

Irving Convention and Visitors Bureau

Bureau Event Site Selection

The Irving Convention and Visitors Bureau hosts a wide range of meetings and events for the purposes of client development, client appreciation, hospitality industry networking, community relations, media relations and board activities.

Events are held primarily at the Irving Convention Center or Irving hotels, or other appropriate event venues (including but not limited to La Cima, Las Colinas Country Club, Hackberry Creek Country Club, Irving Arts Center, National Scouting Museum, etc.). Events also may be held at Irving restaurants, office buildings, or other venues appropriate for the activity. Some events may occur elsewhere in the DFW area (but outside of Irving) as well as outside of the DFW area. In all cases, consideration is given to event requirements, expenses, event goals, attendee profile, as well as other priorities for the particular event.

For events directed by Irving City Management or the Irving City Council, the Bureau's role in site selection is based on the direction given by the event entity. (These would include, but are not limited to: Budget Retreat Reception, Transportation Summit, etc.)

For events directed by individual Irving hospitality industry partners, the Bureau's role in site selection is determined by those partners.

Site Selection for Bureau-directed events adheres to the following protocol:

Board Meetings

Meetings rotate among the Irving Convention Center (based on availability) and the Irving hotels offering sufficient meeting space and services to accommodate the meeting. Irving hotels are asked to waive meeting room rental fees for these events. Other venues (including, but not limited to those noted above) may be incorporated within this rotation as schedules permit and/or available space dictates. The ICVB offices may also be used to accommodate board committee meetings.

Client/Industry/Media/Community Events

Irving hotels have the opportunity to serve as host hotel, or otherwise sponsor or participate in Bureau events. Venue selections are done on a first-come, first-served basis. If no responses have been received for a particular event, bureau staff directly will request support from the property/properties that meet the event requirements, whose client base most appropriately matches the event's attendee profile, that correspond to the event goals, and/or accommodates the event's budget.

Depending on the nature of the particular event, Irving hotels may be asked to sponsor complimentary accommodations, waive meeting room rental fees, provide significant menu enhancements at no additional cost, upgrade guest rooms, provide an in-room amenity, provide AV services, etc. In return, participating properties reserve the "first right of refusal" for the same event in the following year.

Event Selection Criteria

Bureau staff is responsible for determining which property/properties best meet an event's requirements. Event selection criteria may include, but are not limited to, those facilities:

- whose client base most appropriately matches the event's attendee profile; and/or
- that correspond to the event goals; and/or
- whose location may be required for the event; and/or
- whose property-rating is most appropriate for the event; and/or
- that can accommodate the event's budget.

For events whose total expenses billable directly to the venue are estimated to exceed \$3000, proposals should be requested from at least three venues meeting the event criteria. If one of the three venues

does not have the space available or “no bids,” there is no requirement to identify an additional property for consideration. Any exceptions to the three-bid requirement for events whose total expenses billable directly to the venue are estimated to exceed \$3000 requires special authorization in advance from the Executive Director.

It is understood that, in some cases, an event’s projected attendance may exceed expectations, and thus exceed the \$3,000 limit after the site selection decision has been made. On these occasions, as soon as it is known that attendance has exceeded expectations thus causing the limit to be surpassed, the Executive Director should be notified in writing so that a file notation to the purchase order may be made.

For events occurring outside the DFW area, the Bureau may rely on venue recommendations from its counterparts in the respective markets, its representation firms, or Irving hotels/venues/entities who may have a property, facility or other relationship in that particular market.