congress, held November 3 -6, hosted 608 in person attendees and almost 1,200 virtual attendees for a total attendance of 1,739. The event was a strong partnership with the Gaylord Texan. The leads generated will go on for several years. Currently working on the post stories with a focus on trade media. Trade meeting planners are reporting a successful meeting with positive reports on Grapevine and the Gaylord Texan being shared on trade press.

Christmas Capital of Texas

Mr. McCallum reported that the Carol of Lights will be different this year with a video projected onto City Hall and then onto the Palace Arts Centre daily through January. The Parade of Lights on Thursday, December 3, will be a reverse parade, starting in the 200 block of Main, with traffic flowing south. Stationery participants will include two bands, a drill team and a variety of floats. The CVB's Festivals and Events team is managing all aspects of the parade this year. Nash Farm will be conducting a number of events throughout the holiday period.

Mr. McCallum also mentioned several events being conducted by the Parks and REC Department including Christmas on Main, the 12th annual Yuleslide Band, the Chilly Dawgs, City Hall Light Spectacular, the Singing Christmas Tree, and Whoville in Grapevine.

The North Pole Express sold out for the season, however, tickets for additional trains will go on sale Tuesday, November 24.

The Gaylord Texan is holding a wide variety of events including I Love Christmas Movies . . ., Yuletide Bright, ice skating, Elf on the Shelf character breakfast, snow tubing, a gingerbread decorating corner, #Lit Light Show, build your own snowman, Santa's Snow Throw and Mrs. Claus' Christmas Traditions.

Other Grapevine attractions include indoor snow showers at Great Wolf Lodge, Bass Pro Shop's "Santa's Wonderland," Grapevine Mills with Santa's arrival Friday, November 27, Legoland's Discovery Center – Holiday Bricktacular and Scuba Diving Santa at SEA LIFE Grapevine Aquarium.

Promotions for these events have been ongoing since October with national media focused on the overnight experience. Leisure travelers will make an impact on local hotels. All funds saved will be diverted to the marketing budget. Christmas wine trains sold out in six minutes.

Grapevine Main Grand Opening Update

Mr. McCallum reported that the anticipated opening date for Grapevine Main remains a moving target but every effort is being made by Coury staff for completion.

Cynthia Blankenship leaves meeting at 9:55 a.m.

December 1st will be the "burning of the kitchens" for friends and family. December 5th will be the soft opening for the public but not sure that will actually be the effective date. When the opening does happen, attendance will be built from a five-mile radius and then pushed further out to the Metroplex. Grand opening for citizens will be in January 2021.

Debi Meek leaves meeting at 9:58 a.m.

The Tower is almost complete. The second floor Grapevine Vintage Railroad and meeting offices are ready for move in. The Great Hall is lacking last bits of millwork, but the kitchens are causing the delay due to supply line issues.

Council will receive pre-emptive view before the soft opening on December 1st.

HOTELS/ATTRACTIONS & ACTIVITIES

Mr. Closson reported that there are two new rack cards available with QR codes for hotel packages and deals, the second rack card features live events at the Palace Arts Centre. The Courtyard Towne Place Suites has 159 rooms coming on line in May. Great Wolf Lodge is offering a special package for \$10,000 which includes exclusive use of the water park and 10 suites for up to five occupants each. The Craft Beverage Tour has seen 13 passports redeemed after completion of the tour. All participants are from out of town.

LIAISON UPDATES

Chamber of Commerce

Mr. Szymaszek reported that the Chamber's fund raiser, the "Spirit of Grapevine" calendar, is underway. Sponsorships were sold to cover wine and printing costs; actual proceeds from sale of the calendar goes to benefit the Chamber. The membership luncheon is tomorrow with December's luncheon to feature Rocky Gribble and his band.

There is one last Board meeting for 2020 on December 15. Community awards nominations are being sought with details to come in the weekly newsletter.

Heritage Foundation

The liaison update for the Heritage Foundation was deferred in the interest of time.

There being no further business to come before the Board a motion by Dan Weinberger, seconded by Mark Terpening to adjourn the meeting at 10:13 a.m. prevailed by the following vote:

Ayes: Szymaszek, Weinberger, Terpening, Pacioni, Scouller, and Wenks

PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS
BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS
18th DAY OF FEBRUARY, 2021.

APPROVED:


Mark Terpening
Vice-Chairman

ATTEST:



Donna Farmer
Assistant to the Executive Director