

QUARTERLY REPORT



The CVB team joins Team Texas for the Albuquerque Balloon Festival.



The CVB team participates at the North Texas Commercial Association of Realtors Expo.



The CVB team is an integral part of the Economic Development team.



The CVB team joins Team Texas at the Dallas Travel and Adventure Show resulting in a business lead and site tour.



The CVB Team earns continuing education credits toward their Texas Destinations Marketer certification.

CVB Ad Campaigns Oct. 1, 2020 - Sep. 30, 2021

The Mesquite CVB has worked with the marketing firm AJR Media to produce advertising and articles that ran throughout the year which produced excellent public engagement which translates into more visitors to the City of Mesquite. There were 1,019 people asking to be mailed a visitors guide, 113 hotel bookings, 9,459 visits to our website and so much more. All of this combines to drive awareness with the traveling public about all the events, shopping and attractions that are here in Mesquite. More awareness means more visits and according to the State Office of Travel the average traveler spends \$140 per day. Also included here is our outreach through TrueWest Magazine.



Content Engagement Report

Mesquite Convention & Visitors Bureau

10/01/2020 - 09/30/2021

TOTAL CONTENT ENGAGEMENT = 45,045

Total actions taken - 45,045



TRUE WEST MAGAZINE CAMPAIGN

Facebook, Twitter, Instagram, Pinterest
June Campaign 2021




TRUE WEST MAGAZINE CAMPAIGN

E-Blast Inclusion and Native Article
June 2021 Campaign



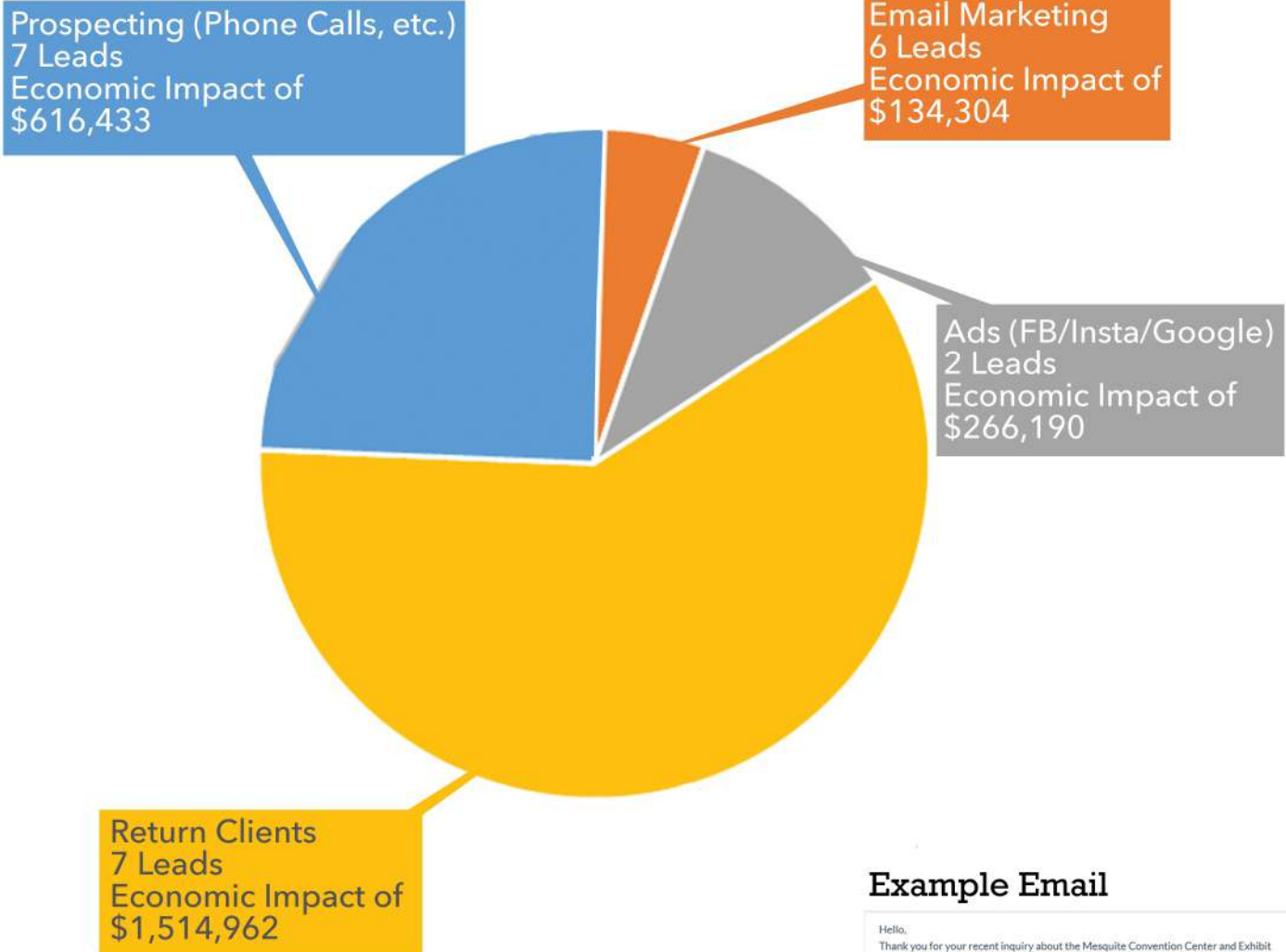
SOCIAL MEDIA & GOOGLE AD CAMPAIGNS

Over the fiscal year, the CVB has launched several campaigns to help further promote Mesquite's community events and organizations. Using Google, Facebook and Instagram advertising, the Mesquite CVB has gathered over 2,500,000 impressions for a spend of \$39,918 resulting in a return on investment of \$5 for every \$1 spent.

AD CAMPAIGNS	PERFORMANCE	FACEBOOK/ INSTAGRAM	GOOGLE
A STEP UP CAMPAIGN	Ad Clicks	3,782	3,691
	Ad Views	539,000	390,519
	Web Visits	108	3
	Spend	\$3,790	\$2,894
 MESQUITE ARTS CENTER	Ad Clicks	3,981	2,529
	Ad Views	828,911	203,105
	Web Visits	N/A	3
	Spend	\$3,834	\$3,247
 MESQUITE CONVENTION CENTER	Ad Clicks	4,722	6,166
	Ad Views	327,937	106,883
	Web Visits	N/A	57
	Spend	\$1,281	\$9,746
 MESQUITE GOLF CLUB <small>Real. Texas. Golf.</small>	Ad Clicks	986	N/A
	Ad Views	157,756	N/A
	Web Visits	N/A	N/A
	Spend	\$1,245	N/A
 Mesquite <small>CHAMPIONSHIP RODEO</small>	Ad Clicks	442	4,129
	Ad Views	41,902	121,951
	Web Visits	N/A	13
	Spend	\$204	\$3,610
 DOWNTOWN Mesquite TEXAS <small>EST. 1887</small>	Ad Clicks	3,782	6,492
	Ad Views	125,628	587,482
	Web Visits	N/A	35
	Spend	\$381	\$9,682

Fiscal Year End Convention Sales Report

The CVB supplied the Hampton Inn & Suites sales team with 101 leads during Oct. 2020 to Sep. 2021. The CVB team together with the Hampton Inn & Suites team closed on 22 conventions and events for an Economic Impact of \$2,531,889.



Automated Email Marketing

Using our CRM software HubSpot, the CVB has created several automated email sequences that are sent to our 30,000 contacts. During the 2020-2021 fiscal year those emails resulted in 6 closed conventions for an Economic Impact of \$134,304. The CVB spends \$18,0000 annually on HubSpot for a return on investment of \$6 for every \$1 spent.

Example Email

Hello,
Thank you for your recent inquiry about the Mesquite Convention Center and Exhibit Hall. We are delighted to share with you our venue and hope to exceed your expectations in assisting in the planning of your next event.

1. In the next few days, you'll be contacted by one of our sales managers, who will work tirelessly in crafting a proposal to meet your conference needs.
2. In the meantime, we would like to share a little more about our City of Mesquite, Texas with you. With this email, we have included our:

- Visitors Guide
- Sales Kit
- 2021 Press Kit

Below are some photos and videos of the convention center detailing some of the specifications of the facility. For questions or to schedule a site tour contact Alberto Rivera at Alberto@VisitMesquiteTx.com or call (800) 541-2355.

Mesquite Convention Center and Exhibit Hall Photos



40.7% Open Rate
3.7% Click Rate