

## **IRVING CONVENTION AND VISITORS BUREAU**

### **The Pavilion at the Music Factory – Seat Use Policy**

The Irving Convention and Visitors Bureau (ICVB), an agency of the city of Irving, Texas, leases eight seats at the Pavilion at the Irving Music Factory in support of its mission statement: “to enhance Irving’s economy and quality of life by marketing and advocating for the development of Irving as a premier destination.”

The lease includes tickets for all events promoted and produced by Live Nation in a 12-month period, parking (two passes total for the eight seats) and VIP Club access. Food and beverage expenses are additional.<sup>1</sup> The use of hotel occupancy tax funds for these entertainment expenses must meet the legal requirements for the use of hotel/motel taxes in Texas.

The use of the box seats is for business purposes only. The number of available tickets is limited per event and the annual calendar will be varied. In general, the box seats will be split evenly between ICVB Sales (including ICC clients) and Marketing, with the two departments working together as necessary to balance client demand and organizational priorities. No more than two Bureau staff members should be in attendance per event when the initial eight-seats are being utilized. Clients may be allowed to utilize the box seats without a Bureau staff member being present.

Additional tickets may be purchased on a per-event basis, with the approval of the Executive Director. If additional tickets are purchased for an event, there should be no more than one Bureau staff member in attendance per every four additional tickets purchased. Seats may not be re-sold.

Requests from board members or elected officials to utilize seats for a concert/event will be limited to no more than two tickets total per event, and will be subject to availability and are not transferable. (This assumes one ticket for the board member and one ticket for a guest.) Requests will be accommodated on a first-come, first-served basis; individual board attendance should not occur more than once per quarter. When appropriate and based on availability, Bureau staff may include the Board’s officers for specific client events, which will be an exception to the one occurrence per quarter; tickets for Board guests may not always be available for these events. Requests from former board members or elected officials are subject to availability.

Seats may be committed as a Bureau sponsorship for an event based on availability. Seats may be used for industry event prizes, proposal enhancements when bidding for meetings and events, etc. Usage for any of these purposes must be documented and noted on the usage log. An event contribution form must be used and maintained with the usage log; these must be authorized by an Assistant Executive Director or the Executive Director.

Staff may also recommend “trade” of tickets in return for promotional value or other access; the return must be equal to or greater than the value of that particular event’s costs for the total number of seats traded. (For example, if eight tickets are being traded for a concert whose ticket price for these seats is \$250 each, then the promotional value must be at least \$2,000.) Use of the seats for promotional trade may only be authorized by the ICVB Executive Director. Documentation of the promotional trade received, either by media affidavit or other means, must be provided to the ICVB for audit purposes.

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<sup>1</sup> Food and beverage expenses for CVB seat guests are paid directly by the ICVB and are not eligible to participate in the City of Irving Food & Beverage allowance that is part of the City’s lease arrangement.

So that performers do not see empty seats from the stage, ICVB will use its best efforts to fill its seats for every event, including allowing staff, board or community partner access other than previously outlined if there is no customer/partner interest in that show.

A log will be kept that details all usage, including attendee names, companies, and potential/business summary; any trade or promotional use must be documented accordingly. The log will be maintained jointly by the Sales & Services Coordinator<sup>2</sup> and the Marketing & Communications Coordinator<sup>3</sup>. Use by clients without the presence of ICVB staff must be noted accordingly on the usage log.

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<sup>2</sup> Sales & Services Coordinator will maintain all Sales, including ICC usage.

<sup>3</sup> Marketing & Communications Coordinator will maintain all Marketing & Communications usage, as well as ICVB Admin/Board.