

AC Hotel Fort Worth Downtown



Downtown Fort Worth gets a new coffee spot with a cool Turkish twist: Pax & Beneficia Coffee, known for its Turkish coffee and gourmet food, just opened at the AC Hotel Fort Worth Downtown, the 16-story hotel that opened at 101 W. 9th St., near Sundance Square, in fall 2020.



Jackson-Shaw, a national real estate company headquartered in North Texas, engaged Cooksey Communications to support the opening of AC Hotel Fort Worth Downtown, a key addition to Tarrant County's hospitality market. Public relations activities and services included media outreach, community engagement and special events such as the grand opening, artwork unveiling, New Year's Eve celebration, library dedication, VIP tours and presentations for philanthropic causes.

Cooksey employed media relations, influencer engagement and creative strategies to leverage the hotel's unique attributes, amenities and personalities, while ensuring close alignment with the hotel's sales and marketing objectives. Cooksey's efforts resulted in more than 100 print, digital and broadcast media placements. Proactive awards program submissions also helped the hotel secure accolades from the D CEO Magazine Commercial Real Estate Awards, Dallas Business Journal Best Real Estate Deals, Americas Lodging Investment Summit Awards, TEXO Distinguished Building Awards and the Hotel Association of Tarrant County Awards.

