Dalton Convention Center

Mission:

The Dalton Convention Center is to provide the highest quality experience for gatherings up to 4000 people; providing the best Northwest Georgia has to offer for meetings, expositions, events, and special occasions.

COVID-19

2020

- Mid-March 2020 COVID Shut down
 Shelter in place;
 Lay off all PT & Temp. Labor
- April-May 2020 Center Closed;
 Put all Capital improvement on hold
- June 2020 Slowly re-open under Executive Order/CDC Guidelines;
 Sales Manager resigned

2021

- January-April 2021 Executive
 Order in full effect -sporting
 Meetings/Banquets/Social Events
 gathering limitations including
 food and beverage
 - May 2021 50+ page Executive Order paired down to 30+ pages then to 25+ pages
 - June 2021 All provisions restricting the hospitality industry removed
 - July 2021 Executive Order paired down to 1 page



Social Media DaltonConventionCetner.com DaltonEvents.com



8/20: 10 AM - 6 PM



available for groups of 15 or more. tal rates are available for events booked during December 14-17. eservations are required and based on availability

Lunch & Dinner Buffet Menu

Book Your Holiday Party at

- . Sliced Turkey

- Country Style Green Beans
- Starting at \$15.99



Dalton Convention











Print Advertising:

LaVoz
City Scope - Chattanooga
Women Only
Bridal Guide - Calhoun Magazine
Floor Focus
Dalton Visitors Guide

Electronic Billboards

Memberships:

GSAE
Chamber of Commerce - Diplomat

















2021 Summary!

January

Taste of Design ad was published in January publication of Floor Focus.

* February

- Jehovah's Witnesses Head Office decided on no in-person events this year, releasing 2021 holds and keeping 2022 holds.
- GA Robotics and FIRST Robotics Board of Directors decided on no in-person events this year, releasing 2021 holds and keeping 2022 holds.
- Michelle's Kitchen

* March

- Started 2020% discount initiative.
- Picked up two weddings previously booked at the Colonnade in Ringgold.
- Seeing a pickup in the social events, corporate events still slow to book due to COVID.

<u>April</u>

Still working with the 2020% discount initiative.

* May

- Continued pickup in social leads, small surge in political events.
- Our two big coin shows, GNA and BRNA, are booked out to 2024 and 2025.
- Our larger corporations are still not meeting in-person, some are still working from home.

* June

- Social events have continued to pick up this month with (3) Quinceanera booked in one week.
- Seem to be three different ways of thinking for Corporate/Association groups: still not booking, booking very last minute when they can ensure the event will not be cancelled due to COVID, or skipping 2021 but willing to book for 2022.



2021 Summary!

July

- A lot of shows/expos have moved to the fall
- Some state association are booking but a lot, are not back to doing in-person sessions yet.

* August

- Uptick in COVID related cancelations/lost leads: Hamilton Medical and AutoZone were lost leads, Community Foundation and Chamber Business Expo were cancelations
- Sent out over 100 invites for our Open House, August 26th.

September

- Had a 2 week span (August 19-September 2) starting to cancel again due to COVID.
- Few pop up social events for later in the year.

October

- Majority of business has moved to 2022.
- > More bookings but less revenue.
- Some groups that haven't booked since 2020 are looking to book for 2022.
- > Twice as many leads came in since last month; Tarkett is booking again.

November

> Other than small pop up events we have moved mostly to 2022 booking.

December

- This month followed the same pattern as November with majority of the events being in 2022 and beyond except for (3) last minute bookings.
- We did have one Christmas party that cancelled due to the rise of the Omicron variant.
- The Aaron Tipping concert on December 3rd was a successful event and we have had a rise recently in concert leads.



2021 Revenue Summary

	2019	2020	2021
January	\$97,270	\$63,471	\$92,530
February	\$91,851	\$107,268	\$13,477
March	\$183,342	\$80,202*	\$28,265
April	\$119,344	\$0	\$46,231
May	\$67,319	\$0	\$72,274
June	\$102,969	\$3,723	\$42,376
July	\$125,880	\$12,152	\$61,001
August	\$164,787	\$47,295	\$67,087
September	\$84,437	\$16,925	\$112,136
October	\$106,512	\$16,967	\$94,356
November	\$139,067	\$51,245	\$77,553
December	\$154,807	\$7,267	\$75,937
Total	\$1,438,005+	\$406,515+	\$783,223+



2021 BIGger Picture January Actual EI

Rising Phoenix Volleyball Jan 16-17, 21 Actual Economic Impact #'s

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2021 BIGger Picture April & May Actual El

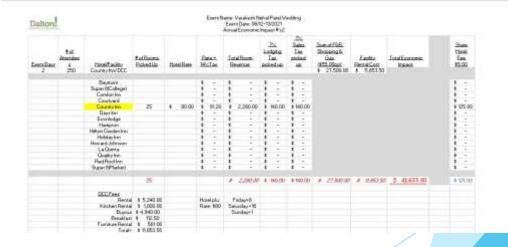
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2021 BIGger Picture June Actual EI

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2021 BIGger Picture August Actual EI

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2021 BIGger Picture September Actual EI

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2021 BIGger Picture October Actual EI

Dalton!

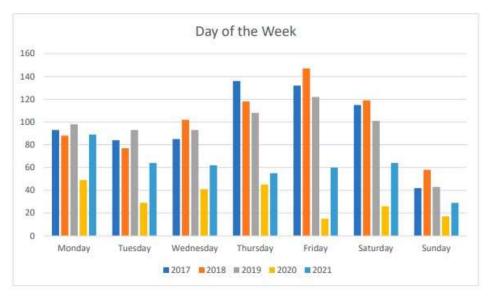
Event Name: AON Health Solutions Event Date: Oct 18-21, 2021 Actual Economic Impact #'s

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2021 Summary!





Social Media DaltonConventionCetner.com DaltonEvents.com



There are still tables available for this awesome event!! The Northwest Georgia FCA is excited to announce the new Florida head football coach, Billy Napier, is the guest speaker for their annual Home Team Banquet. It will be February 8 at 6:30 PM.

For more info, click below. #floridafootball #billynapier

http://ow.ly/agJg50HA8FI







Print Advertising:

LaVoz
City Scope
Women Only
Bridal Guide - Calhoun Magazine
Floor Focus
Dalton Visitors Guide

Electronic Billboards

Memberships:

GSAE
Chamber of Commerce - Diplomat

















2022 Looking Forward

New Groups as of 1/2022

- Antique Bottle Show
- •(3) Hometown Productions (out of Ringgold)
- •GA Mtn Moonshine CruizIn
- •NAWCC (Watch Makers) (Regional pulled from Chattanooga; possible National to come)
- •Grand Prince Hall of GA (beat out Rome)
- GACAA (Ag Comm)
- •(3) Weddings
- •(3) Quinceanera's
- •(1) Cheer Competition (from Marietta area)
- Hispanic Dance (contact hasn't had an event in years at the convention center)
- •Clyde Masters Concerts (Chattanooga Fire Concert added an additional June concert)



The Tight of the Palton Convention Center