

State of Texas
County of Tarrant
City of Grapevine

MINUTES

The Grapevine Convention & Visitors Bureau Board of Directors met in Regular Session on Thursday, April 15, 2021 at 9:00 a.m. at the Grapevine Convention and Visitors Bureau, 636 S. Main Street, Grapevine, Texas with the following persons in attendance:

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|---------------------|------------------------|
| Mark Terpening | Board Vice Chair |
| Dan Weinberger | Board Member |
| Iain Scouller | Board Member |
| Cynthia Blankenship | Board Member |
| Chuck Pacioni | Board Member |
| Corinna Wenks | 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 |
| Donna Farmer | Assistant to the Executive Director |

CALL TO ORDER

Board Vice Chairman Mark Terpening called the meeting to order at 9:03 a.m.

APPROVAL OF MINUTES

Motion by Iain Scouller, seconded by Dan Weinberger approved the minutes from the March 25, 2021 meeting and prevailed by the following vote:

Ayes: Terpening, Weinberger, Scouller, Blankenship, Pacioni, Meek and Rogers

Nays: None

SALES AND MARKETING REPORT

Mr. Brady Closson reported for March 2021 the Sales team generated 100 Sales Leads with 134,717 potential room nights, with a potential economic impact of \$56,645,489. 24 converted to definite booking status, representing 29,669 room nights, with an economic impact of \$12,176,414. The team hosted/participated in thirteen (13) site inspections in the month of March.

Examples of successes that have been booked over the past month, continuing to confirm that meetings are being booked:

- Supernus Pharmaceuticals, Inc. (2 programs, 776 rooms each arrives April 25, 2021. (Grand Hyatt)
- Lone Star Regional Narcotics Anonymous, 925 rooms, September 2021 (Hilton DFW Lakes)
- Morley Companies, Inc., 1,070 rooms, August 2021 (Gaylord Texan Resort and Convention Center)

- Soccer Management Company, 480 rooms, August 2021 (Embassy Suites, DFW Airport North)
- National Retail Federation, (2 programs, 3,859 rooms each, June 2023 & 2025, (Gaylord Texan)
- Hope King Teaching Resources (2 programs, 5,140 rooms each, June 2027 & 2029 (Gaylord Texan)

Sales team continues prospecting and data mining utilizing strategic resources from various markets including Every week LinkedIn publishes a list - Who's Hiring, Strategic Database Research (SDR) and Knowland Readerboards.

Leisure & International Sales team sourced 8 new lead opportunities with 380 potential room nights, and a potential economic impact of \$141,040. Seven of those opportunities are for 2021. Resulting in 4 new definite bookings, all in 2021. The team also contacted and emailed 49 AAA offices in Texas, Oklahoma and Kansas with a Spring Break in Grapevine, Texas activities flyer; attended the Go West Summit Virtual Conference, where we participated in 30 one on one appointments. Resulted in one immediate lead opportunity with 100 room nights and eight future tour leads and nine Public Relations opportunities through travel trade publications; participated in 14 American Bus Association virtual appointments, resulting in one immediate lead for Grapevine hotels and participated in 3 Tour Texas collaborating with Brand USA virtual appointments, one of which was with American Airlines out of the UK, who expects service to pick back up out of Europe in May.

Destination Services assisted 6 conferences representing 6,794 delegates with information and registration assistance. Potential economic Impact of \$3.6M.

Brochure distribution in the month of March was approximately 56,000 pieces with Grapevine literature distributed.

Visitor Information Center at Grapevine Main welcomed 2,901 visitors, CVB HQ welcomed 967 while Settlement to City Museums welcomed 350 visitors and the Cotton Belt Depot welcomed 3,362 (In state: 2,000, Out of state 850, International 51).

Grapevine Convention Center actualized 14 events in March, booked 7 future events representing 7,150 attendees with an Economic Impact of \$257K. While the Palace Arts Center actualized 32 events in March, booked 15 future events representing 3,290 attendees with an Economic Impact of \$118K. These bookings are a combination of Three dance events, Gateway Church and one concert. Additionally, the Grapevine Concourse actualized 1 events in March, booked 2 future events representing 245 attendees with and Economic Impact of \$8,800.

Grapevine Vintage Railroad produced 33 excursions in the month of March. Total passenger count for the month was 4,169. In addition to the published monthly excursions, March offered 9 days of "Hobo Camp" train excursions as well as the annual Kiss Me I'm Irish express; promoting the relationship between railroad operations and history with Grapevine.

Unique Visitors to the website (GrapevineTexasUSA.com) for February totaled 74,920 visits while total visitation to the website was 97,871 with over 221K page views for the month while average time on site was just under 1.57 minutes.

Top referring sites for March include 1,322 on M.facebook.com, 503 on Fortworthstockyards.org, 314 on Grapevinetexas.gov, 303 on Dfwchild.com and 277 on I.facebook.com.

Marketing team reported the top five landing pages with 16,370 on Grapevine Vintage Railroad, 6,929 on GrapevineTexasUSA.com, 4,842 on Things to do, 4,791 on Grapevine Vintage Railroad Schedule and 3,051 for Nash Farm. Interesting to see that under the top 25 cities to visit GrapevineTexasUSA.com in March, #16 was Roseville, California with 940 sessions for the month of March.

Marketing advertising Print Trade (GROUP) had 0 insertions for the month of March with a circulation of 0, Online Trade (GROUP) Advertising had 1 insertion with total of 30K impressions with CVENT. Print Consumer Advertising had 3 insertions with circulation of 1,286,398 on Community Impact (Grapevine, Colleyville, Southlake), Texas Star Dinner Theater Playbill and Texas State Travel Guide. Online Consumer Advertising had 5 insertions with number of impressions exceeding 59,562 inclusive on Arlington Stars Coupon Program, Lauren Publications Everything Gold, Simpleview (SEM/PPC), Tax-Free Shopping Web Ads and Facebook.

Public Relations (Earned Media) Team distributed 2 Media Releases in March: Grapevine is the Ultimate Spring Break Destination for All Things Fun, Celebrate Spring and New Beginnings at Grapevine's 29th Annual New Vintage Wine and Gallery Trail & Blessing of the Vines, April 10. Online placements for March were 18 with ad value over \$1,300. Marketing/Communications (MarComm) Team continues a heavy push to promote spring activities. A heavy focus on updating community calendars with events and updated information while continuing to pitch stories associated with the following events: New Vintage Wine and Gallery Trail and Blessing of the Vines on Saturday, April 10, 2021, Jazz Wine Trains, on Friday April 16 and Sunday, April 18, 2021, the Grand Opening Celebration of Grapevine Main Station, Saturday, April 24, 2021 and finally, Main Street Fest, A Historic Downtown Street Fair, featuring Craft Brew Experience on Saturday, May 15 and Sunday, May 16, 2021. All of this activity is in tandem with a focused social media campaigns to drive awareness and assist in maximizing exposure of the events.

Sweetheart Savings sales campaign started approximately 2 weeks ago, as of 3/25/21 had 7 definite bookings with 17 definite bookings at the end of the campaign. *A Deal Too Sweet to Miss for 2021!* Roses are red, Violets are blue, Here's a \$7 rebate, Just for you.

The Grapevine Convention & Visitors Bureau is offering a \$7 per paid room night rebate on any new business of 10 rooms per night or more with a minimum of a two (2) night stay.
Grapevine Highlights:

*This rebate is valid for new business booked and contracted for 2021 at a Grapevine hotel or resort. Book now, as this offer expires March 31, 2021.

The campaign produced 82 lead opportunities for stakeholder hotels, representing over 46,106 requested guestrooms and over \$29,097,369 in potential economic impact, all for 2021. Seventeen (17) programs were converted to definite status, worth 7,314 guestrooms and \$7.1M in economic impact in the year for the year. An ROI to stakeholder hotels of greater than 13,000:1

No Action was taken by the Board.

OLD BUSINESS

Mr. McCallum reported several pieces on ongoing business to include the Grapevine Township Revitalization Program created over 30 years ago and the sale of the Roberson House located at 608 South Dooley Street sold early April for \$300,800, all proceeds going back into the program.

Details of Main Street Fest planning was shared including the layout of the festival concept, street performers and various area functions within the festival grounds. Additional details were provided on the touchless payment system, Magic Money, which will be implemented. Mr. McCallum handed out 3 different Main Street Fest logo concepts for review and discussion with the board receiving feedback on the options presented.

Mr. McCallum shared the enthusiasm with the increase in ridership on Grapevine Vintage Railroad excursions, the progress of steam engine 2248 (Puffy) with the return and Grapevine Main Station's Grand Opening with details provided on the run of show for the grand opening.

Mr. McCallum advised the board that consideration to move the time of the meeting from 9:00 a.m. to 8:00 a.m. would be addressed at the next board meeting in May.

Cynthia Blankenship suggested utilizing a consent agenda for standard business with remaining board members agreeing. Vice Chairman, Mark Terpening referred the request back to the Chairman, Joe Szymaszek who was absent and Executive Director, Paul W. McCallum for further consideration.

No action was taken at this time.

Chuck Pacioni leaves the meeting at 10:02a.m.

NEW BUSINESS

Mr. McCallum explained that the FY22 Budget process planning is taken place with strong consideration to the year over year projections. Chairman Szymaszek has appointed, Chuck Pacioni to Chair this year's Marketing Committee which will begin meeting in the summer for detailed plan review. The committee should include hotel DOS's, Attraction, restaurant and retail representatives.

HOTELS/ATTRACTIONS & ACTIVITIES

Brady Closson reported that Hilton Garden Inn Silverlake Crossing is getting ready to opened on Friday March 26, 2021. 152 rooms with 4,000 additional sq. ft. of meeting space. DFW Airport update was presented with returning and summer service flight pick up and the increase experience on international flights. Some airlines justifying flight schedules due to cargo. Lufthansa is starting back up along with Emirates and Qatar. Qatar has done so well that they are adding four more flights to have two a day.

The 2021 Jazz Wine Trains are currently sold out for Fri. April 16 with a small number of tickets available for Sun. April 18 Brunch train. The 19th Annual Spring into Nash: Sat. April 17, 10am – 2pm followed by Nash Farm's Supper: A Farm to Fork Experience Fri. April 23. The event starts at 6:30pm / \$75 per person, tickets sold in tables of 2, 4, 6 or 8. Grapevine Main Station Grand Opening Celebration: Sat. April 24 and Main Street Fest: Sat. May 15 and Sun. May 16.

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News openings/Closings

Lucy's Lot, located at 451 E. Northwest Highway has closed after serving the community for the past six years.

Grubb's family of dealerships proudly opens Grubbs Acura in Grapevine

Texas Star Dinner Theatre celebrates 10 years in Grapevine, on April 1, 2021

Dan Weinberger noted how busy the Main Street District has been since the opening of the State by Governor. Debi Meek contributed to the statement with positivity.


There being no further business to come before the Board a motion by Cynthia Blankenship, seconded by Iain Scouler to adjourn the meeting at 10:16a.m. prevailed by the following vote:

Ayes: Terpening, Weinberger, Meek, Rogers

Nays: None

PASSED AND APPROVED BY THE GRAPEVINE CONVENTION & VISITORS BUREAU BOARD OF DIRECTORS OF THE CITY OF GRAPEVINE, TEXAS ON THIS 17th DAY OF JUNE, 2021.

APPROVED:



Joe Szymaszek
Chairman

ATTEST:



Donna Farmer
Assistant to the Executive Director