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NETWORK

**ICVB Board & Committee**

PASSWORD

**ConventionCenter24\$**



# **ICVB Board of Directors**

## **Board and Business Development Committee**

### **Committee Goals:**

**Maximize Organizational Stability & Growth  
Advocate for Destination-Enhancing Development**

**March 13, 2026**

# Agenda

1. Citizen Comments on Items Listed on the Agenda
2. Approval of September 12, 2025 Meeting Minutes

# 3. 2025-26 Performance Weightings

Priority	Criteria	24-25 Weightings	25-26 Weightings
1	Strategic Planning & Initiatives	35	
2	Irving CVB Initiatives	25	
3	Irving CC Initiatives	25	
4	Partnerships & Alliances	5	
5	Board Facilitation & Committee Coordination	5	
6	Professional Development	5	
	<b>TOTAL</b>	<b>100</b>	

# **Board Discussion**

## 4. Update on the Resident Sentiment Survey Regarding the Future of Irving as a Destination

Longwoods International was engaged to study perceptions regarding the value of tourism to Irving's quality of place, and as a generator of economic activity.

Insights from the study will help identify opportunities and shared priorities to inform our upcoming strategic plan.

The study was designed to understand the perceptions of individuals who live and/or work in Irving on the following:

- Awareness of the Irving Convention and Visitors Bureau and its destination marketing and management efforts.

- Level of support for tourism and perception of tourism's impact on the local economy, quality of life, etc.

- Residents' use of local recreational amenities and interest in additional amenities.

- Development opportunities that enhance residents' quality of life.

# Executive Summary

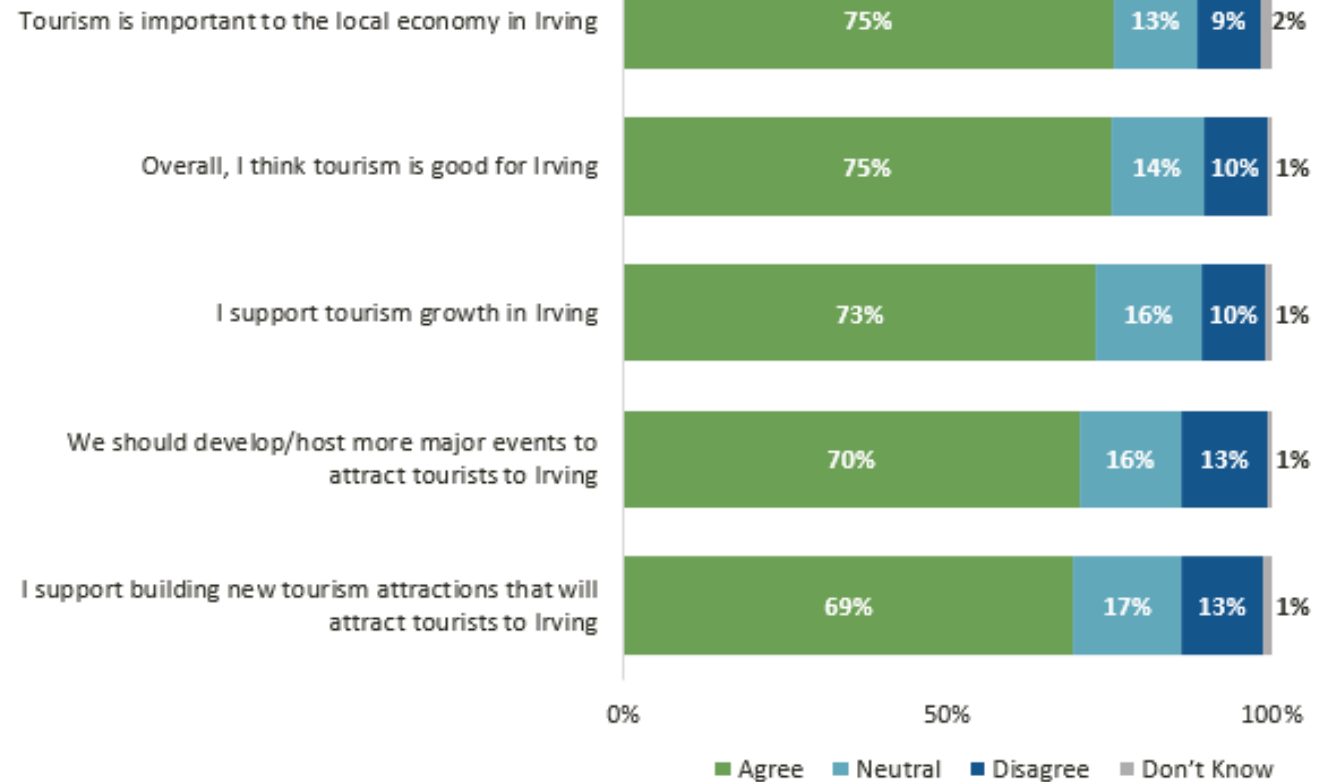
- There is strong support for tourism, its development, and growth among Irving residents and non-residents throughout the study.
- While support for tourism is high, not surprisingly, both residents and non-residents show limited awareness of how hotel occupancy taxes directly fund local arts, culture, and public amenities.
- Both residents and non-residents of Irving strongly prioritize the development of culinary, cultural, and experiential amenities, with a clear focus on high-end food and art festivals as well as food halls.

# Key Findings - Irving Residents

- Irving residents demonstrate high awareness of key attraction; however, visitation rates significantly lag awareness levels.
- Irving residents prioritize culinary and experiential amenities for future development, with high-end food and art festivals (65%) at the top of the list.
- Irving residents are most drawn to the city's central location and accessibility (41%), which significantly outpaces all other attributes.
- Irving residents identify improvement of amenities (39%) as the most significant opportunity for improving their quality of life.

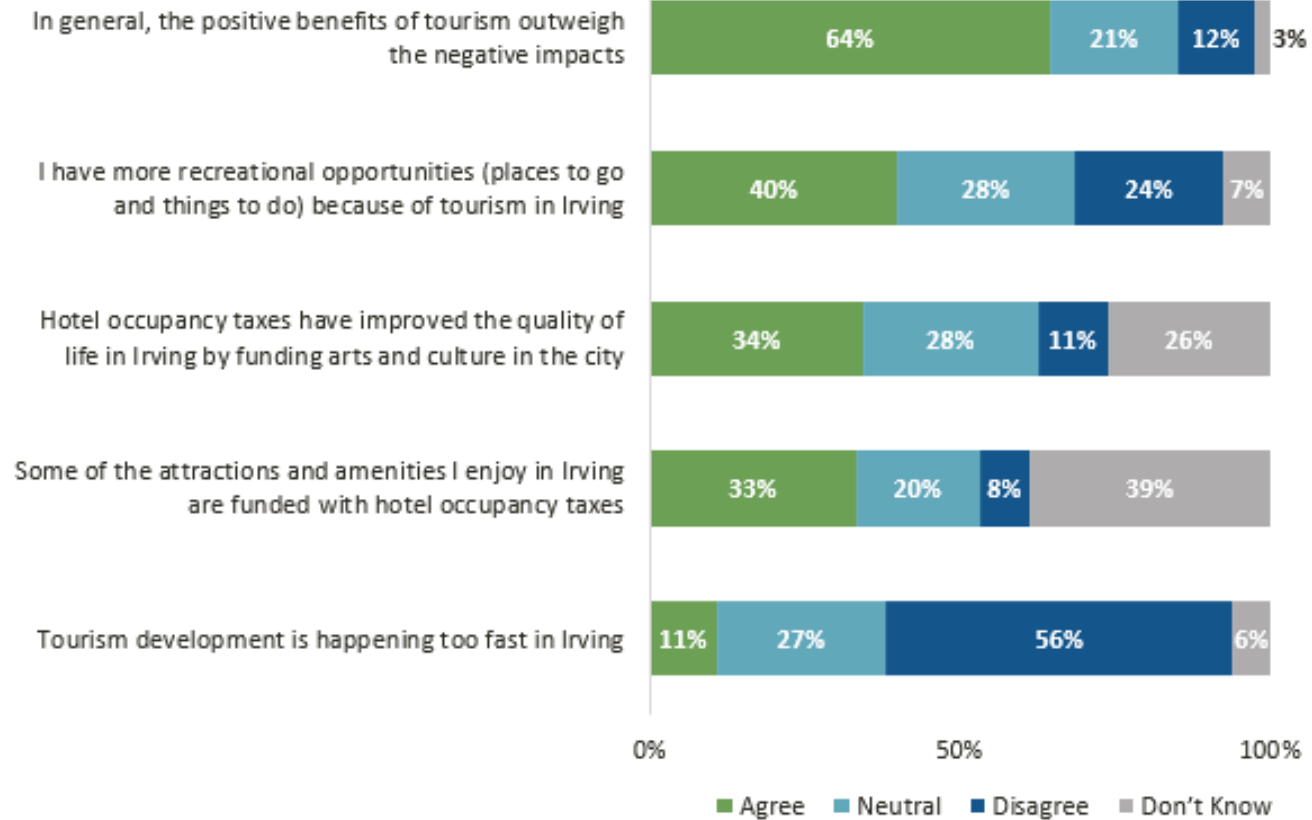
# Perceptions of Tourism

Irving residents demonstrate strong support for tourism.



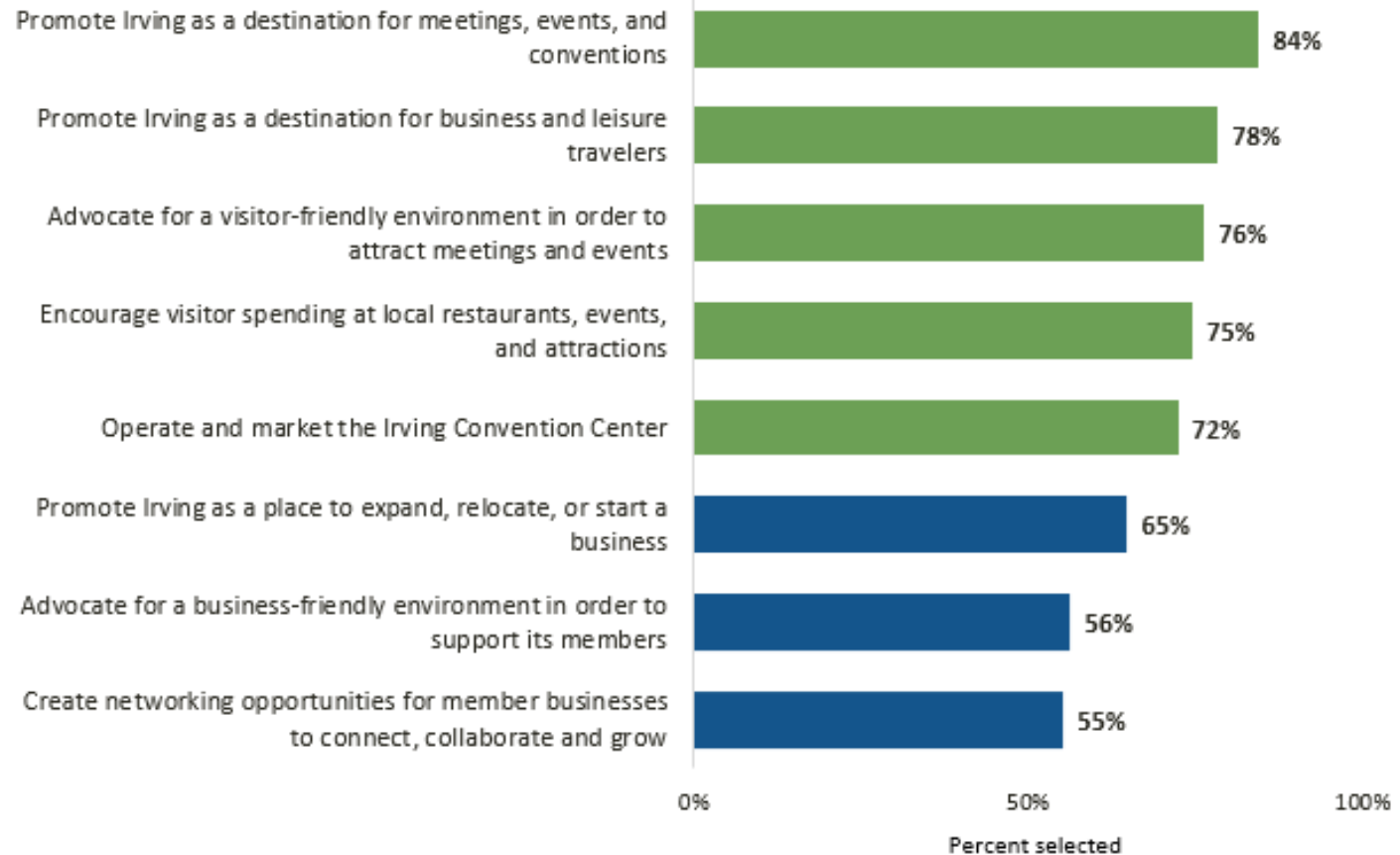
# Understanding HOT Benefits

Irving residents demonstrate limited understanding of hotel occupancy tax (HOT) benefits.



# Understand of ICVB/Visit Irving Role

Irving residents most strongly associate Visit Irving with **Promoting the City as a Destination for Meetings, Events, and Conventions (84%)**, and for **Business and Leisure Travelers (78%)**.



# What this means for the BBD Committee

- Understand that “bricks and mortar” opportunities by ICVB will be limited due to financial constraints...
  - Legislative support necessary to use tools available to other communities
- ... And Sponsorship investment opportunities by ICVB will be finite and limited.
- **THEREFORE**, Board succession planning remains mission-critical...
  - 2026: Yasir Arafat, Richard Stewart Jr. (+ Mayor Stopfer terms out)
  - 2027: Colvin Gibson, Sam Reed
  - 2028: Michael Basoco
- And City Council relationship-building remains mission-critical.
  - 2026 Mayoral Race
  - 2026 Three council seats – one uncontested

# 5. Strategic Planning Retreat Agenda

Thursday, April 23, 2-4 pm - ICC

- Setting the stage - Overview of Study Results (Staff-Led)
  - Transformational Developments
  - Resident Sentiment Survey/Stakeholder Interviews
  - Hotel Product Assessment
  - 10-Year HOT Projections
  - Project Financing Zone Opportunities - state legislation required

Friday, April 24 - 10\* am-4 pm - Hotel Indigo

- ICVB Board Executive Committee - 9 am
- Strategic Planning Retreat - 10 am - 4 pm

# Agenda

6. City Council Report
7. Committee Chair Report and Staff Comments
  - a. Introduction of new Advocacy and Community Engagement Manager
  - b. Board Succession Planning
  - c. Legislative Updates
8. Next Meeting –Friday, June 12, 2026

Build a place where people want to VISIT, and you'll build a place where people want to LIVE.

**It all starts with the VISIT.**



**And the Visit starts with US.**

Build a place where people want to LIVE, and you'll build a place where people want to WORK.

Build a place where people want to WORK, and you'll build a place where BUSINESS has to be.

Build a place where BUSINESS has to be, and you'll build a place where people have to VISIT.





