

wifi

NETWORK

ICVB Board & Committee

PASSWORD

ConventionCenter24\$



ICVB Board of Directors Meeting

September 23, 2024

Board Chair: Richard Stewart Jr.

Board Vice Chair: Herbert Gears

ICVB Vision, Mission & Focus

- **VISION:** Irving will be a uniquely vibrant destination welcoming the world for unforgettable experiences.
- **MISSION:** The ICVB enhances Irving's economy and quality of life by marketing and advocating for the development of Irving as a premier destination.
- **FOCUS:** The ICVB's focus is on building exceptional customer relationships with meeting planners, travel influencers, media, independent travelers, the hospitality industry and the community.
 - Our efforts are focused on generating demand for the destination, thereby creating value for the industry and stakeholders.
 - Innovation, partnership, research and accountability guide our approach.
 - We utilize person-to-person and technology-based sales, marketing and customer-servicing activities to achieve results.
 - Through positive positioning of both the organization and the destination, our leadership benefits the society, culture, environment and economy of Irving.

ICVB Board of Directors Mission

- The Irving CVB Board will take ownership of the opportunities on its horizon, doing everything in its power to move the visitor vision of the destination forward by proactively putting the ideas, desires and priorities on every table it can.
 - The Irving CVB Board takes seriously its responsibilities, including its fiduciary and operational oversight of the Convention and Visitors Bureau and the Convention Center, as outlined in the City's Charter and the City Ordinance.

Agenda

1. Citizen Comments

Consent Agenda

2. Approving ICVB Board Meeting Minutes for August 26, 2024
3. Accepting the ICVB Financial Reports for August 2024
4. Reviewing the Hotel Occupancy Tax Collections
5. Accepting the Irving Convention Center Financial Reports for August 2024

Individual Consideration

6 – Accepting the Notification Regarding SMG Management Agreement – Business of the Firm; Conflicts of Interest

- Management Agreement, Section 12
 - “...SMG shall not enter into any new management agreement for the operation of a similar venue within 200 miles of the Center unless agreed to by the City/CVB...”
 - “...Similar type facilities are defined as facilities having between 40,000 and 125,000 square feet of published exhibit space...”
- Management Agreement, Definitions
 - “Contract Administrator” – the Executive Director of the Irving Convention and Visitors Bureau or his/her designee. The primary responsibilities of the Contract Administrator are to coordinate and communicate with SMG and to manage and supervise execution and completion of the Scope of Services and the terms and conditions of this Agreement as set forth herein. In the administration of this Agreement...all parties may rely on the instructions or determinations made by the Contract Administrator, provided, however that such instructions and determinations do not change the Scope of Services.”

Item 6, continued.

- Since SMG was awarded its initial management agreement, this is the first time such a situation has arisen.
- Although the management agreement defers operating decisions to the Contract Administrator (CA), the CA is bringing this forward to the ICVB Board for both its Situational Awareness as well as its Acceptance.
- This Acceptance is the Action that is requested of the Board at its September 23 meeting.

Item 6, continued.

- **ASM Global has responded to an RFP issued by the City of Waco for the management of the Waco Convention Center.**
 - Distance from the ICC:WCC - 105.6 miles
 - 49,300 total square feet of Exhibit Space
 - Chisholm Hall: 33,300 sf
 - McLennan Hall: 15,000 sf
- **Waco Convention Center has been managed by the City of Waco since it opened.**
- **The Contract Administrator (CA) and the ICC General Manager have discussed the situation since the RFP was issued.**
 - The Waco CC is not a competitor for the ICC.
 - CA has provided a Reference Letter to the City of Waco and Waco Convention & Visitors Bureau.
 - ASM has been identified as the finalist for WCC management and contract negotiations are currently underway.

Individual Consideration - Action

- 6 - Accepting the Notification Regarding SMG Management Agreement - Business of the Firm; Conflicts of Interest
 - Requesting the ICVB Board of Directors Accept the Notification.

Board Reports

7. Board Chair Report

- a) Special Recognition
- b) Nominating Task Force Report
- c) Next Meeting – Special Board Meeting, Friday, Oct. 25, 9 a.m. – Executive Director Performance Evaluation

8. Board Committee Reports

- a) Board & Business Development Committee
- b) Community Engagement Committee
- c) Destination Development Committee

9. City Reports

- a) Council Liaison
- b) Mayor & Other Council Members

Board Reports, continued

11. Bureau Monthly Management Reports

a) Executive Director

- Eclipse Campaign Recap

Maximizing
the
Moment

TOTAL ECLIPSE IN THE PARK

APRIL 8, 2024 | NOON TO 3 PM

HERITAGE PARK &
LEVY EVENT PLAZA
IRVING, TEXAS



PRESENTED BY

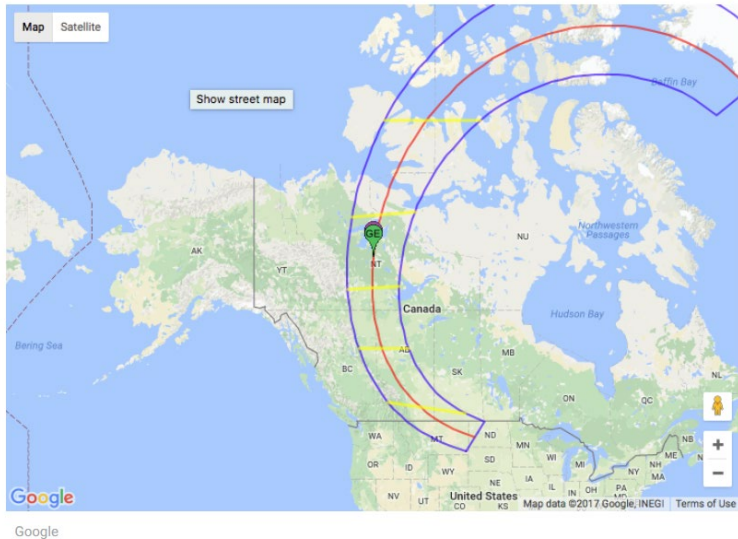


Maximizing the Moment - Eclipse paths 2017 vs 2024

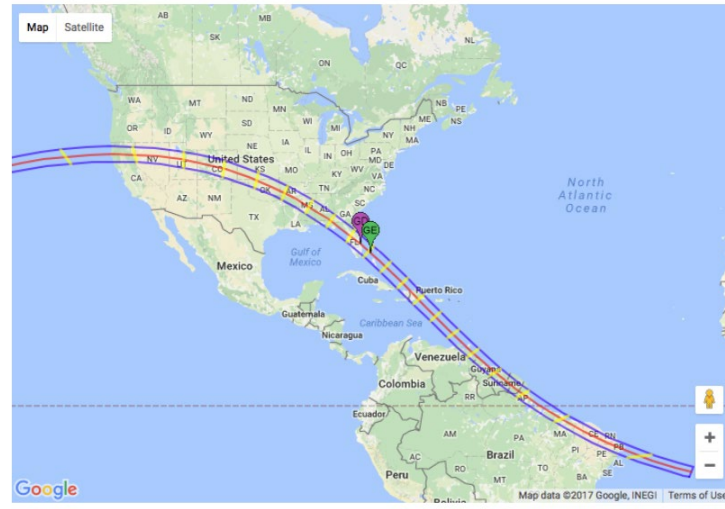


The next moments to maximize unfortunately won't be ours...

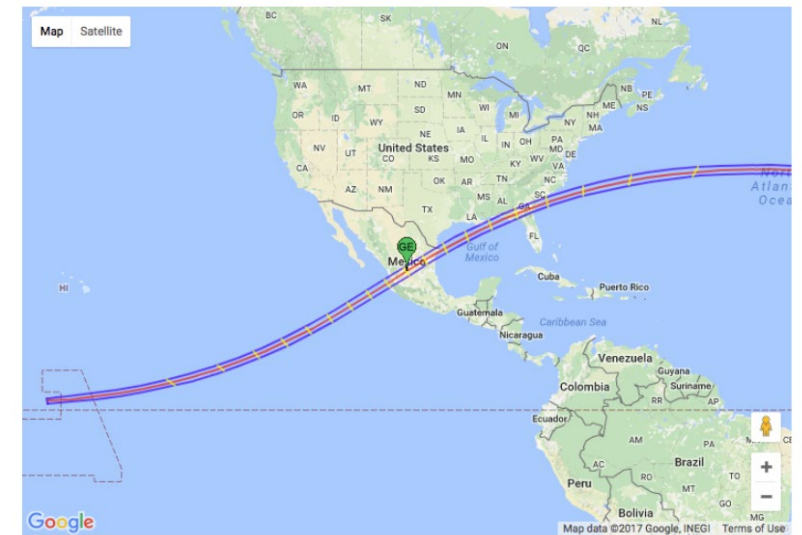
August 23, 2044 Total Solar Eclipse – Greenland, Canada, U.S.



August 12, 2045 Total Solar Eclipse – U.S., Haiti, Dominican Republic, Venezuela, Guyana, French Guiana, Suriname, Brazil



March 30, 2052 Total Solar Eclipse – Central Pacific, Mexico, U.S., Central Atlantic



...so we needed to make the most of this one.

Maximizing the Moment - ICVB Campaign Priorities

- Build on colleagues' experiences from 2017
- Capitalize on extended viewing corridor and window to drive short-term hotel demand and enhance rate, especially on the weekend prior
- Deliver an experience the “Irving CVB Way”
 - Position Irving as “the place” to witness this once-in-a-generation event
 - Show off the exceptional culinary skills of the ICC team
 - Provide an extraordinary experience for Irving hotel guests, clients, residents and office tenants
 - Create “staying power” potential by introducing Irving as a destination and a community to prospects of all kinds
 - Instill pride in Irving residents by bringing the community together

Maximizing the Moment - ICVB Partner Organizations

- Irving Convention Center at Las Colinas
- Irving Hotels & Restaurants - Special Offers
- City of Irving Parks and Recreation Department
- The Las Colinas Association

Maximizing the Moment - Eclipse Event Attendance

- Mobile User Sample size in 2024 was 5 times larger than 2023
 - Attributable to more people in the area than the same time last year
- Texas visitors made up 44.7% of visitations vs 52.7% the year before.
 - Therefore, more from outside of Texas
- Levy Event Plaza – Total Attendance @ 7,000
- Heritage Park – Total Attendance @ 3,000

Levy Event Registrations - 9,954

- 21 Countries (including the US)
- 41 States
- 335 Cities Worldwide



Maximizing the Moment - Total Campaign Investment: \$218,207.50

- Equipment rentals \$52,218.20
- Entertainment \$20,813.25
- Décor & VIP Supplies \$12,499.42
- 3rd Party Labor \$13,705.01
- Production/Advertising \$62,215.00
- Miscellaneous \$34,889.54
 - Solar glasses, moon pie boxes and baking supplies, signage, parking safety supplies, etc.
- Media/Influencer Familiarization Tour \$21,267.08
 - 5 influencers, plus guests

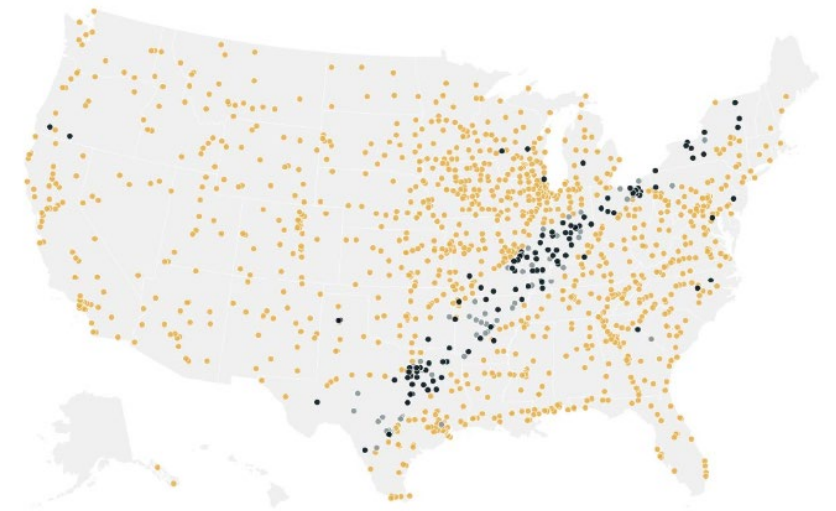
Maximizing the Moment - Irving Hotel Performance



A Room at Super 8 for \$949? Eclipse's Path Is Leaving a Trail of High Hotel Prices

Super 8 hotel prices for the eclipse

Prices compared to normal ● Normal ● Double or more ● Sold out



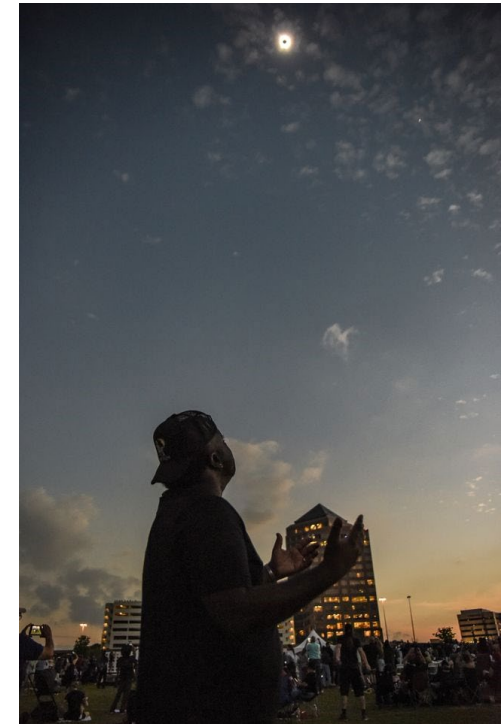
Source: Wyndham Hotels website. Note: Price used for each hotel was the lowest nonmember rate available. Price for an April 7-9 stay compared with the average price of a two-night stay the week before and after. Data retrieved March 29.

Maximizing the Moment - Irving Hotel Performance 2024 vs 2023

		Occupancy			ADR			RevPAR		
		2024	2023	Difference	2024	2023	Difference	2024	2023	Difference
		Percentage	Percentage	Percentage	Percentage	Percentage		Percentage	Percentage	
Sunday	03/31/24	42.6	70.9		\$94.20	\$117.33		\$40.13	\$83.14	
Monday	04/01/24	64.3	71.4		\$122.75	\$128.81		\$78.91	\$91.92	
Tuesday	04/02/24	70.8	75.6		\$138.46	\$137.03		\$98.07	\$103.60	
Wednesday	04/03/24	78.0	74.2		\$143.74	\$128.23		\$112.14	\$95.11	
Thursday	04/04/24	70.0	60.6		\$128.62	\$107.15		\$90.06	\$64.97	
Friday	04/05/24	76.2	59.3	28.5%	\$129.04	\$99.59	\$29.44	\$98.28	\$59.05	\$39.23
Saturday	04/06/24	85.3	56.7	50.5%	\$141.93	\$100.35	\$41.58	\$121.12	\$56.91	\$64.21
Sunday	04/07/24	84.1	47.8	75.9%	\$168.03	\$102.42	\$65.62	\$141.31	\$48.96	\$92.35
Monday	04/08/24	90.8	73.0	24.4%	\$170.12	\$132.69	\$37.43	\$154.49	\$96.89	\$57.60
Tuesday	04/09/24	87.9	81.9	7.3%	\$151.31	\$141.26	\$10.05	\$133.05	\$115.74	\$57.60
Wednesday	04/10/24	86.7	82.0		\$147.73	\$140.87		\$128.08	\$115.55	
Thursday	04/11/24	74.0	72.4		\$130.07	\$122.36		\$96.25	\$88.57	
Friday	04/12/24	75.7	72.8		\$114.75	\$110.84		\$86.81	\$80.67	
Saturday	04/13/24	78.0	75.2		\$114.99	\$111.94		\$89.67	\$84.12	
Week	2024:2023	82.5%		14.3%	\$143		15.6%	\$119		31.6%

Maximizing the Moment - Campaign ROI Snapshot

- Occupancy that week was up 14.3%
- ADR that week was up 15.6%
- RevPAR that week was up 31.6%
- Incremental room nights snapshot (week's performance overall)
 - 14% increase in occupancy = 12,740 rooms
 - 12,740 rooms X ADR \$143 = \$1,821,820
 - Hotel Revenue ROI: \$7.35:\$1 (net of campaign costs)



Adobe Experience Cloud Blog The Latest Basics How to Perspectives [Get started](#)

5:1 A good marketing ROI is a ratio of 5:1 — you're making \$5 for every \$1 you spend.

**TOTAL
ECLIPSE**
IN THE PARK

Maximizing the Moment - Campaign ROI's - Media Impact

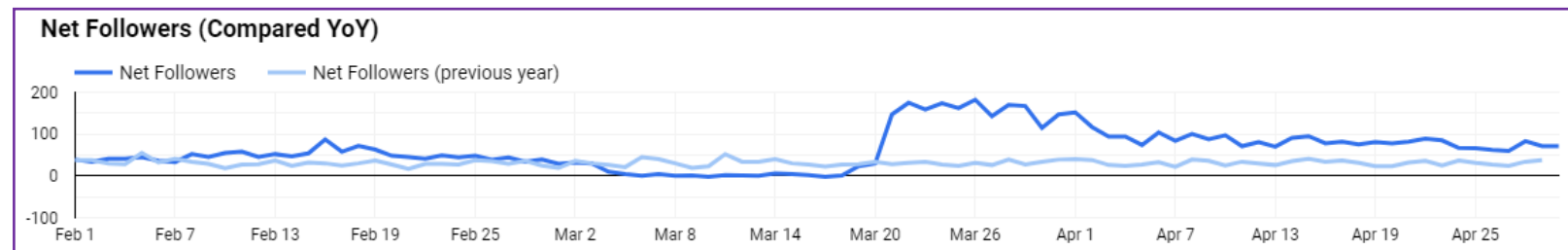
68,531,769 Total Impressions through 498 "clips"

- Online 59,211,004
- Broadcast 9,134,832
- Print 185,933



Maximizing the Moment - Potential Staying Power

- Website Traffic (January 1 – April 8)
 - 36,954 Pageviews – all Eclipse-related pages
 - 25,739 Active Users
- 216 New e-newsletter subscribers directly from the Eclipse webpage and the re-targeting of Eclipse registrants
- Paid Search* and Paid Social* Results (February 1 – April 8)
 - 2,013,224 Impressions
 - 30,216 Click-throughs
- YOY increase in Net Facebook Followers



**Paid social was scaled back as reservations skyrocketed far beyond initial projections.*

Maximizing the Moment - ICVB Campaign Priorities

- ✓ Build on colleagues' experiences from 2017
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 - ✓ Create “staying power” potential by introducing Irving as a destination and a community to prospects of all kinds
 - ✓ Instill pride in Irving residents by bringing the community together

and I felt very safe with the very present police + SWAT team presence,

You all did an outstanding job on a free event that exceeded all of our expectations!

Thank you so much!!
Irving Texas is a winner in my book!

Sincerely,

Lily Rusnak
Villa Park, ~~Illinois~~
Illinois 🇺🇸

Lily RL

4-11-24

Dear Irving Visitors Bureau Representative,

I am writing to thank you, + to commend you for the wonderful eclipse event held at the Levy Event Plaza!

My mother + 2 brothers drove down from Colorado, + I decided to meet them, flying in from Illinois.

We could not have been more pleased with the event!! My mom + I both made a flower wreath, we all went on a gondola ride, + tried the free moon pie.

I loved the fact that you gave out solar glasses with the place + date (a very nice keepsake),



Questions?

While the eclipse is a powerful reminder of our place in the universe, it also reminds us of our place in our communities. During the alignment of the Sun, Moon, and Earth, people across North America also aligned with families, friends, classes, colleagues, and even strangers as they took in this celestial event in the sky and all around them.

By Abbey Interrante and Joy Ng

NASA's Goddard Space Flight Center, Greenbelt, Md.



Board Reports, continued

11. Bureau Monthly Management Reports

- ✓ Executive Director

- ✓ Eclipse Campaign Recap

- a) Sales & Services

- b) Marketing & Communications

- c) Administration & Finance

12. Convention Center Management Reports

13. Industry Partner Reports

14. Partner Organization & Stakeholder Reports

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.

