



February 2020

I. ASSOCIATION/CORPORATE/SMERF COMPLETED in February 2020: TTL Room nights: 1,545; TTL Rev.: \$172,376.75

WEDDINGS COMPLETED-February 2020-12 Wedding Room Blocks: TTL Room Nights: 406; TTL Rev: \$46,482.57

Neathery Estate B & B

- 4 wedding blocks
- \$2,294 room revenue

Springhill Suites

- No pick-up

Hilton Home 2

- No pick-up

Sheraton Hotel

- 9 wedding blocks
- 370 total room nights
- \$40,468 room revenue

Hampton Inn

- 2 wedding blocks
- 28 total room nights
- \$2,848.57 room revenue

Holiday Inn & Suites

- 1 wedding block
- 8 room nights
- \$872 room revenue

Holiday Inn Express

- No pick-up

Comfort Suites

- No pick-up

ASSOCIATION/CORPORATE/SMERF COMPLETED in February 2019: TTL Room nights: 1,139; TTL Rev.: \$125,894.18

ASSOCIATION: TTL Room nights: 0 ; TTL Rev.: \$ 0

CORPORATE: TTL Room nights: 953; TTL Rev.: \$103,216

- Globe Life: 2/2-5/20: Sheraton-TTL room nights: 59; TTYL Rev.: \$6,136
- Nat'l Interscholastic Athletic & Afterschool Safety & Security Summit 2/4-6/20: Sheraton-TTL room nights:175; TTYL Rev.: \$20,475
- Globe Life: 2/9-12/20: Sheraton-TTL room nights:158 ; TTYL Rev.: \$16,432
- Globe Life:2/16-20/20: Sheraton-TTL room nights: 395; TTYL Rev.: \$41,080
- Globe Life: 2/19-21/20: Sheraton-TTL room nights: 32; TTYL Rev.: \$3,328
- Emerson: 2/19-21/20: Sheraton-TTL room nights: 57; TTYL Rev. \$7,467
- Globe Life: 2/23-25/20: Sheraton-TTL room nights: 47; TTYL Rev.: \$4,888
- Pogue: Grand- 2/24/20- TTL room nights: 5; TTYL Rev. \$595
- Tempest-Grand-2/27-28/20-TTL room nights: 10; TTYL Rev.: \$1,090
- ClaytonHomes-Grand-TTL room nights: 9; TTYL Rev.: \$981
- Haven Hill-Grand-TTL room nights: 6; TTYL Rev.: \$744



SMERF: TTL Room nights: 184; TTL Rev.: \$20,384.50

- Church 121-Sheraton- TTL room nights: 78; TTYL Rev.: \$8,170.50
 - F&B: \$18,900
- Significant Church Group-Grand-TTL room nights: 106; TTYL Rev.: \$12,214

SPORTS: TTL Room nights: 2; TTL Rev.: \$2,293.68

- Texas Best Gymnastics- Spring Hill Suites-TTL room nights: 16; TTYL Rev.: \$1,699.68
- Wrestling Tournament- Holiday Inn & Suites- TTL room nights: 6; TTYL Rev.: \$594.00

II. Visitors: FYTD Total (Oct. '19– Sept. '20): 2,322

Total: (includes all individuals that have come through the visitor's center)

- Out of State: 8
- Out of Country: 6
- Texas Residents: 0
- McKinney Residents: 0
- Register Total: 0
- Ticker Counter: 432

III. RFP's: 17 (0-Association, 7-Corporate, 9-Weddings, 1 -Social, 0-Religious, 0-Sports)

Association: 0

Corporate: 7

1. Pogue Construction: Grand Hotel 2/24/20 - 5 attendees.
2. Tempest/iDSS Training-Grand Hotel 2/27-28/20; 5 attendees.
3. Clayton Homes – Feb 13, 2020. Small Meeting, Host Hotel: Grand, 11 room nights.
4. AVM Industries – Paul Miller. April 13-16, 2020, 20 attendees, 20 room block at the Grand Hotel.
5. Jack Henry Group – Christi Dawson. August 20-21, 2020, host hotel: Grand- 12 room block.
6. ARDAGH Group – John Shaddox. Host Hotel: Grand, 18 room nights, April 6-8. 2020.
7. Texas Workforce Commission– Kimberly Bradford-Brown. Timeframe: July-Sept, dates are open at this time. W-F Pattern, 10 rooms/20 room nights. Two-day classroom style conference, attendance: approximately 750. Sent RFP to the Sheraton.

SMERF:

Social: 1

1. Girls Weekend Getaway – Janice Peacock. Host Hotel: Grand, April 14-16, 2020, 14 room nights.

Sports: 0

Weddings: 9

1. Marisa O'Barten – September 26, 2020. La Cour
2. Tyler DeLoach – October 17, 2020. River Rd Chateau
3. Chesle Blair – August 1, 2020. Springs
4. Quinn Wedding – March 2, 2020. Grand Ivory
5. King Wedding – July 25, 2020. Magnolia Grace
6. Beth Walker – October 10, 2020
7. Gibert/Curry Wedding – November 7, 2020. Magnolia Grace
8. Ashley Gaspard – April 4, 2020. First United Methodist Church
9. McElyea Wedding – June 13, 2020. Davis & Gray Farms



Site Visits: 2

1. Site Visit- SWCFO Football Officials 7/17/20 at MISD Stadium-Looking to use city Soccer Fields for 200 attendees. Hotels: Springhill Suites & Sheraton
2. Amber Shelton – Solar Soccer Club, meet at Sheraton

Ongoing Prospects: SMERF (Social, Military, Education, Religious, & Fraternal): 28 (28-Weddings, 0-Social, 0 - Sports, 0-Day Trips)

Weddings:

1. Jason John – March 2020, Gather
2. Nijesh Dangol – March 2020, Springs
3. Angela Plikas – March 2020, Rustic Grace
4. Bartles/Williams – March 2020, FUMC
5. Morgan Berigan – March 2020, Rosemary Barn
6. Quinn Wedding – March 2020, Grand Ivory
7. Jason Jones – March 2020, Gather
8. Christie Astle – April 2020, Springs
9. Lindi Blake – April 2020, Rosemary Barn
10. Michael Herring, May 1, 2020 - Springs
11. Lindsey Coates, May 8, 2020 – Stone Crest
12. Hallie Storie, May 30, 2020 - Stone Crest
13. Megan White – May 2020, Stone Crest
14. Cindy Miller Wedding – May 2020
15. Denterl Wedding – May 2020, Grand Ivory
16. Janet Fiefer (MOB-Clohe), June 20, 2020 – Rock Creek Ranch
17. Pamela Luther, Mother of the groom. June 26, 2020
18. Joanne Cross (MOG) – June 2020, Springs
19. Haley Case – June 2020, Magnolia Grace
20. Lindsey Slapa – July 2020, Rosemary Barn
21. Erin Horomanski – August 2020, Stone Crest
22. Madison Sweet, September 5, 2020 – Rosemary Barn
23. Sharon Rush (MOB), October 10, 2020 – Avalon Legacy
24. Marquine Malone, December 17, 2020 – Springs
25. Bethany Mawman, date not secured at the time of discussion –Springs
26. Darcy Thompson (MOB), January 17, 2021 – Magnolia Grace
27. Marc Cholak, February 27, 2021 – Springs
28. Sara Redfearn, February 2021 – Springs

Social: 0

IV. Advertising: Ads/materials created and submitted: Created/submitted materials (photo and text)

Advertising/Marketing/Media

Blogs (Top 5) for FEBRUARY 2020:

Top Stores in McKinney– 83

NTTA - 74

Benji House – 72



Blog Main Page – 26

Breakfast in McKinney - 11

BLOG VISITS - FY 19-20	
MONTH	Sessions
Oct. 2018	234
Nov.2019	618
Dec. 2019	379
Jan.2020	447
Feb. 2020	432
FY 19-20	2,110

FEBRUARY 2020 Homepage News Flash buttons (Top 5):

Weekend Update – 82

DCI - 20

Then & Now Exhibit - 19

MPAC events – 6

Take a Tour - 6

FEBRUARY 2020 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Finalized set-up of new Media Hub via CrowdRiff
- Uploaded videos and reformatted our YouTube channel to be more user-friendly
- Submitted Summer events to Texas Events Calendar
- Submitted McKinney photos to Livability.com

FEBRUARY 2020 Advertising- Landing Pages/Publication ROI Tracking:

- Meeting Planners Guide pages (combined) – 440
- MEDIA HUB (including SATW directory ad)- 57
- NCS4 – 16
- KPIs – 9
- Society of American Travel Writers – 7
- IAEE – 5
- TCC/TML – 3
- TSAE – 2
- North Texas Yarn Crawl – 2
- Small Market Meetings – 2
- Texas Meetings+Events – 1
- McKinney High program – 1
- Tennis – SDM – 1
- Louisiana Life – 1
- Welcome map - 1
- TAAF Gymnastics – 1



FACEBOOK STATS					
FY 19-20	New Likes	Lifetime Likes	Engaged Users	Total Reach	Impressions
OCT. 2019	100	9,383	117,733	614,329	4,583,190
NOV.2019	160	9,543	121,629	1,127,541	4,041,914
DEC.2019	110	9,653	157,730	1,565,106	4,678,448
JAN. 2020	57	9,710	99,598	622,458	3,748,449
FEB. 2020	45	9,755	113,637	506,945	3,879,106
TOTALS	472	N/A	610,327	4,436,379	20,931,107

TWITTER - FEB 2020	
NEW Feb Followers	17
Tweets in Feb.	19
Tweet Impressions	17,000
Profile Visits	87
Mentions	66

INSTAGRAM	Followers
From 2018-19	2,341
Oct. 2019	109
Nov.2019	53
Dec. 2019	64
Jan. 2020	89
FEB. 2020	93
TOTAL	2,749

FEBRUARY YOUTUBE		
YOUTUBE	Views	Subscribers
<i>Historical #s</i>	9,242	49
Oct. 2019	208	1
Nov.2019	172	0
Dec. 2019	370	2
Jan. 2020	377	1
Feb. 2020	315	0
TOTAL	10,684	53



FEBRUARY 2020 Google Business Page

Google Bus. Pg.	Page Views	Web visits
Oct. 2019	2,540	25
Nov.2019	4,820	31
Dec.2019	3,360	22
Jan. 2020	4005	36
Feb. 2020	3950	33
TOTAL	18,675	147

WEBSITE – FEBRUARY 2020

Month	Sessions	Pageviews	Users
Oct. 2019	4,633	10,186	3,866
Nov.2019	5,202	10,499	4,428
Dec. 2019	4,909	9,338	4,237
Jan. 2020	4,678	10,209	3,986
FEB. 2020	4,475	9,802	3,764
FY 19-20	23,897	50,034	20,281

FEB 2020 Traffic	Users
Mobile	1,915
Desktop	1,613
Tablet	236
TOTAL	3,764

FEBRUARY 2020 - TOP WEB PAGES

Page	Pageviews	Unique Page Views
Calendar (general)	1822	1494
Home page	1246	1045
Visitors Guide	208	160
Events main page	181	144
Shopping Centers	141	132
Explore	130	99
About McKinney	126	100
McK Monthly Events	124	117
DCI Coming to McKinney	114	105
Event Planning Main Page	112	100
Parks/Trails/Maps	107	95
Calendar	106	93
Accommodations	94	79
Shopping	90	80
Dining	89	62



March Calendar	85	59
Top Stores Blog	83	69
Weekend Update home page button	82	60
Blog: NTTA	71	69
Historic District Tours	73	63
B&B listings	72	61
Blog: Benji House	72	70
Ask a Local	67	57
Expired calendar listing	62	44
Hotel listings	58	50

Top Countries – FEBRUARY 2020

Country Breakdown	Users	New Users	Sessions
United States	3607	3477	4475
Canada	56	54	63
India	21	21	22
Philippines	9	9	11
Germany	7	7	7
United Kingdom	6	6	6
Australia	5	5	5
Denmark	5	5	5
Mexico	5	5	5
(not set)	5	5	5

Top States – FEBRUARY 2020

State Breakdown	Users	New Users	Sessions
Texas	2683	2562	3288
California	137	136	146
Florida	85	84	95
Virginia	64	62	64
Oklahoma	59	58	64
Illinois	44	43	46
New York	44	43	46
North Carolina	28	26	31
Georgia	27	24	30
Missouri	27	26	32

Top Cities – FEBRUARY 2020

City Breakdown	Users	New Users	Sessions
McKinney	798	723	1044
Dallas	755	702	861
Plano	126	119	145
Allen	99	95	109
Frisco	93	85	103
Prosper	53	51	63



Austin	51	48	59
Houston	43	41	53
Irvine, CA	41	41	41
Fort Worth	38	35	43

VISIT WIDGET - FEBRUARY 2019				
	Users	Sessions	Page Views	New Downloads
Widget	56	58	242	
<i>Desktop</i>	37	38	190	
<i>Mobile</i>	19	20	52	
Mobile APP	115	115	701	
<i>App-iOS</i>	88	85	591	19
<i>App-Android</i>	27	30	110	9
TOTAL	171	173	943	28

CROWDRIFF GALLERIES - FEBRUARY 2019		
Gallery	Interactions	Views
Dining	11	93
History (Downtown)	50	79
Home Gallery	18	517
Explore McKinney	15	73
Being Social	2	21
Events	4	164
TOTAL	100	947



FREE PUBLICITY:

FY 19-20	Budgeted Amount
Adv. & Promo TTL	\$ 186,167

FEBRUARY 2020 - Free Media Coverage for Visit McKinney					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
N. Texas Enews	DCI article	0	\$300	\$900	20,000
Community Impact	Wedding article (Noah closing)	\$0	\$3,000	\$9,000	420,000
ConventionSouth	Winner's List article online	\$0	\$565	\$1,695	18,000
LuxLife Website	MCVB won Best Tourism Promotion Organization 2020	\$0	\$804	\$2,412	238,000
Bubble Life	Shared Blog/web updates (2 times)	\$0	\$1,000	\$3,000	200,000
TOTALS		\$0	\$5,669	\$17,007	896,000
<i>FY 19-20 Totals</i>		\$20,548	\$30,038	\$154,008	4,059,400

V. LOST BUSINESS: 0



March 2020

I. ASSOCIATION/CORPORATE/SMERF COMPLETED in February 2020: TTL Room nights: 77; TTL Rev.: \$9,545

WEDDINGS COMPLETED-March 2020-3 Wedding Room Blocks: TTL Room Nights: 77; TTL Rev: \$9,545

Comfort Suites

- No pick-up

Hampton Inn

- No pick-up

Hilton Home 2

- 3 blocks canceled

Holiday Inn & Suites

- No pick-up

Holiday Inn Express

- No pick-up

Grand Hotel

- 1 Wedding Block, 1 blocked canceled, 2 blocks postponed to fall dates.
- 31 room nights
- \$4,689 total revenue

Neathery Estate B & B

- No pick-up

Sheraton Hotel

- 2 wedding blocks, 3 blocks canceled due to COVID-19
- 46 total room nights
- \$4,856 room revenue

Springhill Suites

- 3 blocks canceled

ASSOCIATION/CORPORATE/SMERF COMPLETED in February 2020: TTL Room nights 0 ; TTL Rev.: \$0

ASSOCIATION: TTL Room nights: 0 ; TTL Rev.: \$ 0

CORPORATE: TTL Room nights: 0 ; TTL Rev.: \$ 0

- Globe Life: 3//20: Sheraton-TTL room nights: 0; TTYL Rev.: \$0 CANCELLED-DUE TO COVID 19

SMERF: TTL Room nights: 0 ; TTL Rev.: \$ 0

SPORTS: TTL Room nights: 0 ; TTL Rev.: \$0

II. Visitors: FYTD Total (Oct.'19– Sept. '20): 2,487

Total: (includes all individuals that have come through the visitor's center)

- Out of State: 28
- Out of Country: 18
- Texas Residents: 30
- McKinney Residents: 5
- Register Total: 81
- Ticker Counter: 165

Top Five States requesting information (there were only 4 leads):

1. Michigan
2. Missouri
3. Oklahoma
4. West Virginia

III. RFP's: 9 (2-Association, 1-Corporate, 6-Weddings, 0-Social, 0-Religious, 0-Sports)

Association: 2

1. Texas Workforce Commission-Kimberly Bradford-Brown. Timeframe: July-Sept. 2020, dates are open at this time. W-F Pattern, 10 rooms/20 room nights. Two-day classroom style conference, attendance: approximately 750. Sent RFP to the Sheraton. ***Waiting to hear back from Sheraton to see if we have received this business***
2. 2022 DFVAE Association Day- Preferred dates: April 25, April 4, or April 10, 2022. Attendees: 300 (association professionals and exhibitors). No room nights – meeting space only

Corporate: 1

1. Simpson Strong Tie-Springhill Suites: Oct 10-12, 2020- 160 room nights; 80 attendees.

SMERF: 6

Social: 0

Sports: 0

Weddings: 6

1. Fachman/Lomen Wedding – July 18, 2020 – Avalon Legacy Ranch
2. Courtney Taylor Wedding – September 2020 – River Road Chateau
3. Michelle Hernandez Wedding – October 29, 2020 – The Springs
4. Kindle Wedding (Angelia Kindle –MOG) – July 24, 2020 – The Springs
5. Kellis Harrison Wedding – November 7, 2020 – Tuscan Hill
6. Hannah Pressley Wedding – October 9, 2021 – The Springs

IV. Advertising/Marketing/Media

Blogs (Top 5) for MARCH 2020: 104

NTTA – 44

Benji House – 24

Blog Main Page – 20

McKinney Musician Relief Fund – 9
Getting Around Downtown McKinney – 7

BLOG VISITS - FY 19-20	
MONTH	Sessions
Oct. 2018	234
Nov.2019	618
Dec. 2019	379
Jan.2020	447
Feb. 2020	432
March.2020	158
FY 19-20	2,268

MARCH 2020 Homepage News Flash buttons (Top 5):

COVID Alert Button (for City) -313
Coronavirus button before the city was available to install ours on the VM website -153
Coronavirus button landing page -80
Weekend Update -78
Chamber Small business -52
Social Distancing in McKinney -45
Couch Travel Virtual Tours -36
DCI -15

MARCH 2020 SUBMITTED: Photos, Text Written, Marketing Materials and Ads

- Wrote DCI Press release and made changes to the website and social media
- Wrote McKinney Musician Relief Fund press release/distributed to press
- Created webpage of virtual tours/activities
- Created webpage for McKinney fun during COVID-19
- Created webpage for McKinney restaurant specials
- Made a couple of videos for Instagram

MARCH 2020 Advertising- Landing Pages/Publication ROI Tracking:

- Meeting Planners Guide pages (combined) -165
- MEDIA HUB (including SATW directory ad) -13
- Texas Events Calendar-1
- NCSA - 1
- KPIs -1
- TSAE -2
- North Texas Yarn Crawl -2
- Texas Meetings+Events -1
- McKinney High program -1
- Boyd High program -1
- Welcome map -1
- TAAF Gymnastics -1

V. MARCH 2020 Advertising – Website & Publication ROI Tracking

FACEBOOK STATS					
FY 19-20	New Likes	Lifetime Likes	Engaged Users	Total Reach	Impressions
OCT. 2019	100	9,383	117,733	614,329	4,583,190
NOV. 2019	160	9,543	121,629	1,127,541	4,041,914
DEC. 2019	110	9,653	157,730	1,565,106	4,678,448
JAN. 2020	57	9,710	99,598	622,458	3,748,449
FEB. 2020	45	9,755	113,637	506,945	3,879,106
MAR. 2020	88	9,843	184,711	458,589	3,671,450
TOTALS	560	N/A	795,038	4,894,968	24,602,557

TWITTER - MARCH 2020	
Total Followers	5484
NEW Feb Followers	57
Tweets in Feb.	38
Tweet Impressions	124,000
Profile Visits	198
Mentions	20

INSTAGRAM	Followers
From 2018-19	2,341
Oct. 2019	109
Nov. 2019	53
Dec. 2019	64
Jan. 2020	89
FEB. 2020	93
March. 2020	75
TOTAL	2,824

MARCH YOUTUBE

<i>YOUTUBE</i>	<i>Views</i>	<i>Subscribers</i>
<i>Historical #s</i>	9,242	49
Oct. 2019	208	1
Nov.2019	172	0
Dec. 2019	370	2
Jan. 2020	377	1
Feb. 2020	315	0
March.2020	328	0
TOTAL	11,012	53

MARCH 2020 Google Business Page

<i>Google Bus. Pg</i>	<i>Page Views</i>	<i>Web visits</i>
Oct. 2019	2,540	25
Nov.2019	4,820	31
Dec.2019	3,360	22
Jan. 2020	4005	36
Feb. 2020	3950	33
March.2020	1,610	26
TOTAL	20,285	173

WEBSITE – MARCH 2020

Month	Sessions	Pageviews	Users
Oct. 2019	4,633	10,186	3,866
Nov.2019	5,202	10,499	4,428
Dec. 2019	4,909	9,338	4,237
Jan. 2020	4,678	10,209	3,986
FEB. 2020	4,475	9,802	3,764
MARCH.2020	4,469	8,645	3,795
FY 19-20	28,366	58,679	24,076

MARCH 2020 Traffic	Users
Mobile	2,101
Desktop	1,500
Tablet	195
TOTAL	3,796

Page	Pageviews	Unique Page Views
Home page	2392	1816
Calendar (general)	1196	1035
Coronavirus Alert Center	313	246
Virtual Tour Options	217	180
Social Distancing Ideas in McKinney	159	137
Coronavirus button for home pg (before the city created theirs)	153	129
Shopping Centers	123	115
Parks trails Map	107	96
Explore	93	76
Visitors Guide	91	73
Alert Center City COVID landing page	80	69
Weekend Update landing page	78	66
Dining	73	56
Events	73	61
Event Planning	68	52
About McKinney	66	57
Shopping	62	54
Accommodations	61	57
Monthly/Annual Events	59	55
B&Bs/Specialty Inns	54	46
General calendar	52	40
Chamber's Restaurant home pg button	52	39
Towne Lake Recreation Area	49	38
Expired calendar listing	46	44
Social Distancing in McKinney Button	45	36

Top Countries – MARCH 2020

Country Breakdown	Users	New Users	Sessions
United States	3478	3363	4119
Spain	38	38	48
Germany	33	32	33
United Kingdom	28	28	33
France	21	22	24
Canada	20	18	22
Italy	20	20	20
unknown	13	13	13
Ukraine	12	12	12
Netherlands	10	10	10

Top States – MARCH 2020

State Breakdown	Users	New Users	Sessions
Texas	2771	2661	3342
California	99	95	107
Virginia	78	78	82
Florida	48	48	51
Oklahoma	42	42	45
Illinois	40	39	42
New York	44	43	46
Ohio	27	26	27
Georgia	21	21	24
Massachusetts	19	19	19

Top Cities – MARCH 2020

City Breakdown	Users	New Users	Sessions
McKinney	798	723	1044
Dallas	755	702	861
Plano	126	119	145
Allen	99	95	109
Frisco	93	85	103
Prosper	53	51	63
Austin	51	48	59
Houston	43	41	53
Irvine, CA	41	41	41
Fort Worth	38	35	43

CROWDRIFT GALLERIES - MARCH 2019		
Gallery	Interactions	Views
Dining	6	80
History (Downtown)	38	55
Home Gallery	73	591
Explore McKinney	0	75
Being Social	1	12
Events	11	97
Weddings in Mck	2	35
Shopping in Mck	1	46
TOTAL	132	991

New
New

VISIT WIDGET - MARCH 2020				
	Users	Sessions	Page Views	New Downloads
Widget	32	33	163	
<i>Desktop</i>	19	20	118	
<i>Mobile</i>	13	13	45	
Mobile APP	149	140	880	
<i>App-iOS</i>	119	115	761	23
<i>App-Android</i>	30	25	119	6
TOTAL	181	173	1,043	29

FREE PUBLICITY:

FY 19-20	Budgeted Amount
Adv. & Promo TTL	\$ 186,167

MARCH 2020 - Free Media Coverage for Visit McKinney					
Publication	Article/Topic/Writer	Print Value	Web Value	PR Value	Impressions /Reach
N. Texas Enews	Mck Musician Relief Fund	\$0	\$300	\$900	20,000
Bubble Life	Shared Blog/web updates (3 times)	\$0	\$1,500	\$4,500	210,000
Totals		\$0	\$1,800	\$5,400	230,000
FY-19-20 Totals		\$20,548	\$31,838	\$159,408	4,289,400

VI. LOST BUSINESS: 5

1. Jack Henry Group – Christi Dawson. August 20-21, 2020, host hotel: Grand - 12 room block, business canceled
2. ARDAGH Group – John Shaddox. Host Hotel: Grand, 18 room nights, April 6-8, 2020 – They have intentions to reschedule, however nothing firm at this time.
3. Girls Weekend Getaway – Janice Peacock. Host Hotel: Grand, April 14-16, 2020, 14 room nights. Due to COVID 19, potentially will reschedule to a later date, unknown at this time.
4. AVM Industries – Paul Miller. April 13-16, 2020, 20 attendees, 20 room block at the Grand Hotel. Postponed to October 6-8, 2020 due to COVID 19
5. 2022 DFWAE Association Day- Preferred dates: April 25, April 4, or April 10, 2022. Attendees: 300 (association professionals and exhibitors). No room nights – meeting space only.