



FOR IMMEDIATE RELEASE

Media Contact: Karen Berlin
Cooksey Communications
(972) 580-0662 x16
kberlin@cookseypr.com

GREATER IRVING-LAS COLINAS CHAMBER URGES SUPPORT OF PROPOSITION 1 AT UPCOMING ELECTION

Constitutional Amendment on Nov. 6 Ballot to Fund Entertainment Venue in Irving

Irving, Texas – October 18, 2007 – The Greater-Irving Las Colinas Chamber of Commerce has formed a special purpose committee, “Citizens for Increased Tourism,” to encourage Irving voters’ support of Proposition 1 in the upcoming special election. If passed, this proposition will help generate revenues to fund a state-of-the-art, 2,500-5,000-seat entertainment facility for live performances in Irving.

“One of the greatest benefits of the new entertainment venue is that it will attract even more new development – including new restaurants and retail shops – for the enjoyment of Irving residents and visitors to our fine city,” said Chris Wallace, president and CEO of the Greater Irving-Las Colinas Chamber of Commerce.

The proposed entertainment facility is part of the Irving Convention Center and Entertainment Venue Project, which includes not only the entertainment facility, but also parking, a hotel, retail and restaurant venues and the new convention center. A two percent hotel occupancy tax increase was implemented in January 2000 to fund the convention center facility and associated parking. Construction is scheduled to begin on the convention center facility in early 2008.

If Irving voters approve Proposition 1, the City Council would have the option of imposing a ticket tax of up to 10 percent and a parking tax of up to \$3 per vehicle for events at the Convention Center and Entertainment Venue Project, once the convention center opens. The City Council also would have the option of imposing an additional two percent hotel occupancy tax citywide in Irving.

“Building a new venue of this caliber will benefit all of Irving – north, south, east and west,” said Lisa Sturgeon, Texas regional marketing manager for Allstate Insurance and former chair of the Chamber’s board of directors. “It will bring new visitors to our city to spend money, which will, in turn, help keep our economy strong.”

-more-

Irving Chamber Urges Support of Proposition 1

Page 2

About the Greater Irving-Las Colinas Chamber of Commerce

Celebrating its 75th anniversary, the Greater Irving-Las Colinas Chamber of Commerce promotes the growth and expansion of business in Irving, an international community that is home to 200,000 residents and more than 8,000 businesses, including the global headquarters of four Fortune 500 companies and the presence of more than 20 more. The Chamber serves as the unified business voice for Irving, which is located in the heart of the Dallas-Fort Worth Metroplex. With a rich heritage of leadership and collaboration, the Chamber works in partnership with the City of Irving and the corporate community to promote, advocate for and expand business in the city and further develop and market Irving's advantages as a premier location for doing business. For more information about the Greater Irving-Las Colinas Chamber of Commerce, visit www.irvingchamber.com.