

QUARTERLY REPORT

1Q22



The CVB Hosted the Siberian Husky Club of America National Specialty, Rhodesian Ridgebacks National Specialty, and the English Springer Spaniel Field Trial Association National Specialty



Jessica McClellan, Alberto Rivera and Penny Stolpe (Hampton Sales Director) attended the TS&AE Luncheon



Urban Air wins BRE Tourism Partner Award



James Johnson, attended the Annual Texas Downtown Association Conference to aid in the CVB's support of marketing downtown as part of the CVB staff professional development initiative



Capturing photo assets for new Food Tour Campaign

ABA 2022 Rodeo Capital of Texas Tour Summary

In the CVB's ongoing efforts to attract bus tour groups, the Mesquite Convention and Visitors Bureau had the privilege to host the first American Bus Association tour to Mesquite on January 8, 2022. Guests were provided with a tour of the Mesquite Championship Rodeo Arena, the Mesquite Arts Center and Opal Lawrence Historical Park. The CVB catered lunch from Mesquite BBQ. The tour group included 40 attendees from 32 organizations comprised of: Bus Tour Operators, DMOs (Destination Marketing Organizations), Attractions and Hotels.



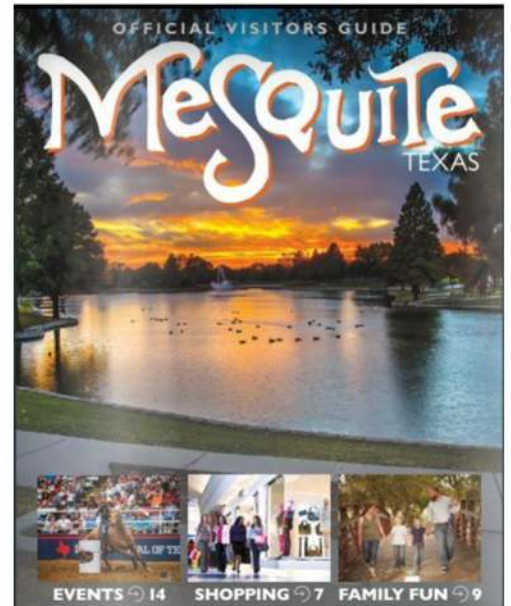
Mesquite Launches New 2022 Visitors Guide

The Visitors Guide is one of the primary fulfillment pieces for all visitor inquiries for Mesquite. The CVB contracted with Hennen Publishing in July 2021 for the design of the new Visitors Guide Magazine and Visitors Guide Rack Brochure. The contract engaged them to sell ads to pay for their design services, as well as the printing of the first 25,000 Visitor Guide Magazines and 25,000 Visitor Guide Rack Brochures. The number of ads sold determined the length of pages in the Visitors Guide for content. The CVB purchased another 25,000 Visitor Guide Magazines and 25,000 Visitor Rack Brochures in anticipation of demand.

The Visitor Guide Rack Brochures will be distributed to TXDOT welcome centers, Texas hotels, Chambers of Commerce, local attractions, and tourism offices throughout the state, Oklahoma and Louisiana.

The CVB will supply a Visitor Guide Magazine for each new resident and business as they sign up for City utilities at City Hall. A limited supply will be available to realtors, model homes, local area businesses, churches, Mesquite Metro Airport, and Mesquite Convention Center attendees. Groups wishing to purchase large quantities of Visitor Guides will be given instructions on how to do so.

A robust digital ad campaign will be launched to promote a digital version of the guide with ads on Facebook, Instagram, Google Search and more. Ads connect to the fully linked digital version of the Visitors Guide at VisitMesquiteTX.com. The digital visitors guide has interactive ads meaning that one click connects viewers with the advertiser's website.



The CVB will continue our regular practice of mailing a Visitor Guide directly to out-of-town individuals who have responded to our advertising outreach in print and online.

The CVB is tremendously appreciative of our 27 advertisers without which this publication could not have been accomplished. Thank you to all our advertisers! American National Bank, Berkshire Hathaway Home Services, Bloomfield Homes, Bubba's 33 Mesquite, Centurion American Development Group, Corner Stone Credit Union, Dallas Medical Physician Group, Dallas Regional Medical Center, Devil's Bowl Speedway, Downtown Mesquite, Epps Realty, LLC, Hampton Inn and Suites Dallas Mesquite, Historic Mesquite, Inc., Holiday Inn Express, HomeTowne Studios Dallas Mesquite, Indoor Soccer World Mesquite, KEOM 88.5 FM, Mesquite Arts Center, Mesquite BBQ, Mesquite Economic Development, Mesquite ISD Community Education, Oh My Curry, Pizza Inn Mesquite, The Summit Apartments, Taqueria Taxco Inc., and Urban Air.

CVB Lead Sourced Conventions

Between October and December 2021, the CVB generated significant hotel room nights, hotel occupancy tax (H.O.T.) and sales tax revenue within the City of Mesquite. The Mesquite Convention Center and Exhibit Hall (MCCEH) - Hampton Inn & Suites and the Mesquite Arena welcomed the following groups:

1. World Championship Miniature Bullriding Association (WCMB)

The WCMB held their week-long annual worldwide miniature bull riding event during the first week in October 2021. The event brought 400 riders, ages 4-18 years of age with their families, to the Mesquite Arena to compete for the title of World Champion Miniature Bull Rider. Participants came from Mexico and throughout the United States. The WCMB signed a three-year contract, after their event in 2020, to hold their worldwide event in Mesquite through 2023. The event generated a total revenue of \$82,925 at the MCCEH - Hampton Inn & Suites with an Economic Impact of \$624,872* and 1,625 hotel room nights throughout the City.. This was a CVB lead sourced conference.

2. Rhodesian Ridgebacks National Specialty 2021

This was the first of three National Specialty Dog Shows held in the Fall of 2021. This group brought over 300 dogs with their owners to compete at the club's national specialty. The event generated a total revenue of \$84,344 and 499 hotel room nights at the MCCEH - Hampton Inn & Suites with an Economic Impact of \$322,812* within the City. This was a CVB lead sourced conference.

3. Siberian Husky Club of America National Specialty 2021

The Siberian Husky Club of America National Specialty returned to the Dallas area after 31 years and chose Mesquite as the destination for their annual event. The event generated a total revenue of \$99,192 and 658 hotel room nights at the MCCEH - Hampton Inn & Suites with an Economic Impact of \$422,730* within the City. This was a CVB lead sourced conference.

4. English Springer Spaniel Field Trial Association 2021 National Specialty

The City welcomed 350 dogs with their owners to compete in the 2021 national specialty. The event generated a total revenue of \$120,659 and 600 hotel room nights at the MCCEH - Hampton Inn & Suites with an Economic Impact of \$338,929* within the City. This was a CVB lead sourced conference.

** Economic Impact Calculation: % not local x total attendance x length of stay x 140.1 (average amount visitors spend a day).*

CVB Sales Efforts

Between October and December 2021, the CVB produced the following results.

1. Number Of Hotel Room Nights and Revenue at MCCEH – Hampton Inn & Suites

The CVB lead sourced conventions booked 2,499 hotel room nights out of the total of 3,048 at the MCCEH - Hampton Inn & Suites. These generated \$284,841 in hotel room nights revenue. These contributions accounted for 82% of the business.

2. Hotel Occupancy Tax Collections

Missed pre-covid levels by 6% (\$27,832). H.O.T. collections remained strong and close to pre-covid levels, due to four large CVB lead sourced conferences, discussed in the previous section.

Hotel Investments During 2021

MERI BEST INN
\$400,000 Investment | 120 rooms renovated

SPANISH TRAILS
\$147,000 Investment | 49 rooms renovated

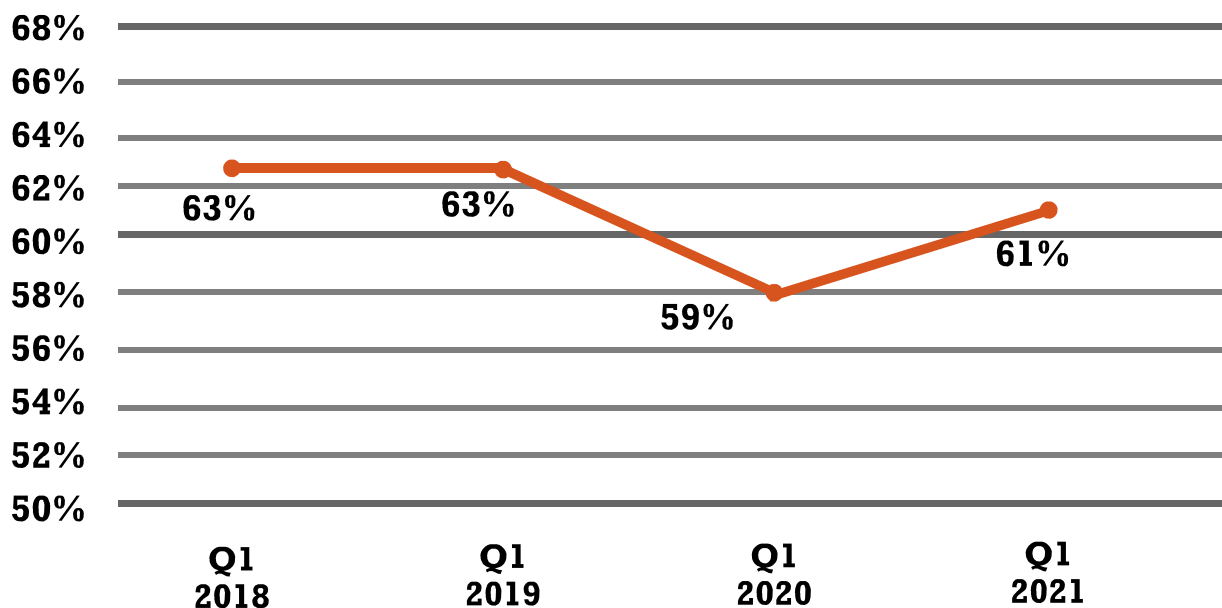
QUALITY INN MESQUITE DALLAS EAST
\$75,000 in Renovations (Pool Area)

SURESTAY PLUS BY BEST WESTERN
\$50,000 Investment | Room Furniture & Amenities

DELUX INN MESQUITE (US-80)
\$125,000 Investment | Outside Stucco Work
30 rooms renovated | Raised Average Room Rate by \$5

Texas Hotel Performance Factbook First Quarter Oct. 1 - Dec. 31, 2021

Mesquite Occupancy % Quarter Over Quarter



The average **occupancy rate** for Texas was **58%**, while Mesquite was **61%**.
The average **daily room rate** for Texas was **\$107** while Mesquite was **\$81**.
Texas saw a **room revenue** increase of **85%**, Mesquite room revenue increased by **29%**.